Industry Flash Report:
The 3 C's: CX, Channels, and Compliance

LIVEVOX

In August 2020, LiveVox surveyed contact center professionals at the C-suite, VP, Director, and Manager levels to understand what their strategic priorities are right now, where they're headed in the future, and what roles customer experience, non-voice channels, and compliance play in their operations. We gathered responses from individuals in a wide range of industries, including Banking, Financial Services, Healthcare, Telecommunications, and Insurance, across job functions ranging from Operations to IT to Customer Experience.

Based on their inputs, we've crafted this report that highlights the challenges, priorities, and opportunities for contact center professionals today.

Survey Snapshot:
These days, it's all about the customer experience.

The results are clear. A vast majority of contact center professionals say customer service is the primary use for their contact centers. And that's not surprising. Whether you're in the business of selling a product or service, or you work in debt collection or customer acquisition, customer service is your business. That's why we also found that when contact centers are looking for a technology provider, their number one priority is improving the customer experience.

What about efficiency? When serving customers, yes it's important to deliver an exceptional experience, but contact centers also want to do it efficiently at the same time. For some, this begs the question: "How do I get the efficiency I need while also maintaining compliance with federal rules and regulations?"

The results show that respondents see features and functionality as the answer to this challenge—that is, a technology provider should offer solutions that make it possible to reduce costs, streamline operations, and improve compliance.

With a majority of respondents seeing their call volumes increasing now, and anticipating a further increase in the future, it's more important than ever to meet customers on their channels of choice. Which is why we found that a majority of contact center professionals are either currently using or planning to use non-voice channels within the next 12 months. Opportunities exist across the board for contact centers—to improve the customer experience, to put compliance top of mind, and to expand into an omnichannel environment.

81%
of respondents said their contact centers are **primarily used for customer service.**

58%
of respondents ranked **improving the customer experience** as the most important attribute in a vendor.

20%
of respondents said **compliance features** are the most important part of their contact center software.

48%
of respondents cited **features and functionality** as the most important factor when choosing their next contact center software.

57%
of respondents are **currently using non-voice channels or plan to add them within the next 12 months.**
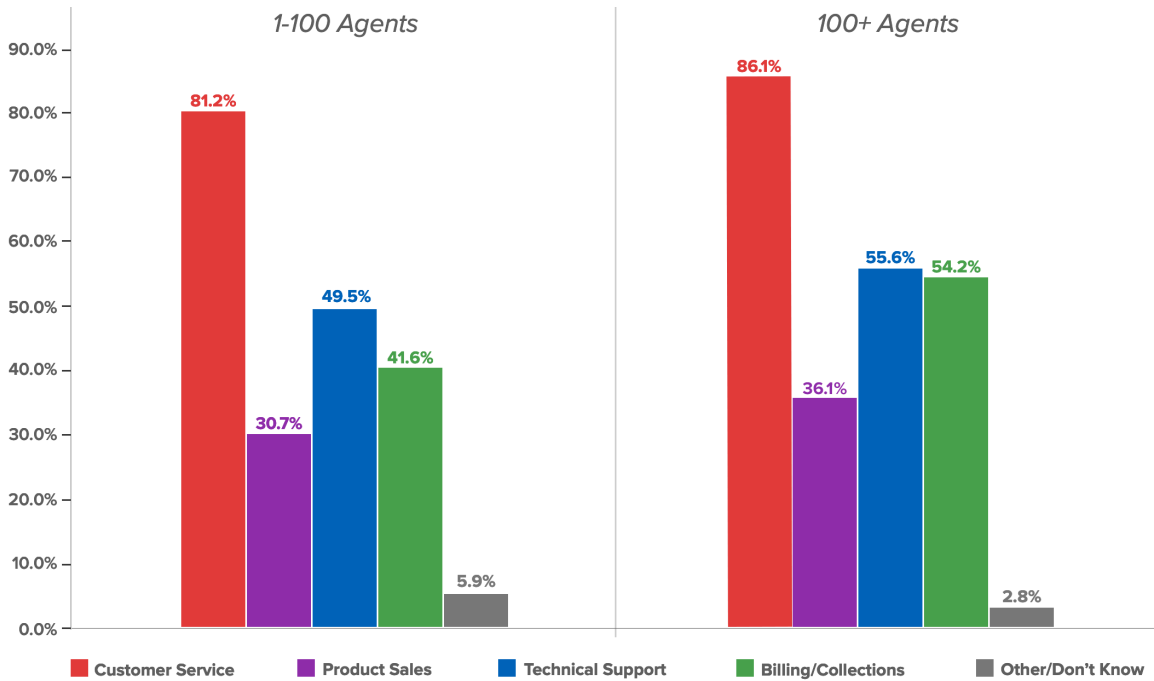
63%
of respondents predicted their **call volumes would be much higher or slightly higher in the future.**

68%
of respondents said the calls handled by their contact centers are **more than half or nearly all inbound calls.**
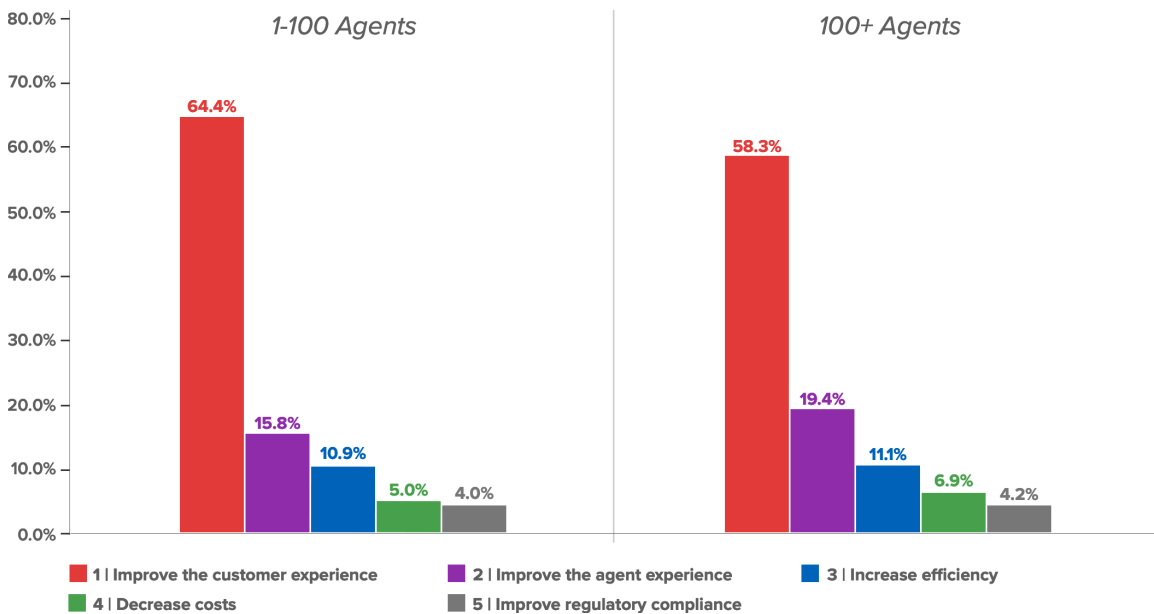
For which of the following purposes is/are your company's contact center(s) used?

Everybody is in the customer service business. It doesn't matter if you do mostly inbound or outbound calling, or if you're a small contact center or a large one. Improving the customer experience is the #1 topic that's top of mind, which begs the question: when everyone is focused on the same thing, how do you differentiate yourself in the marketplace?
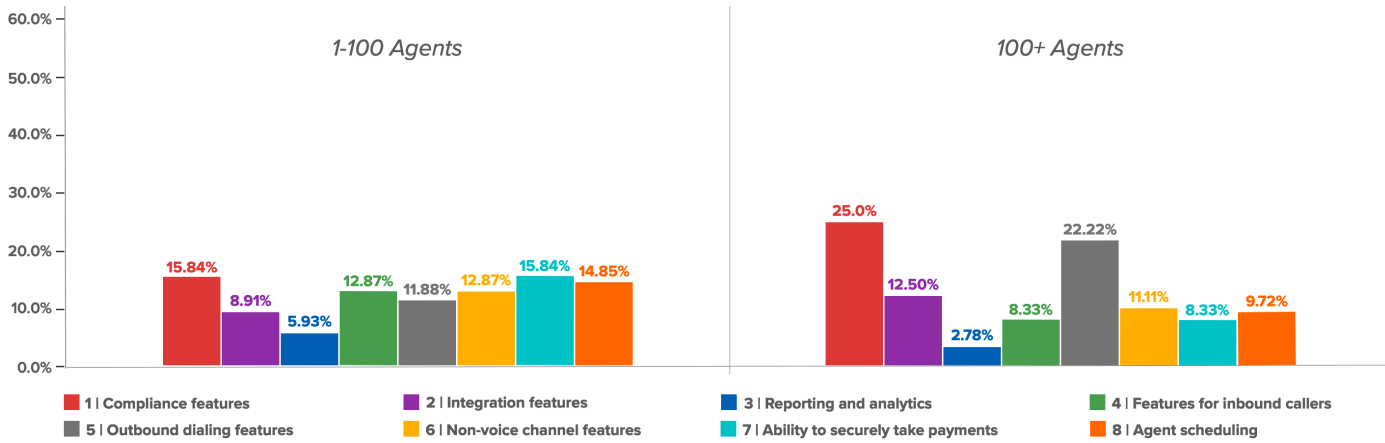
1-100 Agents

Category	Value
Customer Service	81.2%
Product Sales	30.7%
Technical Support	49.5%
Billing/Collections	41.6%
Other/Don't Know	5.9%

100+ Agents

Category	Value
Customer Service	86.1%
Product Sales	36.1%
Technical Support	55.6%
Billing/Collections	54.2%
Other/Don't Know	2.8%

Legend: ■ Customer Service ■ Product Sales ■ Technical Support ■ Billing/Collections ■ Other/Don't Know

Please rank the attributes that you find most important in a vendor, with 1 being the most critical and 5 being the least.

Currently, most contact centers want a partner who can help them improve the customer experience. That's a good thing, because customer service should be the top priority, regardless of vertical. The surprising result is that more contact centers don't rate agent experience higher in terms of importance, since providing a better experience for agents results in a better experience for customers.

1-100 Agents

Category	Value
1 │ Improve the customer experience	64.4%
2 │ Improve the agent experience	15.8%
3 │ Increase efficiency	10.9%
4 │ Decrease costs	5.0%
5 │ Improve regulatory compliance	4.0%

100+ Agents

Category	Value
1 │ Improve the customer experience	58.3%
2 │ Improve the agent experience	19.4%
3 │ Increase efficiency	11.1%
4 │ Decrease costs	6.9%
5 │ Improve regulatory compliance	4.2%

Legend: ■ 1 │ Improve the customer experience ■ 2 │ Improve the agent experience ■ 3 │ Increase efficiency ■ 4 │ Decrease costs ■ 5 │ Improve regulatory compliance
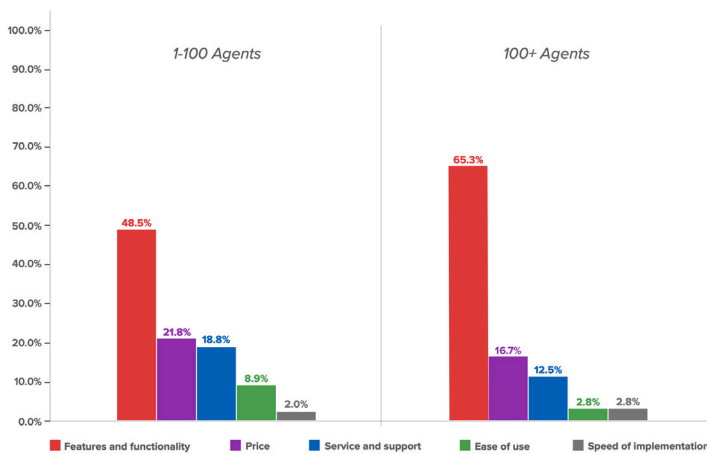
Please rank the importance of the following features for your contact center software, with 1 being the most critical and 8 being the least.

Of all the options on the table, compliance features are the one thing contact centers are looking for above all else. The key question is how do you get the efficiency you need while also complying with myriad rules and regulations?

1-100 Agents

- 15.84% (Compliance features)
- 8.91% (Integration features)
- 5.93% (Reporting and analytics)
- 12.87% (Features for inbound callers)
- 11.88% (Outbound dialing features)
- 12.87% (Non-voice channel features)
- 15.84% (Ability to securely take payments)
- 14.85% (Agent scheduling)

100+ Agents

- 25.0% (Compliance features)
- 12.50% (Integration features)
- 2.78% (Reporting and analytics)
- 8.33% (Features for inbound callers)
- 22.22% (Outbound dialing features)
- 11.11% (Non-voice channel features)
- 8.33% (Ability to securely take payments)
- 9.72% (Agent scheduling)

Legend:
- 1 | Compliance features
- 2 | Integration features
- 3 | Reporting and analytics
- 4 | Features for inbound callers
- 5 | Outbound dialing features
- 6 | Non-voice channel features
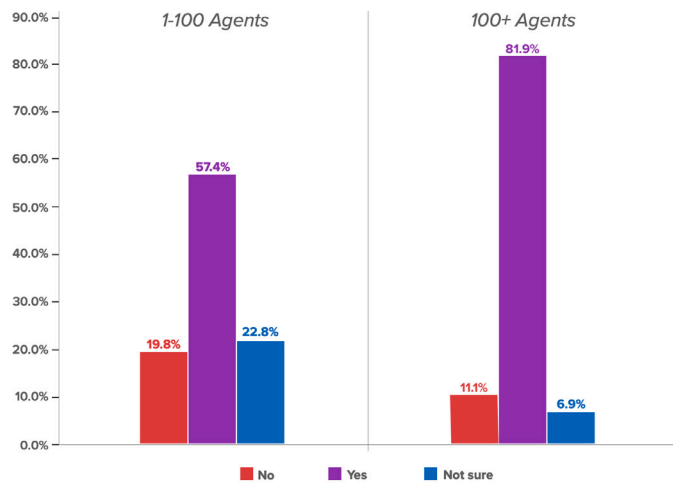- 7 | Ability to securely take payments
- 8 | Agent scheduling

What is the most important consideration in choosing your next contact center software?

A majority of contact centers are focused on features and functionality. But how do you get a competitive advantage if that's everyone's priority? The answer is you should be considering ease of use more than you are, because if your agents are having a better experience, then your customers will too.

1-100 Agents
- 48.5% (Features and functionality)
- 21.8% (Price)
- 18.8% (Service and support)
- 8.9% (Ease of use)
- 2.0% (Speed of implementation)

100+ Agents
- 65.3% (Features and functionality)
- 16.7% (Price)
- 12.5% (Service and support)
- 2.8% (Ease of use)
- 2.8% (Speed of implementation)

Legend:
- Features and functionality
- Price
- Service and support
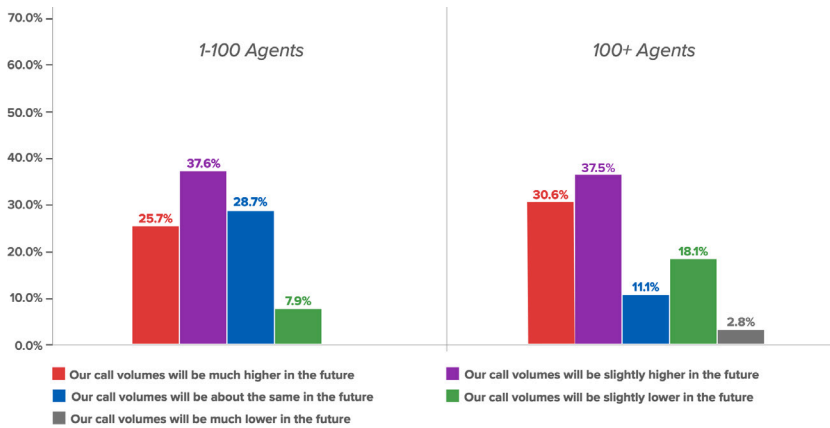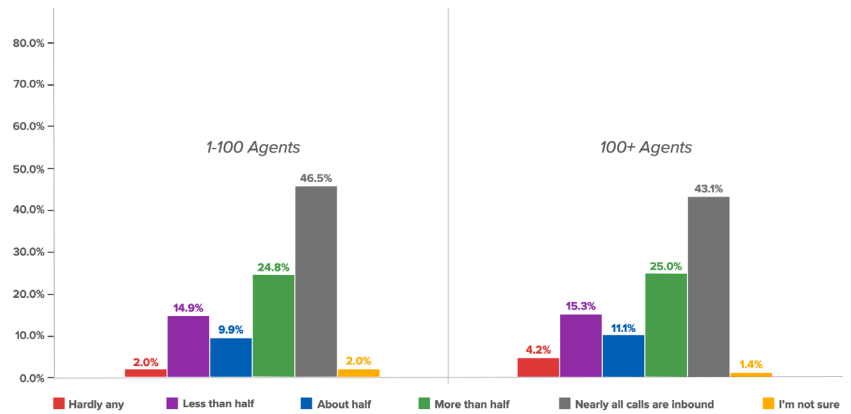- Ease of use
- Speed of implementation

Are you currently using non-voice channels, or do you plan to add non-voice channels within the next 12 months?

Contact center leaders know they need to use omnichannel to engage customers. Even in the collection agency space, which is predominantly an outbound use case, customers are asking for—or in same cases demanding—more options for communication.

1-100 Agents
- No: 19.8%
- Yes: 57.4%
- Not sure: 22.8%

100+ Agents
- No: 11.1%
- Yes: 81.9%
- Not sure: 6.9%

Legend:
- No
- Yes
- Not sure

Approximately what percentage of the calls handled by your contact center(s) are inbound calls?

Most contact centers do a combination of inbound and outbound calling. There's really no such thing anymore as an exclusively inbound or only outbound operation. But regardless of which best describes your operation, it's all about overall customer care, as we've seen in the data throughout this report.

1-100 Agents / 100+ Agents

	Hardly any	Less than half	About half	More than half	Nearly all calls are inbound	I'm not sure
1-100 Agents	2.0%	14.9%	9.9%	24.8%	46.5%	2.0%
100+ Agents	4.2%	15.3%	11.1%	25.0%	43.1%	1.4%

1-100 Agents / 100+ Agents

	Our call volumes will be much higher in the future	Our call volumes will be slightly higher in the future	Our call volumes will be about the same in the future	Our call volumes will be slightly lower in the future	Our call volumes will be much lower in the future
1-100 Agents	25.7%	37.6%	28.7%	7.9%	
100+ Agents	30.6%	37.5%	11.1%	18.1%	2.8%

Are your call volumes increasing or decreasing?

For the most part, everybody's call volumes are going up. You don't want to continue to add costs, so how do you handle more calls with fewer people and make the experience better for the customer? You have to be able to do more with less. And the only way to do that efficiently is by using the right tools and features to make that possible.

Wrap Up:
Customer service is key, but so is the agent experience.

Clearly, the results show that the customer experience is top priority for a majority of contact centers. With such an overwhelming response, and such a strong focus on customers, is it possible that contact center leaders aren't paying enough attention to the agent experience?

If you don't improve the agent experience, you can't improve the customer experience. That's why having an omnichannel solution is so important. When you put your agents on multiple different systems to check and double check, your customers are inconvenienced by that. By giving your agents technology, features, and tools that are seamless and easy to use, you make it easier for them to do their jobs—and to deliver a better experience for customers.

What we've found is that respondents are not necessarily thinking about agent experience, but they absolutely need to be. And a big part of providing a good experience for agents is by giving them solutions and tools that are easy to use. All of the features in the world don't matter if your agents can't use them efficiently.

About LiveVox

LiveVox is a next generation contact center platform that powers more than 14 Billion interactions a year. We seamlessly integrate omnichannel communications, CRM and WFO capabilities to deliver an exceptional agent and customer experience, while reducing compliance risk. Our more than 450 global employees are headquartered in San Francisco; with offices in Atlanta; Denver; New York City; St. Louis; Medellin, Columbia; and Bangalore, India.