

# 3 Ways Unified Data Helps Deliver Faster Service in a Digital Environment



Today's customer is engaging with businesses across more channels than ever before.

Yet customer satisfaction with contact center service remains at all-time lows. One of the top complaints leveled by customers has to do with long wait times. What can contact centers do to keep customers happy and queues slim? Access to a unified repository of customer data is critical.

Below we map key points of the customer journey and how to leverage unified data for an improved customer experience.



At the core of long wait times is a disconnected understanding of the customers. Contact centers must have a holistic view of their customer that centralizes customer interactions across all channels into a unified customer profile.

This can then be leveraged to create more personalized customer workflows that shrink service times.



## IVR

Self-service is only as good as the logic it was built from. By leveraging a unified customer profile, an IVR can now include advanced self-service logic applications, such as chatbots that enables faster self-service.



## ROUTING

Routing is a key connection point that is often sub-optimized. A unified customer profile can be used to create advanced routing schemes that include agents specializing in multichannel campaigns and engagement – ensuring the first agent is the most well-equipped.



## AGENT DESKTOP

Equipping contact center agents with a unified customer profile enable the agents to know the customer upon the connection, shrinking average handle times. Two examples include:

- Screen Pops that tell agents exactly who is calling and why
- Multichannel Contact History that tells agents exactly what the customer has gone through

Even in a digital environment, traditional channels can be effective. The key is to empower these functions with the customer data that includes all digital interactions. While the number of channels has grown, the concept of knowing the customer remains the key to better, faster customer engagement.