

5 Ways LiveVox Contact Manager Enables ROI-Driven Digital Engagement



LiveVox's unified product suite offers a practical and incremental path for evolving from voice-centric communications strategies to data-driven digital engagement.

The LiveVox platform unifies the core functions of a contact center: omnichannel engagement, workforce optimization, and CRM capability. At the heart of our unified platform is Contact Manager, an omnichannel CRM that centralizes and standardizes customer attributes and interactions across all channels and applications in one place for a single customer profile.

Below are 5 ways Contact Manager helps to drive better ROI for omnichannel environments

1. EFFECTIVELY MANAGE OMNICHANNEL CONSENT AND CHANNEL PREFERENCES

There is no doubt customers are demanding new channels, but that doesn't mean they want to be contacted using all channels all the time. The first step in an omnichannel strategy is to know on which channel and when to engage customers.

Contact Manager effectively solves this challenge by embedding multichannel consent management functions across the entire customer journey. What is captured at each interaction along the journey is automatically updated at the customer's account level, in a single location. **These functions include:**

 <p>Phone/SMS/ Email associated consent flags</p>	 <p>Email /SMS attempts to contact records without consent flags will not launch</p>	 <p>Unsubscribes automotically removes consent flag</p>	 <p>Predefined templates for email/ SMS to include unsubscribe link</p>	 <p>Agent can check / uncheck consent flag field on desktop</p>
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2. CREATE BLENDED OMNICHANNEL WORKFLOWS BASED ON CONSENT/CHANNEL PREFERENCES

Knowing exactly when and in what order to send an email, call, or SMS is key to optimizing self-service interactions across multiple channels, driving overall ROI.

By offering a comprehensive view of the customer, Contact Manager enables contact centers to create blended omnichannel workflows based on specific customer channels.

 <p>±212% ROI on LV Emails</p>	 <p>±378% ROI on LV SMS</p>
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3. EMPOWER AGENTS TO PROVIDE PERSONALIZED OMNICHANNEL ENGAGEMENT

Contact center agents are a critical transition point between omnichannel engagement and traditional voice interactions - they are also the greatest cost driver in a contact center operation.

Powered by Contact Manager, the Unified Agent Desktop (UAD) can help shrink Average Handle Times (AHT) and facilitate digital engagement – increasing efficiency and customer satisfaction. **Three key capabilities enabled by Contact Manager include:**



Up to ~15%+
Reduction in
Average Handle
Time/Call.

- Advanced Agent Screen Pops: Include relevant customer account information alongside customer IVR inputs upon connection
- Consumer Multichannel History: Provide a comprehensive view of the customer journey from across all channels in a single dashboard.
- Transaction Multichannel: Equips agents to send transactional Email and SMS from their desktop during a call interaction

4. INCREASE FIRST CALL RESOLUTION WITH ADVANCED ROUTING

Contact Manager can also help improve ROI for your existing voice workflows. Contact center managers can create highly intelligent call routing and customized IVR/self-service workflows from an omnichannel profile.

For example, customers can be intelligently routed based on previous multichannel interactions and customized IVR input. Upon connection with a consumer, the agent is provided with the consumer's IVR input data alongside with full multichannel history. Combined, contact centers can ensure first and fast first call resolutions.



±\$1.67
Savings agent/call by deflecting
more calls to agentless self-service.



Up to ~10%+
Increase in revenue by
optimized routing strategies to
collect payments.



±25%
Reduction in repeat callers

5. DRIVE DIGITAL PERFORMANCE AND BEST PRACTICES WITH OMNICHANNEL WFO / QM

Contact Manager is unified with LiveVox's omnichannel enabled WFO/QM and digital channels, providing a 360-degree view into how an agent facilitates multichannel interactions. Contact center managers can view the interaction as it occurs - both on the agent screen as they type on Email/SMS, and on the audio recording as the agent speaks with the consumer. This cross-channel analysis empowers the ability to identify, manage, and scale training around workflow best practices in a digital environment.

Contact Manager is your Path Forward for ROI-driven Digital Engagement. Contact us to begin your LiveVox [U] series journey.

