11 Digital Messaging Benefits
for the **Remote Contact Center**

LIVEVOX

There is much to consider when migrating an onsite contact center workforce to a remote setup.

As a manager, you'll have to consider things like providing tools that cultivate productivity and minimize stress or distractions for agents as well as helping them to practice good time management. Utilizing tools like digital messaging as part of a work from home contingency plan can accomplish all of these and allow your agents to maintain, if not ramp up, your quality of service.

Here is a checklist to assess your COVID-19 readiness:

INCREASE AGENT AND CUSTOMER SATISFACTION

If you're already sending one-way messages you're getting responses that are going unanswered. That amounts to a huge missed opportunity. And for those not already utilizing an asynchronous channel like SMS messaging at all, you should know that the flexibility and availability it affords to both agents and customers is unmatched.

☑ **Meet the high expectations of customers & make their lives easier while doing it.**
Consumers want to be contacted through their channel of choice at a time that is convenient for them. This preference is heightened in times of insecurity when their attention is being pulled in every direction. In fact, 98% of alerts sent via SMS are read.

☑ **Webchat can help drive internal alignment & surface customer information quickly.**
Webchat can also aid in call deflection and drive more efficient service. Internal chat can also be used to help agents communicate amongst themselves so information is transferred and the customer doesn't have to repeat themselves.

☑ **Higher connect rates mean happy agents and more revenue.**
SMS provides a path to agent efficiency AND customer satisfaction. Response rates for SMS skew higher than other channels because it's a consumer-favorite medium, which means agent connectivity will grow, and, in turn so will your bottom line. While response rates are going to depend on what you're sending or asking customers to do in your text campaigns, the general consensus is that SMS consistently outperforms voice and email when it comes to open or engagement rates.

☑ **Safeguard against agent burnout.**
If you're dealing with an uptick in call volume your agents could be feeling overwhelmed. SMS is easy to set up, easy to monitor and, best of all, easy for agents to use. Bi-directional auto-responses coupled with keyword triggers let agents focus on those customers whose issues require undivided attention over the phone.

☑ **Keep agents organized.**
A messaging campaign dashboard can help your team stay organized by keeping track of which customers have been sent a message, slimming call lists while making sure you're staying on track with who you need to reach.

OPTIMIZE AGENT EFFICIENCY WITH DIGITAL CHANNELS

Asynchronous digital channels like two-way messaging, webchat, and email provide an easy solution for distributing information quickly to customers. While some issues require a phone call, many customer interactions can be handled just as effectively online.

☑ **Increase efficiency so agents can focus on making more outbound connections.**
With two-way messaging, you can increase your visibility and your reach with customers exponentially. This means not only contacting more people per day but actually engaging them and getting them to take action.

☑ **Click-to-text takes agents from one to many.**
Just like HCI® (Human Call Initiator®), Click-to-text, or HTI (Human Text Initiator) with consent allows you to maximize your outreach by sending mass updates that direct your customers to follow your lead.

☑ **Deflect call volume.**
With a surge in call volume during challenging times like this, your agents might be likely in an overwhelmed state. Use two-way messaging to partition some of your agents to handle incoming texts to thin call queues. Responding to texts is something they can do with multiple customers at one time so it's increasing your efficiency from the customer perspective while driving agent productivity.

☑ **Pre-written messages create consistency.**
You can lock down what messages contain. Templatizing is an easy way to boost efficiency by cutting down on typing while ensuring adherence to scripts. Custom template creation and canned messages can be leveraged for quality management and tailored on the fly, even within automated campaigns.

EMPOWER CUSTOMERS TO SELF-HELP

An asynchronous channel means round the clock service. It also means fewer calls in the queue and lowered wait times. Two-way messaging encourages customers to be more self-reliant and lets agents set more straightforward, routine issues that can arise to autopilot.

☑ **Keep self-service calls out of agent queues.**
One simple way to triage an uptick in call volume is to help customers become self-reliant by using two-way messaging as a virtual agent capability. In scenarios where human intervention isn't necessary a text can provide a faster level of service. For example, you may already be sending account alerts via text, but your customers might have follow-up questions. With two-way messaging, they can continue that conversation in the same thread started by the initial alert.

☑ **Set up keyword cues to simulate conversational exchanges.**
Keyword routing lets you configure triggers based on specified words to carry out actions via messaging. For example, if a customer wants to schedule a call with an agent for a later date you can set the word "CALL" to schedule that appointment. Or, if they'd like to opt into recurring automatic payments they can text you "AUTOMATIC" — the words you choose are up to you.

Digital channels provide a twofold benefit for agents working from home because you're enabling constant contact while also gathering vital intel that can be leveraged to better understand customer preferences, history, and intent. With this information, you can further develop relationships that yield positive ROI-benefits for your company's bottom line whether agents are at home or in the office.

To learn more, please contact us at info@livevox.com.