Optimizing Contact Center Operations

Four Customer
Service Pains
and Their Solutions

broadvoice

Introduction

Customer service pains hinder contact center operations and make delivering an exceptional customer experience challenging. These pains have been identified in several areas of customer service, including data reporting and analytics, scripting, and back-office work.

This eBook focuses on key operational challenges and how they can be resolved to optimize contact center operations.

Reduce Call Transfers with an IVR

Calls that don't reach the right person or department waste a lot of time. The agent answering the call has to take time to determine who is best fit to handle the problem. Then, they have to stop what they're doing to transfer the call. And when customers are repeatedly transferred and have to repeat their issue over and over, it takes a toll on the customer experience.

Adding a natural language IVR is an easy way to reduce the number of call transfers. This technology analyzes customer interactions to determine the problem or concern. Then, it routes the call to the best-fit agent or department based on agent availability, skills, and scheduling. Using an IVR, customers are directed to the right person the first time they call.
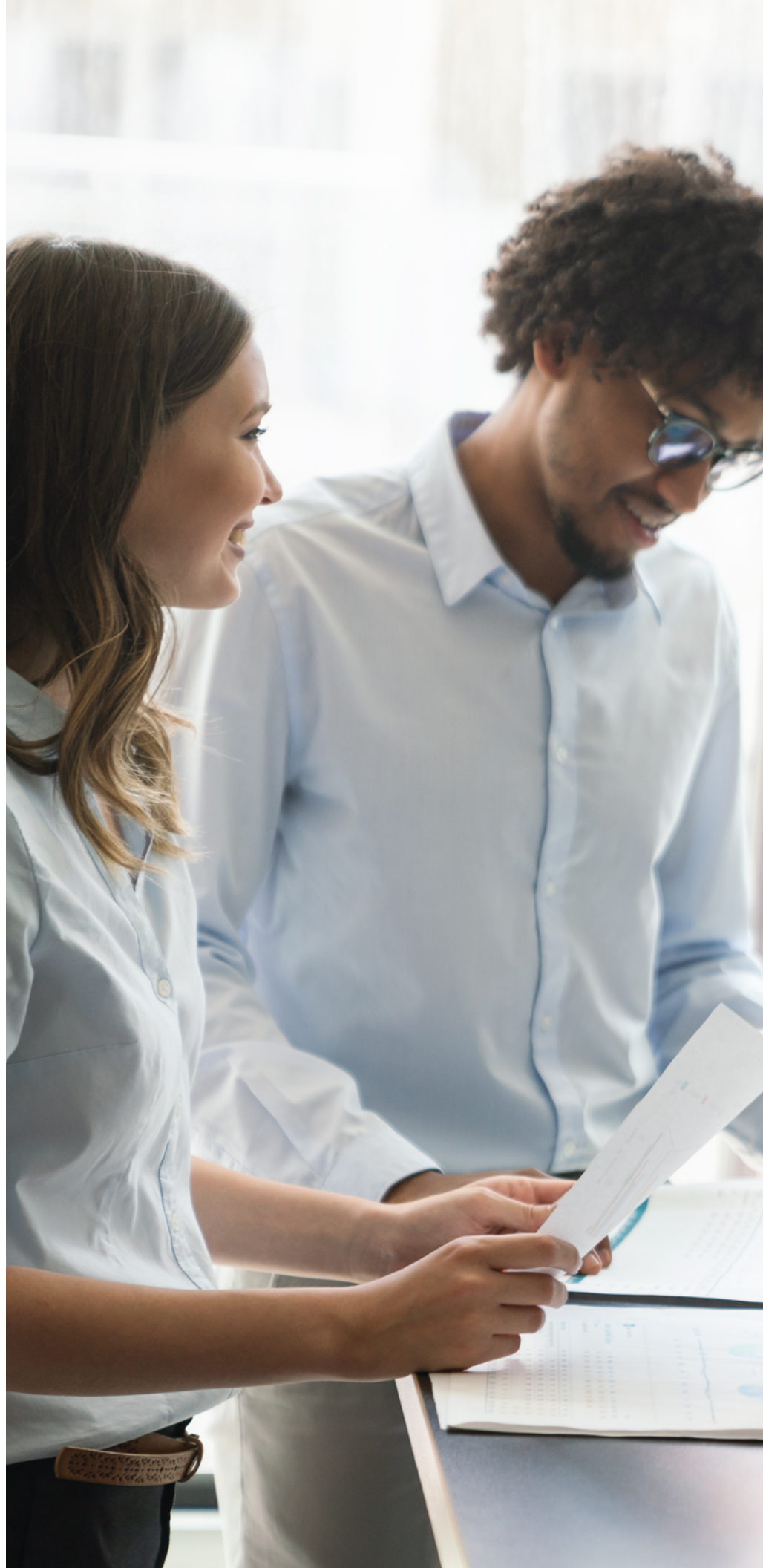
b

Enhance Self-Service with Chatbots

According to a [Forrester study](#), 84% of customers have used a self-service channel in the last 12 months, and 91% would use it again. This proves self-service isn't just a fad or a trend. In fact, it's the key to improving the customer experience and optimizing customer service operations.

As customers become increasingly mindful of how they spend their time, they want quick answers and fast resolutions. Self-service options meet this demand, allowing customers to get the answers they need quickly and efficiently without involving an agent.

However, simply having an updated website with an FAQ page for simple requests is no longer enough. Customers want advanced and intuitive self-service options. This is where AI chatbots come in.

Chatbots are game-changers for self-service. They can identify keywords in interactions to pinpoint which resources customers need. They can help customers with basic requests like submitting a return and getting an update on their order. They can even route calls and chats to agents if the issue is more complex.

Advanced self-service options empower customers to resolve issues on their own, boosting customer satisfaction and the customer experience. They also free agents to handle more complex, high-value tasks.

Using an IVR, customers are directed to the right person the first time they call.

Decrease Call Duration with an IVR

Another challenge is long call durations and lengthy talk times. When agents spend too long on a call, it impacts their productivity and workload. It also affects the productivity and workload of other agents. And it impacts customers. Long calls create long call queues, decrease efficiency, and contribute to agent stress levels.

Natural language IVRs can help by collecting information about customers and interactions before passing the interaction to an agent. This means agents already have the customer information they need, and they know why the customer reached out in the first place. This information gives them what they need to handle the call quickly, reducing the call duration and average talk time.

Increase Customer Satisfaction with Humanized Interactions

Despite the growing popularity of AI and automation, customers still want the human touch in their interactions. They don't want to feel like they're talking to a machine. They want to feel heard and seen. This is especially true with non-digital-first generations and those who aren't as familiar with technology.

Believe it or not, the human touch can be incorporated into our AI experiences and services. For example, bots can have human names so customers don't feel like they're talking to a robot. These bots are even trained to speak like humans.

Machine learning and natural language processing technology allow them to learn from human interactions. And they can pick up on the language we use on a day-to-day basis. With these natural language abilities, they sound like real people, making it easier to interact with them.

Conclusion

Operations face two main challenges. On the one hand, customers are demanding fast resolutions and high-quality customer service. On the other hand, companies are increasingly using AI and technology to optimize their operations and offer the best service. To meet these challenges, it's crucial to balance technology with the human touch.

In our competitive world, where customer service is a key differentiator, you can't afford to fall behind. Learn how GoContact can help optimize your operations while balancing the human touch. Schedule a demo today to get started.

broadvoice.com