



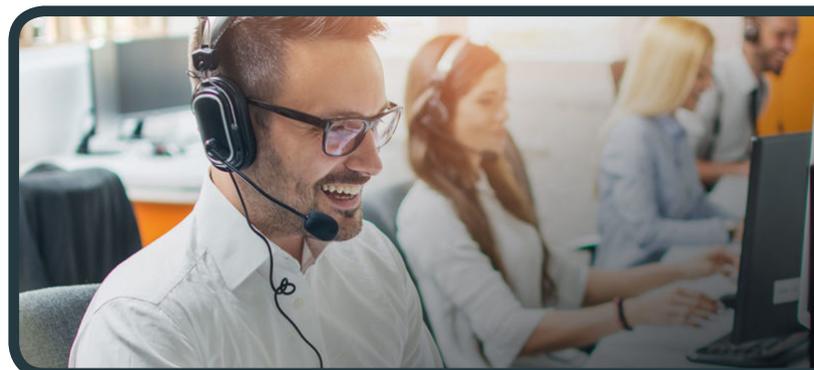
Customer Satisfaction: Your Organisation's Most Valuable Asset

Why businesses should be proactively delighting every customer

Far from profit margin, sales growth, or average purchase value, high-quality customer service has become the most important business metric. Ensuring that you're operating an efficient, successful contact centre is at the heart of improving satisfaction.

For almost two-thirds of consumers, the experience they have while transacting with a business is a more important factor than price in their purchase decision. As such, organisations cannot afford to ignore satisfaction levels. Customer experience is shaped and defined at every touchpoint between the organisation and the customer, but contact centres are emerging as the single most important driver. Here, agents have hundreds of opportunities to engage and satisfy customers in new ways, offering them a seamless interactive experience and an efficient resolution to their query.

64%
of people say
customer experience
is more important to
them than price¹



Traditionally, it was businesses themselves who set out a given range of hours on selected days when customers could get in contact, and often they were restricted to either telephoning or emailing. In the modern day, the consumer has become king. Organisations that do not offer a wide variety of communication channels, or those that limit their available contact hours to a 9-5 Monday-Friday schedule can no longer expect to achieve customer satisfaction. They must be responsive on a 24/7 basis, across whatever means of communication the customer desires. 73% of customers state that it is the ease of the interaction that contributes most to their impression of their customer experience, but 80% of enterprise contact centres know that their current communications estates will not meet their customers' needs in the future².



One of the primary challenges for many companies is coping with unexpected spikes in interactions caused by large volumes of unstructured demand. If a business does not have a readily scalable contact centre in place that is in-built with the flexibility to cope with highly unstable levels of demand, their customers are likely to encounter a negative interactive experience during the time when they most need the company's assistance.

Moreover, businesses must now be able to adapt their services in order to provide a consistent experience, no matter how distinct their sites, technologies, or channel capacities. If high-value agents are unevenly distributed across a number of locations, the challenge is further exacerbated when an unprecedented deluge of contacts flow in.



In order to tackle these challenges and rise to the expectations of the modern consumer, companies are increasingly turning to cloud-based solutions for their contact centre needs. The scale-on-demand attributes inherent to cloud technologies enable organisations to respond with full flexibility, no matter the volume of demand, across any digital channels. This approach also facilitates synchronisation with external information systems, ensuring all interactions are handled efficiently and do not create any unnecessary delays that would prevent First Contact Resolution.

Cloud platforms are also much more amenable to working in conjunction with other technologies to further optimise customer experience. For example, the emerging potential of Artificial Intelligence offers exciting opportunities to intelligently mass-automate contacts, thus reducing pressure on contact centre agents while simultaneously improving outcomes for customers. AI lays the foundations for advanced behavioural analysis and prediction of customer activities, which will enable businesses to anticipate and proactively delight their customers.