CRM Xchange

IQPC CALL CENTER WINTER SOLUTIONS REVIEW

<u>Applications</u>
Language Services
Chat
Visualization Solutions
Multi-channel Contact Center

INSPIRATIONAL IDEAS IN AN INCLUSIVE ENVIRONMENT

Overview

The first onsite event of the 2016 contact center educational calendar, Call Center Week Winter, was attended by a gathering of over 300 industry professionals representing a broad spectrum of organizations.

The event's sponsor, Call Center IQ, a division of IQPC, rebranded the conference and expo that had been known as The Future Contact Center Summit to align it with their successful Las Vegas-based Annual June Call Center Week event.

The first two days of the program were devoted exclusively to boot camps; a site tour of the JetBlue Airways contact center and "University"; and several Conference Workshops. The main Conference was on Thursday and Friday. The focus was offering strategies and inspirational directions for service leaders to help them offer customers an "effortless experience".

CRMXchange had conversations with a sampling of the vendors. This summary is designed to give our readers a closer look at some of the new products and industry trends that were on display on the exhibit floor.

LANGUAGE SERVICES

GeoFluent by Lionbridge

Website: http://www.lionbridge.com/geofluent/

Translation solutions for contact centers have traditionally consisted of third-party over-the-phone interpretation (OPI) voice-only services. Since industry research shows consumers' ever-increasing preference for self-service and digital channels, GeoFluent has created an omni-channel solution (voice plus self-service and agent-assisted channels) that differentiates it in the marketplace.

GeoFluent offer companies the capability to plug into their existing contact center communications platforms using pre-built integrations and make them omni-lingual. Its patented linguistic layer delivers higher quality translation while also preserving key brand terms and names.

Because real-time translation software is instantaneous, it's ideally suited to help contact centers communicate with consumers who communicate in just about any language. It was built specifically to support omni-channel customer care including in-call voice; chat and virtual assistants; email; fax/letters; forums/knowledge base and communities; helpdesk and ticketing; mobile; SMS and push notifications; social; surveys

and NPS transactions. It also supports training materials, web, video and website.

OMNI-CHANNEL TRANSLATION CAPABILITIES IMPROVE BOTH CUSTOMER LOYALTY AND EMPLOYEE RETENTION through reduced customer effort. Whether consumers are looking for local language information on a forum or communicating in their native language via chat, they're able to communicate faster and more effectively. Reduced customer effort is important as well as higher CSAT and NPS scores.

Eliminating language as a communications barrier enables call center reps to provide more efficient customer service and solve customer problems faster, leading to more positive customer experiences and increased brand loyalty. GeoFluent provides call center personnel at all levels with a critical tool that allows agents to be more successful at their jobs, thus leading to higher retention rates and improved employee satisfaction.

LANGUAGE SERVICES ASSOCIATES (LSA)

Website lsaweb.com

LSA, celebrating its 25th anniversary in February, offers a unique approach to interpreting by telephone support which is designed to help its contact center clients utilize their own bilingual agents as much as possible. This approach provides both a direct impact on decreased 3rd party spend and call handle times, as well as an increase in bilingual agent productivity and limited English speaking customer satisfaction.

LSA provides contact centers with on-demand access to interpreters in over 200 languages, 24/7/365. Clients pay a low per-minute fee for interpreter time, with no account setup fees or monthly minimum charges. The company's pay-as-you-go approach is cost-effective for contact centers which would

otherwise need to hire underutilized full or part-time bilingual agents, who are typically compensated at a higher rate than monolingual English agents.

LSA can offer everything that some of its larger competitors do, yet can be more nimble and innovative in both its methods and its implementation of contact center solutions.

The approach is designed to help contact center clients to:

- Decrease spend and handling time – Beyond its more cost effective per-minute model, companies also benefit from not having to have a monolingual English-only agent. LSA's interpreting by telephone service helps streamline the process to enable more efficient one call resolution

- Increase bilingual agent productivity – LSA's real-time reporting platform allows contact centers to schedule their bilingual agents to better serve as a first point of contact for limited-English-speaking callers, further decreasing 3rd party spend and call handle times.

- Increase limited-English-speaking customer satisfaction – Whether working through an interpreter or having a bilingual agent handle their call, limited English speaking customers appreciate contact centers that can support their language of preference. These common-sense efforts directly impact customer satisfaction and retention, referrals, up-/cross-sell opportunities, and ultimately, increased revenue.

CHAT

LivePerson
Website: www.liveperson.com

Recent Aberdeen Group research shows that brands who integrate messaging enjoy both a 23% lower cost to-serve than those that do not provide the service, as well as 12X greater agent efficiency. Messaging allows companies to provide the right service at the right time without tethering consumers to a specific channel. Mobile allows customers to connect anywhere, and is thereby the most-used platform for messaging.

LivePerson's chat platform, LiveEngage, gives companies a presence across digital channels, enabling them to transition seamlessly from one device to the next, so customers always know their message will be received... without the phone ringing on and on, or having to listen to hold music on loop. A brand's customer care professionals (CCPs) can respond in a timeframe that fits the request, more quickly for urgent issues or later on for standard inquiries. Plus, handling multiple customers simultaneously gives customers faster service.

LiveEngage analytics also identifies VIPs (such as returning customers or those with very full carts) and lets them jump to the front of the line, prioritizing the most-likely and potentially lucrative sales. The Agent Workspace is designed to meet the stringent needs and goals of contact centers, while improving staff efficiency (whether large or small) and reducing the cost of service.

LiveEngage personalizes the customer experience at every turn. CCPs have access to consumer data and analytics on everything from browsing history to cart content to account details, allowing for targeted engagements and proactive content delivery. This creates an understanding of individual customer needs, a more seamless customer experience, and a meaningful, measurable connection between the brand and consumer.

LivePerson differs from other chat vendors in three main ways:

- The mission is to create meaningful connections. This spawns a culture where all 1,200-plus employees are encouraged to live out the company's core values - to be an owner and help others.
- The company vision is to enable a continuous conversation between consumers and brands no matter where they are.
- LiveEngage's infrastructure was designed to meet the stringent requirements of global enterprise. Security is unsurpassed in today's market. The solution provider ensures that its customers'--and *its customers' customers*-- data remain uncompromised.

LiveEngage's proprietary Meaningful Connection Score eliminates the step of requesting customer feedback at the end of each interaction and instead uses built-in analytics to read the overall sentiment of every conversation, adjusting each score in real time according to the tone of the conversation. Whenever possible, LiveEngage connects returning customers to the CCPs that have helped them in the past, building trust and fostering a connection.

VISUALIZATION SOLUTIONS

RMG Networks

Website: www.rmgnetworks.com/intelligent-contact-center

RMG Networks Intelligent Contact Center visualization solution is a complete visual communications system that today's companies need for operational efficiency.

Contact center decision making is enhanced when real-time information is used as opposed to historical reporting. An intelligent visual communications system ties the contact center closely to company goals and priorities, and provides the contact center greater visibility in the organization. Visualization facilitates fast, accurate response from the contact center team. Since customers are conditioned to expect these factors, ensuring speed and precision is more important than ever before

In addition to bolstering customer retention, contact center visualization allows contact centers to display real-time KPIs to the entire team, helping to nip problems in the bud and adjust workflows to accommodate ups and downs in activity.

More nimble contact centers can be far more efficient and responsive. Furthermore, visual data centers are mobile data centers, enabling supervisors to work with personnel on the floor rather than be chained to reviewing reports on their desktop monitors Instead, supervisors can put out fires, conduct training and look for areas of improvement while staying connected to detailed, vital information.

RMG Networks' digital signage solutions offer multiple ways to track KPIs and deliver them to agents and managers in real time - whether on a large "scoreboard" display, on a desktop dashboard or a mobile device - reaching 100% of employees. The data can also be aggregated and displayed at the level most needed – by individual, team or department, and include alerts for when KPIs are out of range.

Real-time performance management offers agents live insight into their productivity. Visual communication systems from RMG enables employees to see how they are performing, while they are performing. Getting immediate feedback on performance helps agents make adjustments on issues before they reach a critical stage. Being informed about reaching an important goal keeps agents eager to achieve more and improve their overall performance.

RMG Networks has been in the contact center market for more than 25 years. It was the first third-party vendor to connect to many of the ACD systems and continue to be platform agnostic. Over its history, the company has developed strong partnerships with all the major ACD vendors and continues to work closely with these suppliers' development teams to ensure that new features, APIs, stability and security are utilized.

Their proprietary data management system (Symon Enterprise Server) allows for the quickest possible retrieval, aggregation, logic and display of constantly changing large data sets from many types of disparate systems. This gives its customers real-time insight into the performance of their agents on any device. They can then retrieve and display this data, as well as have an advanced business logic layer which provides intelligent communication through logic and triggers, delivering relevant and engaging visual content and data unique to each end user or device.

CLOUD-BASED MULTICHANNEL CONTACT CENTERS

Evolve IP

Website: www.evolveip.net

Evolve IP believes that contact centers already have too many business applications for a customer service agent to perform in their daily lives. Agents are faced with a myriad of applications--from sales to ticketing to various knowledge or databases --where they must constantly swivel between applications to answer basic customer inquiries.

Thus, legacy multi-channel solutions become yet *another* application for agents to learn and toggle between. This doesn't improve customer or employee satisfaction. Embedding multi-channel within the customer service solution is the most advantageous approach and provides the most impactful results.

Evolve IP focuses on working with the best-of-breed CRM and customer service software solutions pioneered by companies such as Zendesk, Salesforce.com, SAP, Oracle, and Microsoft. These solutions provide the contact center with self-service, mobile, social engagement, and real-time analytics geared towards providing unparalleled customer service. Evolve IP's platform provides complete transparency of the caller experience and enables managers to observe performance issues and monitor agent behaviors through real-time dashboards, workforce management integration, and robust reporting. Managers can then readily determine whether their agents are meeting expectations or if they're spending their time effectively. The platform provides easy access to identify the behaviors of the top agents, the middle-of-the-pack agents, and the bottom

performers.

From there, all the real-time tools can be leveraged so managers can monitor and change agent state, prioritize or redirect calls, silently monitor active calls, or "barge" into calls from anywhere.

Through alerts, the call center can proactively address the warning signs of falling service levels, increasing number of calls in queue, or low agent availability. If the day isn't unfolding as expected, the manager can take measures to pull in more agents, activate back-office staff, or instantly make changes to the call routing or messaging for an improved caller experience.

Evolve IP believes that a holistic view of the customer combines both contact center information related to calls, emails, and tickets, along with customer information related to status, products, and financials. Knowing how many times a customer interacted with an organization is helpful and being on top of which channels they interacted through and what their experience was, is even more useful. Knowing the revenue per call or the call-to-lead to customer conversion success is invaluable. Natively embedding customer interactions directly into the customer record empowers richer and deeper analytics that can be used to steer a business in ways that drive bottom line success.

Evolve IP offers its HPBX and ACD which are already fully integrated to leverage an existing system for customers ranging from a handful of agents to several thousand. It offers a dedicated call center practice of professionals, not just a set of features.

What the company sees as its greatest factors of appeal to potential customers are:

• TCO (Total Cost of Ownership) value over a multi-year timeframe.

• The multitude of "out of the box" ways the platform provides for agents and leaders to operate from anywhere without compromises.

• The full suite of end-to-end cloud solutions offered that makes Evolve IP the "single throat to choke" and the unified supplier of all cloud services.

• Enterprise-class security, scalability, reliability, and support.

• A highly flexible delivery model that aligns with the needs of each employee and location.