

Agent Transformation in the Contact Center

Voice, Text and More

Contact centers have been transitioning from phone calls to multi-channel and what we now call Omnichannel for the better part of two decades. And traditionally agents have had expertise in certain areas that was dependent on the business unit, the typical method of communication for their particular part of the business, and so on.

However as we march further into the age of digital transformation, agents are handling all manner of inquiries- from screen chat, to video Chat, SMS (text) and Social Media, in addition to a heavy call volume. Just as customers expect to reach the enterprise from any channel, the agent is expected to deliver a consistent, on-brand experience for customers and prospects.

Paradigm Shift

Now, with the advent of Omnichannel Session Handling from inContact, agents can work simultaneously on inquiries from multiple channels. This is a true paradigm shift and the next step in the evolution from Omnichannel routing or concurrent channel handling. As an example, agents can be on a phone call while handling multiple customer chats, calls and various emails, all concurrently. Omnichannel Session Handling or OSH improves agent efficiency levels without adding additional labor, is trackable through reporting to show the true flow of a dialogue with a customer, and allows the agent to elevate the conversation to a different format. (Example: a discussion that starts as a chat can be transferred to a phone call without a disruption in the communication.)

About That Data...

Since OSH fundamentally changes how agents can handle contacts, interpreting data and traditional agent efficiency metrics also takes on a different light.

For example, the average handle time for phone calls may be two minutes with Single-Channel Handling, but that average handle time could increase to three minutes if the agent is expected to concurrently handle phone, chats, and emails.

That said, contact center management can more easily identify which agents are efficient at handling multiple communications at once and reward them as such to create greater job satisfaction.



The End Goal: Better customer service

At the end of the day, the objective for virtually every company is to deliver outstanding service, in a cost-efficient manner, no matter where the customer is in their life cycle or their current issue. In a recent benchmark study of more than 47,000 interactions across all channels, inContact found customer expectations and demands are in a fragile state:

- 8 in 10 consumers are willing to switch companies due to poor customer service
- Less than half of consumers are satisfied with their experience, regardless of channel
- 72% expect companies to know their purchase history regardless of method of communication (e.g. phone, chat, email)

OSH helps drive more resolution, quicker resolution, and utilizes multiple channels to accomplish that. If you want to learn more about how Carousel and inContact are utilizing new tools to drive greater productivity in the contact center space, reach out to your representative today!



110+
countries



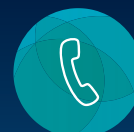
205,000+
agents



99.99%
guaranteed
uptime



11 years
in the cloud



6+ billion
interactions