

ICMI 2019 Serenova



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Jen Jackson, VP of Customer Success, Serenova We offer an omnichannel solution, providing contact centers as a service (CCaaS) which enables our customers to innovate and move forward in their operations and move forward when deciding how to improve their technology.

How does Serenova help organizations?

At Serenova, we can help organizations strategically determine how they bring in additional channels. As customers' demands change, our customer persona has also changed. There's an increasing need for instant gratification, a connect-me-faster and make it a smarter exchange mentality. Our software helps clients do that; they look at their contact centers and say, 'We've always had voice, we've always had email, but it's just not cutting it anymore.' They know their customers want more ways to reach them but aren't sure how they do that. When they're looking at solutions, omnichannel is now a part of the conversation. Our software gives them the ability and flexibility for their customers to reach them faster, customers can start with one channel, then add others; they can scale up or down on the fly. We grow with them and give them multi-tenant capabilities should they have customers with different business needs. We empower our clients to make configurations on their own. As the relationship evolves, we become more of a consultant and advocate for our clients.

How does the Serenova - client relationship start?

In the initial stages, we have teams that go to the customer to explore how they do business and see what the first step needs to be. We look at such things as how their customers contact them and what alternate methods are available in the future, what are the agents, supervisors and management needs, how is the quality and workforce handled?

We go above and beyond trying to understand our customers. A contact center is not just a solution to be put in place, it's a complex, multi-layered set of applications that touches so many parts of the business. We find out what's important to our clients to help their customers, what's important to their leadership in measuring the success of the business, and what is the agent experience. Before we advise on the best solution, we strive to know where a company currently stands and where they want to be.

Our application is API-agnostic. Our customers can presently integrate with many existing systems. We have integrations with CRMs and WFMs. We try to make it as smart an experience as we can where the agent and the supervisor both log in at the same browser, so while the agent is taking the call, the supervisor can be measuring it.

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Contact centers are often looking to move into the cloud. We talk to a company about scheduling, making it data-driven, the ability to make the right decisions, and do a better job of quality monitoring. Typically, they have to go into different systems for each task. We show them how to get everything lined up in such a way that when the customer contacts them, they are ready to resolve issues. When businesses express concerns about the reliability or security of cloud solutions we're able to pull up stats to reassure them.

What are your thoughts about AI?

Some companies have a mistaken impression of what AI can do. Everyone wants to use information, but they do not have a clear understanding of what they will do with that information.

Take for example a customer calling into IVR. We have all been stuck in an IVR where we can't get to a human. So, if a company is trying to enable both agent and customer to have a smarter interaction, the thought now is that all of the information can be put in the IVR, which enables the customer to self-serve by passing the human interaction. However, some customers still need more than just what self-service can provide. The businesses that are doing it better know that sometimes you have to move the customer to another channel to create a smart interaction.

One of the biggest mistakes that companies make is that once they make the decision to implement a cloud-based contact center, they want to do everything overnight. Companies need to realize that it is new to their environment... at every level, at every entry point at every function. We all use the same terminology and speak the same language... contact center...but companies must get comfortable with the technology and accommodate the requirements of all of different business units and phase it in gradually to build in the time needed to ensure it succeeds. If agents and supervisors feel stressed, then customers will as well.