

ICMI 2019 TCN



ICMI 2019 TCN



Darrin Bird, Exec VP and COO. TCN Founded in 1999 with a contact center platform that has always been built in the cloud employing VoIP technology, TCN focuses on a myriad of different business types and contact center services. The company has offices throughout the US, India, Canada and Australia. The solution incorporates voice, email, SMS and an about-to-be relaunched chat component, as well as a business intelligence (BI) application with strong reporting capabilities that provide additional data and insight to their large and small contact center clients. Bird noted that while omnichannel revenue is rising, most of the company's customers still primarily use voice, with only 20% employing other channels. There are several reasons behind the lag - agent training which enables them to work with multiple channels, regulatory in terms of compliance, and client confusion when deciding which channels to send customers to, resulting in a default to voice.

Integration with Envision

TCN recently announced an Integration Partnership with Envision, leading WFM/WFO technology provider. Through this alliance, TCN will integrate its intuitive agent dashboard, Agent Gateway, with Envision's latest-generation quality monitoring solution, Click2Coach. Offered as TCN Workforce Optimization, the business analytics tool will capture customer experience data from phone interactions, e-mail conversations, social media posts, chat sessions and workflows to assure consistent quality customer service. According to Bird, building the TCN BI component had taken them part of the way to an effective WFM/WFO tool. At one point, the company then realized that they didn't want to build it themselves. Of importance to TCN was a partnership that fit their culture: those who make taking care of their customers their absolute top priority, have management that is actively involved in the business, and are interested in the mid-market target (250-300 seats) audience that they serve.

After initial meetings, TCN decided that Envision would be the 'two-sided partner' they were seeking, bringing additional applications to the table such as enhanced stream recording and auditing tools to round out the joint platform. TCN's revenues had traditionally been more outbound than inbound (about 65% vs 35%), but as their client mix has shifted, they received inquiries about their WFO/WFM capabilities. "It was a mix of addressing client demand and filling a technology gap in our product line," noted Bird. "While it will benefit our clients, those who already have existing solutions in this area can continue to use them."

TCN, which does not require clients to sign contracts, places a great deal of value on each customer relationship. Sales teams and customer support teams are aligned to ensure the highest level of service. "Our teams own a client from cradle to grave. They will service them for life," said Bird. "Many of the companies who wind up working with us are several years into a cloud migration and have been oversold, underserved and are often overpaying for the technology."

ICMI 2019 TCN

Bird believes companies should do more to effectively understand how customers want to communicate. “There’s a road to efficiency to save money and there’s a road to delivering the kind of experience customers really want. Businesses need to not only segment their customers but put technology to work and use data to better serve them.”