

CCW - NASHVILLE SingleComm



SingleComm

SingleComm is a contact center technology solution provider whose team utilizes the latest development tools to create intuitive solutions that enhance a business's inbound and outbound multichannel customer engagement initiatives for its customers. Its blended platform offers Dynamic Script Building, a powerful analytics platform, advanced reporting capabilities, WebRTC technology, and more. Ross Krisel, EVP Sales and Marketing, elaborated on the solution's benefits.

How does your blended contact center solution enable companies to optimize employee performance while providing superior engaging customers across a variety of channels?

Our omni-channel communications platform enables our clients to communicate seamlessly across channels in real-time with their customers while also guiding the interactions to ensure the best outcomes. By utilizing WebRTC, we can efficiently switch from chat to voice to email in real-time. Agents using our solution can handle the most important or profitable task at any time – whether it be an inbound call, an outbound call, one or more chats, etc. We distribute these communications using a routing system that is able to prioritize calls, chats or emails based on different criteria (such as the profitability or importance of each interaction) based on each agent's skills and performance. The result is that agents are utilized more efficiently and they are also engaged with the communications that are best suited to their skills. Our proprietary CX Create tool allows our clients to create bespoke desktops which dynamically change through the journey with the customer. In a sales situation, this typically creates a quicker sale and higher average order. For service interactions, this typically results in a quicker resolution as well as additional add-on sales opportunities which increase lifetime value.

In what ways does employing advanced WebRTC and web technologies allow both agents and supervisors to more effectively monitor interactions?

WebRTC allows us to make super-quick connections and as such, all interactions are tracked in true "real-time." Gone are the days of a several second delay in reporting. Our clients are now able to view all interactions across media channels in one simple-to-use dashboard. This allows them to ensure all agents are productive and most importantly, that all customer needs are being met in real-time. Our use of WebRTC allows any supervisor or other user with appropriate permissions to monitor or assist in calls or other interactions using any device that has a suitable browser and Internet connection. In addition; our platform uses WebRTC to seamlessly switch between voice, chat, email, etc. hence there is no need to have agents log in and out of different tools to handles specific types of communication.

What are the advantages of disseminating information through Real-Time Dashboards and Historical Reports?

Real-time dashboards are critical for the modern contact center. The modern contact center needs to adapt to their customers and support different modes of communication (such as email, Web chat, Facebook messenger, etc.). This creates a reporting nightmare for contact centers that don't use a unified platform such as the one provided by SingleComm. Our integrated Real-time dashboards enable our clients to see all demand across all types of communications and adjust staffing accordingly to prove the highest level of service. Likewise, historical reporting helps our clients evaluate how their agents performed over a period of time which is useful for ongoing education and iterating on performance.

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What differentiates your solution from other contact center platforms available in the market?

Our solution was built 100% in the cloud from day one and has been exclusively WebRTC from the beginning. Many of the platforms we compete against have evolved over time and have some design limitations which make the experience less than ideal for both the contact center and the customer.