CONTACT CENTERS' BIGGEST CHALLENGES AND HOW TO TURN THEM AROUND

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Tackling Challenges Facing Contact Centers Today

#1

Improve employee engagement to improve the customer experience.

Source: Measures of Success   3

Improve employee engagement to improve the customer experience.

Companies with a highly engaged workforce experience

89% greater customer satisfaction

and

50% higher customer loyalty.

#2

Integrate customer feedback to understand and meet high expectations.

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?%

of customers have changed brands because of a poor customer experience.

Source: Khoros

Integrate customer feedback to understand and meet high expectations.

65%
of customers have changed brands because of a poor customer experience.

Source: Khoros

#3

Meet customers where they choose to engage.

Source: Khoros

Meet customers where they choose to engage.

62%

of customers want to engage with brands across multiple digital channels

Source: Khoros

#4

Remove silos and optimize existing resources.

Source: Verint Engagement Capacity Gap Study 2022

Remove silos and optimize existing resources

53%
agree that staffing shortages will have the greatest impact on customer engagement

Source: Verint Engagement Capacity Gap Study 2022

Key Takeaways

1. **Improve employee engagement** to improve the customer experience

2. **Integrate customer feedback** to understand and meet high expectations

3. **Meet customers** where they choose to engage

4. **Remove silos** and optimize existing resources

Tricia Manning
Director, Go-to-Market Strategy
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Addressing Contact Center Challenges

Marlena Werder, SVP Customer Care

Marlena Werder
SVP, Customer Care

Marlena joined RingCentral in February 2022 as Senior Vice President of Customer Care. She brings more than 30 years of experience in leading large-scale customer service and technical support functions in the tech industry, including driving digital and customer experience transformation.

She previously held leadership roles with IBM (6 years) and Microsoft (20+ years).

Marlena has a B.S. in Electrical Engineering, a Masters in Engineering from Brown University, and an Executive MBA from UNC Chapel Hill.

Marlena lives in Charlotte, NC with her husband, Brent, and two puppies.
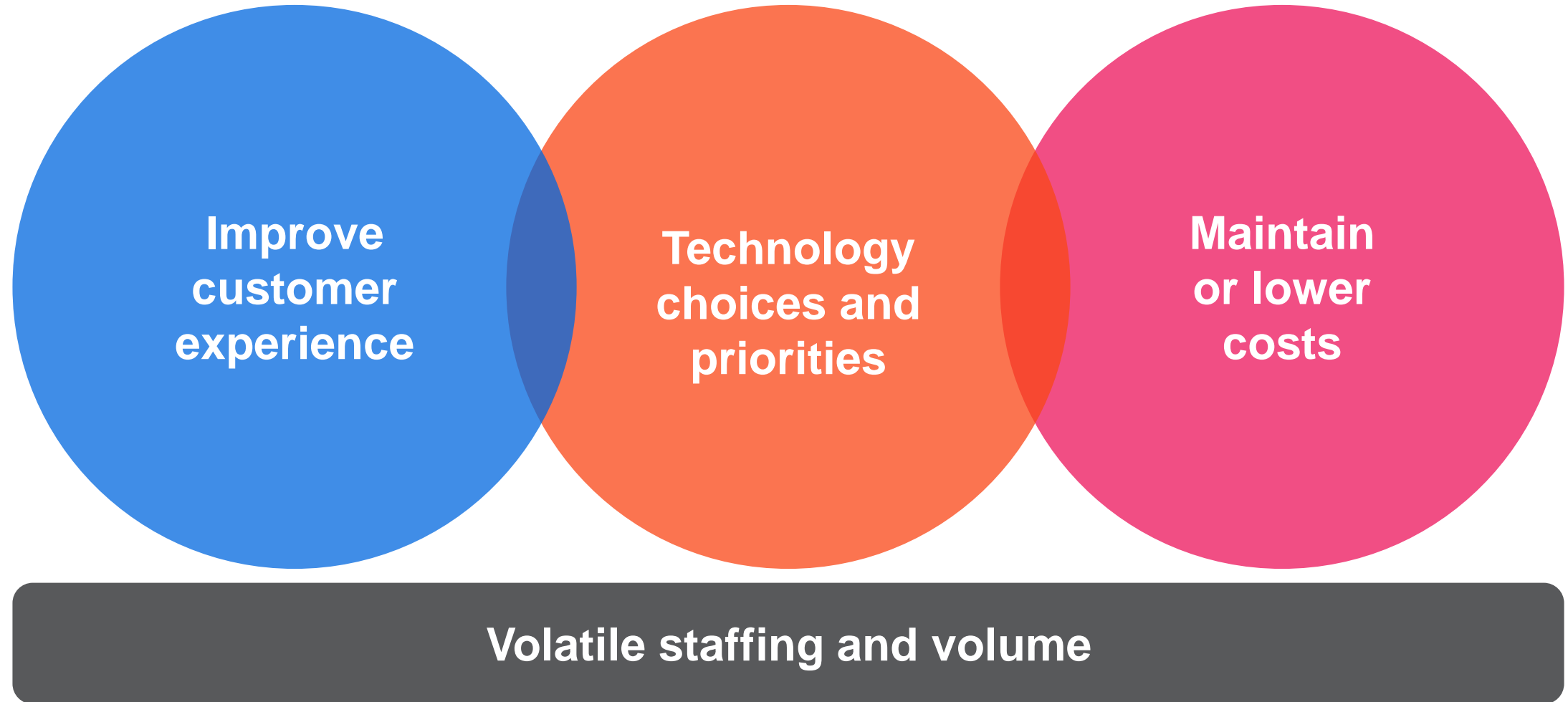
Addressing Contact Center Challenges

RingCentral

If you'd like to learn more, please visit us at:

ringcentral.com/effortless-customer-engagement

Biggest Challenges
And How To Turn
Them Around

Ui Path Reboot™ Work.

Biggest challenges for customer experience leaders

Improve customer experience

Technology choices and priorities

Maintain or lower costs

Volatile staffing and volume

Source: UiPath survey data from over 100 clients from January 2020 to June 2022

Top customer experience leader priorities to tackle challenges

Enhance self-service options

Boost agent productivity

Improve operational efficiency

- Provide 24x7x365 virtual support in any channel
- Improve self-service adoption and call deflection

- Improve key metrics
  - *handle time, first contact resolution, wait times, SLAs, training times, and customer satisfaction*
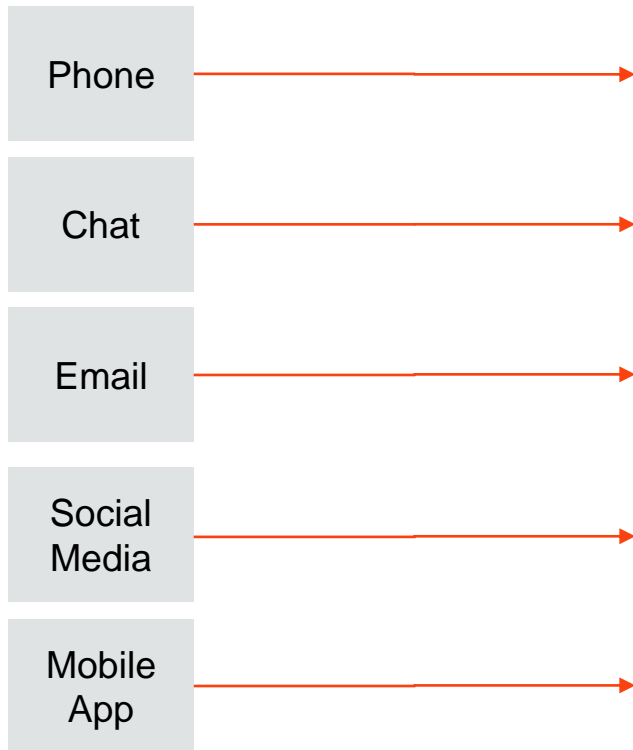- Guide agents through interactions
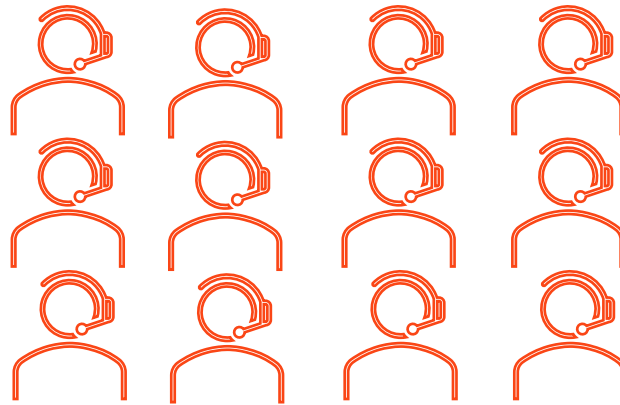 - *agent + automation + AI = A^3*

- Reduce manual work for supervisors
- Decrease error rates, improve compliance

Source: UiPath survey data from over 100 clients from January 2020 to June 2022

Challenge: Enhance Self-Service Options

Your Channels

Your Complex Systems and Processes

Contact Center Agents

Phone

Chat

Email

Social Media

Mobile App

Marketing

Help Desk

CRM

Ordering & Billing

Legacy LOB Systems

Knowledge (SOPs)

External Partner Apps

Challenge: Enhance Self-Service Options

UiPath Reboot™ Work.

Your Channels

Your Complex Systems and Processes

| Phone |
| Chat |
| Email |
| Social Media |
| Mobile App |

Automation and AI
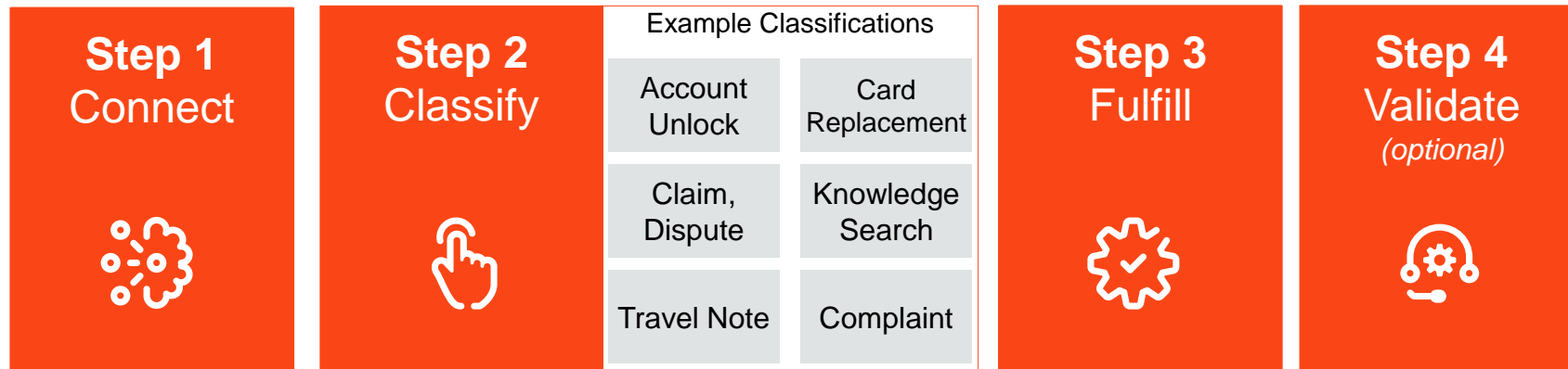
| **Step 1** Connect | **Step 2** Classify |
| **Step 3** Fulfill | **Step 4** Validate *(optional)* |

Example Classifications

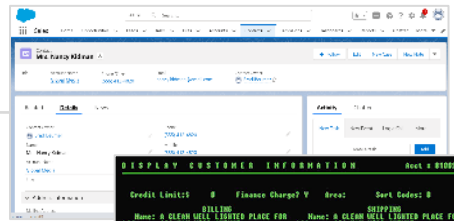| Account Unlock | Card Replacement |
| Claim, Dispute | Knowledge Search |
| Travel Note | Complaint |

| CRM |
| Ordering & Billing |
| Legacy LOB Systems |
| Knowledge (SOPs) |
| External Partner Apps |

Challenge: Boost Agent Productivity

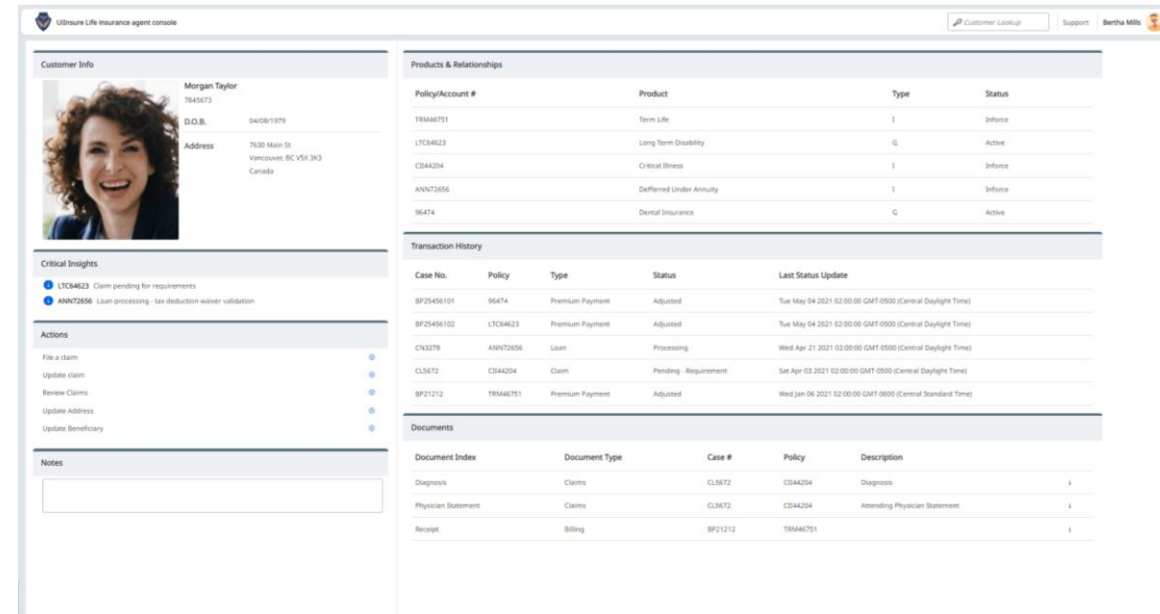## From

To

"Agent"

CRM

Legacy Systems

External Systems

Productivity Tools *(i.e., AI)*

Challenge: Improve Operational Efficiency

Free supervisors to spend more time mentoring agents

20%
reduction in manual activities

85%
increase in QA reviews

increase in time spent mentoring agents, leads to an increase in customer satisfaction

How is it done? Automation and AI free team leads and supervisors from mundane work.

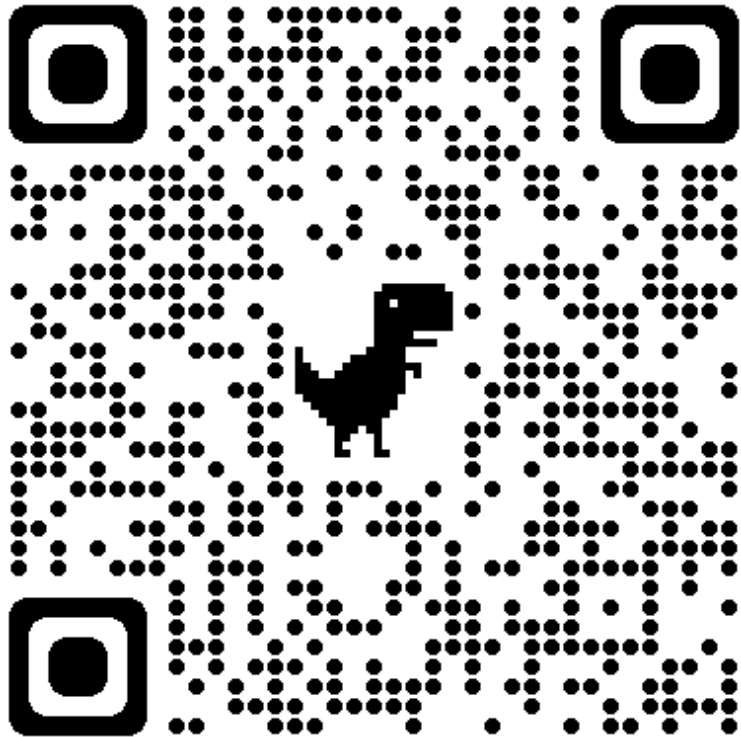| QA monitoring and management | Agent onboarding and offboarding | Schedule management | WFH agent support and troubleshooting | KPI management and reporting |

Learn more about UiPath

Scan the QR

Contact us directly

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Thank You
http://www.uipath.com

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Thank You