Dialpad

Turn Your Call Center into a Customer Experience Powerhouse

Navigating the Age of the Customer

What do your customers really want?

Welcome to the Age of the Customer. Today, **80%** of consumers say a company's customer experience is just as important as its products or services.[1] And if that experience isn't up to par? Don't expect them to stick around because **76%** of consumers say it's easier than ever to take their business elsewhere, and more than half have already done so.[1]

But it's not all bad news. If your business can hit customer experience out of the park, you can expect 2 in 3 customers to spend more money with you and nearly 3 in 4 to share their good experiences with friends and family.

So what defines hitting it out of the park? Personalization for starters. Followed by being able to resolve questions and complaints quickly, and having knowledgeable call center agents who are equipped to provide the right answers at the right time. This is especially important for mid-size businesses and customer support teams that need to be able to deliver a comparable or better customer experience than their larger competitors, without breaking the bank. Here's our playbook for doing just that.

[1] "State of the Connected Customer," Salesforce, 2018

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Refresh your tools

Ditch your legacy system
and upgrade to the cloud.

Improving your call center's customer experience starts with having the right people and the right tools. Cloud software offers mid-size support teams significant advantages over on-premise solutions, including:

☐ **Reduced hardware and IT costs**

Let's face it: Those desk phones will eventually need replacing. And on top of their already hefty price tag, you then have to pay for installation and set up. Not so with cloud software. You can use the devices you already own and in most cases set them up yourself.

☐ **Faster deployment**

This is the difference between having your call center up and running in minutes versus days. Bet we know which ones your customers would prefer.

☐ **Flexible scaling**

Whether you're expanding your team for peak season or cutting down during slow periods, the cloud makes scaling easy. Best of all, you only pay for the licenses you need, when you need them.

☐ **Increased mobility**

With all of your communications data stored in the cloud, your agents will have the freedom to work from anywhere, on any device.

☐ **Productivity perks**

The best solutions are loaded with features, such as smart assistants that can automatically take notes and action items and process conversations in real-time.

Know your customer

Contextual information is key.

Customers may not want you to know every detail about them, but they do expect you to know enough to help solve their problems when they reach out to your support team.

72% of consumers expect a customer service agent to know their contact and product information as well as service history when they contact a brand for assisted service.[2]

2 "State of Global Customer Service," Microsoft, 2016

This is hard to achieve if your tools aren't talking to each other.

Enter: integrations.

One of the easiest ways to improve customer experience is to make sure your call center isn't operating in a silo. Software integrations with Salesforce, Zendesk, and other CRM platforms ensure you agents have access to all of a customer's relevant information, all in one place.

Know the right answer

Nobody likes hearing, "I don't know."

No agent has all the answers, all the time. Maybe they aren't familiar with the subject, maybe it's a new issue, or maybe they recently joined your business and haven't gotten up to speed yet. When this happens, they'll inevitably have to put the customer on hold or transfer the call to someone else, which takes a negative toll on customer experience.

39% of global consumers say not having to repeat themselves or not having to be passed to another agent is the most important aspect of a positive customer experience.[2]

[2] "State of Global Customer Service," Microsoft, 2016

Natural language processing and artificial intelligence can dramatically decrease the number of "I don't know" moments, even for your most junior agents. Not only can they process conversations in real-time and provide recommendations for how to respond to tough questions, they can also transcribe calls in real-time so that if the customer is transferred, they won't have to repeat themselves all over again.

Know how customers are feeling

A little empathy goes a long way.

Helping customers in a support situation isn't always pleasant. By the time they've reached your agents emotions are high, and even if they don't sound like they're at their boiling point yet, the way your agent handles the call could be make or break for the relationship.

2 in 3 consumers are likely to switch brands if they feel treated like a number, not an individual.[1]

[1] "State of the Connected Customer," Salesforce, 2018

So how can you accurately gauge how a customer is truly feeling?

Once again, natural language processing and artificial intelligence save the day by analyzing customer sentiment in real-time and flagging at-risk calls to call center supervisors, before it's too late. This ensures a customer's experience with your business is top notch. Because even when customers don't explicitly tell you how they're feeling, you'll know exactly how to respond.
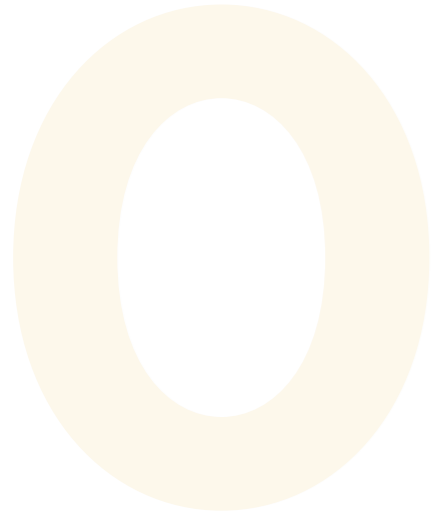
Acknowledge customer feedback

And implement it. Quickly.

Implementing customer feedback is a very real, very important element of the overall customer experience. Consumers want to be heard. Beyond that, they also want to they want to feel like their voice has an impact on the communities and brands they interact with.

48% of global consumers say they do not believe most brands take action on the feedback that is provided by their customers.[2]

In the enterprise world, entire business units exist just to gather customer feedback and decide if the company should take it or leave it. But for a mid-size business like yours, what happens if that feedback never reaches the right ears?

With the right call center tools, you never have to worry about agents forgetting to write down action items or bits of customer feedback. Smart assistants can automatically extract these key moments from conversations so they can be passed along. All an agent has to do is send the call summary off to the appropriate department or supervisor.

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Define best practices

And let data lead the way.

They say lightning never strikes the same place twice, but luckily for you, you can repeat a positive experience by sharing best practices with your team. But how do you define what's best? With data, of course.

73% of contact centers plan to invest in initiatives to use analytics to better align staff.[3]

[3] "Global Contact Center Survey," Deloitte, 2017
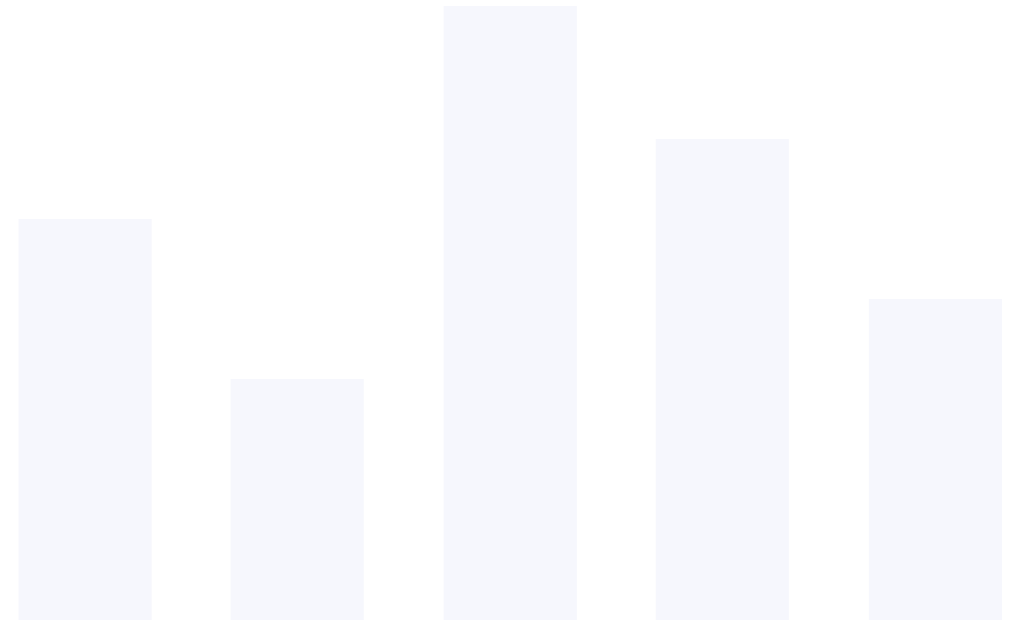
With analytics baked directly into your call center software, it's easy to track data around call volume, length, customer sentiment, and other metrics that can help you make more informed decisions.

As patterns in both successful and unsuccessful calls emerge, you can use those insights to better manage your resources. For example, if you notice a correlation between increased call length and negative sentiment, you know you need to notify supervisors to step in sooner or provide additional recommendations for how agents can respond to questions.

Reduce agent churn

Don't let your best talent walk out the door.

Happy customers start with happy agents.

It's a simple equation and one that you've seen written out a dozen different ways. Sometimes the variables change, but the underlying truth remains: a satisfied employee will deliver a better customer experience, thus raising the quality of your customer experience.

24% of global consumers say a friendly and knowledgeable customer service agent is the most important aspect of a satisfying experience.[2]

[2] "State of Global Customer Service," Microsoft, 2016

Modern tools go a long way toward achieving the "happy employee" milestone. There's something inexplicably empowering about having the right tools to do your job. Likewise, there's something inexplicably infuriating about having to juggle multiple calls, manage a queue, take notes, and log tickets manually—all across different programs that don't quite work together.

When in doubt: If the software looks like it was built before the iPhone, it probably was, and it's probably a pain to use.

Happy employees. Happy customers. It really is that simple.

Ready to knock your customer experience out of the park?

Every single one of the tools and features in this playbook are built into Dialpad Support.

☑ Integrated cloud solution? Check.

☑ Simple, predictable pricing? Check.

☑ VoiceAI with real-time transcriptions, sentiment analysis, and automagic action items? Check, check, and check.

And these are just the tip of the spear when it comes to what Dialpad has to offer your support team, and your greater organization.

Better customer experiences are calling. Answer the call today with a **free trial** of Dialpad Support.

⠿ Dialpad