

CONTACT CENTER SALES & COMPLIANCE ASSESSMENTS

COVID-19 has shifted how customers interact with your brand. Evaluating your contact center's ability to drive sales, retain customers, resolve issues, and deliver experiences that reflect your brand promise will drive ongoing success and consumer loyalty long after the pandemic...

... BY ADDRESSING BUSINESS QUESTIONS SUCH AS THESE

01

How are contact centers performing on key factors that drive desired customer behaviors? What is underpinning that performance?

02

How do full omnichannel customer journeys work in practice? And where is investment needed to ensure a seamless process?

03

Are agents compliant in their interactions with customers, both in terms of meeting brand promises and regulatory requirements?

04

Given the changing behaviors of consumers due to COVID-19, is your contact center driving sales? Are your agents able to drive sales when presented with these opportunities?

05

With retail locations closed or having limitations, are your contact center agents able to resolve customer issues upon first contact with your brand, and are they meeting your brand's promise?

COVID-19 effect on contact centers

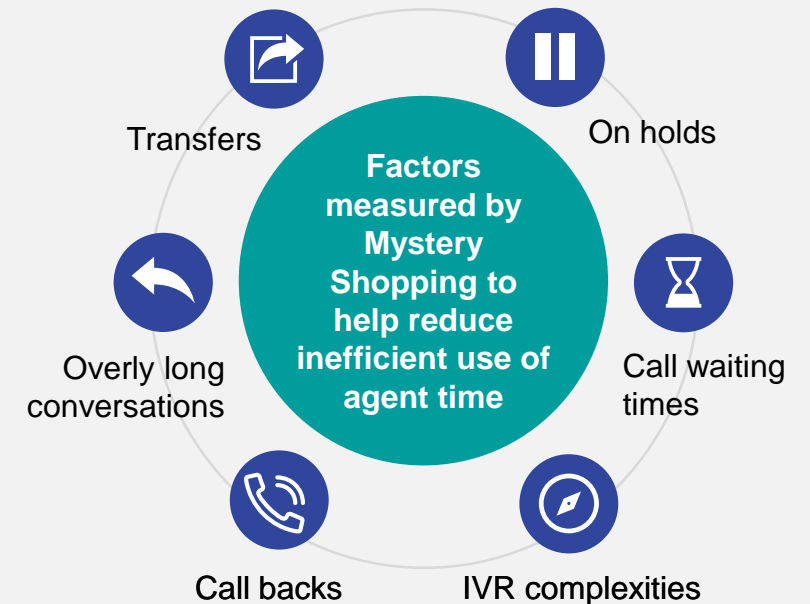
As consumers opt for contactless interactions, contact centers are experiencing a large influx of callers. Though increased call volume may not be permanent, **today's customer experience (either positive or negative) can inform consumer behavior for years to come.**

Contact center agents can and should be a catalyst for driving sales and resolving consumer inquires. Efficient contact center interactions are critical to providing **strong experiences** to build **customer loyalty**.



I have had to call [a major telecommunications company] 4x at night this week and sit on hold for over 4 hours... I became so fed up and impatient because I will need internet in my new house especially because we are WFH, that last night I decided to switch to [a competing ISP]... Saving me \$ but also costing [the company] a customer for life. At \$240/month, losing me cost them \$115K in revenue over the next 40 years.”

What drives inefficiencies?



Our solution

Your mystery calling program can be built with various scenarios to drive both issue resolution, which helps drive retention, and sales.



Issue Resolution

We would work with the contact center managers to understand **frequent issues** how agents are expected to resolve those inquiries.

Results down to the agent level allow for **training and development** opportunities.

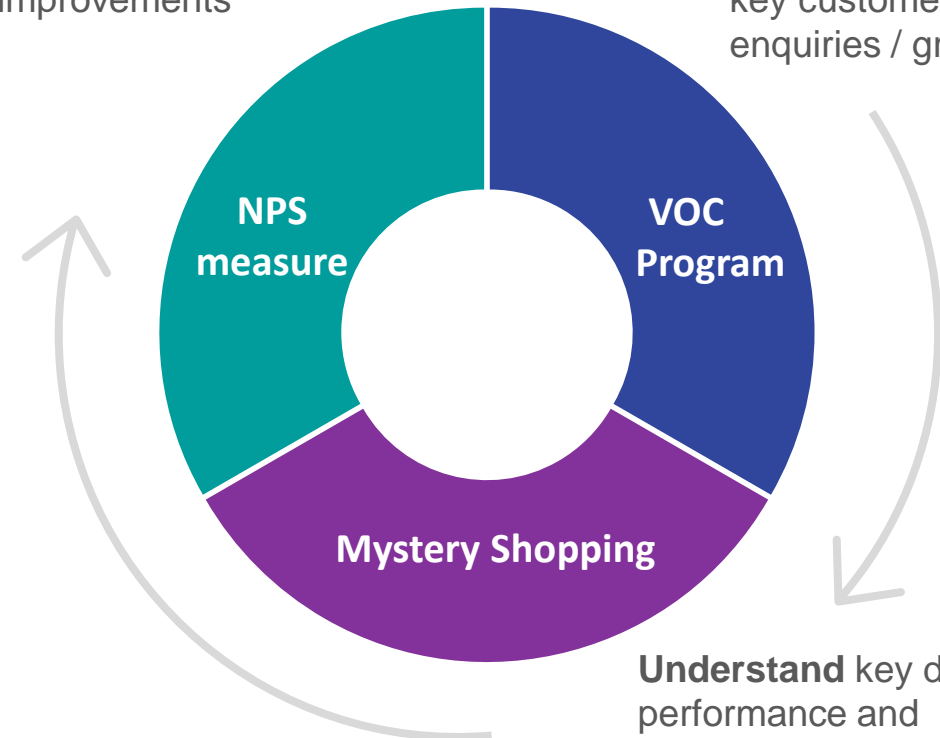


Sales

We would work with call center managers to see how agents react to **specific buying or recommendation signals** to ensure they are delivering against your brand promise.

Sources

Track the **impact** of improvements



Identify key drivers + key customer enquiries / groups

Understand key driver performance and improvement areas

Helping you drive efficiency, compliance, and a return on customer experience investment (ROCXI)



Retention

Customers are retained and at-risk customers are recovered



Acquisition / share of spend

New customer sales / customers choose you more often



Advocacy

Customers share their positive experiences with others



Operational efficiency

Customers served in a cost-effective way



Compliance

Adherence to brand standards and regulation

THANK YOU.

During these challenging times, we look forward to partnering with you to help your organization achieve profitable growth by ensuring your customer experience delivers on your brand promises.

