

5

ways contact centres build better omnichannel experiences

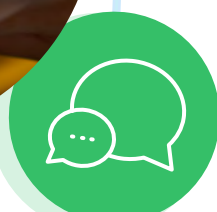
Customers interact with up to 9 different channels when engaging with a brand, and they want a seamless experience across each and every one. Your contact centre is a vital tool that can help you integrate your customer touchpoints—which is key when it comes to delivering on customer expectations and driving loyalty. Here are 5 ways to get started.



1

Assess what you do best

Learn from your strengths—not just your weaknesses. Take a look at what your brand's contact centre does best, then strategise ways you can duplicate those strengths across other channels, because most of your customers are interacting with more than one.



MORE THAN ▾

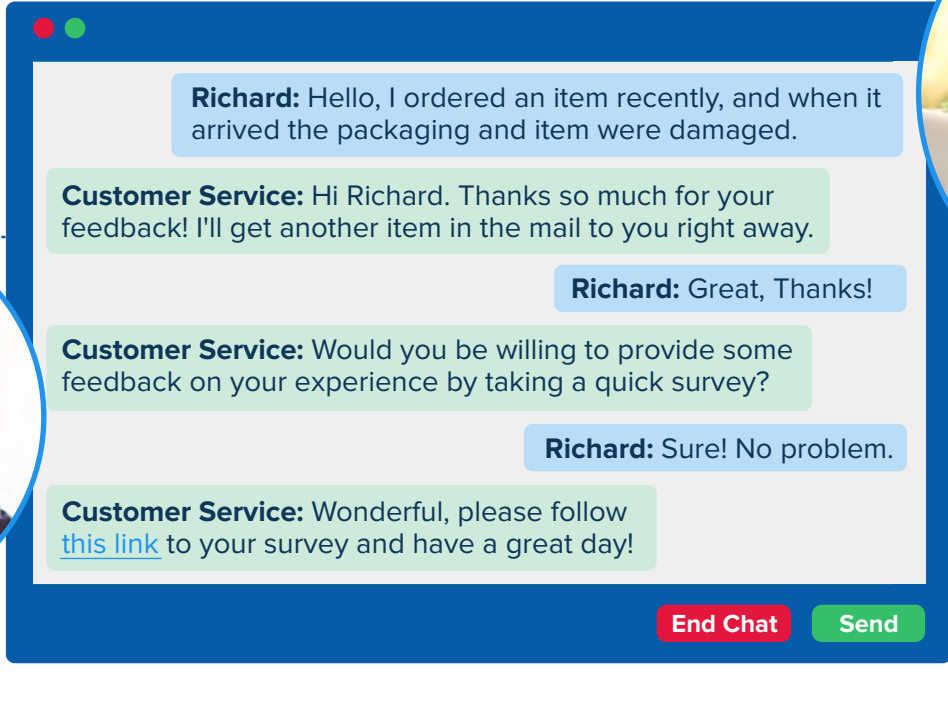
74%

of customers interact with at least 3 channels

2

Listen to what your customers are saying

Capture customer feedback as close to the actual interaction as possible, using the same channel the customer used to contact you—then weigh that against your strengths to make changes that count.



3

Provide rapid service recovery

When service issues are brought to light, it's essential to follow up with recovery measures as quickly as possible—and contact centres are no different. Following up on customer comments means you can stay ahead of future issues and retain loyalty in the process.



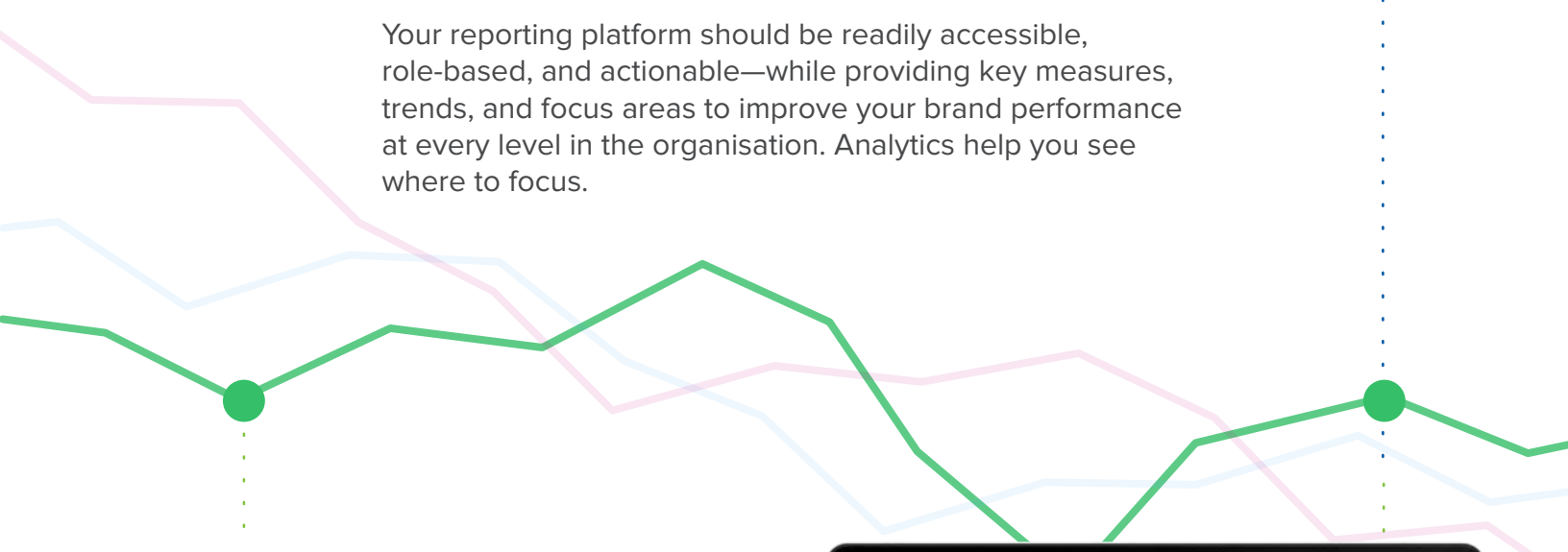
82%

of customers indicate the number one reason for a great customer experience is having an issue resolved quickly

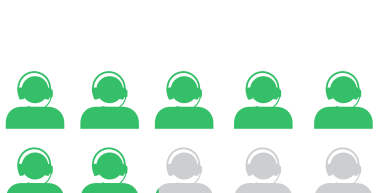
4

Step up your contact centre reporting

Your reporting platform should be readily accessible, role-based, and actionable—while providing key measures, trends, and focus areas to improve your brand performance at every level in the organisation. Analytics help you see where to focus.



71.5%



of contact centre leaders agree that using analytics to determine where service opportunities lie allows for better agent performance and a better customer experience overall

	Current Period	vs. Previous	vs. Team
Time spent on the phone	79%	↑ 25%	↑ 12%
Knowledge of the team member	72%	↓ 12%	↑ 2%
Question resolution	81%	↓ 4%	↑ 16%
First contact resolution	82%	↑ 9%	↑ 12%
Timeliness of the email response	60%	↑ 14%	↑ 5%
Friendliness of the team member	95%	↓ 2%	↑ 8%
Customer effort	69%	↑ 17%	↑ 10%

5

Take action on brand-level insights

Insights mean nothing without action. To leverage your contact centre to its full potential, it's essential for you to focus on trends in the feedback, integrate it across channels, and apply it to your business strategy. That's how top brands stay ahead of the competition.



77%

of organisations indicate that an improved customer experience helps reduce costs to the organisation



Win big with improved loyalty

Leveraging your contact centre to integrate every customer touchpoint in your organisation is key to improving loyalty. That's worth giving your contact centre another look.



of consumers say they are more loyal to organisations if it's easy to do business with them



SMG has the tools that can help your contact centre enhance your brand experience. Learn more about how SMG AgentTrack works to integrate your contact centre reporting with other CX channels.

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