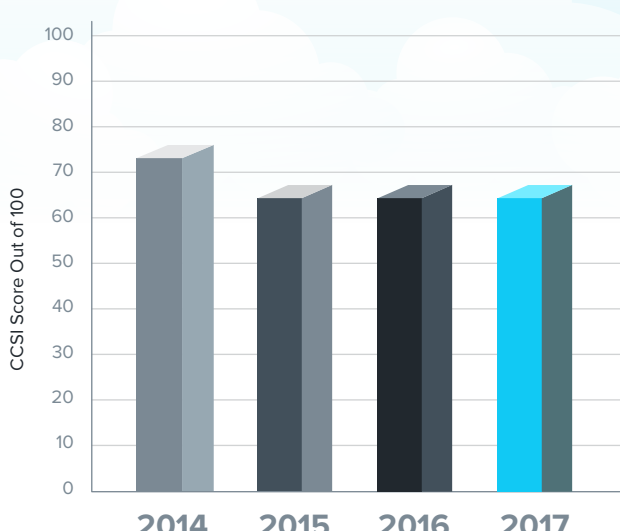


CONTACT CENTERS WANT A SINGLE CLOUD TECHNOLOGY VENDOR

Cross-industry contact center satisfaction indicators are at an all-time low. According to CFI Group, the main culprit is pervasive lack of a single, flexible contact center tool with omnichannel integration and an open architecture. This lack of technical flexibility limits customizability and mires organizations in maintenance-only mode, hampering the ability to refine processes iteratively.

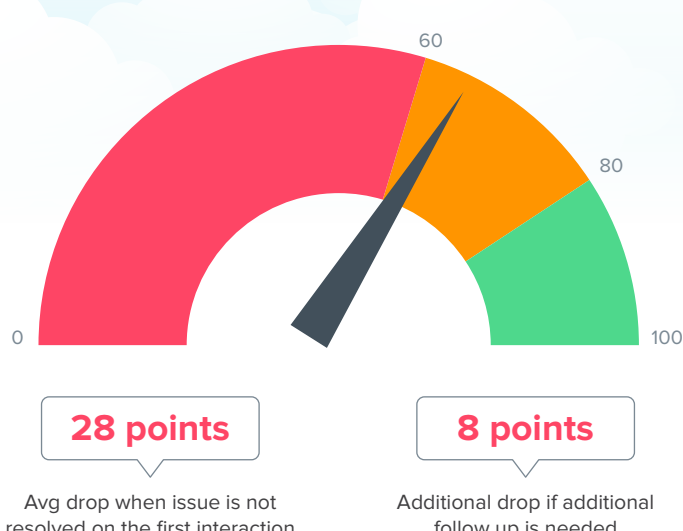


Contact Center Satisfaction Index at an All-Time Low



The Contact Center Satisfaction Index (CCSI) fell by 4 points to 68 on a 100-point scale in 2015, marking the lowest score in the study's 9 year history. That score held steady for 2016 and 2017.

Complex, Multi-Touch Contacts are the Main Cause of the Drop



Contact center process, policies, and procedures are the biggest drivers of CCSI. Without technology that can enable the right processes and empower agents to deal with contacts immediately, CFI Group says scores will remain low.

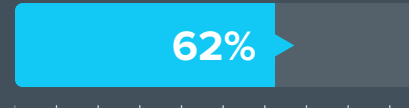
Contact Center Leaders Agree Complexity is the Problem

"Agents manage too many tools"



Consensus: Agents use between 3 and 5 different software solutions to support customer service requests during a typical working day.

"Integrating systems is too difficult"



Consensus: Integration with existing systems is the biggest roadblock to implementing strategic objectives over the next 2 years.

"Complexity is getting worse"

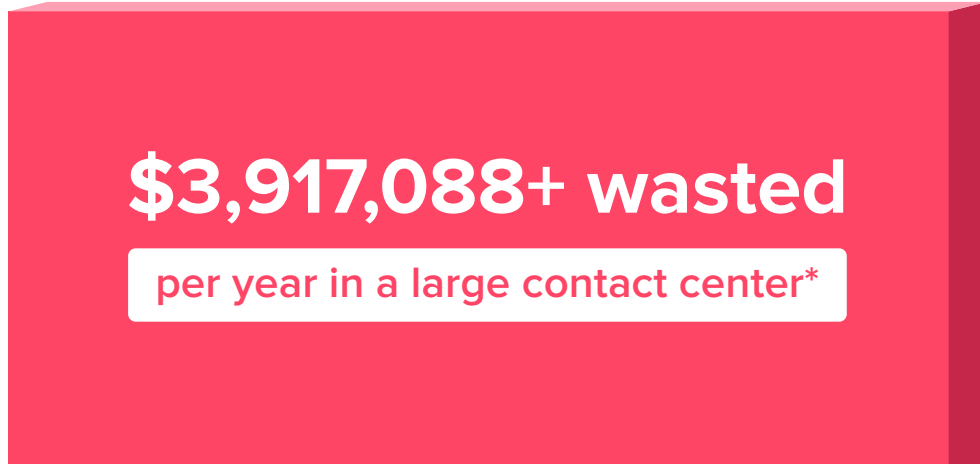


Consensus: Interactions themselves will become more complex over the next 2 years, as customers self-serve for simple and more routine issues.

Complexity Drives Down Customer Satisfaction and Hurts Your Bottom Line



Agents waste 14% of their time looking for the right information to serve customers due to ineffective tools



* based on median unburdened hourly agent pay rate of \$13.40 in a 1000-agent call center

What's at stake if the situation doesn't change?



An estimated \$41 billion is lost by U.S. companies alone each year due to poor customer service.



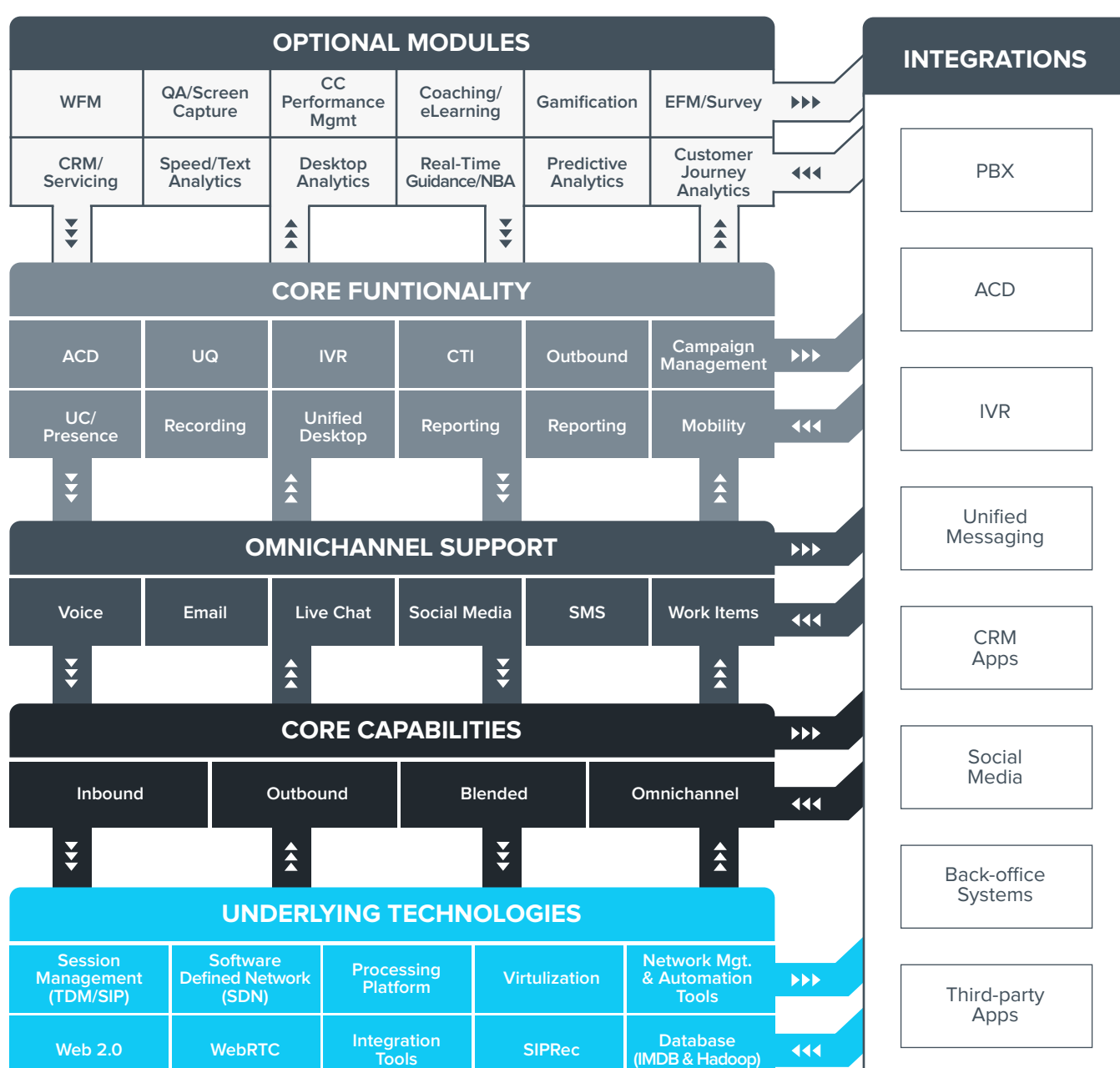
Companies can lift revenue an average of 15% by maximizing satisfaction with customer journeys.

Aberdeen Group cited two actions contact centers should take to reduce agent time waste and increase customer satisfaction

1 Adopt a unified agent desktop, with integrated customer data and tool set.

2 Implement an intelligent routing system that sends customers to the right agents with the right resources.

What should a single vendor's technology stack look like?



One reason contacts want a single technology vendor is that an integrated tool set enables agility, simplifies maintenance, and ultimately provides better agent and customer experiences.

Get the DMG report containing the other vendor selection criteria of cloud contact center buyers + our Excel-based cloud vendor evaluation framework at:

serenova.com/buying-criteria

Sources

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