4 Ways a Unified Solution Beats an App-Based Approach for Today's Modern Contact Center

The modern contact center does more than handle phone calls. It manages interactions across multiple channels, including social media, email, chat and more, to optimize both the agent and customer experience.

Knowing that it takes more than an IVR and a bank of headsets to succeed, savvy contact center leaders must determine the best approach for effectively equipping their frontline employees to deliver experiences that meet the high expectations of today's consumers. The first choice is often between a unified contact center solution or piecing one together on your own through disparate tools from an app marketplace.

To App or Not

Ultimately, the question is: Are you getting the same enterprise-grade functionality and experience from a build-as-you-go, disparate-apps option that you would from a unified solution? In most cases, the answer is a clear, "no."

Here are four reasons a unified contact center solution is typically the smarter choice:

1. Easier for agents

When you build your own contact center solution by connecting to third-party apps from an app marketplace, you're largely relying on loose integrations. And that usually doesn't result in a seamless experience for your customers.

An app-driven approach means a host of standalone tools that don't appear in a single interface, forcing your agents to toggle between them. This negatively affects productivity and the seamless experience these tools are meant to enable. As a result, agents get frustrated, and the customer experience suffers—significantly.

In fact, this can cost you in terms of productivity each time someone has to toggle between different applications to perform even simple tasks. More definitively, according to a study by the Federal Aviation Administration and the University of Michigan[1], "even brief mental blocks created by shifting between tasks can cost as much as 40% of someone's productive time."

In contrast, when you purchase a unified contact center solution, your agents can access all needed functionality and information in a single console or dashboard. This delivers a better agent experience, which translates to an overall better experience for customers because they get the answers they need much more quickly and efficiently.

(1) American Psychological Association, *Multitasking: Switching Costs*

2. Ease of single vendor for implementation and support

When a vendor uses an approach that relies on a stream of seemingly endless apps, the more options, the better, right? Not always.

In fact, this approach can result in sacrificing quality for quantity. A unified platform must embrace a disciplined way of integrating deeply with select, best-in-class partners. In other words, the integrations are already taken care of, so you can focus on the features that deliver a better customer experience.

With one vendor, the purchase and implementation is streamlined and simple. Plus, you turn to a single vendor to resolve all support and maintenance issues.

3. Streamlined user administration

There's simply no way around it: the maintenance load is high when your internal IT team needs to manage multiple apps provided by multiple vendors. It's much easier managing a single platform provided by a single vendor. IT staff doesn't have to learn the nuances of working with different technologies delivered by different vendors and can instead get comfortable with a single administrative experience.

4. Harnessing Artificial Intelligence (AI)

Every modern contact center leader has his or her eye on the future when making plans to expand functionality and take advantage of advanced technologies such as AI. The more deeply your features are integrated, the better you can capitalize on the data you generate and collect from them. With this data, you can optimally leverage machine-learning AI available today and in the future.

When taking a less unified approach, you rely on each vendor to separately address how their apps will take advantage of AI. That means your AI impact may be weaker. In other words, a more integrated suite means the greater the impact when you adopt AI because the data collected is more robust.

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Ask the Right Questions

There can be a lot of hype to sort through when choosing a technology solution that balances all the needs of a contact center, including customer experience, agent engagement and operational efficiencies. For full features that address all needs, a unified approach with thoughtfully chosen partners will provide the breadth of functionality you need in a more integrated, easier-to-use solution.

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About Serenova

Serenova has transformed the customer experience. Over a decade ago, the company realized technology didn't exist that could deliver immediate, consistent and exceptional service. So, it created a true cloud contact center solution that could. The result is the ability to unify everything from customer engagement to quality management to analytics. This single source of truth provides global brands insights about customer information and experiences as they pivot between channels such as SMS, voice or Facebook messenger.

Whether it's technology, healthcare or retail, brands from all industries come to Serenova for its global coverage and deep integrations into the business systems used every day. Why is this important? It creates the opportunity to keep pace with customers by quickly scaling up across the enterprise or out geographically. Recognized by analysts such as Gartner, Serenova is committed to building on an 18-year legacy leading the way in cloud-based contact center innovations.

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