



# Technology Solutions for Great Customer Experience

Making it easy to connect your customers and your people

Customer engagement comes in many forms, from email and chatbots to phone calls and even WhatsApp. However, managing multiple channels efficiently while keeping up to date with ever-changing customer records is challenging for any organisation and can lead to lost revenue, unhappy customers and lack of retention.

This eBook covers how the right technology can help you connect with your customers easily, while reducing your costs by driving efficiency.



# Missed calls, missed revenue

In the Customer Service and Sales arenas, missed calls are one of the key KPIs we want to keep low, and for a good reason.

Customer service is a main contributing factor to acquiring and retaining new and existing customers. It can be highly frustrating when you cannot speak to someone if you have an issue or enquiry. As many as 92% of consumers say they will stop purchasing from a company after three poor customer service experiences (HubSpot).

## Missed calls = Missed opportunities

One of the key questions we ask our clients during our consulting sessions is "How much is that call worth to you?" to which we are often given a reply of "I have no idea". Unfortunately, this isn't uncommon, so we help our clients understand the value of these calls with some simple metrics to get a baseline.

You can establish a benchmark by working on some simple maths based on average order values taken over the phone for a set period. For example, we had a customer with an average phone order value of £75.00 over six months. On average, they missed four calls per day - 80 missed calls per month. Over a year, the total potential loss equated to £72,000 for just four missed calls per day!

## The business impact

In the above scenario, it's clear that four missed calls per day can have a significant monetary impact on business performance.

The same in that respect can go for missed calls into Customer Service areas. Businesses live or die by their customer service, and getting it wrong can significantly impact reputation, brand, and future sales from the customer.

Combine this with bad reviews shared across the internet or social media; your business can really start to feel the impact.

## What's the solution?

Avoiding missed calls, of course! With solutions such as Cloud Voice Contact, there are a number of ways to help this:

### Offer an automated call-back service

If all your representatives are busy, don't keep people waiting for them. Offer them a free call back that is automated within the system and will connect your people directly to those callers.

### Overflows

Ensure you have overflow groups configured. If everyone in that department is busy and doesn't have callers waiting for too long, overflow to another department to pick up the call and secure that contact with the caller.

### KPI Measurements, Alerts and Reporting

Having visibility of how your people are performing, up to the second statistics on trends and key metrics, along with alerts, is key to making sure your business can deliver the best experience. Cloud Voice Contact has all of this built-in, so you can access it anytime and anywhere, along with email notifications should KPIs be close to being breached or missed.

### Omnichannel

If you don't have enough people to deal with calls, provide other routes that customers can get their information and manage this all from one location. Cloud Voice Contact's ability to handle calls, emails and web chat in one location can ensure all inbound communications to your business can be dealt with quickly and within one single pane of glass.

# Improving the inbound customer journey

We have all been there; you need to get in touch with an organisation only to be hit with an automated message that has endless options, none of which really suit your query, so you end up pressing any old number just to speak to someone.

It may be a widely used tactic, but it completely goes against the grain of what customers want. The key point of a good inbound experience is to ease the customer journey and get you in touch with the right person or department quickly, saving time for both parties.

## Why is the inbound customer journey important to your business?

For a customer, the ease of doing business with an organisation is a critical factor in ensuring a great experience and their return custom. However, frustrations of not being able to speak to the right people can quickly become apparent and put businesses on the back foot from the start.

Suppose a customer has a bad experience trying to get through to you, having to navigate complicated and confusing menus, and waiting too long. In that case, the first conversation you will have with them is a complaint from their irritation, which starts things in a very negative light.

## The business impact

We regularly ask our customers how they think their customer journey is performing. However, the unfortunate fact is a lot of organisations don't know as they don't have any statistics, reporting, or processes to tell them.

If a potential new customer has a bad experience of waiting for too long to get through, they will more than likely hang up and call someone else. For existing customers, not being able to reach you could cause them not to call at all and move their business elsewhere. In all cases, a poor customer journey can result in lost opportunities and unhappy customers.

# What's the solution?

There are many ways in which can we improve a customer's experience with Cloud Voice Contact:

## Visual call flow designer

Having a visual view of the customer's inbound call journey helps to demonstrate how the experience works. Traditionally, call flow design was left to the engineers to interpret what the business wanted. With Cloud Voice Contact, anyone in your business with the proper training can adapt and improve call flows with a few clicks whenever required.

## Keep customers informed of expected wait times and their position in the queue

Being open and honest with customers if you are busy isn't a bad thing. However, being able to automate the process of when and what to communicate is a great benefit of Cloud Voice Contact.

For example, you can announce queue positions when 3 or more people are in the queue. When this reaches 5 people, you can announce their position along with a customised message. The same with estimated wait times, Cloud Voice Contact can intelligently assess your average queue waiting times and present this to callers automatically.

## The ability to leave a message or offer a call-back

Suppose wait times get too long and your agents are having a particularly busy time. In that case, you can automatically offer your callers the ability to leave a message or retain their position in the queue via a call-back service. With call-back services, the calls will automatically be presented back to your agents with no need to dial any numbers.

## Call routing for repeat callers

Route a return caller back to the previous agent they spoke to, helping to provide a better customer experience. With Cloud Voice Contact logging all of your agent's interactions, the platform can cross-reference the calling number and then automatically route to the agent they spoke to, maintaining continuity and faster service.

## Analyse and report on your IVR's and Call Flows

With Cloud Voice Contact in place, it comes down to honing and enhancing the experiences to see how it performs. For example, automated reporting on which IVR's are busiest, which calls drop out and when, along with all the dashboarding required for instant statistics, will deliver tangible performance benefits along with happy customers.



# Customer service in a hybrid world

By 2025 BT will switch off the PSTN network, which means your business needs to upgrade to IP telephony. While the pandemic accelerated the adoption of new technology, you should focus on future-proofing your organisation as it's no longer an option but a necessity.

Furthermore, working within regulations and providing peace of mind to customers is a critical must have for all businesses. Many organisations pride themselves on their quality marks, especially in relation to ISO standards and GDPR. Being able to comply and adapt to these requirements should always be at the forefront when implementing technical solutions.

Many customers we speak to have a significant focus on Key Performance Indicators (KPIs) to ensure their people are working to set guidelines. With the new way of Hybrid working, it has become more important than ever to report on these measures. As the saying goes, "If you can't measure it, you can't manage it".

## The business impact of non-compliance

Compliance should always be taken seriously; mitigating risks and minimising non-conformity with the relevant policies that apply to your business are necessary. Lack of compliance can result in lost business and, in the worst case, litigation and fines.

Having the ability to monitor and measure performance is critical to maintaining high standards and growth. In addition, reporting and analysing trends around how Agents deliver, can provide valuable insights for target monitoring and business improvement.



## Tools to measure and manage performance:

There are many ways in which can we improve compliance and KPI measurements with Cloud Voice Contact Centre:

### Call Recording

Empower your callers with the ability to opt-in or opt-out of a recorded call and choose if you want to record just the agent side of the conversation. You can also configure the system to record a certain percentage of calls if needed to save storage space. Within the Cloud Voice Contact Agent portal, stop/start buttons for recording are available too, should this be required during a call.

### Agent Scripts

Scripts can be implemented and shown visually within the Agent Portal as a checklist, and common questions to ask with answers if required. It's completely configurable to your needs to ensure your agents have the proper process to follow when needed.

### KPI Measures

On a queue by queue basis, set KPIs for items such as time to answer, call duration, and call quantities. Each Agent also has their own dashboard indicating all their KPI statistics to keep them focused and up to date with their performance.

### KPI Alerts

Get alerted via the system dashboards along with in-app notifications and email warnings for items such as Minimum Agents Available, Queue Capacities, and more - all with customised threshold alerts based on % requirements.

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# Cloud Voice Contact

Simplifying customer engagement

Cloud Voice Contact is an integrated business communication and customer contact solution that simplifies multichannel customer interaction, perfect for organisations who want to make it easier for customers to engage with them.

Unlike most Contact Centre solutions, Cloud Voice Contact provides an easy to use, self-service feature set, for small to medium businesses, at a price point they can afford.



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## Contact Our Team

✉ [workfromanywhere@ChessICT.co.uk](mailto:workfromanywhere@ChessICT.co.uk)

☎ 0800 688 8858

➔ [ChessICT.co.uk](http://ChessICT.co.uk)