

# 5 Capabilities to Empower Digital Transformation in the Modern Contact Center



In today's era of digital innovation, the role of the contact center is changing.

Customers expect faster and more personalized service than ever before – and they expect to engage on the channel of their choice. However, as contact centers look to transform their operations to more modern day engagement approaches, many struggle with how to do so without compromising a seamless and cohesive customer experience.

Below are 5 capabilities to help contact centers evolve from traditional voice-only contact strategies to customer-centric digital engagement.



## 1. UNIFIED CUSTOMER PROFILE WITH MULTICHANNEL CONSENT

A comprehensive view of the customer, including all multichannel activity and channel preference changes must be centralized into a single location at the account level. Both managers and agents must have easy access to this information in order to drive a consistent and customer-centric experience across each interaction.



## 2. ADVANCED SCREEN POPS WITH MULTICHANNEL CONTACT HISTORY

Agents must have full visibility into key customer information, including past multichannel interactions, upon first connection with a customer. Providing this information to the agent automatically helps create a unified experience for both the agent and customer across all channels.



## 3. TWO-WAY MESSAGING

Optimize multichannel engagement efforts and improve the customer experience by empowering agents to send templated or free-form messages that foster two-way communication when speaking with customers. This helps close the gap for the customer between a voice and multichannel engagement.



## 4. MULTICHANNEL QUALITY MANAGEMENT

Evolve traditional performance best practices by expanding quality management to include both voice and screen interactions. Empower managers with the ability to see and hear how an agent engages with a customer across voice, Email, SMS, and Chat channels.



## 5. CUSTOMER JOURNEY ANALYTICS

Weave together all touchpoints to analyze the entire customer journey and identify opportunities to improve the customer experience and drive ROI.

Cloud is helping contact centers navigate this digital transformation shift with cutting-edge and cost-effective innovation. LiveVox's unified platform provides contact centers a practical path to evolve primarily voice strategies into ROI digital engagement. To learn more, contact us at [info@livevox.com](mailto:info@livevox.com).