



HOW CALL CENTER **TECHNOLOGY** **IS EVOLVING**

Call centers are going through some big changes. Technology is rapidly changing many industries, and it might come as news to you that incredible strides are being made in call center technology. Adapting to current market demands, call center outsourcing now allows for much more choice, freedom, and value.

Yet there is still an unfortunate stigma attached to call centers, and often they're perceived as stunted places despite their rapid growth and potential. Sure, the call centers of yesterday may have made customers feel unwelcome and undervalued with long wait times and mechanical scripted conversations. The turnover rate is extremely high at most call centers, the hours are long, and

call volumes are high. Bad set up and poor execution can make a call center an unpleasant experience for individuals on both ends of the telephone.

But thankfully that's in the past. The tide is turning, and companies are using innovative methods to make call facilities more appealing for employees and consumers alike. Some of these techniques make the process more intuitive and user-friendly, while others challenge the very values that lead to poor service in the first place. A call center is a business like any other and needs to remain competitive—and evolving technology is the key.

There's a whole new world of call center technology out there. Here's how things are evolving.



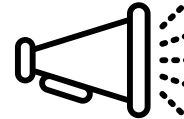
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GREATER PERSONALIZATION

One of the biggest problems with traditional call centers is the robotic, scripted interactions. Think about it: Have you ever hung up or grown frustrated with a call center representative? Almost everyone has experienced at least one horrible telephone call where they've been read to from a lengthy script.

These days are now, hopefully, past. There is no longer an excuse for scripted calls. Customers are diverse and unique and should be treated that way. Representatives should aim for more natural and empathetic interactions, with an emphasis on not only responding appropriately but also listening actively. If customers feel valued, they're way more likely to promote your brand to friends and followers in person and through social media.



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Customer relationship management (CRM) software can help facilitate these deeper customer interactions. CRM collects data about a customer's previous interactions with a company and compiles them in one place so that it's easily accessible. Consulting a CRM can make the entire process of getting to know a customer easier, making communication better but also more efficient.



EVOLUTION RECAP

- Ditch scripted calls—it will make customers feel annoyed and unvalued
- Good communication consists of empathy and active listening
- Using a CRM can be an incredible resource



MULTIPLE PLATFORMS



When you think of call centers, you think of telephones. And it's true—these facilities are a product of a time when telephones were the primary tool of communication. But times are changing.

With the popularity and proliferation of social engagement tools such as email, social media, and text messaging, relying on the telephone as a sole method of communication just doesn't make sense anymore. It's been well over a decade since most households have even had a landline. Today, consumers are more likely to reach out over social media to ask questions and vent frustrations to a brand representative, instead of waiting to speak to someone over the phone. Every new digital platform offers consumers greater access to companies and brands.

Thankfully, customer service representatives are beginning to harness the immense potential of multiple platforms when it comes to interacting with customers—on the customer's own terms. More facilities are adopting multiple approaches that make use of many different communication platforms. Moving call centers into the 21st century doesn't just result in short-term customer service gains. It also allows service representatives to collect more data about consumers, and this can be used to tailor future interactions and improve relationships.



EVOLUTION RECAP

- From single platform (telephones) to multiple platforms (social engagement tools)
- Social media gives customers greater and more direct access to brands
- Less interruptive communication on a customer's own terms

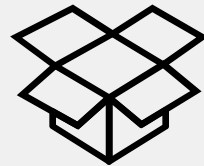
THE CLOUD



"The cloud" might seem like a buzzword, but it's a useful tool that's here to stay. Cloud computing has changed the way many companies do business, and call center facilities would benefit from getting on board. If you've ever used Google Docs or Dropbox, you've experienced cloud-based applications in some form, and call centers are beginning to adopt them.

Every facility requires its own specialized hardware and software to operate. But when each of these tools come from a different manufacturer, it can be difficult to properly integrate them. This can prevent your facility from operating as a cohesive whole, making standard practices feel choppy and unproductive. No doubt that this greatly affects customer satisfaction.

Cloud-based solutions bring services under a single umbrella that companies can then license for a regular fee.



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BASED APPLICATIONS



EVOLUTION RECAP

- Cloud computing has changed the way companies conduct business
- You're already more familiar with it than you think
- It can help greatly streamline a call center's services under a single umbrella

NO MORE TIME CONSTRAINTS



Call times used to be an incredibly important factor. The idea was simple but flawed:

More calls equals greater customer engagement. That means that service representatives were under a great deal of pressure to answer a huge number of calls per day. The problem is, if a representative feels compelled to answer more calls, the quality of their interactions might suffer. They might feel impelled to rush through interactions just to meet quotas, and no one feels good at the end of the day.

To address these issues, call centers are now evolving in the direction of quality over quantity. Instead of measuring call volume, a greater emphasis is placed on determining how representatives can solve problems adequately. Removing the time crunch from the equation, customers are treated more like people, and satisfaction greatly increases.

Call centers are also adapting to new customer behaviours in the 21st century. With fewer people working standard 9-to-5 hours in 2016, facilities are shifting business hours to accommodate. 24/7 call center schedules are now necessary to address the needs of many types of callers.



EVOLUTION RECAP

- Call centers now privileging quality over quantity
- Solving customer problems is a top priority
- Facility hours shifting to a 24/7 schedule to accommodate new lifestyles



TAKE FLIGHT: BILL GOSLING

Is your company innovative, forward thinking, and willing to challenge the status quo in order to thrill your customers? We have the technology and resources to help your business provide better customer service.

Most companies do not have a strategic plan to integrate their customer management process. By using outdated call center strategies and continuing to use the same approach over and over again, they fail to achieve their business goals. We will develop a strategic plan that will help you save time, make more money, attract and retain more customers, and most importantly, achieve your business goals.

Let's work together to create your brand's strategy for providing great customer communication experiences. Taking advantage of our exclusive membership program will help your business take flight.

LEARN MORE



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