

# CONTACT AND CALL CENTER

# ETIQUETTE

## DO

### SMILE

Did you know you can hear a smile? When you're on the phone, smiling increases the positivity of your tone. Good posture and standing have been shown to have similar effects.

## DON'T

### LOSE PATIENCE

Remember the customer isn't angry at you. Keep your cool, listen, and deescalate the situation.

DOES CX AFFECT CUSTOMER RETENTION?

**65%**

# CONSUMERS CUT TIES WITH BRAND **OVER 1 CX FAILURE** (1)

**47%**

# CUSTOMERS MOVE TO COMPETITOR WITHIN **1 DAY** OF CUSTOMER EXPERIENCE FAILURE (2)

**89%**

OF MARKETING HEADS PREDICT CX WILL BE PRIMARY DIFFERENTIATOR (3)

# 55,000,000,000

NUMBER OF AGENT-ASSISTED CONTACTS HANDLED IN US CALL CENTERS ANNUALLY

## DO

### RECORD

Whether it's for training or reference, call recording provides valuable data for improving agent performance and customer experience. Just make sure you're transparent about it!

## DON'T

### INTERRUPT

Even if you have helpful information that can solve the caller's concern right away, wait for them to finish speaking. **LISTENING** is the most important part of the customer experience.

# 50%

AGENTS FAILED TO ANSWER CALLER'S QUESTION (4)

DOES POOR CX AFFECT PROFITS?

# 78%

OF CONSUMERS END TRANSACTION OR DON'T BUY BECAUSE OF 1 POOR SERVICE EXPERIENCE(5)

# DO

## SOCIAL

It's the Age of the Customer, and they want social media. Assign dedicated personnel to respond to customer inquiries and comments on the top social media channels.

# DON'T

## TALK FAST

Listen to recordings of yourself speaking to hear how your customers hear you. We are naturally inclined to talk more quickly than the phone allows, especially if tensions are high. Slow down, listen, and think carefully.

# 86%

## OF TODAY'S CALL CENTERS ARE MULTICHANNEL (6)

**Call Center Strategy 101:  
Everything You Need to Know for Instant Success**



**[Download](#) our  
**FREE**  
Call Center and  
Customer Experience  
EBook**

Technology is rapidly changing the call center, but that doesn't mean traditional customer service is any less important. Call center agents are still on the front line. **[Download our FREE Ebook](#)** and learn the fundamental tips and strategies that lead to success in the call center.

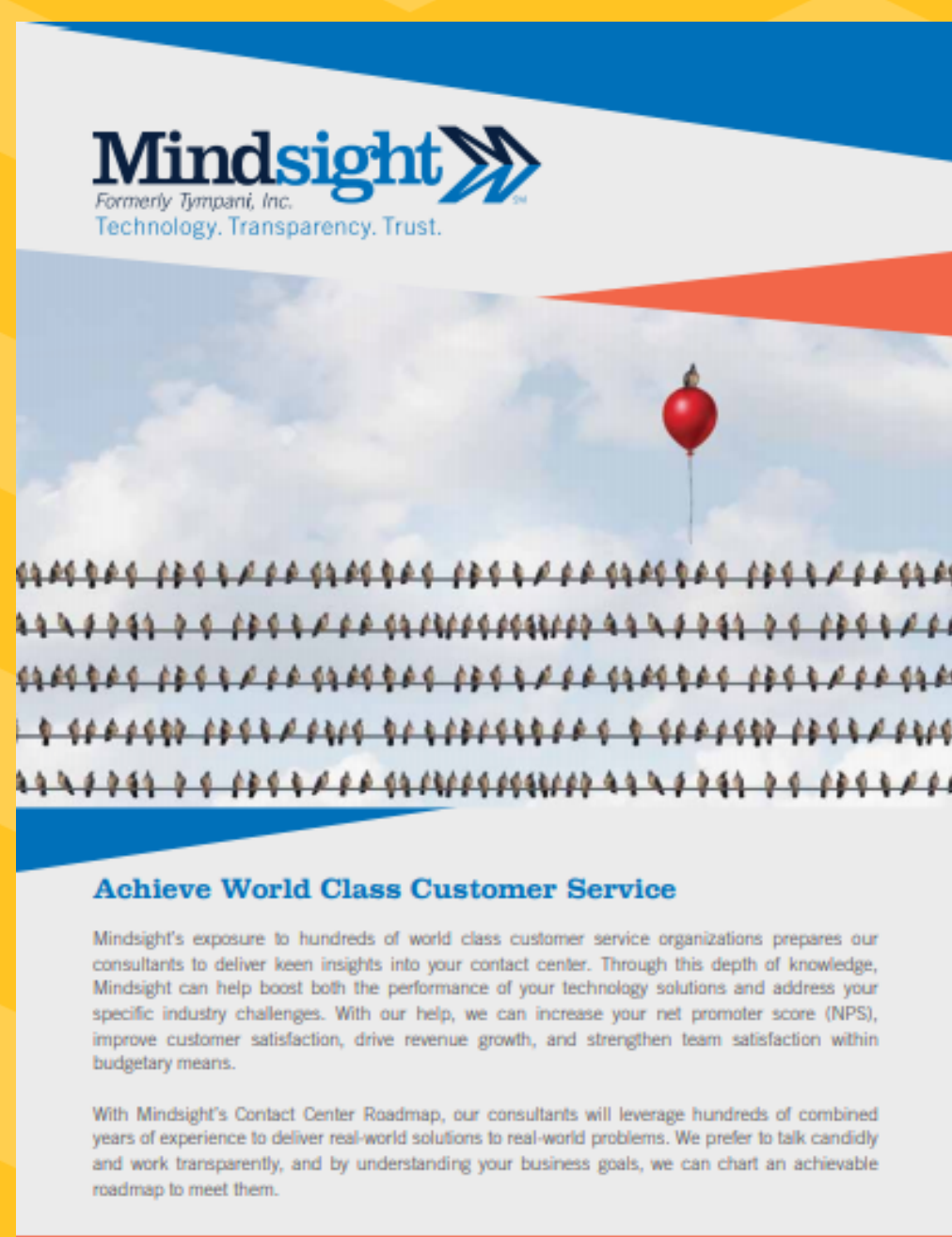


## About Mindsight

Mindsight, a Chicago IT consultancy and services provider, offers thoughtfully-crafted and thoroughly-vetted perspectives to our clients' toughest infrastructure and communication technology challenges. Our recommendations come from our experienced and talented team of highly certified engineers, and are based on a solid understanding of our clients' unique business and technology challenges.

Mindsight staffs some of the most experienced and talented contact/call center engineers. As proof of this, Mindsight has earned the Cisco Unified Contact Center Enterprise Authorized Technology Provider (UCCE ATP) certification. Only 28 Cisco technology partners in the entire country have earned this distinction. We're also an Genesys | Interactive Intelligence Gold Partner.

## DOWNLOAD OUR CONTACT CENTER ROADMAP BROCHURE



## SOURCES

- (1) Parature, 2014
- (2) Brad Cleveland, 2016
- (3) Gartner, 2015
- (4) Harris Interactive, 2015
- (5) TalkDesk, 2015
- (6) ICMI, 2014