

RingCentral

# THE FUTURE OF CUSTOMER EXPERIENCE

A guide to building your business  
around the customer

[RINGCENTRAL.COM](https://ringcentral.com)

# The evolving customer experience landscape

Laura's bill arrived without warning, feeling heavier than usual. When she opened the envelope, she discovered why: her energy bill was at least double what it should have been. She stared at the number, trying to work out where her increased energy usage had come from.

Needing to solve the mystery immediately, Laura logged into her account and scanned through her most recent bills. Again, no problem—every bill was marked as paid, except the most recent. At the bottom of her account page, she spotted a customer service phone number, so she dialed it to get some answers.

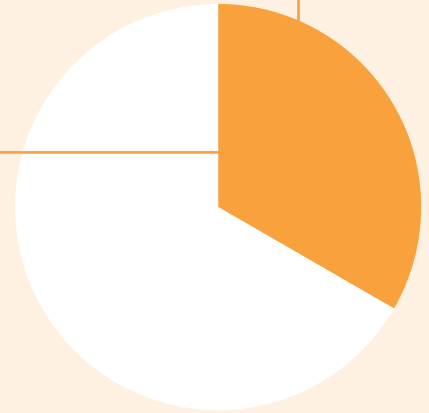
Just a few minutes after wading through the phone tree to connect with an agent, Laura realized she was late for a meeting, so she asked the support agent if they could reconnect through Facebook Messenger. Seconds later, Laura's phone buzzed with a notification from Messenger, allowing her to continue the conversation as she walked to the subway.

Throughout her day, Laura and the agent had a few more interactions, attempting to troubleshoot the problem. Finally, the agent offered to dispatch an engineer to investigate the problem in person. But with engineers in short supply, that could mean several weeks of waiting—and worry.

So the agent offered for Laura to send an image of her meter through Messenger for re-evaluation. After studying the image with an engineer, the agent conceded there had been a mistake on the company's side. He recalculated Laura's usage, canceled her large bill, and sent a replacement.

A month later, the agent called Laura back to make sure that month's bill was accurate and she was still happy with their service.

# Your new competitive advantage



Stories like this are increasingly commonplace in the rapidly evolving customer experience landscape. The days of restricted opening hours and limited support channels are well and truly over. Customers expect interactions on their terms—their channel, their schedule, and their purpose.

Modern consumers want to multitask. They want to track down a lost package while on a conference call or find out how to return a pair of ill-fitting jeans while binging a Netflix series.

The traditional call center is no longer the first point of contact for a growing number of individuals. By the time a consumer reaches out, they've likely already Googled their issue, searched through support forums, and watched self-help videos on YouTube. Modern contact centers are less about diagnosing problems and more about correctly routing complex issues to agents that are equipped to handle their calls.

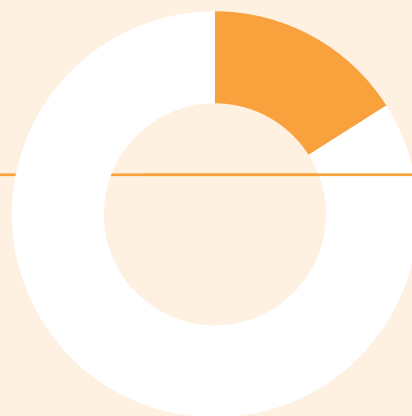
According to research from [PwC](#), one-third of customers say they will walk away from a brand they love after just one bad experience.

# Experience will make or break your company

For businesses that ignore these seismic changes, the consequences are dire. But for organizations that deliver the trinity of outstanding service—speed, convenience, and knowledge—new consumer dynamics present a huge opportunity.

In this eBook, you'll learn why single channel and on-premise call centers struggle to deliver the experiences your customers demand, what new contact centers look like, and how you can implement the contact center of the future in your own organization.

Deliver a great experience, and customers will happily pay a **16% premium** on your products or service.



“Use what you know about me as a customer to create relevant and personalized content and experiences. ‘Know me, deliver to me.’”

**KEN BURBAR**  
CHIEF STRATEGY OFFICER, EMETRY

# Building the contact center of tomorrow

Research shows that when it comes to digital transformation and corporate innovation, one of the top catalysts for change in companies is exploring how to better serve the evolving digital customer.

The fact of the matter is, legacy contact centres are unable to support evolving customer needs, and businesses that want to be successful in the modern age will require a new breed of contact center.

The contact center of the future represents an integrated approach to unified communications that brings business experts and contact center agents together across every channel, not just voice to deliver modern, real-time customer experiences in cloud-based, collaborative customer engagement structure.

## 1 MEET CUSTOMERS ON THEIR CHANNEL OF CHOICE

Consumers expect their experience with a business to match the rest of their life. Just as they can watch shows on demand on Netflix or instantaneously message friends on WhatsApp, they expect customer service and support to be equally on-demand.

## 2 TALK TO ME LIKE I'M A HUMAN

According to PwC, 82% of U.S. and 74% of non-U.S. consumers demand more human interaction going forward. People are pushing back against the proliferation of poor automated systems, demanding real human agents.

## 3 CONSISTENCY IS KEY

And is it too much to ask for a little consistency? When customers interact with a brand via Twitter or Facebook, they want that context carried forward to inform future conversations they have via phone, email, or SMS.

# What are the important parts of an omni-channel digital strategy?

The collaborative contact center is built on the foundations of the systems that came before it. By cherry picking the best existing elements and augmenting them with new, cutting-edge technology, collaborative contact centers allow organizations to deliver the experiences their customers demand.

**1. Cloud Technology:** Cloud technology upgrades the way organizations manage customer engagement by giving them a centralized platform to connect anywhere, anytime. Breaking from locally-maintained software, cloud technology allows for continuous improvement and innovation, whereas before it required heavy, disruptive upgrades.

But cloud technology isn't solely about internal improvements. By moving away from insular on-site technology, organizations can build integrations with other cloud platforms and harness innovations from other companies.

**2. Digital Channels:** During the dawn of the call center, phone interactions dominated the communication space. If you wanted to contact your bank, you phoned your local branch. If you wanted to book cinema tickets, you called the box office. But phone and other voice channels didn't stay on top for long. As new channels emerge and existing channels evolve, it's essential that your contact center can adapt and align to what your customers want.

**3. Flexibility:** Customers don't just pick one communication channel and stick to it. They chop and change, depending on their context.

“Customers are looking for seamless personalization as they traverse a company's digital channels, to be "remembered" at every point in their journey. If your company can't deliver that data-rich experience, they'll leave for another that can.”

**JAIMY SZYMANSKI**  
FOUNDING PARTNER, KALEIDO RESEARCH



# HOW DO I IMPLEMENT A STRATEGY LIKE THIS IN MY BUSINESS?

# Understand the benefits

Implementing an omni-channel digital strategy starts with tearing down your preconceptions of the call center. Between 2000 and 2010, people saw call centers as a necessary evil. It was a functional entity, there to solve problems as fast as possible. For a full decade, managers tried to shrink call times and minimize costs. But that has all changed and modern contact centers deliver three distinct benefits over their legacy counterparts.

## 1. Increased Net Promoter Score (NPS):

Collaborative contact centers create happier customers, which has a tangible effect on metrics used to gauge the loyalty of a company's customers.

**2. Improved efficiencies:** Contemporary contact centers significantly reduce the amount of work required of human agents—answering calls, triaging problems, routing the customer to the correct department, and finally solving their problem. Businesses spend more money to facilitate these interactions, while it's a clunky and negative experience for the customer. With clever automation and smarter routing, machines can shoulder the bulk of the busywork, leaving human agents to focus on the stuff that only they can do—fix problems.

**3. Added Sales:** As physical retail sites continue to decline, contact centers are taking over many of their functions—including upselling. Consider the insurance industry. Few insurers have physical stores these days, so customers don't have easy access to an adviser or sales rep to guide them through buying decisions. That's where the contact center comes in.

Once business leaders see the potential benefits of contemporary contact centers, it's easier for them to adapt their mindset, to stop seeing contact centers as a necessary evil and start seeing them as an invaluable business asset that needs to sit closely alongside other departments.

# Utilize automation

For contact centers to truly excel, they must integrate new technologies like chatbots, artificial intelligence, and automation to improve the inefficiencies of human agents manually accepting calls and deciding how to route them.

Don't mistake chatbots for a glorified switchboard, though. With all the data they gather, they help organizations more intelligently route customers to the correct agent as quickly as possible. A chatbot can gather a customer's name, authenticate their identity, aggregate the customer's history with the company through its CRM, and present this data to the agent handling the call so they can provide a more personalized experience.

This is particularly important as businesses are opening up their communications, offering dozens of new touchpoints, such as social media, app, and SMS. With customers able to contact businesses however they wish, the volume of messages is skyrocketing—so much so that human agents alone will be unable to deal with them.

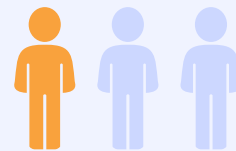
# Empower Agents

While call centers were a necessary evil of 2005, it made sense for them to sit apart from the core of a business.

But now, that distinction doesn't make sense. Modern consumers turn to contact centers when their own research has failed so they know precisely what assistance they require. With customer queries increasing in complexity, your agents have to improve, too. "The agent needs to be empowered," explains Della Mea. "To do so, they must have access to the right information."

Information access starts with integrations. That means ensuring you have open APIs to secure access into your CRM and other backend systems. Building those information pipelines means agents can reach information across the company without having to transfer the call or manually ask for help. "When agents have the contextual information they need, they can work far more efficiently," explains Della Mea.

But agents cannot solve every problem on their own. Increasingly, contact center agents must work collaboratively with colleagues and experts outside their immediate team to solve complex issues. "Combining a customer-centric approach with improved information access creates a much more efficient system," says Della Mea. "You can't compare that with the alternative of recording the customer's query and calling them back in two days."



One in three consumers [say](#) they will walk away from a brand they love after just one bad experience

# BUILD YOUR COLLABORATIVE CONTACT CENTER TODAY

The rules for customer engagement have changed. It's no longer enough for companies to monitor their phone lines and email inboxes between nine and five. We live in an always-on society and organizations must adapt to stay relevant. But availability is just the start. Customers have moved past standard channels like phone and email. Now, they expect engagement on their channel of choice, be it SMS, social, phone, or something else entirely. Ultimately, customers want their interactions with you to be as easy as talking with a friend.

Amidst such fundamental behavioral change, the stakes are high. As analysts at PwC **wrote**, "You won't have many chances to get it right.

One in three consumers say they will walk away from a brand they love after just one bad experience."

That's why we created a modern customer engagement platform designed for effortless customer experiences. Leveraging next generation inbound, outbound, and digital engagement technologies, RingCentral is leading a new era of customer service.

Our full range of contact center features help businesses connect callers more intelligently with the right agent. So you can build a customer-centric service strategy while maintaining the flexibility to make changes on the fly.

# #SHOW THEM YOU CARE

RingCentral provides a modern cloud-based customer engagement platform that brings your whole company together to service customers. Schedule a demo today, and see how you can take your customer service strategy to the next level.

Visit [ringcentral.com](https://ringcentral.com)