

The key to building a customer-centric team

How you can build a strong customer-centric team with unified communications and contact center solutions



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The customer really is king

"When a customer enters my store, forget me. He is king."

– John Wanamaker

It doesn't matter whether you have a traditional or an eCommerce store, the above holds true. What this means in real terms is that no matter what your business model is, you need to adopt a customer-centric approach. It's simple:



Strong customer-centric strategy



Great customer experience

80%

of customers view customer experience as being of equal importance to the products the company sells.

91%

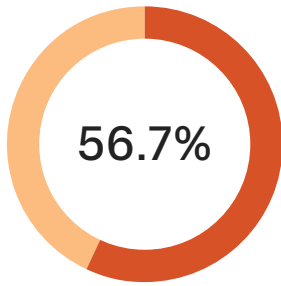
of customers are likely to make repeat purchases with a company that provides positive experiences.

In fact, 80% of customers view customer experience as being of equal importance to the products the company sells.¹ With the importance of customer retention, it's also worth noting that 91% of customers are likely to make repeat purchases with a company that provides positive experiences. When it comes to ROI and profitability, customer-centric companies are 60% more profitable than companies that don't focus on that all-important customer experience.²

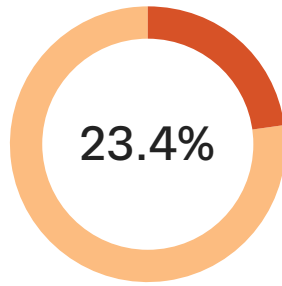
These numbers clearly show that customer-centric approaches work, but how can you transform your business to put customers at the center of everything? How can you make your employees more productive and your customers happier?

1. [What Are Customer Expectations, and How Have They Changed?, Salesforce](#)

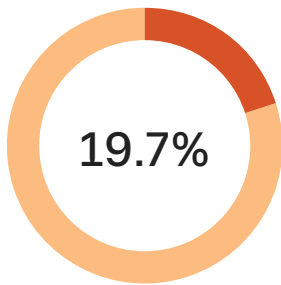
2. [Wealth Management Digitalization changes client advisory more than ever before, Deloitte](#)



Increase in customer satisfaction ratings



Reduction in monthly per-agent spending on licenses



Reduction in operational costs

As with many things, the answer lies in technology. The world has changed, the way we do business has changed, and the way customers want to connect and communicate with you has changed.

Your customers want to use the channels and devices that are most convenient for them. That could mean your direct phone line, website, social media pages, or messaging apps.

Your starting point is implementing a unified communications as a service (UCaaS) platform to better connect your employees and customers. However, UCaaS is only half the story. Complete the story by combining UCaaS with contact center as a service (CCaaS)—with an integrated UCaaS and CCaaS solution, your business can stay connected across all communication channels and deliver an unbeatable customer experience.

Let's look at the facts. Businesses who combined UCaaS and CCaaS achieved the following:³

Sounds attractive, right? In this eBook, we'll look at how you can build a strong customer-centric team with the power of UCaaS and CCaaS, together.

3. [The State of Unified Communications in 2021](#), Metrigy

Build confidence with your customers

First things first, you need to build confidence with customers—it’s a key part of creating a customer-centric team. In order to do this, you need to focus on your team and ask yourself, “Are my employees happy at work?”

Your employees are the ones interacting with your customers on a regular basis, so if they’re happy, your customers are more likely to be happy too.

In fact, companies that excel in customer experience have 1.5 times more engaged employees than companies with poor customer experience.⁴

In these days of multi-channel communications, your employees want access to tools that make it easy to communicate with one another and customers. Provide your employees (specifically contact center agents) with an intuitive communications tool that not only makes it easy to connect with others, but also comes with a suite of coaching and support tools to uplevel their skills.

Let supervisors steer the wheel

In a modern contact center, it’s no longer just about offering tips and training to improve performance.

If you’re a supervisor and feel an agent needs a little assistance or a nudge, you need a tool with a whisper option to talk to your agent without the customer hearing. If the agent is really struggling and you think the customer is getting frustrated, you also want a barge-in option that lets you join in the conversation or a takeover option that lets you steal the call from the agent.

4. [10 Stats Linking Employee Experience with Customer Experience, Future of Work](#)

Access live call analytics and reporting

Analytics and reporting has always been important to customer service, and especially to contact centers. It lets you monitor key KPIs and metrics to make informed decisions on everything from agent scheduling to customer strategies.

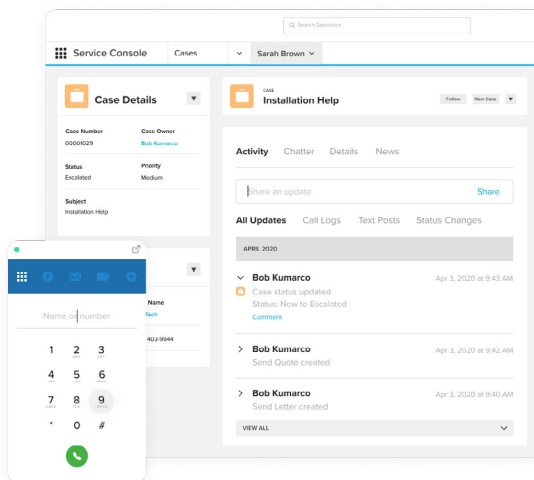
The best analytics tools will give you insights into important performance metrics such as average handling time (AHT) and first contact resolution (FCR), as well as access to indicators such as Net Promoter Score (NPS). They also offer live call insights and analytics in real time so that you can monitor agent performance and customer experiences.

Be prepared for customer interactions with CRM integrations

Knowing your customer, including their history and profile, means you can provide a better, more personalized customer experience.

Giving your agents the ability to instantly see any history between the customers and your business means they can provide a fully connected service and better prepare for customer interactions. They can discuss previous purchases or see if there is an ongoing issue yet to be resolved. This is where customer relationship management (CRM) integrations come handy.

Communications tools, like RingCentral, easily integrate with popular CRM tools (such as Salesforce and Hubspot), letting your agents easily reference and log customer interactions. For example, with CRM integrations, agents can instantly access customer profile and history data and take calls within the CRM—say goodbye to toggling back and forth between apps.



Prioritize workforce engagement

As we mentioned, happy (and engaged) employees make for happy customers. One of the major benefits of an integrated UCaaS and CCaaS solution is the wide range of workforce engagement tools you can use:

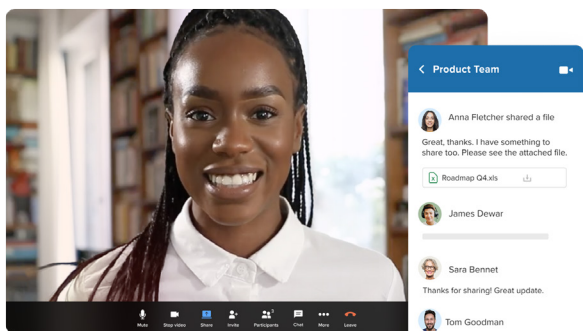
- **Call recording:** Record all calls not only meets many quality assurance and regulatory guidelines, but gains insight into agency performance to help improve customer experiences.
- **Workforce management:** Get help with everything from agent scheduling and timeline management to empowering your agents to be more productive. Optimize agent schedules to maximize coverage and minimize idle time so customers are not left in the cold during peak times and agents are not idle during quiet times.

Connect customers with the right expert

When looking to build a customer-centric team, you want to ensure that customers are connected with the best-matched person instantly. This leads to quicker resolve times and more satisfied customers. No one wants to be constantly directed to numerous people to resolve a single issue. With capabilities like skills-based routing and intelligent routing, customers are always routed quickly to the right expert with the appropriate skillset.

Your agent's expertise could even be based on geographical location, or it could center on tech know-how or specific product knowledge. Whatever the reason, you can customize your routing to ensure calls go to the right expert or agent who is best-matched for the customer's needs.

Improve the employee experience



Not only does an improved employee experience mean a better customer experience, it also means less employee turnover. Staff attrition in contact centers is a real problem, with rates as high as 40% annually.⁵ The knock-on effect of that turnover is the cost of training new agents, which can be as much as \$7,500 per agent.⁶

Reduce turnover by facilitating better communication for agents (with other employees and customers) and make their job easier with an integrated UCaaS and CCaaS solution. For example, agents can use a single app with a unified directory to easily access experts across their organization through messaging, video, or phone. When agents need to connect with other experts in the organization, they're only a click away and can resolve customer issues faster.

5. [Why Is Attrition Becoming an Increasing Problem?, Call Centre Helper](#)

6. [Call Center Outsourcing vs. Insourcing Price Comparison, LinkedIn](#)

Connect your call center and business communications

Any business seeking to be truly customer-centric looks to bridge the connection between customer service and the business. Customer-obsessed companies engage employees across the entire organization, not just agents, to resolve customer issues at record speed.

By connecting your UCaaS and CCaaS solutions, you'll make it easy for employees to transfer calls, share knowledge, and help customers.

Solve customer problems the first time

If you can seamlessly connect experts from any part of the organization, it's far simpler to solve customer problems quickly and effectively.

FCR is one of the most important goals for a contact center. With traditional phone systems, that can be impossible most of the time. For example, a customer calls your contact center with a specific technical question that the agent can't answer. With the old system, they either have to route the call to an expert or call an expert themselves, then call the customer back.

However, when you have a fully integrated UCaaS and CCaaS solution, FCR becomes far easier to achieve. Keep your customer on the line while you instant message the person who can provide the answer the customer needs. With a unified directory and messaging app, customer service employees can ask experts in other departments critical questions and respond to real-time changes.

Never lose a customer call

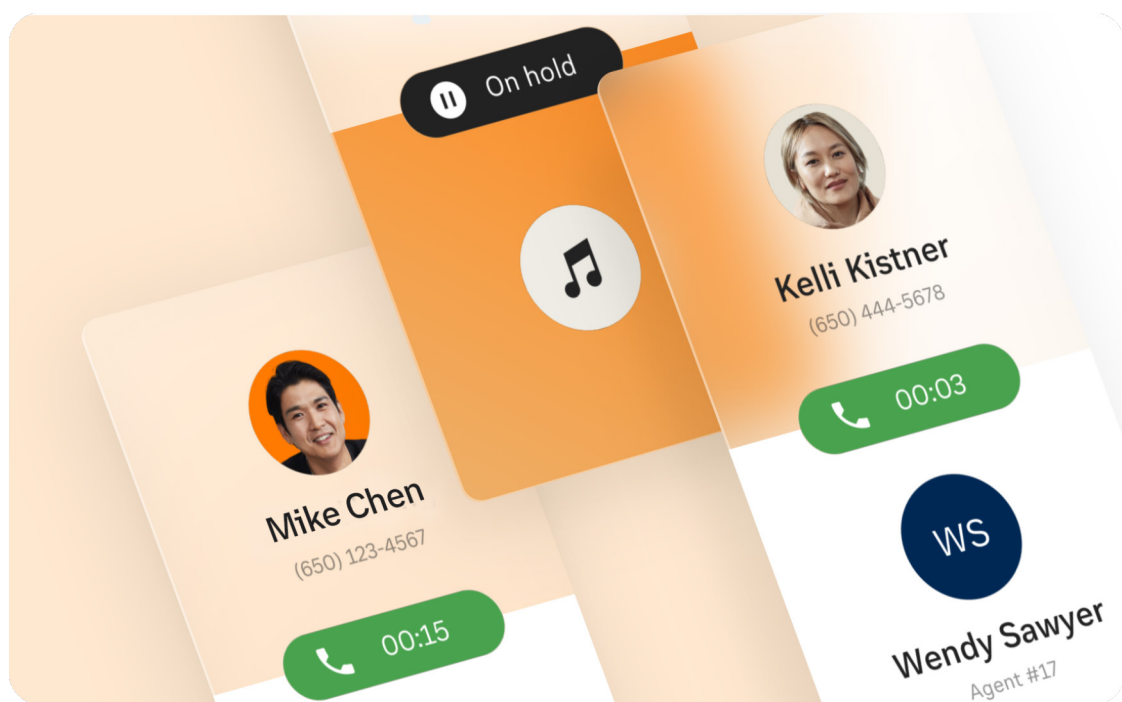
If a customer gets through to the wrong department or when you really need to send their call to another team member, you want a way to transfer the call with no inconvenience to the customer.

It doesn't matter your location, or the device you use, the most efficient UCaaS and CCaaS platform allows you to transfer a call with the minimum of fuss and delay. You can seamlessly transfer calls to the appropriate person in a matter of seconds, whether they're inside or outside the contact center itself.

Keep agents informed and ready to assist customers

Knowledge is power, and in terms of a contact center environment, that means agents knowing if they're not answering enough calls, if there are too many calls in the queue, and more. Supervisors can't monitor everything at once, so this is where the automation provided by a good UCaaS and CCaaS platform offers major benefits.

Dashboard alerts make it easy to notify agents and supervisors when there is a customer issue that needs to be dealt with quickly or when there are gaps in response times.



Measure value and ROI

While you want to provide a highly positive customer-centric experience, you'll always have one eye on costs and the bottom line. You want to know that any UCaaS and CCaaS solution is going to offer you a good return on investment (ROI) as well as operational savings.

Below are just some (of the many) ways an integrated UCaaS and CCaaS solution can provide exceptional value and get you the most bang for your buck.

Boost agent productivity

When you hire new agents, you want their onboarding experience to be as smooth and painless as possible. You also want them to be up to full speed and handling customer interactions as quickly as possible.

An easy to use, intuitive, and multi-channel app that encompasses all business communications lets agents hit the ground running. Agents can instantly communicate in any channel with anyone in the organization and connect to their favorite apps through the power of integrations.

Eliminate lengthy IT work

A cloud-based communications system helps you avoid all the lengthy complexities of installing new hardware, setting the system up, and onboarding staff onto the new setup. Instead, getting employees up and running within minutes is easy as 1, 2, 3.

What does this mean for your bottom line? This means less costs and time spent on IT consultants since you can do it all yourself with easy management controls.

Scale with ease and control costs

You already know that contact centers experience busy and quiet periods. A key part of customer-centricity is serving customers regardless of how busy you are.

With the simplicity of scalability offered by the right contact center solution, you can control your costs and make sure there are enough agents on the line at any given time. For example, during periods of high demand, you can scale up to have more agents manning the phones—and vice versa, where there's low demand, you can scale down. This way, you can optimize resources based on demand.

Carry out operational agility

Contact centers and agents are fluid creatures, and both demand and performance can change in an instant. With a unified UCaaS and CCaaS solution you have access not only to scalability to fit demand, but to real-time analytics on agents, customers, and operations so you can make informed business decisions.

Gain insights into your contact center's performance, run a root cause analysis, and have fun playing around with new data sets. If you're in a hurry, access dashboards that provide an instant snapshot of how your team is performing and what your customers are experiencing.

Value of one vendor

68% Increase in employee mobility

50% Increase in customer satisfaction

33% Increase in employee productivity

14% Decrease in IT spend

When you deal with only one vendor for all your communications needs, you cut out a multitude of potential problems as well as costs. In fact, Metrigy found that “a single-vendor strategy that integrates team messaging and collaboration and video meetings, as well as calling, results in 56% lower TCO (total cost of ownership) compared to a multi-vendor strategy and also provides for a simpler end-user experience and reduced management complexity.”⁷

The ultimate desire is to have one vendor that can do it all and improve your business's bottom line. Take a look at RingCentral on the left—it's doing just that. A survey of more than 250 of RingCentral's small and medium business customers showed that they experienced great ROI, streamlined workflows, and increased productivity.⁸

7. [The State of Unified Communications in 2021, Metrigy](#)

8. [Lower costs, happier customers: How 278 small businesses did it, RingCentral](#)

Communicate with your customers in the right place at the right time

If you're not familiar with the term, "omnichannel," then you're already a step behind. You want to provide an omnichannel experience so customers reach out to your business on the channel that's most convenient for them at any given moment.

Be ready in your customer's channel of choice

Does your customer prefer to communicate on Facebook Messenger, SMS, or WhatsApp? Whatever it is, deliver the best experience for your customers in their channel of choice with seamless channel switches. Remember, it's about them, not you.

RingCentral makes it easy for you to interact with customers in more than 30 digital channels, such as phone calls, SMS, messaging, video calls, social media, live chat, email, and more. This way, you're always accessible to customers in their preferred channel and ready to deliver a true omnichannel experience.

Make asking for help easy

Your agents may not always have the right answer at hand and it may not be in any knowledge base either. Make it easy for agents to ask coworkers in other parts of the organization for help. Give agents everything they need to get things done with an intuitive dashboard to assist customers and a single app to communicate with coworkers across departments via messaging, video, or phone.

Manage multiple customer interactions at once

A customer-centric approach with multiple channels means that sometimes your agents need to carry out more than one customer interaction at a time.

They could be talking to multiple customers across voice calls, live chat, social media, and more. The right communications solution that allows for multiple interactions across different channels helps empower these concurrent interactions.

Provide always-on service

Self-service is one of the greatest assets you can leverage. Many consumers want some form of self-service option, access to a knowledge base, or other alternative to solve issues themselves.

Interactive voice response (IVR) is a great tool for letting customers perform routine operations over the phone by themselves or clarify customer needs for more personalized service. Chatbots or virtual assistants are another smart choice. They can automate simple queries to handle common questions or gather information and transfer interactions to a human agent if needed.

Tap into AI and machine learning

Artificial intelligence (AI) is getting more advanced by the day. Why not use these advancements in your favor? For example, AI and machine learning can help auto-populate responses for faster first contact resolution. Machine learning can automatically understand a message's intent and route digital messages, while AI can recognize different languages as well as intent, text semantics, message types (public or private), email metadata, and other information.

With speech and text analytics that not only recognize the what of a conversation but also the emotions, text semantics, and intent, you can take your customer-centric approach to a whole new level.

Provide flawless service with top-rated voice quality

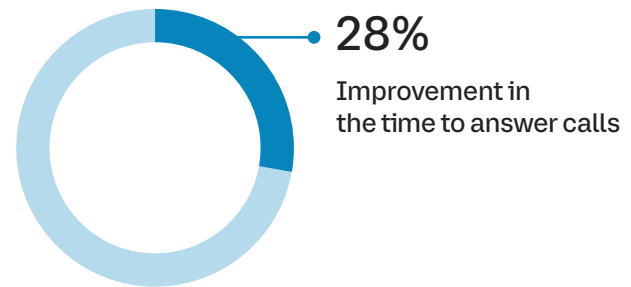
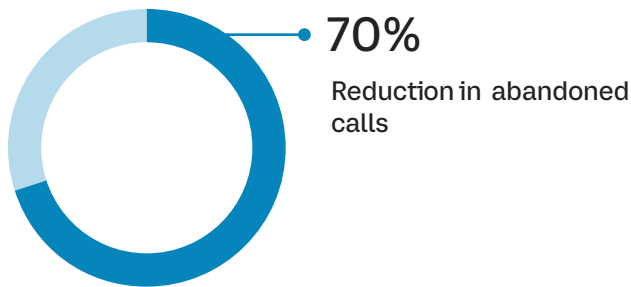
There is nothing worse than a call suffering from quality issues and your agents struggling to understand what the customer is saying (or vice versa).

A top-class solution like RingCentral offers an industry-leading voice network. That means no dropped or choppy calls and a better customer experience for every person that calls your business.

Real life success stories

Gempler's

As an eCommerce company, Gempler's recognized the importance of putting the customer at the forefront of everything they did. By switching to RingCentral's integrated UCaaS and CCaaS solution, their 60 employees saw dramatic improvements in their service, including a 70% reduction in abandoned calls and a 28% improvement in the time to answer calls.



"Whether we're talking about RingEX or Contact Center, RingCentral is having a wide and deep positive impact on our business—and on our customers' lives. That means everything to us."

– Debbie Holmquist, Director of Customer Service and Distribution at Gempler's

Are you ready to make a positive change?



A combined UCaaS and CCaaS solution is the most effective way to raise your customer-centricity game, while saving money and boosting employee productivity. So, are you ready to make that crucial change?

If you're a small or mid-sized business looking for the basics, the RingEX Premium edition plus Live Reports gives you all the benefits of our award-winning unified communications platform with additional contact center features (like call recording, supervisor modes, and integrations with key business apps).

If you're looking for something more robust, there's RingCentral Contact Center™ and RingCentral Engage Digital™, which has everything you need to manage and grow a full-stack contact center.

RingCentral is here to help you transform your business and make it more customer-centric. Let's improve the customer experience, together.

To learn more about RingEX from RingCentral, visit: ringcentral.com/solutions/small-business→

About RingCentral

RingCentral is a leading provider of AI-driven cloud business communications, contact center, video and hybrid event solutions. RingCentral empowers businesses with conversation intelligence and unlocks rich customer and employee interactions to provide insights and improved business outcomes. With decades of expertise in reliable and secure cloud communications, RingCentral has earned the trust of millions of customers and thousands of partners worldwide. Visit ringcentral.com to learn more.