



SCBGGLOBAL
OPT_●mizing Global Businesses

Contact Center Series

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Super-power your human agents with **OPTO4Contact**

The ever-changing landscape of consumer expectations is driving a rapid digital takeover of the traditional contact center. Inbound customer-care call volumes are notably declining as digital channels handle more and more requests, with more than 60% of customers interacting through multiple digital channels . As a result, enterprises must continuously update their support models to accommodate this shift towards automation.

Yet, in the light of the ongoing the coronavirus pandemic - a time of crisis in which agents have emerged as the main and often only point of contact between emotionally charged consumers and businesses - the value of interacting with another human being versus a machine has become clearer than ever. In the face of uncertainty, it is essential that businesses adopt a reassuring tone. Thus, we rely on human customer service teams to deliver a level of empathy that no automated chatbot can currently provide.

Despite generational differences in communicative preferences, digital-based channels must still be supported by human agents, with the agent-assisted approach continuing to dominate customer engagement. Two-thirds of customer interactions involve a human agent, and the traditional phone is still the most popular channel . Highlighting that even in today's digital age, the power and importance of human interactions must not be underestimated.

Additionally, with the plethora of interactive channels now available, when a customer does place a call, they would have likely already attempted to resolve their problem elsewhere, or have an issue that is particularly complex and sensitive; making it even more imperative that the agent they encounter is equipped to respond promptly, accurately and in the right context. Adopting the correct balance of digital and human within the customer-care strategy is critical for ensuring that businesses are in the best position to provide an excellent customer service experience.

Instead of phasing-out these critical human interactions, enterprises must instead empower their agents to deliver exceptional service by embracing technologies in their contact-centre model. With 90% of consumers expecting a seamless omni-channel customer support and 72% of consumers expecting companies to know their purchase history regardless of the method of communication , the emotionally intelligent super-agent of the future will need to be equipped with the best digital tools to understand the entire customer story - no matter how many different channels they communicate on.



Contact Center

For the 'always on' enterprise of tomorrow, SCB Global's **OPTO4Contact** solution is super-powering human agents across the globe to deliver a next generation customer experience. The feature-rich intelligent system optimises efficiency - understanding the intention and context of a customer's enquiry before routing them to the best qualified agent. By incorporating all customer channels into a single pane of glass, with the option to sit completely natively within Microsoft Teams, **OPTO4Contact** creates a holistic journey of communication for every individual. This means agents have complete visibility of who they are talking to, enabling them to have a truly seamless omni-channel relationship with customers and deliver a highly efficient and personalised service.

The future of contact centres may be unknown, but by investing in the increasingly intelligent solutions and advanced customer support tools available, modern enterprises can design a consistent positive customer experience across all channels, creating intelligent super-agents that will be continuously empowered to exceed expectations and retain the loyalty of demanding consumers in a world of increasing uncertainty.

<https://info.microsoft.com/rs/157-GQE-382/images/EN-CNTNT-Report-DynService-2017-global-state-customer-service-en-au.pdf>

<https://www.uctoday.com/contact-centre/agents-essential-to-meeting-rising-digital-demands-in-contact-centres/>

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