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How to future proof your contact center

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The Covid-19 pandemic has forced unprecedented change upon businesses - testing the flexibility and technological capability of almost every contact center. Additionally, as the omnipresent eye of social media continuously places every business action under the spotlight, it is now more essential than ever that organisations ensure their customers are happy at every stage of the customer service journey.

Going forward, delivering a high-quality customer experience looks set to become a key differentiator for businesses, with the contact center serving as an invaluable component of this strategy. So, what are the emerging trends set to transform contact centers as they adopt an increasingly customer-centric approach? And what should your enterprise be implementing to ensure you are prepared for the future world of customer service?

Optimise with omni-channel

As consumers demonstrate an increased demand for a personalized approach - they expect to be able to mix and match between the various customer service channels to create a bespoke service. With the plethora of interactive channels now available, the readiness in which contact centers are able to respond to these channel hops, whilst upholding the context of the interaction, is critical in determining their future success.

That's where **OPTO4Contact** comes in. 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.

'Super-agent' service

As the contact center becomes increasingly fundamental to businesses, so do the people that work there. With the rise of AI automation and increased preference for social channels, when future customers do place calls to a contact center, they will have likely be faced with an issue that is highly complex and sensitive. This makes it more imperative than ever that the agent they encounter is equipped to respond promptly, accurately and in the right context.



They future-ready enterprise of tomorrow will therefore rely on a new breed of 'super-agents', who can adapt their skillset to meet the demands of each customer. In addition to excellent communication skills, emotional intelligence and analytical problem-solving skills, this highly attentive agent will need to be equipped with the right technology to tackle challenging issues and require full context of the customer interaction in order to unpick the situation to pinpoint what exactly went wrong.

The rise of the 'relationship hub'

Customer service can be sometimes be seen as an afterthought - something that is only necessary after the customer has chosen a product or service. Thus, the contact center has traditionally served as a short-term strategy for reacting to customer needs and dealing with urgent issues as and when they arise.

Instead of simply responding only when things go wrong, customer service should be treated as an integral part of every business and be prioritised at every step of the customer journey. In forward-thinking enterprises, contact centers are already being transformed into 'relationship hubs' for nurturing customer relations by adapting to everchanging customer needs.

With contact center agents continuously interacting with customers and handling feedback, their knowledge of a how a business is perceived is invaluable. With SCB's **OPTO4Contact** solution, which breaks silos between various customer touch points and intelligently handles data, agents are not only equipped to acutely handle every interaction, but to utilise that information going forward to help guide business development, marketing, product management and development.

Find out how you can future-proof your contact center with **OPTO4Contact** and make customer service your competitive advantage.

