



eBook

Contact Center Digital Transformation

Your Guide to Delivering
Superior Customer Support



TABLE OF CONTENTS

Introduction	3
The Need for Accelerated Digital Transformation	4
On-Premise Call Centers vs Cloud Contact Centers.....	5
Benefits of Moving to the Cloud	6
Enable agents to work from home	7
Deliver an omnichannel customer experience.....	9
Automate customer support and handle more queries	14
Fast Forward to the Digital Era of Customer Centricity	18
The Infobip Advantage	21

Introduction

For many organizations, the call center is the heart of customer service (CS), the lifeline of communication, and the driving factor in customer experience (CX). It's where customers call in for help and agents call out for sales. That's what you've been told at least.

Traditionally, it's been referred to as a "call center." That's because conventional customer service models are based only on phone support in business to consumer (B2C) interactions.

Lately, however, the single-channel approach to the call center has been deemed ineffective by some of the most highly credited industry leaders, including [CCW Digital advisory board members](#).

Comprised from a robust collection of industry-leader interviews, consumer data-driven analysis, cutting-edge market studies and resources, this eBook will serve as your sole guide to turning your single-channel call center into an **omnichannel, remote-friendly, cloud-based contact center**.

As new technologies continue to advance in response to the COVID-19 pandemic, many traditional call centers are evolving into a customer-centric contact center to:

- make the most of today's advantageous, agent-centric work from home capabilities
- enjoy a healthy ROI on contact center digital transformation
- increase contact center customer satisfaction

And you can too!

The Need for Accelerated Digital Transformation

In response to mandated government and workforce policies, the COVID-19 pandemic has emphasized the long overdue need for effective work from home technologies in the contact center.

Although voice is still king, customers are refusing to communicate with brands through a single channel, or even several segregated channels.

The single greatest challenge in business continuity planning (BCP) of today's contact center is to meet customer demand by integrating more channels and giving customer service agents the tools they need to keep up – both only possible through [accelerated digital transformation](#).

| So where do you **START**?

Start by asking yourself a few simple questions to address your concerns and demands in the current landscape of the contact center:

- Are you unsatisfied with your contact center customer satisfaction (CSAT) scores?
- Are you still operating under a traditional call center infrastructure?
- Are your agents struggling to adapt to a work-from-home environment?

If you answered yes to any of the above questions, feel free to read the entirety of this eBook, as it will change the way you think about workforce and cost optimization, work from home agents, and evolving consumer behavior.

You will get the insights and solutions required to resolve these challenges - so you don't just survive the COVID-19 pandemic, but become an industry leader afterwards, too.



On-Premise Call Centers



Cloud Contact Centers

Time consuming and costly,
required planning, hardware
and licensing setup

Easy, cost effective, and
quick deployment with
no complexity

On-site

In the cloud or data center

Additional costs for feature
and hardware upgrades

No hardware costs, upgrades
and new features included

Limited integrations

Customizable and easy to
integrate APIs

Agents cannot work remotely

Agents can work remotely

Inbound and outbound
calls only

Omnichannel

Primarily the business's
responsibility

Primarily the vendor's
responsibility

On-Premise Call Centers vs Cloud Contact Centers

An on-premise call center provides communication hardware, operational infrastructure, and dedicated communication servers – all on-site. The traditional call center is a **hardware-based platform** where customer service relies on tedious agent-centric labor, resulting in:

- communication silos
- disorganized agent and customer data
- a general lack of cross-functional efficiency
- failure to meet customers where they are

Put simply, on-premise call centers have now been deemed **incompatible** because they require **costly upgrades every few years** and are not viable during this **digital era of remote work**.

With on-premise call centers, your IT team is responsible for **installation, maintenance, and upkeep** of everything from servers to headsets to integration support – a system that many view as unsustainable.

The engagement landscape is changing, and so are contact center dynamics.

The [Harvard Business Review](#) has found that many are **losing revenue on digital transformation** because they are continuously investing in standard operational and traditional IT services for maintenance purposes (such as continuous installation and upkeep for on-premise servers) – rather than **automated cloud-based communication**, to solve multiple customer pain points.

Simply put, today's BCPs require digital transformation to accommodate employees (front-line agents and supervisors alike) through the right **cloud-driven work from home technology**.

Benefits of Moving to the Cloud

Switching from a [call center to an omnichannel cloud contact center](#) can serve as your single approach to combating your most common pain points in customer service, including:

- enabling remote work
- decreasing long-term costs
- improving agent performance and efficiency
- increasing CSAT scores through interactive options



90%

of enterprises will be incorporating **CLOUD TECHNOLOGY** by **2021** - and contact centers are no exception.

SOURCE: [Digital Journal](#)

Enable agents to work from home

The COVID-19 pandemic pushed businesses around the world to introduce work from home policies to ensure their employees' safety. This accelerated the digital transformation of traditional call centers - making them switch to cloud contact centers almost overnight. What was thought to be a temporary phase has carried through to what we call the new normal – and is now recognized as the new way of work.

The new normal has made cloud contact center solutions, such as [Conversations](#), imperative as it helps agents serve and support customers seamlessly through normal times, uncertain ones, and even the new normal.

As new technology makes contacting support teams easier, more accessible, and instant, the overall volume of customer support interactions and FAQs through multiple channels will continue to climb.

Even if most of these interactions are mediated by [self-service chatbots](#) or channels, remote human agents will still be a crucial part of **building this infrastructure, measuring performance, and optimizing the knowledge base** that powers every contact channel, both internally and externally.



48%

of **EMPLOYEES**



are likely to continue working remotely after the pandemic, compared to 30% who worked remotely before the pandemic.

SOURCE: [Gartner](#)

Rather than manually responding to FAQs or inquiries in a traditional call center, remote agents can use **cloud-based technology and automation** to:

- arrive to more accurate data-driven decisions
- personalize interactions based on history and relevant insights
- build customer loyalty and create more sales opportunities

Cloud-based contact centers only require users to have internet access with enough bandwidth to accommodate them. Therefore, agents can access a single interface with integrated data from different systems, along with all customer communication channels, chat history, and context - no matter where they are in the world.

Additionally, contact center managers and supervisors can access reporting and analytics remotely to keep track of agent productivity and efficiency, as well as measure overall contact center performance to ensure they meet the appropriate metrics and KPIs.

The best part?

Cloud contact center solutions are equally, if not more, secure as on-premise call centers – minimizing the risk of data breaches, leaks, and more.



Deliver an omnichannel customer experience

Companies are choosing to modernize their contact centers through the cloud because customers are choosing integrated digital channels to communicate with businesses.

96%

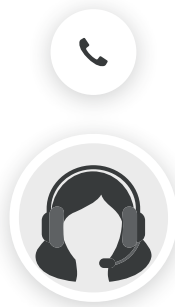
of businesses understand the importance of serving customers on their **PREFERRED CHANNELS**.

And **87%** have active plans to honor channel preference to better serve those customers.

SOURCE: [CCW Digital](#)

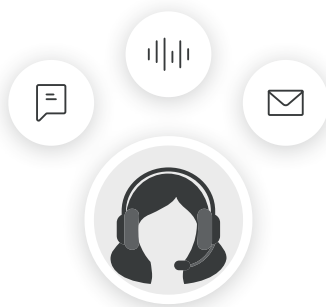


Switching from a segregated call center to a cloud-based omnichannel contact center makes interacting with customers, including all inbound and outbound communication via voice, SMS, live chat, and chat apps (such as [WhatsApp](#), [Viber](#), and [Facebook Messenger](#)) accessible from anywhere at any time.



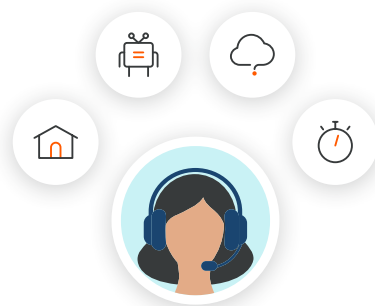
TRADITIONAL Call Center

Operationalized solely via phone communication and mundane agent-centric tasks, such as navigating communication silos or sorting through complex customer data.



MULTICHANNEL Call Center

Adopted more means of communication to accommodate customers and agents through various channels across various demographics through dissevered, segmented channels - merely a small step in the right direction.



FUTURE Call Center

Provides agents with **work from home capabilities** and has effective cloud-based, omnichannel advantages that include the cohesive integration of channels and opportunities to **meet customers where they are**.

Your goal is to increase the volume of **quality interactions**, while eliminating lingering pain points including **long wait times, high costs, repetitive questions, frequent transfers and low-quality communication** that has notoriously earned the “call center” the nickname of a “cost center.”

If you're stuck with figuring out which channels would resonate best with your customers, we've highlighted the **advantages** some of the most **popular channels** can bring to your business.



Voice

According to [CCW Digital research](#), [voice](#) will remain viable, but interest is beginning to skew towards automated voice interactions. Nearly 50% of companies say Interactive Voice Response (IVR) will become more important over the next few years. Only 17% expect its relevance to decline.

BEST PRACTICES

- Programmable cloud-based voice integration can conveniently convert written [text to voice](#) to launch communications at scale and track their status with delivery reports on a customer's preferred language, while providing agents and managers the micro-coaching data they need to increase personalized interactions.
- Attract customers' attention with messaging in local dialects using pre-recorded voice capabilities.
- Hyper-personalize customer experience with individual consumer data and details across different databases.



Chat Channels

Integrating [chat apps](#), [SMS](#), and [RCS](#) into your contact center drives cost savings, improves CSAT scores through frictionless communication, and increases ROI.

BEST PRACTICES

- Improve customer trust in brand communication and raise awareness at the same time by displaying your brand name, logo, description, link preview, and verification through your business profile on **chat apps or RCS**.
- Allow for navigation of multiple route parameters in real-time to find the shortest path for every **SMS** message delivered.
- Create richer dialogues to resolve queries faster by sharing images, videos, documents, locations, and more using **chat apps and RCS**.



Live Chat

According to [Forrester Research](#), 50% of potential sales are lost because website or mobile app visitors can't find what they are looking for. Luckily, there's a solution to this problem - since [79% of consumers](#) favor [live chat](#) support.

BEST PRACTICES

- Convert customers and increase revenue with timely support when you assist them at every step of their website or in-app purchasing journey.
- Use smart routing to support multiple customers at the same time to reduce costs and boost efficiency.
- Set up predefined answers with a keyword chatbot to offload frequently asked questions from your agents and provide faster support for your customers.



Web Real-Time Communication (WebRTC)

The “new normal” has limited the way organizations across industries provide detailed support to customers. With social distancing measures in place, organizations have had to rethink the way they deliver the right information to the right customer.

BEST PRACTICES

- Use audio and video communication on your website or app, without the need to install or download any additional tools or software, to explain complex solutions to customer pain points.
- Be easily accessible and provide urgent assistance without exposing yourself, employees, or customers to potential risk by providing consultancy services over video call.

Using a combination of these channels through a **single platform** helps:



Save
time



Increase
productivity



Enhance
speed

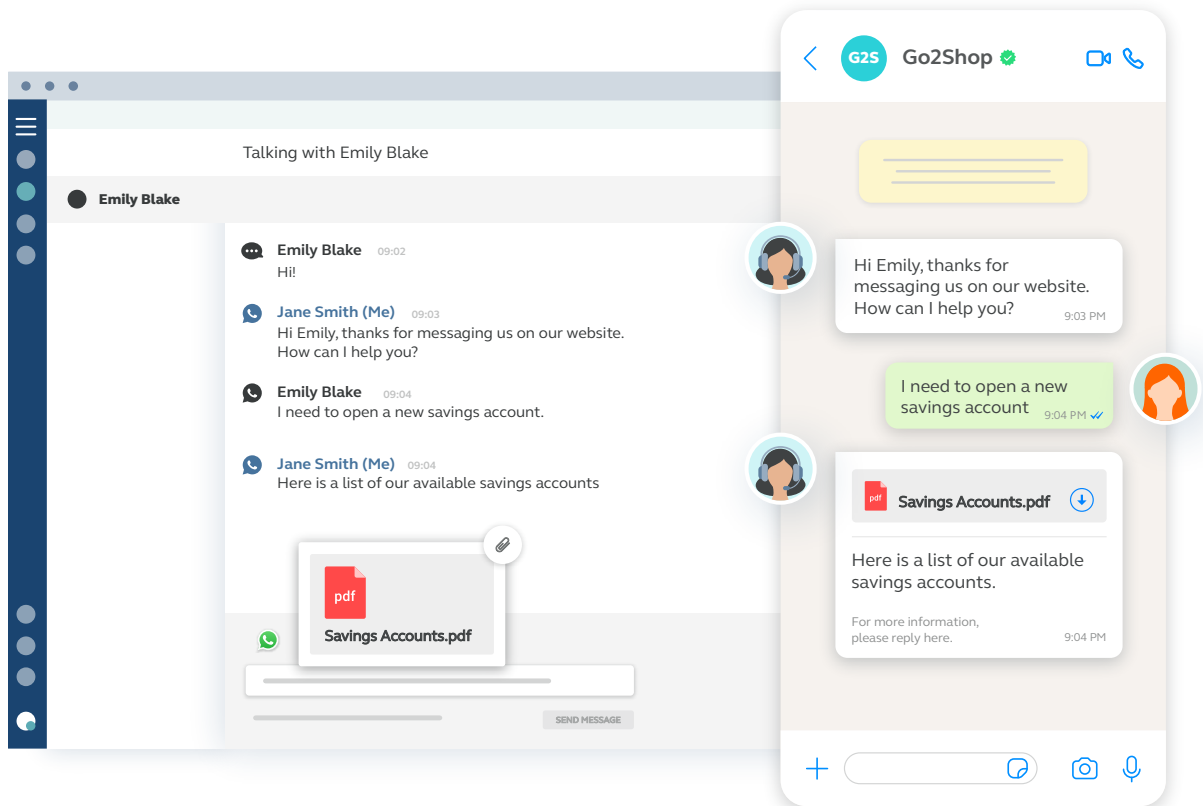


Cut
expenses



Improve customer
satisfaction

Adapting an omnichannel approach to customer communication through a single-view interface also helps your agents switch from one channel to another within the same tab - without losing conversation context or history.



For example, a customer may start an interaction over Live Chat but could switch to WhatsApp later if they leave your website. The conversation history and customer context, such as loyalty status and previous interactions, will be accounted for from the same interface – no matter the channel.

“

“[Conversations](#) helped us transform our contact center into a real customer experience center by giving our agents the tools to quickly provide detailed support to our users, while also giving customers fast support and simple registration. We needed a way to build trust with customers, and with more than 90% of people in Brazil using WhatsApp, we needed a contact center solution that had this chat app built in. Infobip’s solution is secure and user-friendly, which helps us be a secure and user-friendly solution for our customers.”

Livia Cassel

Business Development Manager, [CambioReal](#)

Automate customer support and **handle more queries**

According to a recent [CCW Digital Market Study](#), **reducing customer effort was deemed the #1 contact center focus for the next five years**, as you might have guessed, followed by achieving consistent support and service across all touchpoints.

By combining the previously mentioned channels through a cloud contact center solution, your agents can handle more than one customer query at a time - enabling them to respond to new queries while waiting for a response from ongoing ones. They can also access the customer's previous purchase history, loyalty status, and past queries so the customer doesn't have to repeat themselves.

Pro Tip

Use Interactive Voice Response (IVR) technology to transfer voice calls to chat conversations - enabling agents to assist more customers at once while reducing overall contact center costs.

Chatbots are extremely beneficial to a cloud contact center as well, helping offload FAQs and queries from agents as more people look for personalized support. Incorporating AI into chat allows for automated customer interactions on their preferred channel - one of the biggest trends within contact centers right now.



84%

of businesses believe **CHAT** and **MESSAGING BOTS**, specifically, will become more important in five years.

Only 3% believe this form of communication will become less important.

SOURCE: [CCW Digital](#)

That 84% is rising exponentially throughout the COVID-19 pandemic, as more contact centers are seeing the advantages of cloud technology provided for both busy agents and impatient customers. Why? Transitioning to a cloud contact center allows for **scalability and volume changes** based on growth and seasonality - **improving long-term customer engagement** as chatbots literally “learn” over time through:

- automated data aggregation,
- natural language processing (NLP),
- and machine learning (ML).

However, even though AI is becoming an increasingly popular topic, only 5% of organizations believe they are very successfully at using AI for customer interactions - which means the overwhelming majority are not making the most of solutions like chatbots, smart IVRs, and intelligent routing platforms.

Businesses that aren't using AI are missing out on the opportunity to create convenient experiences, reduce customer and agent effort, and boost the value of interactions.

You, however, don't need to be in that majority.

ONLY 5%



of organizations believe they are very successfully at using AI for customer interactions

Chatbots can provide **fast customer service** in response to frequently asked questions – and can also provide automated subscription content to bespoke communications including receipts, delivery notifications, live automated messages, and more.

Intuitive chatbots with customizable greetings and widgets make it possible to offer a more **personal, proactive, and streamlined** customer experience.

They also help agents focus on **complex queries** or **TRANSITION** into the conversation seamlessly when required – **decreasing** contact center hold times.

When you couple a chatbot building platform, such as [Answers](#), with a digital cloud contact center solution, such as [Conversations](#), you can deploy a chatbot over your customers' preferred channels to improve average wait time, handle time, and overall CSAT scores.



25%

rise in
**OPERATIONAL
EFFICIENCY**

by 2025 for customer service organizations that embed AI in their omnichannel customer engagement platform.

SOURCE: [Gartner CIO Survey](#)

To provide personalized service, it's important to have the ability to [route customers to agents with specific skills](#) that are best suited to assist their **individual needs**.

Using chatbots to better understand and respond to customer needs and behaviors, and to route complex problems to live agents, helps [drive customer satisfaction](#) and business performance.

Chatbots that are integrated with automated call distribution (ACD), for example, enable contact center leaders to extract critical information from customer interactions that can be used to:

- optimize forecasting and scheduling
- improve routing
- transfer inquiries from a chatbot to an agent

Chatbot software is designed to optimize workforce efficiency in customer service. When used in an omnichannel contact center, it ensures complex queries are being transferred and resolved by agents.

Ultimately, [adding chatbots to your business](#) reduces customer wait times and **improves first contact resolution** – increasing your contact center customer satisfaction rates.



*“Using Infobip’s cloud contact center solution, Conversations, helped us significantly improve our customer satisfaction – and has had an impact on the **digital transformation** of our business. Through Conversations, we were able to introduce self-service chatbots on WhatsApp, which offloaded FAQs from our agents while also enabling agent takeover for more complex queries. As a result, we managed to save time and reduce costs while providing **faster customer support**.”*

Salam Ababneh

Ahli Ninja Manager, Jordan Ahli Bank



Fast Forward to the Digital Era of Customer Centricity

As previously mentioned, reducing effort is the #1 objective for the contact center of 2025. Yet, only 1% of contact centers believe their intelligence strategy is perfect, according to [CCW Digital research](#).

The others cite problems such as data being scattered across systems, not collecting enough customer insights, and not using data to personalize the experience - all problems exemplifying a need for omnichannel unification for customer preferences.

During times of operational stress and uncertainty, reap the benefits of contact center digital transformation through **cloud-based technology and automation** to increase agent productivity and contact center customer satisfaction.

It has never been more important in today's contact center to seamlessly capitalize on popular automated conversational channels and extend consumer reach.



When you provide **CUSTOMERS** with more remote-friendly and cloud-based channels:

- inquiries are resolved more efficiently
- customers receive empathetic or personalized support
- contact center customer satisfaction increases exponentially



Work from home cloud-based solutions also help remote **SUPERVISORS**:

- quantify results
- pinpoint areas of improvement to analyze in real time
- make data-driven decisions to improve performance



Having natively integrated remote-friendly communication channels helps your **AGENTS**:

- handle volume
- understand customer intent
- deliver a conversational customer experience

All in all, by using a cloud contact center solution, you can efficiently:

- enable remote work with less operational costs
- provide omnichannel customer support to meet customers where they are
- increase agent efficiency and customer satisfaction through automation using chatbots and IVR
- improve the overall customer and agent experience using smart routing and an interface that keeps all relevant information in one place

As a result, you will experience:



**Improved
satisfaction**



**Decreased
costs**



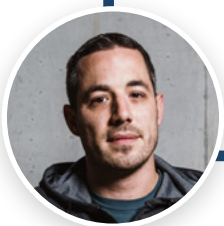
**Increased
revenue**



“Digital transformation changes the way people and processes function within a contact center. It helps create processes that reduce the time agents spend finding information by giving it to them - therefore, increasing the number of productive customer conversations.

Brands need to think about technology through the eyes of their customers to reduce costly inefficiencies, eliminate pain points through the journey, increase the value of interactions, and cultivate customer loyalty and advocacy.

And digital transformation sits at the heart of this customer-centric strategy.”



Adrian Benic

Vice President of Products, Infobip

Conversations

STARTER PACK

**Move your contact center to the cloud
within 24 hours for FREE**



60 days of no agent license fees

Enable as many agents as
you need to work remotely



60 days of unlimited chatbot sessions

Automate your customer support
to improve agent efficiency



Dedicated consultant

Your dedicated expert will help
you set up a tailor-made solution
that meets your business needs



Up and running in 24 hours

Speed up your digital
transformation and start
working in the cloud

BOOK YOUR DEMO

www.infobip.com

The Infobip Advantage

GLOBAL REACH AND LOCAL PRESENCE

- ✓ 600+ direct-to-carrier connections
- ✓ Connect with over 7 billion people and things
- ✓ Strong enterprise client base
- ✓ 65+ offices on 6 continents

Our local presence enables us to react faster and have everyday interactions with our customers, providing solutions in-line with their needs, local requirements and based on proven global best-practices.

SCALABLE, FAST AND FLEXIBLE SOLUTIONS

- ✓ Best-in-class delivery rates
- ✓ High speed and reliability
- ✓ Low latency
- ✓ In-house developed platform

Our solutions are created to adapt to the constantly changing market and communication trends at speeds and levels of precision and personalization that only an in-house solution can offer.

REMARKABLE CUSTOMER EXPERIENCE

- ✓ Technical expertise
- ✓ Solutions consultancy
- ✓ Customer success management
- ✓ 24/7 support and network monitoring

Our solutions are created to adapt to the constantly changing market and communication trends at speeds and levels of precision and personalization that only an in-house solution can offer. We will help you to get up and running in no time, whether it's assisting with integrations, messaging best

OWN INFRASTRUCTURE

- ✓ Locally available services
- ✓ Compliance to local regulations
- ✓ 28 data centers worldwide

Our worldwide infrastructure easily scales horizontally, leveraging the hybrid cloud model to never run out of resources. Our built-in global compliance engine is constantly updated with the latest in-country regulations and operator requirements.



ROCCO

BEST A2P SMS VENDOR AS RATED
BY MNO'S 2017, 2018, 2019 & 2020
BEST A2P SMS VENDOR AS RATED
BY ENTERPRISES 2019 & 2020
TIER 1 SMS FIREWALL VENDOR
2017, 2018, 2020, 2021
TOP 10 INNOVATOR OF 2020



Recognising Challenges and Disruptors

JUNIPER
RESEARCH

PLATINUM WINNER AS THE CPaaS PROVIDER IN 2021
PLATINUM WINNER AS THE BEST RCS PROVIDER IN 2021
PLATINUM AWARD AS THE GLOBAL CPaaS PROVIDER IN 2020
PLATINUM AWARD AS THE EMEA CPaaS PROVIDER IN THE 2020
PLATINUM AWARD AS THE BEST RCS PROVIDER IN 2020
GOLD AWARD AS THE BEST DIGITAL IDENTITY SOLUTION IN 2020



GLOBAL AWARDS 2019



WINNER -
COVID-19 FAQ
CHATBOT OVER
WHATSAPP



BEST CUSTOMER
ENGAGEMENT
PLATFORM 2020



BEST GLOBAL SMS
SERVICE PROVIDER
- WHOLESALE
SOLUTION 2020

BEST OTT
PARTNERSHIP 2019
BEST MESSAGING
INNOVATION - BEST
RCS IMPLEMENTATION
2019

BEST MESSAGING API
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