Customers expect to be treated as individuals, and companies must make customers feel recognized and valued. All preferences and prior interactions should be collected, analyzed and acted upon to deliver an exceptional customer experience.

The ability to deliver a consistent and seamless customer experience is a high priority for businesses. According to a Frost & Sullivan research, 49% of surveyed contact center decision makers said that customer experience is expected to increase by 30% to 65% by 2016.

Seamlessly integrate customer experience touchpoints paves the way for more advanced integration between contact centers and other back-office systems, enabling even more process efficiencies. By 2016, 54% of surveyed organizations expect to be fully integrated (a 64% growth rate). 33% of contact centers are fully integrated (a 64% growth rate).

Seamless coordination of customer experience touchpoints paves the way for more advanced integration between contact centers and other back-office systems, enabling even more process efficiencies.

INTEGRATING CONTACT CENTER OPERATIONS WITH CRM SOFTWARE OFFERS MANY BENEFITS:

- **Visibility into agent and supervisor availability enables efficient path to optimal resources.**
- **Rapidly Changing Expectations Can Help You Optimize Customer Experiences and Rapidly Changing Expectations.**
- **Learn How a Contact Center and CRM Integration Can Help You Optimize Customer Experiences and Rapidly Changing Expectations.**
- **Seamless technology integration makes it possible for companies to:**
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By connecting contact center agents to customer profiles—delineated by customer segmentation, repeating purchasing behavior, and preventing call center frustration—agents can efficiently select personalized self-service options.

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