Nine technology trends affecting mid-sized contact centers

Businesses large and small realize the benefits of providing a great customer experience — from creating powerful customer moments to building loyalty. With interactions occurring on more channels, including email, live chat, social media, SMS and live messaging services, it’s more important than ever to deliver personalized service at scale. You need to leverage the right technology to connect with your customers on any channel, increase agent productivity, reduce IT infrastructure and gain insight across the entire operation.

Frost & Sullivan surveyed 600 business and IT decision makers globally to understand how mid-sized call centers plan to use technology to meet increasing customer demands. The study uncovers aspirations, priorities and challenges within mid-sized contact centers.

Emerging technology trends

9. Voice biometrics
Voice biometrics — also called voice recognition or voice authentication — simplifies security for call center customers by making their voice a password. Security is ensured even if the customer calls from a new phone number.

8. Artificial intelligence
Many of the top technology trends that affect the contact center have roots in artificial intelligence (AI). This technology takes the data you’ve collected, analyzes it and finds trends within that data to create useful insights. In the form of bots, AI can help you handle rising call volumes. A well-programmed bot can answer common questions for your customers — freeing up your agents to handle more complex issues.

7. Proactive marketing
Much like predictive engagement, proactive marketing is when you use what you know about your customers to decide what information they need. Being proactive — instead of reactive — requires agile technology that adapts with your customers. Feed your agents real-time information about what your customers want so they can meet expectations.

6. Analytics and customer insights
Data is king — modern technology lets your call center analyze and draw insights from that data. Mine prior customer input and use what you learn to improve interactions for your customers.

5. Consolidation of disparate systems
Siloed technology slows business operations and makes interactions difficult for agents and customers. Moving your call center to an all-in-one system saves you time and money over the long term.

4. Customer journey management and mapping
Use your data to drive the customer experience. For better customer journeys, analyze data and use the results to map out common situations.
3. Cloud deployment model

The cloud makes your call center flexible and scalable. As mid-sized call centers work to match larger competitors, a cloud-based solution lets them adjust, on the fly, to meet business needs.

2. Predictive customer engagement

You know a lot about your customers; use that knowledge. Train your agents so they can guide customer journeys. Leverage historical data to anticipate the next-best action for each customer.

1. New digital channels

Ensuring that your business is available on customers’ preferred digital channels is key. Many call centers are prioritizing digital growth — and plan to keep it a priority in 2020 and beyond.

Focus on the customer

No matter what size your company is, a customer-centric approach to service is essential to reach your business goals. Engage your employees and delight customers with people-focused technology. See how easy it is to transform your business, empower your employees and exceed customer expectations with Genesys. For more information, download the full Frost & Sullivan report or contact Genesys for a demo.

If you want more from your call center provider, it’s time to explore new options. No matter which cloud call center solution you select, be sure it meets your needs today and can power your growth tomorrow. With the right solution and partner, your business can deliver a consistent, seamless and personalized next-generation customer experience. See how much easier customer service can be. Take a tour of the Genesys® PureCloud® product today.