



The Collaborative Contact Center

A disruptive approach to customer engagement

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The collaborative contact center

It's estimated that businesses today collectively lose \$62 billion per year due to poor customer service.¹ So what factors account for this massive annual revenue loss?

- High agent turnover rates and slow ramp-up times
- Time-consuming sharing of information
- Inability to access needed experts, reducing first-contact resolution

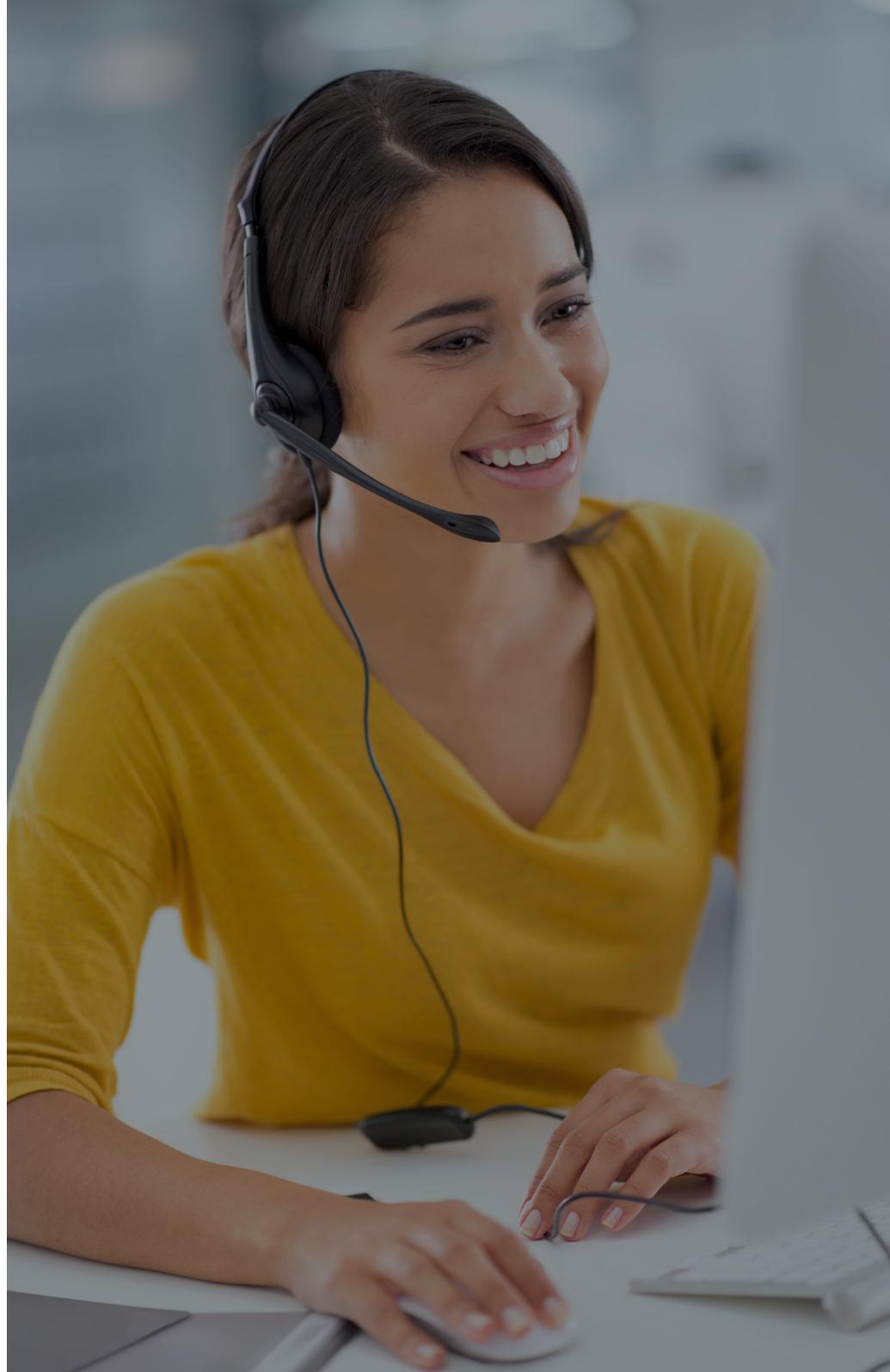
In a nutshell, current contact center processes and limited collaboration methods restrict good customer relationships. And frustrated customers are showing their dissatisfaction with their wallets.

But new collaboration tools are revolutionizing how companies communicate, changing the face of customer service. New hires can now easily get help from more experienced agents, speeding training times. Information sharing with customers can be enhanced with video, as well as screen and file sharing. And improved working conditions help reduce agent turnover.

In addition, these tools help agents get fast answers to customer questions by enabling better communications between the contact center and the experts across the organization.

The results? Significant cost savings for contact centers through more efficient use of enterprise resources, quicker ramp-up times for new agents, faster contact resolution, and deeper customer relationships.

¹"Bad Customer Service Costs Businesses Billions of Dollars," *Forbes Magazine*, August 17, 2017.



Helping new agents provide better, faster service

Many contact center teams experience frequent personnel turnover. This creates a challenge for companies as they struggle to provide consistent, high-quality service while new agents get up to speed.

Today's new class of collaboration tools allows new agents to easily get support from supervisors and experienced agents, while providing direct access to key information. In addition, agents can collaborate and support one another, helping the contact center run more smoothly and efficiently on an ongoing basis. This improved agent experience increases agent satisfaction to reduce turnover.





Tough problems require expertise outside the contact center

Contact centers have long offered several tiers of support: front-end support to address the most common questions; customer service from specific departments; and specialized support from product engineers or other experts.

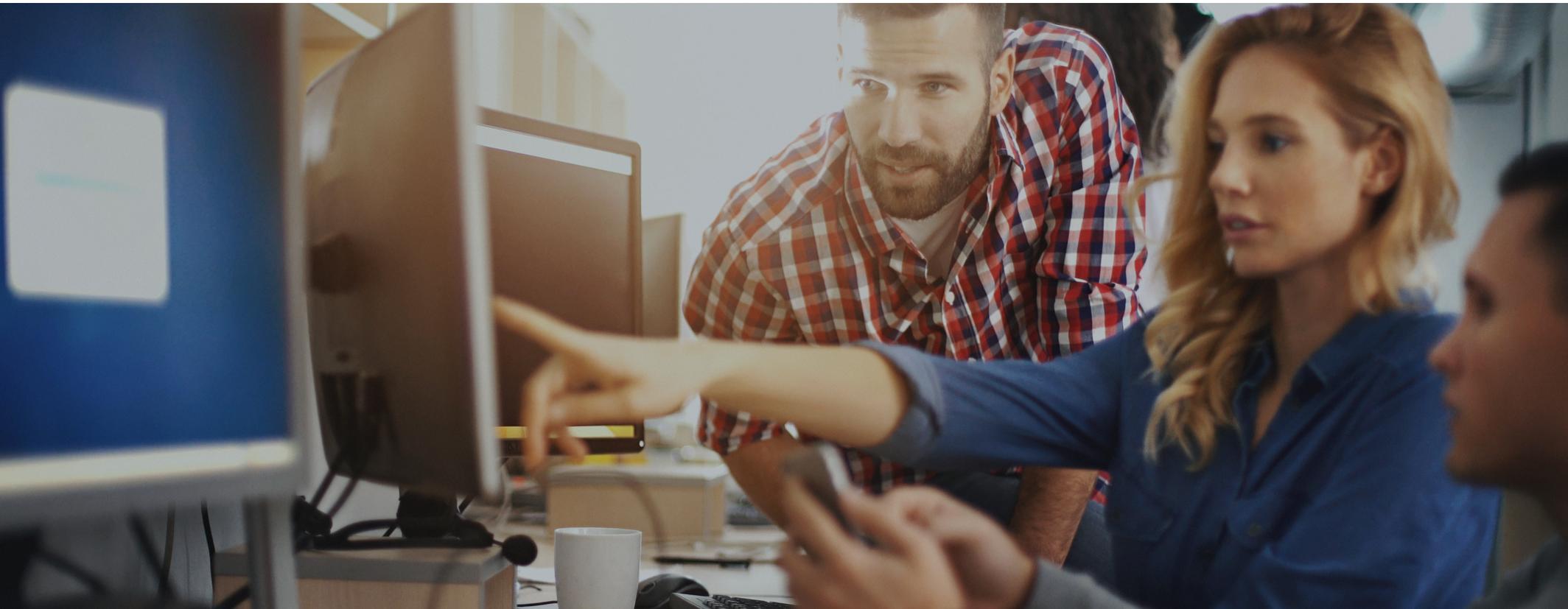
But some problems require assistance from other departments such as billing, contracts, or integration support. And these resources are not typically structured to take calls. The traditional solution has been to email individuals with a request for help—resulting in a slow, inefficient response and a less-than-satisfying customer experience.

With a collaboration contact center solution, you can tap internal experts in real time to answer even the toughest questions. In doing so, you improve collaboration not only within teams but also across an organization.

Collaboration for complex problem solving

Not every problem can be resolved on first contact. But it's critical to make sure you don't keep your customers waiting any longer than necessary to get answers to their questions.

You can create a closer connection with customers through collaborative problem solving, project management, document sharing, scheduling, or direct contact with subject-matter experts. When you invite a customer into a team that includes service and support personnel, internal experts, or an account manager, you demonstrate just how important they are to you.



Collaborative contact center checklist

Key considerations when choosing a cloud contact center solution.

Introducing collaboration into your contact center can make a difference for both your customers and your company by letting you:

- **Include experts and teams**
Easily message or conference subject-matter experts during customer interactions to get problems solved more efficiently.
- **Share and collaborate on files**
Enjoy instant sharing and feedback with drag-and-drop uploads of documents, files, pictures, GIFs, and links.
- **Leverage online documents**
Leverage cloud storage such as Google Drive™, OneDrive, Box, Dropbox™, and Evernote® to keep you in sync with your customers.
- **Collaborate with customers**
Invite a customer to a collaboration session via email or SMS/text. Use voice interaction capabilities or move entire interaction to chat.
- **Make it easy to reconnect**
Embed callback links in discussions, allowing customers to quickly reconnect with the right agent.
- **Share screens and leverage desktop control**
Solve problems faster when customers share their desktops or authorize remote desktop control.
- **Bring remote teams together**
Chat in real time, using text, voice, or video conferencing.
- **Create and manage tasks**
Keep projects on track by setting action items and timelines. Assign teams based on projects, themes, or departments.
- **Work on the go**
Communicate and collaborate directly from your laptop or mobile device.

Top four reasons to make your contact center collaborative

1 Boost agent productivity

By combining cloud communications and team collaboration, agent communication is improved and critical information is at their fingertips. Experienced agents are far more efficient. And new agents benefit from support from supervisors and other agents, helping them to get up to speed more quickly.

2 Grow customer relationships

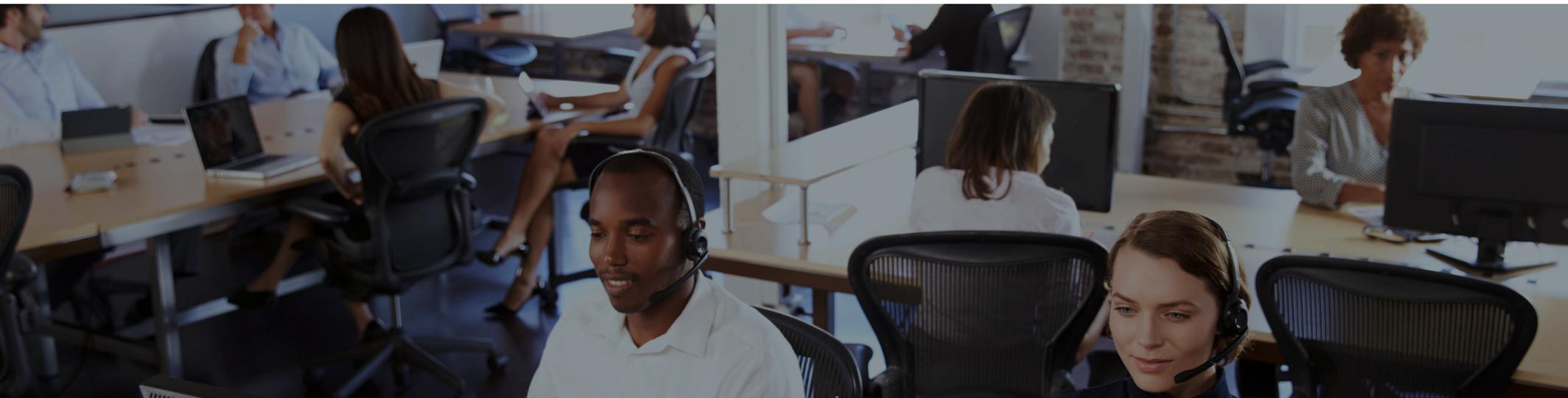
With collaboration, you can enhance and deepen customer relationships by enabling better communications with your contact center.

3 Increase first-contact resolution

Not being able to reach the right person at the right time means costly delays in problem resolution. Collaboration allows agents to get fast answers from teams and subject experts and lets you leverage enterprise resources more efficiently.

4 Accelerate complex problem solving

With a persistent communications channel, team members inside and outside the contact center can join the conversation, share documentation, and quickly get up to speed on complex problems or issues.



Extending the conversation to grow relationships

New collaboration tools are improving agent performance by enabling new and more efficient forms of communication within the contact center, across departments, and directly with customers. File sharing and other customer communications help solve complex problems. When coupled with a more efficient and timely use of subject-matter experts, customers experience faster contact resolution. Collaborative contact center solutions also boost agent productivity and morale, since happy customers and happy agents go hand in hand. All of this ultimately will grow relationships with your customers.



About RingCentral

RingCentral is a leading provider of global enterprise cloud communications and collaboration solutions. More flexible and cost-effective than legacy on-premises systems, RingCentral empowers today's mobile and distributed workforce to communicate, collaborate, and connect from anywhere, on any device. RingCentral unifies voice, video, team messaging and collaboration, conferencing, online meetings, and integrated contact center solutions. RingCentral's open platform integrates with leading business apps and enables customers to easily customize business workflows. RingCentral is headquartered in Belmont, California, and has offices around the world.

Contact us to get started.

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