nectar
Every Conversation Matters™

The Confident Contact Centre Manager

How to remove doubt,
restore control and
improve quality

Introduction

For Contact Centre and Unified Communications platforms, the quality of your voice and video interactions is hugely important. It directly affects your employees' ability to do their jobs. It is also an important factor in determining the confidence that customers and partners have in your business.

If simply talking to you is difficult, it's unlikely that your relationships will thrive.

The challenge for ops teams and contact centre managers is that when issues do arise, there is often a lack of reliable insight available into what has gone wrong. This information is essential to help businesses act with confidence when addressing problems.

Over the next few pages, we'll examine some of the main communications challenges, explore solutions to them, and provide you with some thoughts on how to bring more confidence to your contact centre. This includes:

- **Acting with confidence** by regaining clarity over fractured CC & UC systems.

- **Managing with confidence** using information to improve partner/supplier performance.

- **Investing with confidence by** identifying infrastructure weaknesses and areas for investment priority.

- **Giving your team confidence** by understanding behaviours and addressing related issues.
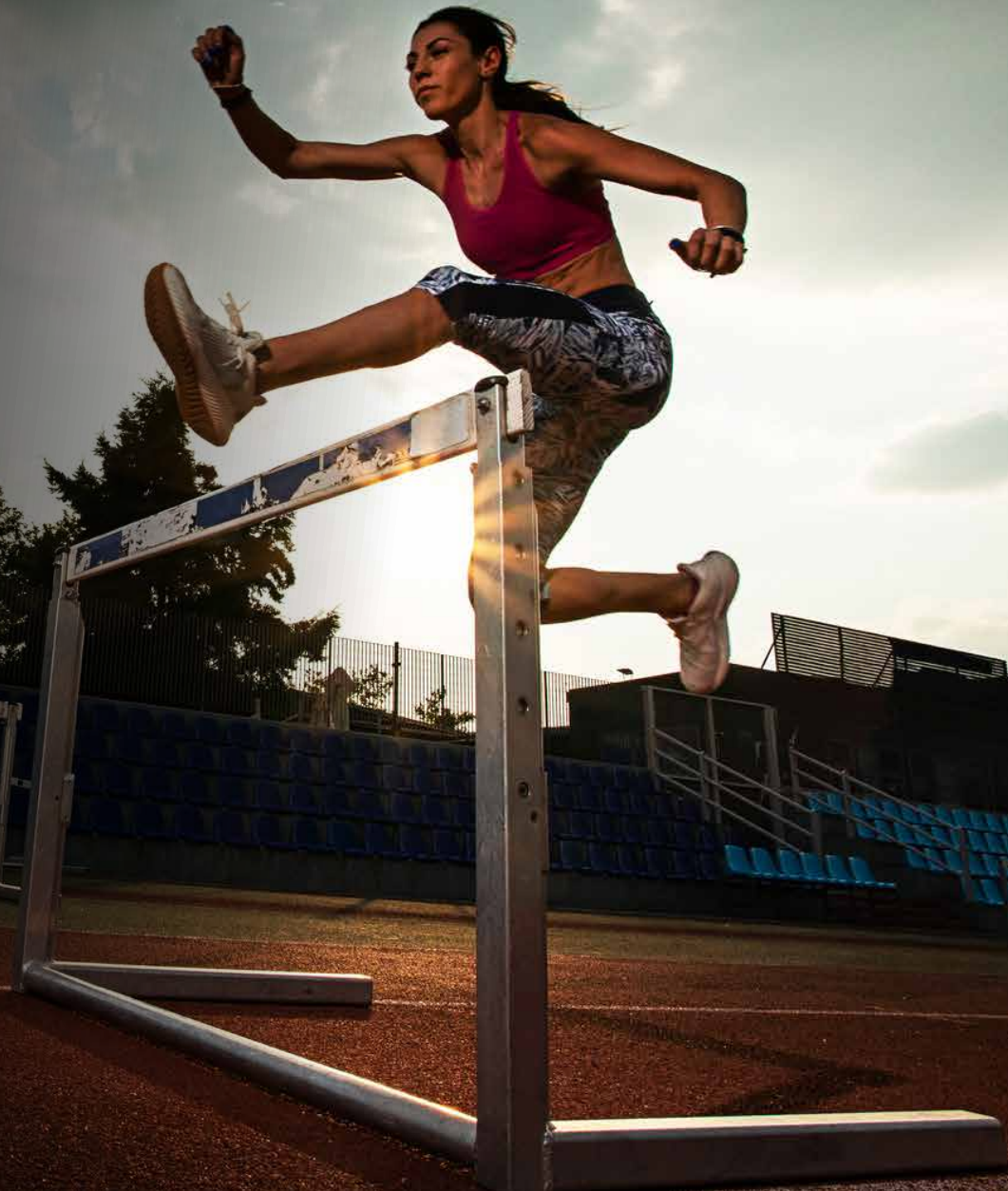
Act with confidence

The traditional contact centre model hasn't just changed over the last couple of years – it has been significantly reinvented. As a result, managers and ops teams are now further removed than ever before from what's happening across their networks.

Contact centre agents are no longer centrally located, instead they are dispersed across remote offices and home working set ups.

In the 'old world', managers would work in close physical proximity to their agents, and so would quickly be aware of issues affecting calls, and the scale of these problems. As every worker generally used the same standardised technology platform (i.e., identical phones, PCs, network infrastructure, and a single ISP per site), most managers were confident that should an IT issue arise, it could be identified and isolated easily.

Of course, that's no longer the case. While technology and working behaviour has changed, at the same time, complexity has increased, and confidence waned.

That visibility over a single, standardised route of communications – from contact centre to customer – has become a journey of many parts. This now spans from on-premises hardware… through multi-cloud networks… to home networks and BYOD devices. A Contact Centre agent might be running any number of collaboration tools (Zoom, Teams, etc. It's no wonder that doubt and confusion has set in, and that fixing quality related issues feels like a game of cat and mouse.

It doesn't have to be this way.

Implementing the right tools, along with proactive testing regimens, enables you to truly understand the pain points and issues affecting your network. You can have confidence in your systems, no matter how large or complex they may be.

By proactively testing the network with automated discovery tools, you can head off quality issues before your customers are affected. You can quickly and confidently release updates and fixes where they are needed. You can make alternative routing decisions with certainty. Not only does this mean that customer experience remains optimal, but it also means more robust business continuity, more productive agents, and a faster release of updates. You can, therefore, rest easy, confident that your systems are doing everything they can to support the business.

> 75% of consumers look forward to a consistent experience across multiple engagement channels – social media, mobile, online, in-person, or through the phone. 73% will likely change brands if they don't get it.
>
> **Salesforce**

Manage partners with confidence

A big challenge for many contact centre managers and their colleagues in ops and IT is how to confidently measure the myriad of applications, platforms and devices that contribute to the contact centre experience. When there is an issue, businesses need to ensure that the right partner is held accountable. Let's look at the six stages that communicating with a contact centre entails, and the related hurdles to maintaining quality.

1 Quality and location of app hosting

2 Quality and location of media channel hosting

3 Quality of routing

4 SP / data / voice internet quality of Contact Centre

5 Network used in the Contact Centre

6 Devices and connections used by agents

Each of the above activities may take place over platforms provided by multiple vendors. Therefore, it can be a time-consuming challenge to ensure that SLAs are adhered to, and poor performance is addressed quickly. With many vendors "marking their own scorecard" by only providing built-in analytics, getting a true picture across all these factors can be daunting.

That's why 3rd party QA systems are so important. It's the electronic equivalent of an independent auditor sitting in your system and ensuring every constituent of your technology stack pulls its weight. Where things aren't going as planned, pinpointing exactly where that issue lies enables you to have meaningful conversations with colleagues and vendors, confident that you're in the right.

Potential causes of issues:

- Applications and application hosting.

- Channel and signalling hosting.

- Telecoms carriers.

- Contact centre ISP / Bandwidth.

- Agents' domestic network / ISP (often limited by upload speed) and devices.

Invest with confidence

With the speed of change, and the ever-growing demands of video, collaboration and UC on your networks, there is a need for contact managers to be continuously monitoring their platforms' ability to deliver exceptional customer experience.

Can you be confident that unexpected spikes in traffic can be accommodated?

Do you have the flexibility to reroute calls through a different network should any critical part fail?

Or are you being consistently let down by a vendor or partner?

When big decisions do need to be made, you need to have confidence that any investment decision is based on a complete picture of what's happening across your network. You need to understand how that investment will impact customer experience. This can be hard to gauge when looking at an individual report tied to a specific network tool or application. You are likely to only see a very small part of any call's journey through your system. This can lead to false conclusions about the cause of issues.

That is where gaining full visibility over your CC and UC environments really matters: tracing call volumes, latency and other performance indicators across every element. You ideally need information across all geographies, times, session types, and other factors to help you understand what's causing issues. You can then decide what the best investment decision is to combat those issues. You will have all the information needed to help support the business case for any purchase decision.

Give your team confidence

When some organisations think about call quality, their sole focus is on the customer experience: how will clients and prospects react if they perceive quality issues in our contact channels?

That's a valid concern, of course, but only addresses 50% of the problem. It's worth remembering that in any customer interaction, there are two people involved and one of them will be spending all day on that line.

The performance of customer facing staff, whether working directly within the contact centre or elsewhere in the business, is strongly tied to the quality of the technology they are using. In many cases, the same can be said for those employee's happiness in their role. And yet too often their experience is overlooked.

That's a mistake on many levels. Good, confident, contact centre staff are hard to come by. Their feedback about call quality can provide an important part of the overarching CX picture. But most importantly for the business, a happy worker generally equates to happier customers and greater productivity.

And just as for the customer, an agent's experience is no longer limited to the phone. Often, they need to be able to switch across chat, email, phone, and social platforms. They need to have confidence that they can follow a customer conversation across all channels.

When omnichannel communication works well, it can pay major dividends on the overall customer experience. Sadly, when it fails, it can have the opposite effect.

Continuous, active monitoring gives your team the knowledge that their experience is important to you. It lets them know that, wherever possible, the right steps have been taken to allow them to do their jobs well. And when they do have issues that can't be immediately rectified – such as a problem with their domestic ISP – customers can be routed elsewhere, and staff can concentrate on other tasks.

> " Happy agents are 3 times more likely to feel empowered to resolve customer issues.
>
> **Mckinsey** "

How Nectar can help

Who we are

Nectar delivers market-leading software solutions to dramatically improve management, visibility, and service delivery across global and enterprise converged Voice-over-IP (VoIP), SIP and MPLS networks. Nectar's offerings improve service delivery across integrated voice, video, collaboration and contact center solutions by providing critical performance information to your executives and technical resources. Armed with this knowledge, you now have the foundation to align your IT initiatives with business objectives, transform your infrastructure, and free up critical resources.

What we offer

We believe that conversation is the foundation of any business. Nectar's innovative software enables enterprises to maximize their investment in their communications environment. In the ever-changing world of enterprise collaboration, Nectar continues to lead in simplifying the complexities of managing, in real time, across vendor infrastructure and providing clarity in order to optimize user experience. Optimize real time communications traffic over any network by continuing to drive innovative solutions that deliver the unparalleled visibility and insight needed to manage the dynamic nature of communications across complex global networks.

Get in touch:

For more information on how we can help you have confidence in your communications technology, contact us via one of the methods below.

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