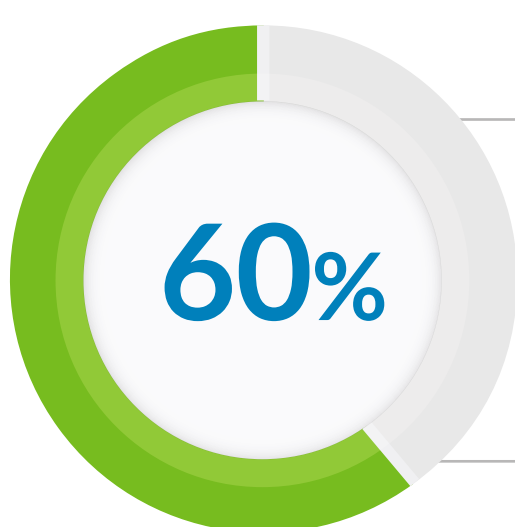# Contact Centers, Customer Experience ... and the Back Office?
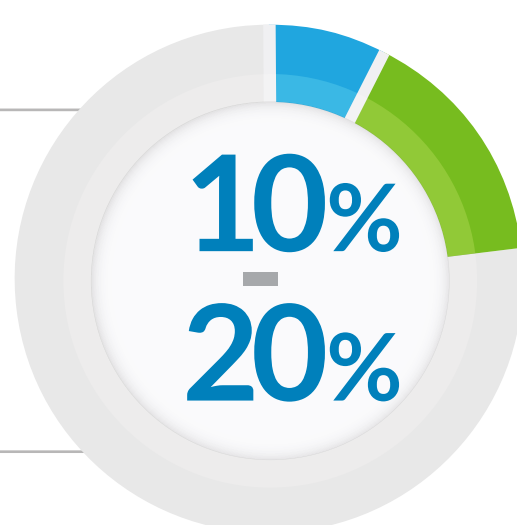
The back office can greatly impact customer experience and contact center efficiency.

60% Customer dissatisfaction originates in the back office.

Contact center volumes due to back-office execution issues.[1]

10% 20%

> *Customer expectations are met and exceeded when Back Office work is done efficiently.[2]*

ADRIAN DROZD
RESEARCH DIRECTOR
FROST & SULLIVAN

Next-generation back-office organizations that integrate front- and back-office activities and processes can benefit from:[3]

49%↑
increase in quality service-level agreements (SLAs) met

38%↑
increase in employee productivity

9%↓
decrease in year-over-year customer complaints

3.7x↑
increase in year-over-year growth in annual company revenue

To learn more about the benefits and capabilities of a next-generation back office, read the Knowledge Brief from Aberdeen Group:

The Business Value of a Next-Generation Back Office

[1] CapGemini Consulting, "Backing up the Digital Front: Digitizing the Banking Back Office," 26 November 2013
[2] Profiling the Back Office Workforce Optimization Market, Frost & Sullivan, January 2015
[3] The Business Value of a Next-Generation Back Office, Aberdeen Group, June 2017

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For more information on the Verint® Workforce Optimization™ suite of solutions for the back office, **visit www.verint.com/backoffice.**