Simplify Customer Service with a 360-Degree View of the Customer

VERINT.

Table of Contents

Introduction

While many organizations seek to optimize their customer experience, cost drivers have not gone away. Businesses must look for cost-effective ways to add value for their customers, and a unified employee desktop can be an effective means for achieving this goal. Unified employee desktops can help simplify customer service processes for consumers and employees in two key ways:

- Simplifying desktop complexity — Removing the large number of disconnected applications on the employee desktop helps eliminate redundant data entry and navigation, and helps unite customer transactions and interactions of past, present and future. Employees no longer need to Alt+Tab between screens, simplifying the employee experience.

- Overcoming application complexity — In addition to reducing the number of applications on the desktop, removing the lengthy and cumbersome navigation sequences required to perform seemingly simple tasks for customers can help simplify and expedite service. Easy-to-follow scripts help guide the employee through a process, inserting customer data as needed. Customers can get answers resolved quickly without having to repeat themselves.

The power of addressing this combination lies in providing a unified employee desktop with a 360-degree view of the customer. The results of achieving these goals speak for themselves: from lower average handle time (AHT) to increased first contact resolution (FCR) and reduced training times. However, the most important benefits are those found in the improvement in the quality of service.

Seeing the Full Picture

A 360-degree view provides employees with access to a customer's transaction, interaction and profile information in a single place. With easy access to this information, each employee can pick up the conversation where it has left off, creating a single, unified service experience. When this single view of the customer is not available, employees need to look in multiple different applications to find information, and customers often spend much of a call either on hold or repeating themselves. When customers don't have to repeat themselves and feel that an organization knows and understands them, you can reduce your agent effort while building the long-term loyalty and lasting relationship that organizations desire.

Mapping a Path to Success

When employees are faced with myriad disconnected applications on their desktop, there is often no clear path to resolve a complex issue. Each employee may follow a slightly different process, which can lead to inefficiencies, non-compliance and mistakes. A best-in-class unified desktop not only brings together data from disconnected applications, but also can do so in a logical way, creating consistent processes. As an employee begins an interaction with a customer, the desktop can present relevant information about the customer at each step in the process. Dynamic scripts inform the employee about what steps to complete throughout the process. Processes can be greatly simplified by combining steps from multiple applications into a single, central process. In this way, customers are assured that they will receive consistent service each time they contact your organization.

Wrap and Renew

How do you accomplish this 360-degree view of the customer and do so in a cost-effective way? Today's businesses possess a wealth of information about their customers, but this data is distributed across multiple applications, brands, channels and business units. Replacing these disparate systems with new technology could be incredibly costly and time consuming. Rather than ripping and replacing these systems, a single view of the customer can be accomplished with a unified employee desktop that can bring data from multiple systems together and display it on a single user interface. Moreover, rather than just a mash-up of information on the screen, data must be presented in a logical way to maximize simplicity. Important details about the customer must be displayed prominently, while other details may unfold as they become relevant over the course of the interaction.

Verint Enterprise Employee Desktop to the Rescue

The Verint® Engagement Management Employee Desktop™ provides an intelligent, 360-degree view of the customer, combining data about profile, products, location, interactions, cases, survey responses, next best actions and more. To accomplish this, the platform was built to integrate with multiple data sources using a variety of mechanisms, including Web services, REST, HTTP, JMS, XML, JDBC and other connectors. Because the solution provides an omnichannel platform for communication with customers, the full interaction history across phone calls, emails, whitemail, live chat, web self-service, mobile, social and in-person interactions is maintained and displayed in a single record. Important details, such as recent interactions, open cases or VIP status, are displayed prominently on the screen so the employee is aware of this information once the interaction begins.

In addition to simply displaying all of the customer data on a single screen, the unified desktop simplifies process complexity with Smart Context™. Smart Context is the ability to use any information about the customer to personalize the overall experience. With the breadth of information about the customer available at the beginning of the interaction, the unified desktop is able to automatically suggest what knowledge articles, processes or next steps might be most relevant to the customer. Smart Context can also drive which pieces of customer information should be displayed over the course of the interaction. Too much data can almost cause as much of a problem as too little, since a cluttered user interface can cause an employee to miss a critical detail on the screen. With Smart Context, you can help reduce agent effort by only showing details as they are relevant during the course of the interaction.

For example, the initial screen may show that a customer has a checking account, mortgage and retirement account with a bank, but the mortgage payment history does not need to be displayed until the employee has learned that the customer's question is about his mortgage. Additionally, next best action and additional revenue opportunities can be displayed once the issue is resolved. The employee can initiate processes on the screen based on the course of the call, and each step of the process will be displayed on screen.

The benefits of simplifying customer service through a unified desktop can be tremendous. Customers that have implemented the Verint Enterprise Employee Desktop have seen measurable savings across a wide variety of metrics, including:

- Issue resolution time
- Net Promoter Score®
- First contact resolution
- Cost to serve
- Training time and cost

As this list indicates, capabilities, such as a unified employee desktop, are critical to your organization because they can provide the sought-after ideal of lowering costs while improving the customer experience. While many organizations seek to optimize their customer experience, cost drivers have not gone away. Businesses must look for cost-effective ways to add value for their customers, and a unified employee desktop is an ideal example of this.

Perhaps more important than the cost savings is the ability to use this customer information to lay the foundation for building deeper customer relationships. Customer engagement involves building an ongoing relationship with your customers. Each moment in this relationship must build upon the last, and this can only be accomplished if each employee has immediate access to the full view of information from past interactions. When issues span multiple contributors over a course of time, integrated case management is critical to track the progress and help ensure each individual knows which steps to complete. With this information, employees can use the past information to guide present and future behavior and build a loyal customer base. A unified desktop simplifies and automates access to this information, freeing up your employees to provide the highest level of engagement possible.

Verint. Powering Actionable Intelligence.®

Verint® (NASDAQ: VRNT) is a global leader in Actionable Intelligence® solutions. Actionable Intelligence is a necessity in a dynamic world of massive information growth because it empowers organizations with crucial insights and enables decision makers to anticipate, respond and take action. Verint Actionable Intelligence solutions help organizations address three important challenges: customer engagement optimization; security intelligence; and fraud, risk, and compliance. Today, more than 10,000 organizations in over 180 countries, including over 80 percent of the Fortune 100, use Verint solutions to improve enterprise performance and make the world a safer place. Learn more at www.verint.com.