The Intelligent Contact Center:
Simplifying Systems of Engagement and Record

One of the primary benefits of a successful omnichannel contact center is reduced effort for customers and employees.

Customer effort can be reduced when the varying systems of engagement, such as chat, email, and the phone are joined up for a consistent, seamless journey. Likewise, joining up these systems of engagement can reduce employee effort, as your staff can communicate with customers across a variety of channels with the same set of tools.

However, many employees struggle to provide service in an omnichannel environment, since the systems of record required to answer customer inquiries still reside in multiple locations.

Verint® offers a unified, omnichannel desktop that can help you create an intelligent contact center by simplifying both the systems of engagement and systems of record. It can help you save time and money by taking advantage of your existing resources in a new way.

Systems of Engagement

With live chat, email, SMS, Facebook, Twitter, and more, customers have more options than ever when it comes to getting help. However, these new systems of engagement can increase complexity for both customers and employees.

If channels are not connected, customers transitioning from one channel to another are forced to repeat the details of their issues. Likewise, since the channels
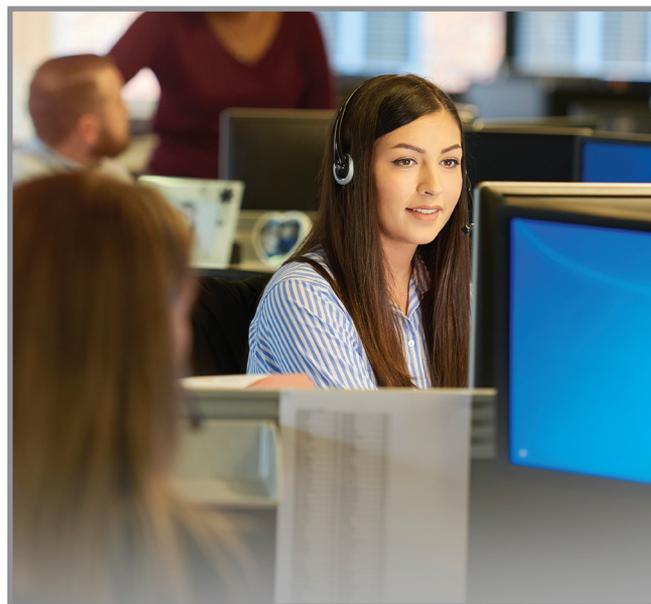
maintain separate sets of knowledge articles and FAQs, customers are at risk of receiving a different answer in each channel.

Disconnected channels can create similar challenges for employees. Since agents have no easy way of seeing what a customer has already communicated to another agent, they are forced to start from the beginning in each interaction. Because the back-end systems for each channel are typically different, agents must learn to use a different set of tools for every channel they need to communicate in, making blending more complicated.

Although joining up your channel strategy into a unified omnichannel approach can ease the burden on your customers, employee challenges resulting from disconnected systems of record remain.

Systems of Record

The pain of complex, disparate systems of record can extend far beyond the IT department. Individual agents often must switch from screen to screen during the course of a call to complete a simple process. This may require them to memorize complex processes for jumping between applications and copying/pasting information into them. Training times can grow, frustration can mount, and mistakes are practically inevitable.

Typically, the solution to this problem is "rip and replace" — removing outdated systems and replacing them with new ones. This approach can be incredibly costly and time consuming, with multiyear projects that may cost millions of dollars. Since IT budgets are often stretched to the limit, there may be no appetite to undertake such a huge project. And yet, the problem is not going away.

So, what's the answer? How can you use the assets you have today, but still transform your customer and agent experience? Consider leveraging these valuable assets in a new way by hiding the complexity from your agents and customers. Instead of "rip and replace," why not "wrap and renew"?

Verint® uses web services, APIs, and integrations with systems such as CRM, ERP, CMS, and RDMS to access data from disparate systems and combine them into a single, unified desktop. Rather than presenting your agents with every piece of data from every system, our solution can intelligently present just those assets that are relevant for the particular issue, based on the customer and call type. Agents are guided through a process from start to finish on a single screen, reducing or eliminating the need to memorize processes or be trained on multiple systems.

A Better Omnichannel Experience

Many organizations implementing omnichannel service initiatives are seeking to reduce customer effort, lower the cost of service, and improve customer satisfaction. But in the quest to develop an intelligent contact center, it's important to provide customers with a consistent experience and answers, regardless of channel. Organizations need a way to link together journeys across channels so that customers don't have to repeat themselves.

Beyond these standard omnichannel capabilities, organizations that are interested in achieving measurable results around customer and employee effort should also consider simplifying their systems of record into a unified desktop. A unified omnichannel desktop such as Verint® Employee Desktop™ can combine both systems of engagement and systems of record, enabling organizations to create truly unified experiences for their customers and agents.

Verint. Powering Actionable Intelligence®

Verint® is a global leader in Actionable Intelligence® solutions with a focus on customer engagement optimization, security intelligence, and fraud, risk and compliance. Today, more than 10,000 organizations in 180 countries — including over 80 percent of the Fortune 100 — count on Verint solutions to make more informed, effective, and timely decisions.

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