



Will Real-Time Guidance Enhance Your Contact Center?

Contact centers are real-time operating environments where agents need automation in order to be positioned to deliver a consistently outstanding customer experience, while also meeting revenue and productivity goals. Agents require tools that provide the right information at the right time to deliver a personalized experience to each customer. Real-time guidance solutions are context-sensitive applications that combine the intelligence of a knowledge base with the workflow capabilities of a script to inform, prompt and guide agents to complete critical steps, say the right things, and take the most appropriate actions on behalf of the customer and the organization. These solutions are of particular benefit for new hires and in contact centers where agents are required to know a great deal of information, or where policies, procedures and products are constantly changing.

Below is a decision framework to help contact center managers decide if a real-time guidance application is right for their organization.

Real-Time Guidance Decision Framework	YES	NO
Agents must comply with regulatory requirements	<input type="checkbox"/>	<input type="checkbox"/>
Agents must adhere to security procedures	<input type="checkbox"/>	<input type="checkbox"/>
Agents need to authenticate callers prior to taking other actions	<input type="checkbox"/>	<input type="checkbox"/>
Agents make up-sell/cross-sell offers	<input type="checkbox"/>	<input type="checkbox"/>
Agents need to know about many different products and services	<input type="checkbox"/>	<input type="checkbox"/>
Agents frequently need to access a knowledge base or share drive	<input type="checkbox"/>	<input type="checkbox"/>
Agents have to make many decisions when helping customers	<input type="checkbox"/>	<input type="checkbox"/>
Information, policies or procedures change frequently	<input type="checkbox"/>	<input type="checkbox"/>
Retaining customers is a company priority	<input type="checkbox"/>	<input type="checkbox"/>
Retaining agents is a contact center priority	<input type="checkbox"/>	<input type="checkbox"/>
Reducing on-boarding and training costs is a priority	<input type="checkbox"/>	<input type="checkbox"/>
Giving accurate and complete information on a consistent basis is important	<input type="checkbox"/>	<input type="checkbox"/>
Improving agent talk time and work time is important	<input type="checkbox"/>	<input type="checkbox"/>
Reducing the number of calls put on hold or transferred is a primary goal	<input type="checkbox"/>	<input type="checkbox"/>
Increasing first contact resolution is a department objective	<input type="checkbox"/>	<input type="checkbox"/>
Consistently delivering an outstanding customer experience is a company mission	<input type="checkbox"/>	<input type="checkbox"/>

Source: DMG Consulting LLC, May 2015

If you said yes to 10 or more of the items on this list, real-time guidance can be expected to make a major contribution to your service quality, customer satisfaction and retention, agent empowerment and engagement, and your bottom line. Real-time guidance is a next-gen application that will enhance and differentiate your contact center and brand.