TURN YOUR CONTACT CENTER INTO AN INTELLIGENT ENGAGEMENT CENTER

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Introduction

We live in a hyper-connected world in which employees and customers communicate from any location through any number of voice and digital channels. At the same time, customers expect effortless resolution to their issues.

These main factors drive the search for solutions to build a workforce of engaged agents who can meet rising consumer expectations and stave off the threat of a labor pinch.

In the era of quiet quitting, agent engagement is an especially potent issue. Organizations face the challenge of not only ensuring that agents adhere to KPIs, but also finding meaningful ways to satisfy them. In order to overcome this challenge, businesses should offer scheduling flexibility and instill a sense of purpose in agents as brand ambassadors to deliver exceptional experiences to customers. To do this, contact centers must embrace the right technology that delivers uncompromising CX, creates an appealing work environment for agents, and maintains optimal efficiency.

Several ways businesses are using NICE CXone WEM solutions for empowering modern customer service in the contact center include:

- Optimizing Remote Workforce Operations

- Maintaining Operational Efficiency

- Empowering Agents

- Enhancing Customer Experiences

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Challenges | Solutions to help

Optimize Remote Workforce Operations

Optimizing the workforce is a complex mission, made even more so in today's dynamic environment.

Setting up the contact center for either a fully work-at-home or hybrid success is based on a simple premise: Creating a virtual contact center environment that offers the same rich functionality to employees, supervisors, and managers, regardless of their physical work location.

To enable business as usual, employees and supervisors need to be able to use critical business solutions from their home and correspond seamlessly with those in the office. This can be difficult to achieve for remote employees. Other performance inhibitors include:

Complexity of transition to alternative work models
Failure to quickly reconfigure the contact center to a new work mode and to effortlessly connect remote agents to all required tools and applications regardless of location.

Lack of transparency
Inability to comprehensively view remote employee performance across all channels and metrics and to ensure compliance with regulations and internal policies.

Insight imbalances
Inadequate insights into both on-site and remote agents, including the main areas of employee behavior that affect performance, especially as the nature of customer interactions change across a hybrid team.

Training and on-boarding
Ineffectiveness in ensuring that new hires and existing at-home employees are knowledgeable and productive.

Lack of proper planning
Incapability to forecast and schedule the workforce accurately in an unstable reality and to handle unexpected intraday changes.

Driving workforce efficiency
Complex processes and difficulties that hold back remote employees from getting things done quickly and correctly, especially with no available in-office support.

Driving employee engagement
Decrease in motivation due to lack of a team environment and of a driving sense of competition.

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How NICE CXone solutions can help:

THE BEAUTY OF A COMPLETE, CLOUD-BASED SOLUTION

A complete, cloud-based CCaaS platform is the best solution for flexibility, remote installations, upgrades, and maintenance. CXone is the first and only cloud customer experience platform with everything you need to deliver extraordinary experiences across the entire customer journey, enabling you to take the next leap in customer experience to CXi—customer experience interactions.

QUALITY MANAGEMENT

Use automated quality workflows to select interactions for evaluation and identify areas for personalized coaching for all employees. Allow agents to proactively self-improve by seeing their own metrics and listening to their own calls, no matter their work location.

DESKTOP ANALYTICS

Gain visibility into remote agents' desktop-application usage in order to boost productivity and optimize work processes.

WORKFORCE MANAGEMENT

Use Workforce Management's smart AI algorithms to accurately plan, forecast, and schedule remote and in-office workers for all the digital channels you offer. Ensure SLAs are met by having the right employees with the right skill sets—at the right times, in the right channel.

PERFORMANCE MANAGEMENT

Intuitive dashboards provide agents with personalized insights, scorecards, and continuous feedback with customizable KPIs. Gamification and leaderboards provide an engaging, rewarding path to performance transparency that leads to exceptional customer experiences.

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Boost Operational Efficiency

We have seen broad adoption of new methods of communication, even from the staunchest technology holdouts.

What's more, with fewer physical stores nearby, consumers have turned more frequently to digital channels to conduct business—and they have come to prefer it.

This has created an environment where contact center efficiency is even more important to ensure smooth operations for customer and agent satisfaction—and all of it with individuals living and working in a myriad of locations. Some contact center efficiency KPIs that need re-examining in today's multichannel environment include:

Customer Intent	Understanding topics driving contact volume
Repeat Contacts	Identifying causes of unresolved issues to improve First Contact Resolution (FCR)
Long Handle Times	Understanding causes of repeat transfers, long hold times, or agent confusion to improve Average Handle Time (AHT)
Self-Service Resolution	Improving self-service experience and containment
Agent Experience	Agent experience needs to be tracked and measured in light of the new reality of work, which includes multiple channels, higher complexity, and new work norms. Supervisors should approach remote agents with employee surveys more frequently to offer a fast way to raise and address concerns.

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How NICE CXone solutions can help:

INTERACTION ANALYTICS
Drive business outcomes with omnichannel interaction analytics that include AI insights into sentiment, automatic categorization of topics, pre-defined queries, and advanced visualization and reporting.

SELF-SERVICE ANALYTICS
Identify friction points in self-service journeys to boost digital containment rates and continually monitor the performance of improvements and trends over time.

QUALITY MANAGEMENT
Use automated quality workflows to select interactions for evaluation and identify areas for personalized coaching for all employees. Allow agents to proactively self-improve by seeing their own metrics and listening to their own calls, no matter their work location. With CXone, customers can also utilize the power of NICE's Enlighten AI and incorporate various insights—like captured trends, critical CX behaviors, and sentiment—into the quality processes.

CUSTOMER AUTHENTICATION
Use voice biometrics for more seamless authentication processes, while protecting both consumers and agents from fraudulent activities or information breaches.

NEVA—NICE EMPLOYEE VIRTUAL ATTENDANT
NEVA removes desktop complexities to prevent employees from making mistakes. NEVA automates multiple tasks on behalf of employee, such as summarizing data, copying and pasting data between applications, post-call wrap-up tasks, verification checks, and calculations.

UNIFIED DESKTOP
Boost employee satisfaction and productivity by simplifying day-to-day work with a unified desktop to seamlessly and simultaneously manage multiple channels, as well as WEM applications.

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Empower Contact Center Agents

Increased digital adoption has created unpredictable contact patterns that can change rapidly and interaction volumes that often spike dramatically.

Customers seek out live agents for a more personal touch or simply because self-service isn't working. No matter the intent, consumers expect agents to react quickly and proficiently to their issue.

These dynamic engagements can be overwhelming to an under-prepared agent, especially if they are remote. When contact levels spike, agents need history and context to handle customer issues efficiently. And similar to customers, agents and supervisors are also going through sweeping changes. From customer escalations, to visibility across the customer journey, to hybrid workforce management, make no mistake—you must fundamentally change your operations to keep agents engaged while driving exceptional CX.

New employee expectations from their workplace, rising customer expectations, and the new technology used in contact centers amplify a few well known challenges:

Engagement — Keeping employees across all work environments engaged and motivated

Personalization — Providing employees a sense of individuality by understanding their unique situation

Flexibility — Contact center employees need work flexibility whether they are in the office or out of the office. Shift swaps and bids need to occur seamlessly between on-site and remote agents.

Feedback — Whether remote or in the office, employees need ways to voice concerns or issues for improved day-to-day employee satisfaction.

Visibility — Employees need to feel seen and heard and a sense of accomplishment through supervisor feedback, even while working remotely.

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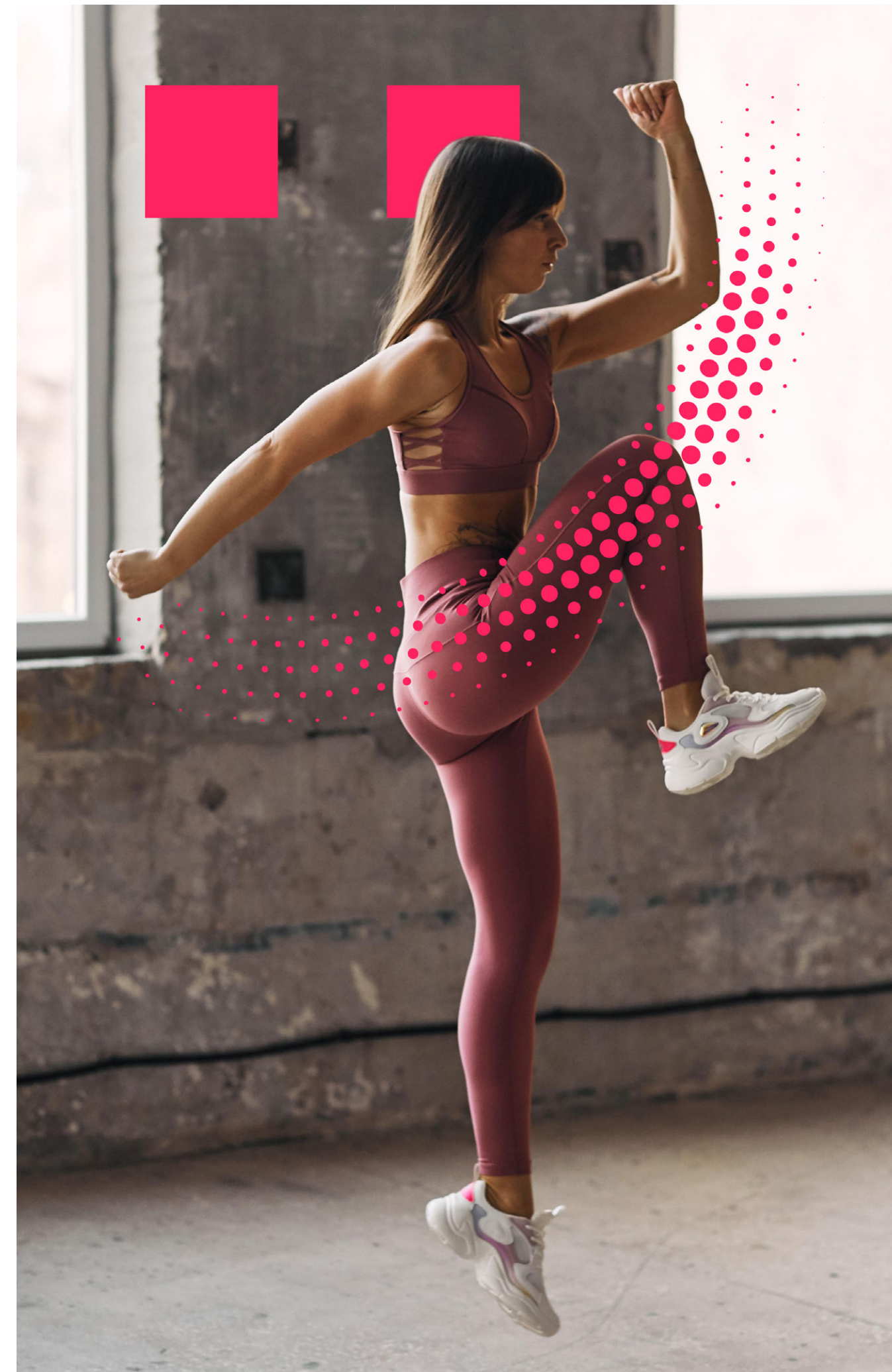
How NICE CXone solutions can help:

FEEDBACK MANAGEMENT
Understand employee satisfaction in their own words and take action to improve job satisfaction. Use direct and indirect customer feedback and take action to improve customer satisfaction and NPS.

ENGAGEMENT MANAGER
Engagement Manager extends your Workforce Management with a mobile app for schedule notifications and shift trades, improving agent visibility and flexibility. Whether at their desks or on-the-go, agents can view their schedules and take action—all with the tap of a smartphone. As a native component of the CXone unified platform, administration is seamless across contact center applications.

PERFORMANCE MANAGEMENT
Performance Management provides performance metrics in one single source to identify coaching opportunities, share best practices, and train remote employees in an engaging and personalized way. It aids hybrid work environment motivation and engagement with scorecards, social collaboration, and gamification, and it improves communication between supervisors and agents working in separate environments.

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Improve Customer Satisfaction

More than ever before, we are faced with the demands of an experience-driven economy.

Agents on the front lines, as well as customers, need to feel supported and empowered. It is extremely important to align the organization around customer expectations by making sure customers are still heard and agents are equipped with the right tools.

As agent-based interactions become more diverse and are further complicated by agent location, supervisors require new ways of maintaining visibility into agent performance. They need enhanced methods to identify agent weaknesses and effectively coach from a distance to ensure continued customer satisfaction. Today's challenges include:

Measuring CSAT	Organizations need comprehensive, accurate, and up-to-date metrics
Improving CSAT	Understanding drivers for positive and negative customer satisfaction
Improving Retention	Identifying and retaining at-risk customers; handling complaints and escalations
Improving Agent Performance	Analyzing agent soft-skill behaviors that influence customer satisfaction, from any work environment, whether in real time or after the fact
Creating Effortless Omnichannel Customer Experiences	Understanding customer satisfaction across multiple journeys and multiple channels
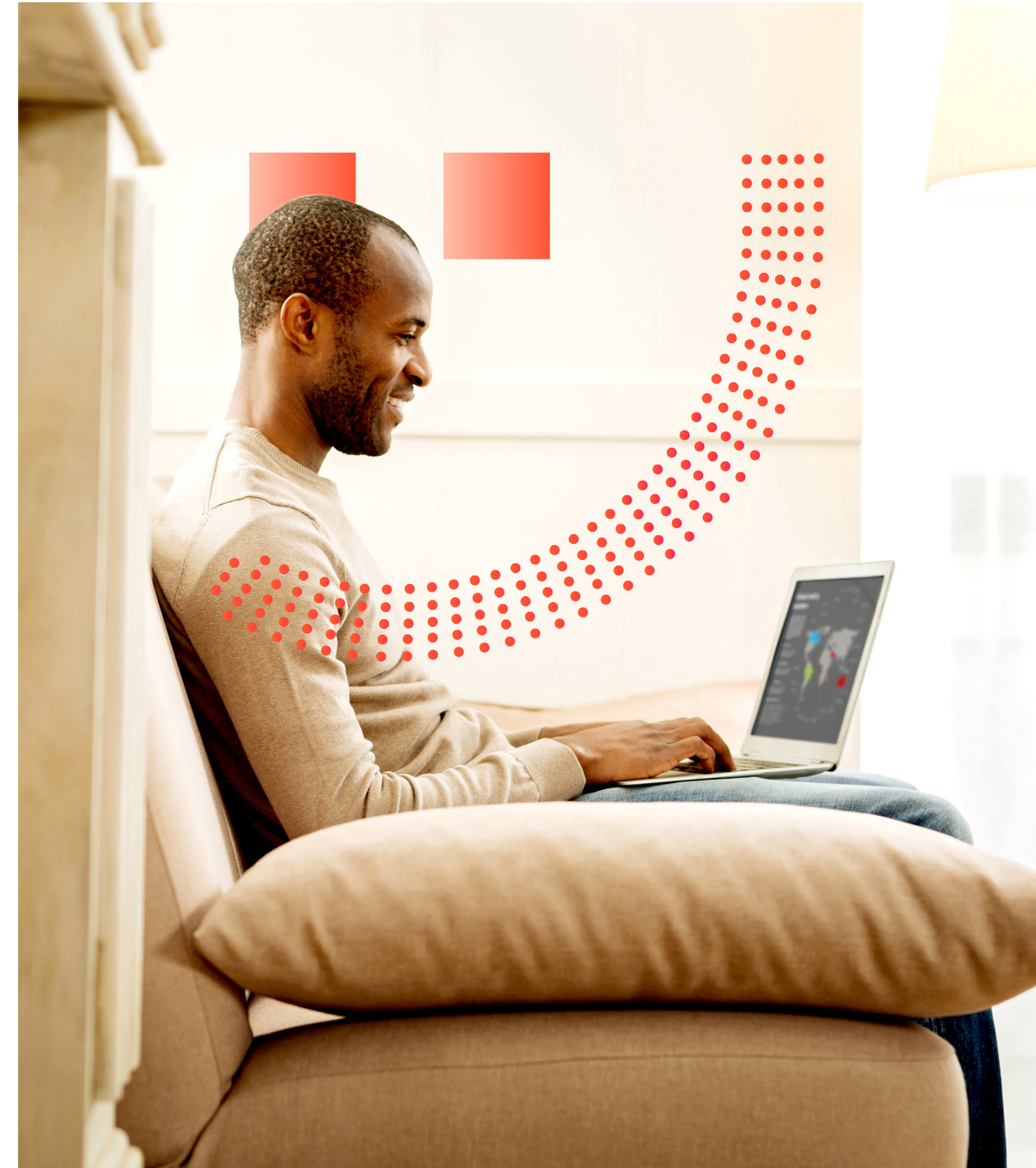
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How NICE CXone solutions can help:

ENLIGHTEN AI ROUTING
CXone Enlighten AI Routing connects customers with agents for the best interaction to optimize any outcome. When contact centers upgrade to Enlighten AI Routing, they immediately realize improvements in sales, CSAT, and more. Effortless implementation makes it fast and easy to start using the power of data, from all available sources, to improve business results.

INTERACTION ANALYTICS
Drive business outcomes with omnichannel interaction analytics that include AI insights into sentiment, automatic categorization of topics, predefined queries, and advanced visualization and reporting.

QUALITY MANAGEMENT
Use automated quality workflows to select interactions for evaluation and to identify areas for personalized coaching for all employees. Allow agents to proactively self-improve by seeing their own metrics and listening to their own calls, no matter their work location.

FEEDBACK MANAGEMENT
Use feedback management to deliver customer satisfaction surveys that collect unbiased feedback and deliver immediate insights across all channel interactions. Empower leaders to see inside the minds of customers to better understand customer expectations and perceptions.

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Learn more

How NICE CXone Solutions Meet Today's Customer Service Challenges

NICE CXone WEM offers help for all customer experience, agent, and business needs.

NICE CXone WEM can help solve the problem of meeting rising customer expectations while still hitting business goals and engaging agents. We do this by diving deep into the complexity of seemingly simple operations. NICE CXone WEM can forecast and schedule by taking into account the many digital channels your agents need to juggle. It can also respond in the moment, providing the scheduling flexibility your agents want. Our solution can measure KPIs, such as agent productivity, by understanding the nuances of a multichannel digital space, while also providing personalized coaching to improve agent performance even more. NICE CXone WEM can help onboard and retain staff, in any work location.

Use nuance and complexity to your advantage with NICE CXone WEM, raising your CX to new standards.

Want to learn more?

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The AI Behind
Better Connections

Read more at nice.com/Enlighten AI Routing ⊘

About NICE

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