



BETTER SERVICE AND MORE SALES

How Contact Centers Can Transform Your Business

INTRODUCTION

SMALL BUSINESSES INEVITABLY REACH A COMMUNICATIONS TIPPING POINT.

It's one thing when five people contact the company every day, or two employees call five customers or vendors a day. It doesn't take any special tricks or tools to handle a trickle of calls.

But what if call volumes jump to 50 a day – and then 50 an hour?

That's when something has to give. To stay on the growth path, small companies face a choice: invest in technology to manage inbound and outbound calls or lose out to the competition.

Historically, companies built contact centers to communicate with large volumes of customers and prospects. Rows of people stared at computer screens and answered calls all day long. Salespeople meticulously called their most promising prospects. Technology experts spent months installing data centers and deploying enterprise-class contact center software. Scaling up meant buying more hardware while scaling down meant perfectly serviceable equipment collected dust.

It was costly, time-intensive and complicated, but it had to be done. Customers had needs. Companies that failed to satisfy them sent business to the competition.



Fortunately, those days are over — as the response to the COVID-19 pandemic revealed. Work-from-home became mandatory, shifting contact center work from sprawling office complexes to living rooms.

The shift became possible because a single application hosted in the cloud can run all the essential features of a conventional contact center — and more. Installed in one day and designed to fit the budget of almost any small business, your trusted contact center provider hosts and maintains the solution for you, so you can get back to business and focus on what matters. And while mandatory work-from-home was temporary, a flexible cloud-based solution allows you to continue doing your best work from anywhere, whether on-site, home, or both.

Most small-business owners realize that contact center technologies offer a better way to engage with their customers via voice, text, video, and other channels.

Small-but-growing businesses need call-center tools that help them win against the competition and embrace the flexible working arrangements of the future. Fortunately, they no longer have to bear the cost and complexity of a conventional call center. Everything they need is available right now in the cloud.



WE PARTNERED WITH METRIGY, AND OUR SURVEY FOUND THAT:

43% of businesses with up to 250 employees already use contact center technologies.¹

Adoption shrinks to **13% for companies with fewer than 100 workers**, the research found.²

MANY COMPANIES ARE STILL MAKING UP THEIR MINDS.

They have questions about costs, analytics, agent efficiency and return on investment. This e-book spells out the answers.

We start with a concise overview of the advantages of cloud-based contact centers. We then show four customer-engagement challenges and reveal how modern contact center technologies deliver solutions that improve customer service and bolster business results.

READ ON TO EXPLORE:

The value of cloud-based contact centers.

Four challenges that modern contact center tools resolve.

- Optimizing and improving customer service.
- Managing calls to improve agent performance.
- Automating and streamlining outgoing sales calls.
- Enabling the shift to remote work and flexible schedules.

The business case for implementing the leading contact center tools.



**UNDERSTANDING THE
VALUE OF CLOUD-BASED
CONTACT CENTERS.**



Understanding the value of cloud-based contact centers.

A traditional — and perhaps old-fashioned — contact center requires an on-premises data center that takes a lot of time, talent, and money to maintain. Years ago, these constraints put contact center technologies beyond the reach of most small businesses.

Today, contact center technologies can be hosted in the cloud and delivered into any internet-connected device, a solution dubbed Contact Center as a Service (CCaaS). The CCaaS provider does all the heavy lifting when it comes to buying hardware and keeping the software up to date. This is a significant

time and money-saving value when outsourced. The provider's customers pay only for the services they use and nothing more. There's no data center to buy, configure, cool, secure, and support. The contact center software provider has access to essentially unlimited computing power in the cloud, and CCaaS software is easy to install and support. Customers can scale up quickly when business booms and scale back down when business cools and IT teams manage one admin experience with straight-forward, self-service features. This platform is reliable and secure with 24/7, dedicated support teams in place — all for an affordable and accessible price.



Understanding the value of cloud-based contact centers.

This puts small businesses on a level playing field with global enterprises when it comes to customer service and provides data and time-saving tools for sales teams to generate more revenue.

Let's walk through some examples to see if a contact center is right for you.

THE RIGHT CLOUD-BASED CONTACT CENTER CAN TAKE YOUR BUSINESS TO NEW HEIGHTS.

These are some of the most popular contact center features:

Queue routing to streamline calls and improve efficiency.

Queue call-back for return calls that create better customer experiences.

Ring groups, allowing calls to a single number to ring multiple phones.

Analytics to determine agent effectiveness, preempt issues, and identify best performers.

SMS messaging for people who prefer texting to voice calls.

Missed-call information to track opportunities for improving service.

Outbound dialing to automate and accelerate sales calls.

Real time dashboards to see talk time, wait time, and agent availability.

Easy switching between voice, SMS, video, and chat.

Automatic, pre-recorded messages when the call goes to voicemail.

***FOUR WAYS A MODERN,
CLOUD-BASED CONTACT
CENTER IMPROVES
BUSINESS OUTCOMES.***



#1

WE NEED TO OPTIMIZE AND IMPROVE CUSTOMER SERVICE.

SCENARIO

Roberta manages a team of real estate agents who keep in touch with prospects during their home-buying journey. Whether listing or buying a home in a competitive market, customers rely on the sound guidance of professionals they trust. Agents need to handle a rush of incoming calls and effectively route them if unavailable, while providing quick and important updates in a fast-moving market.

SOLUTION

Roberta deploys a modern, cloud-based contact center software that takes the friction out of customer communications and helps her agents manage relationships. This software can:

- Route incoming calls from a voice option menu where customers pre-select budget, region, or property type. The couple looking for their first condo in a specific neighborhood and the retirees looking to downsize get routed to agents that specialize in these needs.
- Customize contact formats to accommodate people who prefer text messaging.
- Allow customers to schedule queue call backs when the agent is ready to speak with them to minimize time on hold.
- Set up ring groups in the office so multiple phones can ring if there is no answer from the designated recipient.
- Provide missed call information so agents know if a current or prospective customer tried to reach them.

Four ways a modern, cloud-based contact center improves business outcomes.

#1

WE NEED TO OPTIMIZE AND IMPROVE CUSTOMER SERVICE.

RESULTS

Agents talk to more customers, deliver more personalized service, and ensure that every call gets the customer closer to a new home. Customers remember the excellent service and recommend Roberta's agents to their friends and co-workers, leading to more business.

These outcomes underscore the findings of our research on what businesses expect when deploying new contact center software for their small business:

- 62% of survey respondents expect an improvement in customer relationships.
- 55% of respondents anticipate improved efficiency.
- 52% expect increased revenue.³

These kinds of interactions can have a profound impact on customer satisfaction, especially for small businesses in competitive markets. Anticipating a customer's pain points, like hold times and missed calls, and applying technology to ease the strain can position smaller companies as caring and responsive. Contact centers help manage resources, reputation, and are simply better for business.

#2

WE CAN'T LISTEN TO EVERY INDIVIDUAL PHONE CALL AND ARE UNCLEAR ABOUT HOW OUR AGENTS ARE PERFORMING COLLECTIVELY.

SCENARIO

Juan manages a team of insurance claims representatives responding to calls after hurricane damage. Call volumes often correlate with business conditions, so Juan wants to draw insights from call data. This must happen without adding extra work for Juan and his agents, who are running at peak capacity and must focus on the customers who need their help.

Juan has pressing questions: How effective are his claims reps at resolving issues on the first try? How many customers are calling and at what times? What was their original query? How does average call time differ between his agents? What percentage of calls go unanswered? How can he and his top claims reps improve skills across the support team?

SOLUTION

Juan persuades his agency owner to upgrade to a cloud-based contact center platform. This software:

- Monitors call-flow metrics such as customers in queue, average speed to answer, and average talk time.
- Gives Juan a real-time view of his agents' activities, allowing in-depth reporting on their effectiveness.
- Records calls and provides transcriptions to review best practices and examples from stronger insurance reps.
- Sends SMS messages to those callers who hung up prior to speaking to an agent and sends a link to the FAQ section of their website.
- Scales with the company's business and adapts to seasonal needs.

#2

WE CAN'T LISTEN TO EVERY INDIVIDUAL PHONE CALL AND ARE UNCLEAR ABOUT HOW OUR AGENTS ARE PERFORMING COLLECTIVELY.

RESULTS

Juan takes advantage of features like “listen” and “whisper” to help train some of the claims representatives whose performance lagged, based on the latest analytics reports. The reporting tools ensure Juan always knows who is helping hurricane victims and **who is spending too long on the phone without resolving queries or closing tickets**. Analytics reveal the strongest (and weakest) performers, creating opportunities to improve customer service and the agency’s reputation in the community.

Our research reveals that businesses can do a lot more to manage the performance of contact center employees. Of the respondents:

- 53% review business metrics regularly.
- 40% hold regular coaching sessions.
- 35% use agent analytic tools.
- 27% listen to calls.
- 18% do not manage performance.⁴

Every call is a chance to nurture repeat sales or drive customers away. Contact center software gives managers and supervisors grouped, transparent, segmented analytics, and brand-new reporting capabilities for actionable insights. All of which can help improve customer satisfaction and increase revenue generated.

#3

OUTBOUND CALLING FOR OUR SALES TEAM IS UNSTRUCTURED AND TIME-CONSUMING.

SCENARIO

Gloria manages 30 people who sell advertising for a regional chain of TV stations. After reviewing her end-of-the-year KPIs, she notices that sales are down across the board even though the local economy is growing.

Gloria's salespeople spend a significant amount of time manually calling prospects and servicing current accounts. She cannot help wondering: Isn't every minute spent on manual processes subtracting time from talking to customers and prospects? If her crew could slice time devoted to outbound calls, couldn't they talk to more people and close more sales?

SOLUTION

Gloria's executive team implements a cloud-based contact center package that has specific provisions for outbound calling. The package:

- Provides an outbound auto dialer that eliminates manual processes of finding and typing in phone numbers.
- Allows agents to pre-record messages and deliver them automatically to prospects and customers if the call goes to voicemail.
- Lets agents flip from SMS chat to voice if the lead turns warm.

#3

OUTBOUND CALLING FOR OUR SALES TEAM IS UNSTRUCTURED AND TIME-CONSUMING.

RESULTS

Gloria's salespeople do not have to punch numbers into their phones or computers anymore. Autodialing streamlines the sales experience, freeing up more time to speak with more people.

Salespeople can distribute consistent messaging to their current customers with pre-recorded messages. If it's time to renew a contract or reserve airtime for sweeps week — activities that happen regularly and are ripe for automation — the sales team has tools to simplify and optimize that process.

Text-messaging options may appeal to some clients or customers who have not answered previous phone call attempts.

Our research revealed that autodialing can allow substantially more calls by salespeople every day. More than one-third of those using contact center software had implemented the technology, but still nearly two-thirds of small-business leaders surveyed have not used this tool to improve agent efficiency and productivity.⁵

Sales, as any practitioner of the art will attest, is a numbers game. Talking to more people drives more results. Autodialing is one way to free up salespeople, so they spend more time selling and less time making phone calls.

#4

WE'VE EMBRACED A FLEXIBLE WORK MODEL AND NEED TO ENSURE PRODUCTIVITY.

SCENARIO

Fred is regional manager for a chain of bank branches. Since the pandemic, customer-facing staff have been working remotely. As offices started to re-open, the employee feedback was mixed. Some were ready to return, and others also saw the benefits of maintaining flexibility. Fred was hesitant at first, he had envisioned a “back to normal” or business as usual. But after seeing that productivity, NPS scores, and sales were up, he was open to changing his tune. Flexibility isn’t black and white but provides more opportunities and ways to get work done, especially if they have the tools to back it up. It also expands his talent pool when remote work is an option.

SOLUTION

Fred selects a cloud-based contact center package with a rich portfolio of tools supporting hybrid workers both remote and in the office. The software promises:

- Connectivity for all employees whether it be on their smartphones, tablets, or PCs. Buying and supporting data center hardware is unnecessary.
- Low bandwidth requirements and high reliability with 99.99% uptime means that workers in the office or at home on lower strength broadband can still perform their required tasks.
- CCaaS softphone capabilities with easily accessible features and a secure login. Staff can work from anywhere without transporting equipment back and forth.
- Seamless integration with leading unified communications (UC) and customer relationship management (CRM) platforms so all of their customer data is accessible and viewable through one pane of glass.

#4

WE'VE EMBRACED A FLEXIBLE WORK MODEL AND NEED TO ENSURE PRODUCTIVITY.

RESULTS

Fred finds it much easier to implement flexible schedules and support remote workers because he has a powerful contact center platform.

Fred's staff reports higher job satisfaction while their supervisors document productivity improvements. It is easier to hire good people, who are less likely to bolt to the competition. Fred can hire cybersecurity experts with specific commercial banking expertise and not have to pay them to relocate. Employee turnover declines, making it easier to project salary costs over longer periods of time.

The survey of small-business leaders reflects the desirability of easy-to-use, cloud-based software:

- 91% report that fast deployment is critical or very important.
- 84% say ease of deployment with minimal technical skill is important.⁶

Of course, some jobs are more suitable for remote work than others. But employers hiring people who can succeed anywhere, as long as they have an internet-connected device, will almost certainly attract and retain better talent for the future.



TAKING IT ALL IN.

Every business must choose the call-center technology that best matches their vision for the future. Features, costs and benefits should be carefully balanced against available resources and marketplace realities.

With the right cloud contact center software, business gets simpler and less expensive. Customer interactions generate referrals instead of rage. Support teams spend more time helping customers and less time fighting with software. Salespeople have tools that get technology out of their way and help them thrive at what they do best.

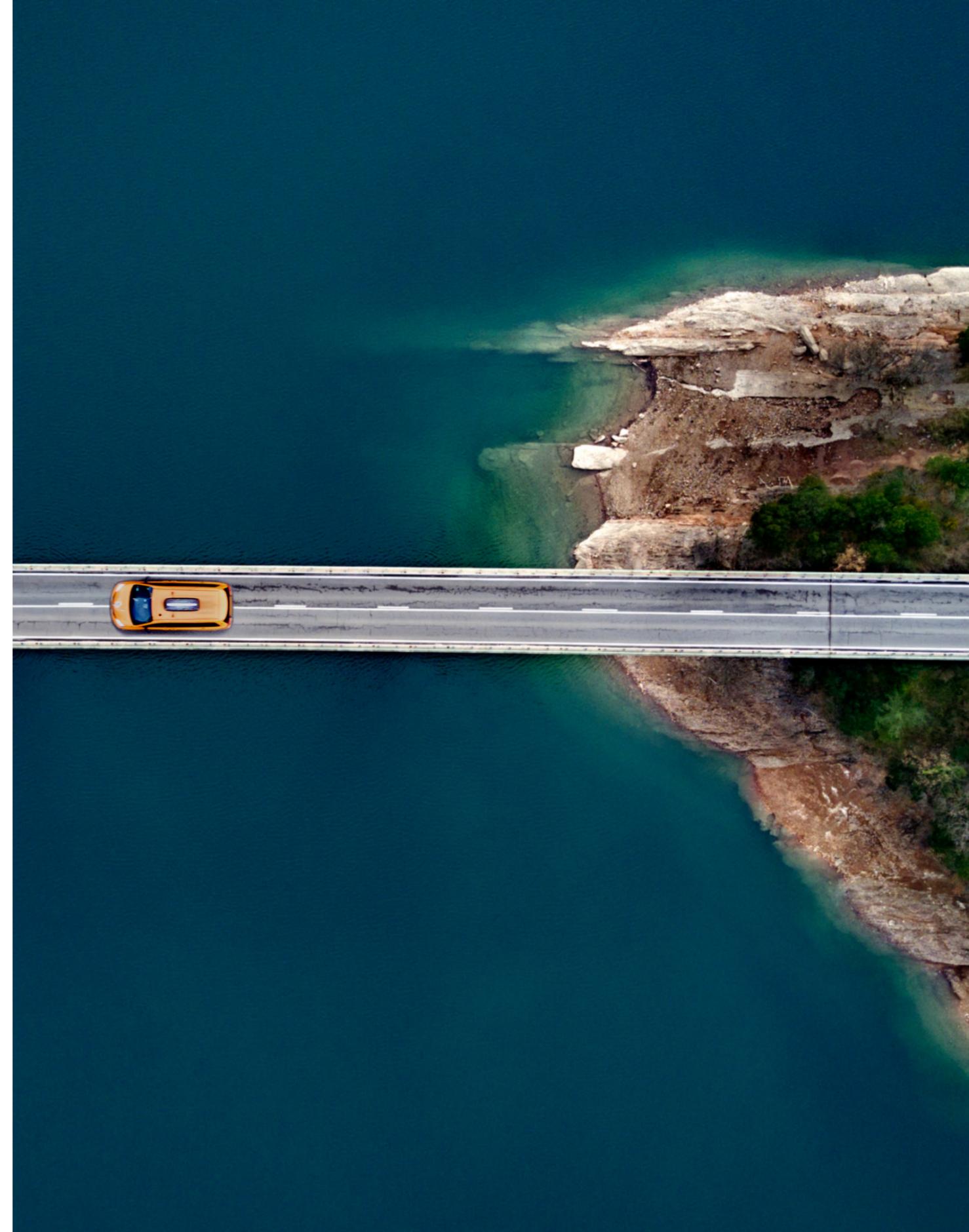
These forces have the potential to add and subtract: Increasing sales while removing friction from the customer experience. That kind of math makes any business better.

MEET GOTO CONTACT.

GoTo Contact is the affordable and accessible contact center solution built for small businesses. We believe in making life easier. If you're ready to take your sales revenue and customer experience to the next level, a contact center could be the right fit. Eighty-seven percent of small businesses are considering a contact center.⁷ It's time to up-level and set your business apart.

Download the Small Business Buyer's Guide to Cloud-Based Contact Centers to help you decide the right solution for your business.

[Learn More](#)



⁷IDG 2021.