

# 3 Reasons your CRM Needs an Integrated Multichannel Counterpart

**Do you have customer information when it matters most?**



There currently exists a disconnect between the customer service experience businesses think they deliver today and how customers perceive it. While 80% of companies believe they deliver superior service, only 8% of consumers agree. And yet the disparity is by no means due to any lack of intent on the part of most organizations, with 80% wanting to use customer service as a means of competitive differentiation. It's actually the result of poor execution.

As it becomes increasingly difficult to sustain a competitive advantage based on product alone, call centers have quickly become the swing vote as it relates to ongoing consumer loyalty. But as customer demands and expectations continue to drive consumer relationships, many businesses have turned to CRM systems and platforms to assist in managing those relations and potential prospects. However, despite the customer management benefits CRMs bring to the table, the real challenge in today's contact centers has more to do with the ability to convert those customer details into actionable data. In short, how can businesses facilitate the connection between agent and customer when it matters most – at the point of interaction?

## 1) Consolidation of Disparate Data

Today's call centers continue to represent the frontlines of customer service despite 67% of consumers stating a preference for self-service as opposed to speaking to a live representative. Why? Quite simply, customer experiences are still heavily measured by the quality of service provided during those instances where self-service tools fall short and live interactions excel. But a call center's ability to deliver superior customer service is contingent on the ability to gain a complete 360-degree view of each consumer. To that end, CRMs play a crucial role in providing a data platform through which client information can be consolidated as long as businesses make the effort to do so. The simple act of using a CRM system is but one-step towards combining all the consumer data-points (Billing, Support Tickets, Sales, etc.) needed to offer a superior customer experience. In short, if CRMs are to live up to their implied name (customer relationship management), organizations must extend their role to become the central nervous system for all other relevant consumer details, including support tickets, billing, workforce management, and sales—something an advanced multichannel platform can help create; one platform to source the many.

# 80%

**of companies believe they deliver superior service, but only 8% of consumers agree**



## 2) Greater Agent Accessibility

With 69% of consumers equating a good customer experience to how quickly an inquiry is resolved, it's surprising call center first call resolution rates still hover around only 60%. And while many businesses have turned to technology to help address the service gap, subscribing to an average of 9.6 SaaS solutions by the end of the year, the disparity continues. Why? Among the primary complaints by call center agents is the lack of access to timely consumer data. So while CRMs do help, the fact remains that without access to those data points at the time of the interaction, the value of such platforms diminishes. By treating your CRM as a central repository for all consumer related information, including details sourced from other solutions (as suggested above), agents will be far more effective and efficient when interacting with clients.



# 69%

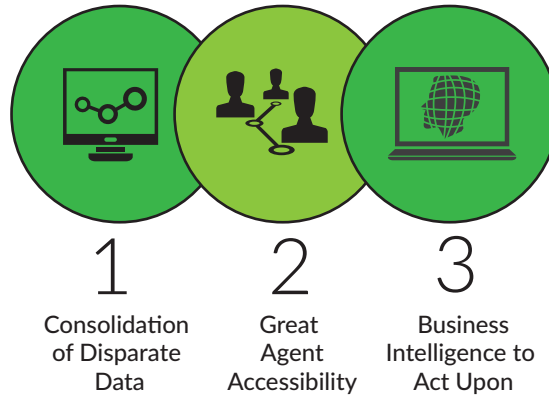
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## 3) Business Intelligence to Act Upon

Today's contact centers are overrun with consumer information and businesses are scrambling to convert the valuable insights into actionable data. Unfortunately, the general disparity between the multiple solutions businesses use across departments has complicated the ability to consolidate, interpret, and convert the information into actionable items for call center agents to respond to or act on. However, with the wide-spread adoption of CRM platforms and cloud, the opportunity to unify and present the customer information in a manner facilitating an agents ability to meet and exceed client expectations is within reach. By treating your CRM as the primary platform from which all actionable data is presented to an agent, the ability to enhance cross-selling opportunities, improve first call resolutions, and stay ahead of customer needs rather than simply react to them will be far more within reach.

The act of hosting a CRM solution within a contact center will in itself not provide the keys to the kingdom as it relates to superior customer service, but it is a start. The fact remains that contact centers and their respective agents still face a lack of insight into the consumer despite the customer expecting them to have access to all the necessary details to meet their needs and demands. But CRMs do provide the basic platform from which contact centers can consolidate and source the information needed to deliver a superior customer experience. Its not so much a matter of not having the information but rather how to effectively organize, interpret, and present it to the agent in need of it—something only an advanced and integrated contact center solution get can help solve.

## In Summary:



## Why 3CLogic?

Communication is at the heart of every business. And whether you're reaching out to customers, or they're reaching you, maintaining relevance and convenience is essential in order to stay ahead. At 3CLogic, we offer a full suite of inbound, outbound, and blended cloud-based contact center solutions based on an innovative distributed approach. Offering next-generation multichannel communications (voice, email, text, chat), reporting and analytics, dynamic scripting, lead management, call routing (ACD and IVR), auto-dialers, quality management tools, and third-party integrations (CRM, WFM, WFO, Ticketing), we facilitate any business's ability to drive sales, marketing, and customer service initiatives. Fully customizable, scalable, secure, and reliable, 3CLogic provides the most adaptable approach to meet today's changing consumer trends. Stronger customer relationships and improved sales are just a click away.

## Sources

Zendesk "Searching for Self-Service", Fonolo "17 Important Customer Service Statistics for the Call Center" (82%), TeleTech Holdings "Cloud Contact Center Total Cost of Ownership", Deloitte "Tech Trends 2014"