CUSTOMER ENGAGEMENT OPTIMIZATION SERVICES

In order to be competitive today, contact centers must provide self-service options with a scope far beyond basic capabilities. By establishing an analytics-based program that informs your self-service strategy, you can find the right mix of self-service capabilities that can interoperate with each other, streamline operations, and personalize service – all while you use voice, text, and journey analytics to make any necessary modifications to your solutions so you can continue the cycle of continuous improvement.

Customer Engagement Optimization Services

ConvergeOne Customer Engagement Optimization Services provide definitive solutions for optimizing the performance of self-service channels by applying advanced analytics to interactive voice response (IVR) and voice/text interactions with your customers. These modular solutions can be applied to any IVR or Call Recording platform to quickly begin generating actionable analytic information that is critical to the improvement of the efficiency and personalization of your customer interactions.

It's clear that analytics-based optimization isn't a one-time thing. Your contact center environment needs to continuously adapt to align itself with constant changes to your business, your organization, and your customer's needs. Customer Engagement Optimization Services are offered as cloud-based subscriptions to ensure your environment is regularly and proactively optimized.

Even better, these cloud-based solutions include managed services backed by ConvergeOne specialized expertise that ensures the successful adoption of these transformative technologies. Not only will your solution undergo regular reviews to determine modifications that will allow you to better meet customer needs, but you will also receive customized services that help you take action on the analytical insights within your systems, processes, and organization. That way, the advanced analytics become far more than a historical report on what has been happening in the contact center. Instead, they become part of an ongoing program to shift, mold, streamline, and improve the contact center based on real customer feedback.

SOLUTION COMPONENTS

ConvergeOne Customer Engagement Optimization Services have two primary components: IVR Optimization and Voice + Text Analytics.

IVR Optimization

By visualizing the IVR flow for all customers, from any point in the IVR journey, you can identify choke points, reduce the number of calls into the contact center, increase the IVR containment rate, and lower average handle time, thereby reducing customer effort and increasing customer satisfaction. ConvergeOne will use data generated by the solution to recommend changes to your IVR system, make those changes, and run additional reports to analyze the benefits achieved with this solution. IVR Optimization can be deployed on top of any IVR platform, and is a critical component of a continuous improvement program that drives a consistently excellent customer experience.

Voice + Text Analytics

By making use of voice and text analytics, you can uncover missing or subtle information about each and every customer interaction, including:

- Why are customers contacting you?
- Are there product or process issues?
- What competitive intelligence can you gather from your customers?
- Which agents excel at customer service, and what makes them successful?
- What changes can be made to the experience in real time based on current analytics and information known about the customer?

ConvergeOne Customer Engagement Optimization Services combine interaction data, surveys, and social media to draw correlations, trends, and root causes and build predictive models to help your contact center run more smoothly. Based on the reports, ConvergeOne recommends changes to processes, procedures, marketing, or routing and workflow configurations – and ConvergeOne can then perform the necessary technical work to modify the way you handle customer interactions. No other provider in the industry can do all of these things.

Combined IVR Optimization and Voice + Text Analytics

The Power of Combined, these two solution components enable you to streamline your inbound operations through the entire contact center. Beginning with the IVR, generated insights enable improved containment rates and reduced handle times where appropriate. The additional insights provided through advanced voice and text analytics help you better understand why customers are contacting your business. With these combined services, you can build a strong foundation for an analytics-based program with continuous improvement strategies.

REGISTER FOR A COMPLIMENTARY CUSTOMER ENGAGEMENT OPTIMIZATION SERVICES PROOF OF CONCEPT

Discover the power of IVR Optimization and Voice + Text Analytics with our complimentary Proof of Concept. Visit **convergeone.com/ceos** to learn more and register today.

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