



DOES YOUR CONTACT CENTER MAKE OR BREAK THE CUSTOMER EXPERIENCE?



WORKSHEET

YES NO

OVERALL

Does your contact center currently meet or exceed your customers' expectations?

Are you currently analyzing your customers' expectations as they relate to your contact center?

MULTICHANNEL CAPABILITIES

Are your customers currently able to reach your contact center through the following channels?

- Voice (IVR and Agent)
- Text (SMS/MMS)
- Web
- Social
- Chat
- Email
- Mobile Application

Is there preference management in place that allows customers to identify their preferred channels of communication?

If so, does it allow for customers to set different preferences for different event types and to specify times when not to try and contact them?

SPEED, EASE & SELF-SERVICE

Does your IVR use natural language?

Does your IVR recognize the customer based on their phone number?

Do you know your first call resolution percentage?

Does your company offer three or more channels to interact with customers?

Do your agents have access to ALL of the right data—such as account information and contact history—across all of your channels?

Do you currently have call blending capabilities?

Are agents trained to handle interactions through multiple contact channels?

CALLER SATISFACTION/CUSTOMER JOURNEY

Are you currently analyzing your customers' expectations as they relate to your contact center?

Do you measure caller satisfaction today?

Do you track and measure agent and overall contact center performance against the stated business objectives?

Do you know the demographics of customers using your IVR or your business objective of who you want to support in the IVR?

Have you mapped your customer journey?

If so, have you identified common points of customer friction and moments of truth in that journey?

CONTINUED ON NEXT PAGE



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AGENT/CONTACT CENTER PERFORMANCE

Are agents trained to handle interactions through multiple contact channels (i.e., handle both inbound and outbound calls, email queues, chat queues, etc.)?

Does your average queue (hold) time meet or exceed your goal?

Does your call abandon rate meet or exceed your goal?

Does your first call resolution percentage meet or exceed your goal?

Does your agent-to-agent transfer percentage meet or exceed your goal?

TOTAL

SCORE:

Add the total of "yes" answers together to come to your final score, then compare it to the answer guide below for an assessment of your current platform and the kind of customer experience it probably provides.

25+: IMPRESSIVE

It sounds like you have multiple channels available for customer contact, provide many opportunities for self-service, meet your service goals and keep your customer experience as a top priority. Congratulations. You're ahead of the curve, but don't stop there. Continue looking for opportunities to further improve your overall customer experience.

15-25: NEEDS TWEAKS

It sounds like you may need to add channels or self-service opportunities in order to provide a better customer experience and meet your service goals. Don't worry, you're not alone. There are steps you can take now to start enhancing your customer experience. And before you know it, you'll exceed the capabilities and satisfaction of your current environment.

<15: NEEDS AN UPGRADE

Your contact center may be doing more harm than good when it comes to customer experience. We suggest contacting a cloud contact provider as soon as possible.