Is on-screen clutter getting in the way of good customer service?

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Contact centres are still wasting precious time on administration instead of servicing customers. Colin Hay at Puzzel believes the answer is, quite literally, staring you in the face. Here are 5 tips for improving the customer experience using the latest agent desktop applications.

Automating business processes and providing a clearer view of what really matters makes life easier in terms of delivering customer service. However, just as the advent of electronic communications failed to deliver on the promise of the paperless office, contact centres are still required to deal with online administration which is often a major barrier to delivering an exceptional customer experience (CX).

In fact, recent research by Call Centre Helper(i) in the UK has highlighted that contact centres waste over 40% of their time handling administrative tasks instead of servicing customers. Much of this time is spent by agents switching between screens and on post contact wrap-up, updating different enterprise systems. The same research showed that less than 10% of contact centres integrate their customer communication channels.

It's time to tidy-up the desktop. The first step towards revitalising the contact centre is to get rid of the clutter. The next step is to take a fresh look at the humble agent interface. Amazingly, it is often over-looked and yet it offers the perfect de-cluttering solution when supported by the right technology. Recent advancements in agent applications mean they are becoming more easily accessible, crystal clear and simple to use. They also help agents to clean up their own messy screens to produce a single contextual view of customer interactions by bringing together all channels and systems into one place.

Five-star service, five ways
The answer to five-star service is literally staring you in the face. Make the most of today’s agent applications to:

1.Welcome in a brand-new widget concept – new agent desktop applications remove on-screen clutter by supporting direct integration between enterprise systems and agent screens through widgets. Customisable and flexible, widgets allow every agent to be presented with the information and functionality most relevant to them in any given situation without switching screens or resorting to pop-ups.

This provides a single view of customer conversations that increases agent confidence, empowering them to provide a highly personalised and satisfying customer experience at all times. Look for a vendor that offers a collection of ready-made widgets for faster set-up and effective in-house training.

2.Easy switching between customer enquiries – the superior functionality of today’s agent applications means that each customer interaction is handled via a separate tab which is opened automatically. This provides easy switching between channels and customer enquiries, whatever the channel while allowing agents to deal with multiple simultaneous interactions at any one time.

Agents can even customise their screens and highlight the functionality tabs they use most frequently such as queue overview, queue details and personal queues as well as identity and verification tabs for

specific partners or customers.

3. Extend social media capabilities – modern agent interfaces enable contact centres to become more flexible and responsive by providing a far greater choice of social media communications options for customers. For example, they link directly to the latest WhatsApp Messenger and consumer review website Trustpilot.com. They can also scale readily to add new channels rapidly as they appear on the social media networking scene.

4.Integration with partner systems for vital information – new agent desktop applications connect effortlessly to selected third parties and knowledge -bases, vastly accelerating an agent's ability to solve user or product queries from one single user interface. Information on orders, stock availability and delivery times are instantly available. What is more, today's agent screens support co-browsing to enable simultaneous viewing of products while dealing with a customer's enquiry.

5.Future proofing for an omni-channel experience – look for a vendor with a forward thinking approach to product development. The best agent applications have been developed with the future in mind as customer expectations demand a sophisticated, seamless service from contact centres. They should support a variety of customer communication channels, systems and advances in Softphone that enable companies to provide a complete customer experience that meets the requirements of today and tomorrow.

Spring clean your agent application to re-energise the contact centre and revitalise your customer care programme. For more information on the latest agent applications, visit Puzzel (http://www.puzzel.com)

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About Puzzel

Puzzel is a leading Cloud Contact Centre software provider that builds on over 20 years' of heritage. It was one of the first pioneers to develop a cloud-based contact centre. Today, Puzzel combines its flexible omni-channel technology with Artificial Intelligence (AI) to provide complete customer interaction solutions in a digital age.

Puzzel was named a Challenger in the Gartner Magic Quadrant for Contact Center as a Service, Western Europe, Report 2018 for the fourth consecutive year for its strong growth, functional capabilities, strengths in standards and compliance, customer service and support. With offices in 6 European countries Puzzel is passionate about being close to its customers and to deliver innovative solutions to solve customer interactions.

For more information, please visit Puzzel (http://www.puzzel.com).

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(i) What Contact Centres Are Doing Right Now – 2018 Edition

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