

White Paper

# Make the contact center the beating heart of your business

Enhouse Contact Center Solutions can transform how you engage with your customers





# Why your contact center Is key to your business health

## 86%

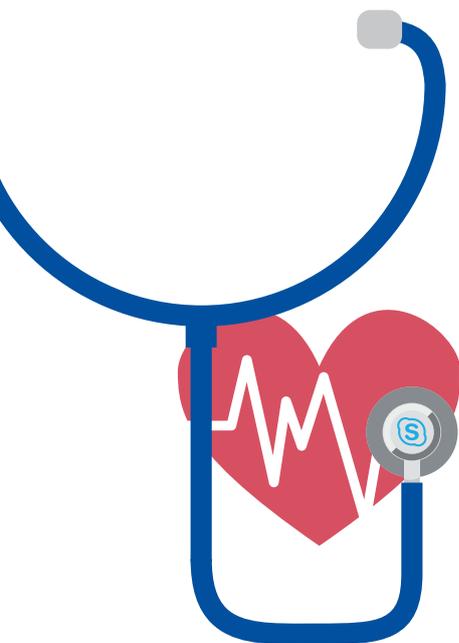
of customers quit doing business because of a bad customer experience.

Your contact center is the beating heart of your business. Ensuring it functions properly leads to positive impacts across every department.

**So how do you make that happen, without incurring costs and complexity?**

Times are changing and in the new digital world, Enghouse believes that the health of your business should be treated holistically: by the capabilities of its omnichannel solutions and integrating them within the contact center environment, companies can make customer communications more efficient, more satisfying for the customer, and ultimately more profitable.

That's why we've put together this eBook to help you understand why and how Enghouse Contact Center Solutions could be right for you.





## Focus on the customers

# 55%

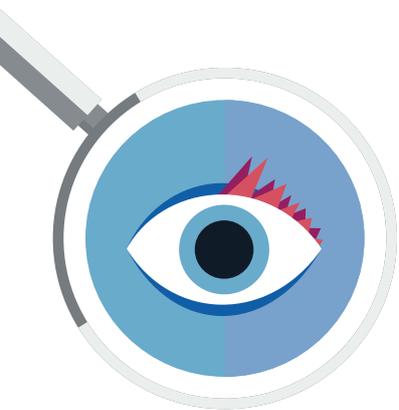
Companies with omnichannel customer interactions reduce complaints by 55% versus non-omnichannel peers.

Success in the contact center - as well as in the wider business - is dependent on getting things right for the customer.

That means being available to them consistently - when and where they need you to be. It means fully integrating CRM and other business systems so agents have a 360 degree view of the customer, and have the right information at hand at every point of contact.

With Enghouse solutions, you employ the same technology and systems across the business, so whether through chat, phone, or video, customer communication can be routed rapidly to the right person with the right skills, regardless of whether they are front or back-office.

Plus, with the enterprise-level reporting built-in, you're able to monitor performance and set the foundations for continuous service improvement.





## While keeping an eye on ROI

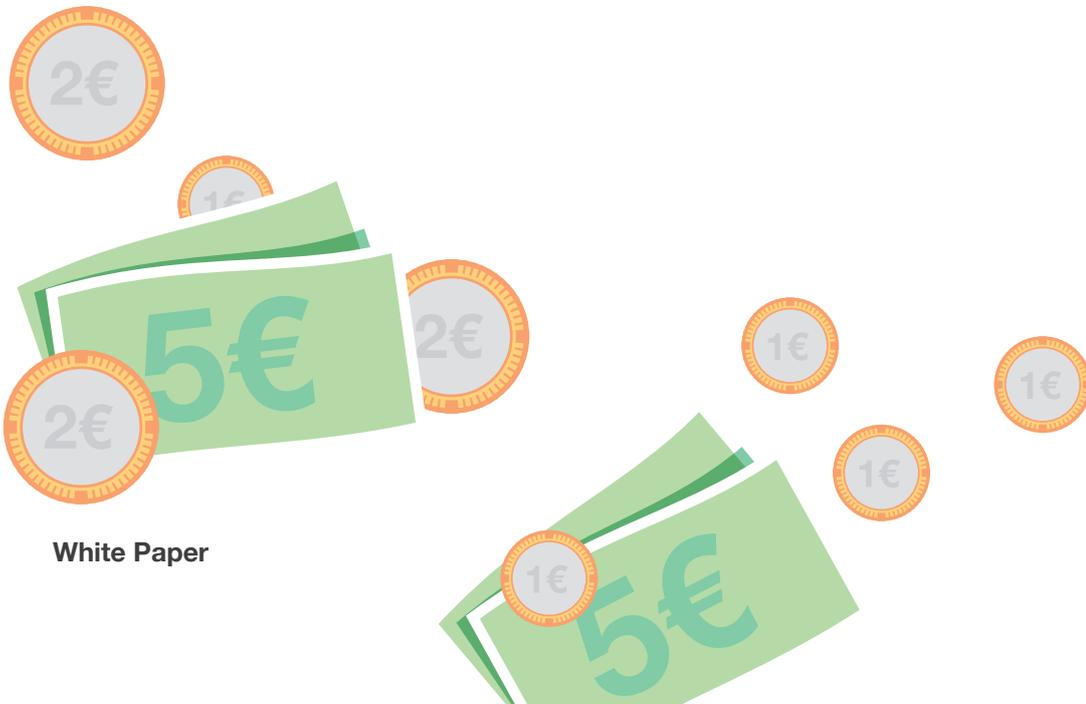
# 20%

Companies focused on providing a superior experience across customer journeys realized a 10-15% increase in revenue and a 20% increase in customer satisfaction.

Deploying new seats and locations can be disruptive and have a negative short-term impact on customer service and cost to serve. At the same time, deciding whether to continue with an end-of-life solution that's at risk of failure, or endure the pain of implementing a new platform can seem like trying to identify the lesser of two evils.

With the right platform, you have the presence, collaboration and accessibility across the entire business and the ability to pilot, prove and migrate individual departments to the platform painlessly.

Contact center agents, switchboard and the wider business can be up and running swiftly with full multichannel connectivity, and with the infrastructure already in place, new agents can be added, queues can be altered and service levels can be tracked across the full customer journey. That means less disruption, quicker issue resolution, and improved ROI.



**White Paper**



# Prevention is the best cure

## IT and the contact center working together.

Whatever size your organisation, the health of your contact center is dependent on IT and the contact center manager working together. Disconnects here are likely only to cause pain for users, admins and the customer - with unhealthy implications across the rest of the business.

A holistic approach to your contact center strategy, one which has the full buy-in of both IT and Contact center teams, can use their combined skills to deliver truly high-performing customer solutions.

This is best achieved by building a cross functional team so that technology, business and customer expectations can be shared early in the process. The more teams are bought in to the solution, and the quicker they buy in, the better. With the right people working together, a solution that provides powerful contact center communications, connecting the contact center with the rest of the business can be achieved with less cost, less effort and more intuitiveness.





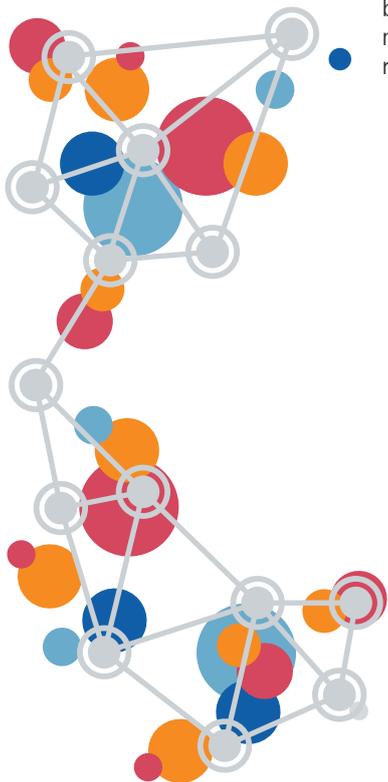
# Getting infrastructure right for today and tomorrow

## The benefits of efficiency and flexibility

Making the correct infrastructure choices and getting your migration approach right from the outset can make or break your contact center strategy, and by extension the effectiveness of the rest of the business.

Introducing new platforms into the business ecosystem can drain resource and bring risk and disruption. APIs, user training and integration with legacy tools can cause headaches for end-users and the IT team alike. But with the right solution and the right implementation approach, businesses should be able to balance the need to protect legacy investments while realising the potential of new solutions.

Using a Pilot, Prove, Migrate approach, where a small group trials the tool, before it's rolled out across an individual department, and then finally the entire organisation, enables risk to be mitigated and any issues to be resolved quickly, all while keeping momentum and ensuring a swift roll-out schedule is adhered to.





## About Enghouse Interactive

We are the world's most **reliable** contact center technology provider. Our global brand is built on our track-record of consistently honoring our commitments – to our customers, our staff and our shareholders.

**Enghouse Interactive**, a subsidiary of **Enghouse Systems Limited** (TSX: ENGH), is a leading global provider of contact center software and service solutions that deliver enhanced customer service and transform the contact center from a cost center into a powerful growth engine. Our Practices and Solutions enable businesses to leverage meaningful, daily customer interactions to extract key insights used to deepen customer loyalty and uncover new opportunities to add value, profitably.

Supporting over 10,000 customers, in 120+ countries, **Enghouse Interactive** works within any local regulatory environment and supports any telephony technology, whether deployed on premises or in the Cloud, ensuring that our customers can be reached by their customers – anytime, anywhere, and via any channel.



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