

Four Ways To Help Your Contact Center Dramatically Improve Customer Experiences



Even if you already have a workforce optimization system in place.

Optimize your customer experiences as never before with Click2Coach Cloud, an innovative enterprise-level solution that can be downloaded quickly and costs a fraction of what you'd expect.

What Makes Customers Happy?

Having someone listen to them, understand their needs and resolve their situations promptly, of course. Every successful interaction adds to your customer goodwill.

Imagine that you have all the tools at your disposal to coach agents to deliver quality service efficiently. Next, what if you could mine data about previous interactions that would enable you to spot trends in real time and take immediate action for improvement, anything from changing a strategy or a process to providing individual coaching or creating a new eLearning video.

And what if you could make any of the data immediately accessible to others throughout your organization, whether it comes through a phone call, email or Web chat. Imagine how much more responsive your sales, marketing, service and other lines of business would be.

Finally, what if you could get all this in a unique cloud-based solution that could be either an add-on to your existing workforce optimization system or a complete standalone system for enterprise-quality recording, agent analytics, evaluation and coaching. Either way, the solution could be downloaded and deployed rapidly without any costly start-up costs.

That's exactly what you get with Click2Coach Cloud. There are four ways this revolutionary solution is helping organizations achieve entirely new levels of customer satisfaction.

1. Capture

Get phone, CTI, application workflow and desktop data in real time.

Nowadays it's not enough just to record phone calls. Phone calls provide you important data, but that is only a portion of what's happening in agent-customer interactions. Managing your agents to respond effectively to customer needs requires that you also collect the pertinent data for interactions taking place in every corner of your contact center.

Click2Coach Cloud enables this by capturing related screen activity—including agents' desktop keystrokes, mouse movements and application workflow activity—along with the customer conversations. Would you like to capture the text that agents type into the notes field in your CRM or ERP system? How about tracking how long they spend in each window or application? Additionally, the data can be easily retrieved and shared immediately with others, even if they aren't Click2Coach users.

Use Case

EASILY SHARE DATA ACROSS DEPARTMENTS IN REAL TIME



Your marketing department has just launched a promotion with a unique 800 number. The contact center can provide the marketing department with a wide range of customer-response information in real time, such as how often calls are coming in to that number, general feedback about the promotion and whether there's a problem with the sales process that is hindering customers from making a purchase. Gone are the days when marketing had to wait weeks for feedback.

CONTACT CENTERS RAPIDLY MOVING TO CLOUD COMPUTING



Six out of 10 contact centers plan to have cloud-based deployment by the end of 2013. And by the end of 2015, more than 18 percent of contact center seats are projected to be delivered by cloud-based contact center infrastructure providers.

SOURCE: "THE HIDDEN ROI OF A CLOUD-BASED CONTACT CENTER," ABERDEEN GROUP, 2013



2. Analyze

Quickly see trends so you can develop new strategies.

The data you gather in the contact center is already being used in a feedback loop to improve how you communicate back to customers. Additionally, it can now be one of the factors for modeling strategic decisions throughout your organization. An online dashboard enables you to review several data sets at once, helping you quickly identify areas needing prompt attention.

Use Case

PINPOINT THE ROOT CAUSE OF A PROBLEM AND TAKE CORRECTIVE ACTION RIGHT AWAY



You sell home-based Internet services, and you are experiencing a rash of cancellations. Before Click2Coach, you might have assumed the problem was customer dissatisfaction (and wouldn't have known why). Because Click2Coach Cloud can capture all of the activity on your agents' desktops, you quickly see that all the affected customers recently signed up for another vendor's VoIP-based phone service, which was creating technology conflicts. Customers mistakenly thought the two services were incompatible, when in actuality they are complementary as long as an inexpensive adaptor is installed. By educating customers on the solution, agents are able to retain the business while also generating additional revenue through adaptor sales.

Use Case

SEE WHAT'S HAPPENING BEFORE AND DURING CUSTOMER INTERACTIONS TO DRIVE EVEN FASTER RESOLUTION



Imagine you have one agent who takes a lot longer than your other agents to accomplish a task.

Compare the slower agent's desktop activity with that of a faster agent, then coach the slower agent on exactly what to do to pick up the pace.

The ability to capture workflow activity is especially valuable for gaining precise information about the performance of your agents. Click2Coach Cloud shows every action an agent takes during an interaction with a customer, as well as any follow-up contacts or tasks.

3. Optimize

Increase the operational efficiency of your agents immediately.

Customers are pleased when their requests or problems are resolved quickly. Increase operational efficiency with multi-dimensional analytics that takes agent performance to a whole new level.

Click2Coach Cloud provides all the standard key performance indicators (KPIs), everything from first-call resolution and evaluation trending reports to efficiency. And it provides a wealth of additional information, such as agents' workflow steps before and during an interaction, as well as how long agents are in specific applications.

4. Take Action

Do something to make improvements using all this data.

Use your contact center to turn things around when there's a problem and to expand on what's working well. Insights you glean from Click2Coach Cloud are invaluable when it comes to fine-tuning company policies, recalibrating workflow procedures, coaching for best practices and much more.

How can you be sure your agents are conveying the right messages to customers? Coaching and training tools built into Click2Coach Cloud make it a snap to boost agent performance. Supervisors can quickly develop training videos on the fly or use existing training, then bundle them with evaluated interactions, annotations and the recorded contacts. When agents are in-between calls, they can review the feedback at their desktops.

Use Case

INSTANTLY REVERSE NEGATIVE TRENDS



One analytics report available in Click2Coach, called now!Cloud™, shows all the words your agents type on their screens in near real time. If the word "cancel" or "unsatisfied" comes up often, you can quickly spot it, find and listen to calls where the problem occurs, develop a solution and have it immediately sent to agents via coaching. This method is even more effective than using social media monitoring to gain immediate insight into what's going on in customers' minds.

THE RISE OF ANALYTICS IN CONTACT CENTERS

According to a 2012 survey of 600 executives from the U.S. and the U.K., 60 percent of businesses are using customer analytics to improve the customer experience, and 69 percent are using it to improve customer retention and acquisition.

SOURCE: "ANALYTICS IN ACTION: BREAKTHROUGHS AND BARRIERS ON THE JOURNEY TO ROI," ACCENTURE, 2013

60 percent of businesses are using customer analytics to improve the customer experience.



69 percent are using analytics to improve customer retention and acquisition.



All this—and Click2Coach Cloud is faster and affordable, too.

Start capturing data right away—in as little as an hour.

Most workforce optimization deployments are complex undertakings, requiring six to eight weeks and support from numerous internal resources. Click2Coach Cloud is much easier. For many customers, the solution can be downloaded and installed in less than an hour. Additionally, it takes up a very small footprint and doesn't require phone switches or other hardware, streamlining how quickly Click2Coach Cloud can be up and running.

Pay only a small monthly fee per agent, and avoid costly start-up fees altogether.

The monthly subscription fee for Click2Coach Cloud is considerably lower than the costs of traditional contact center software solutions. Beyond that, Click2Coach Cloud can save businesses anywhere from \$50,000 to \$100,000 in start-up expenses. This is because the solution's flexible SaaS model bypasses the need for expensive hardware, professional services integration fees and product licenses for integrating into phone systems. Getting better functionality through a simple download, along with the monthly subscription model, make Click2Coach Cloud a smart buy for any business.

World-class contact center software for a fraction of the cost of traditional systems.

TRAINER	PROFESSIONAL	PROFESSIONAL PLUS
On-the-fly training/eLearning	On-the-fly training/eLearning	On-the-fly training/eLearning
Coaching packages	Coaching packages	Coaching packages
Agent desktop delivery	Voice and screen recording	Voice and screen recording
	Audio and video playback	Audio and video playback
	Desktop recording	Desktop recording
	Unlimited evaluations	Unlimited evaluations
	Agent desktop delivery	Agent desktop delivery
		Desktop analytics/data tagging
		now!Cloud
		Net Performance Score

How Click2Coach Cloud fits into your contact center environment.

A perfect addition to existing enterprise solutions.

Many enterprise contact centers already have workforce optimization software and ACD-bundled systems, which provide great baseline quality monitoring and coaching capabilities and, to a lesser extent, analytics. With these solutions, organizations can improve agent effectiveness and identify trends.

But they provide only a piece of the picture. There's data missing—and the data provided can take months to deliver to the departments that need the information.

Envision Click2Coach Cloud does something more. First, it provides organizations with a plethora of additional data to give you the full picture of what transpires during a call and to reveal the true voice of the customer in the form of actionable information. Second, it makes the data accessible more quickly and cost-effectively through easy-to-use reporting dashboards.

By providing easy access to this wealth of data, Envision Click2Coach Cloud helps people throughout your organization make smarter business decisions. All your sales, marketing, service and operations teams can benefit from gaining insights into customer sentiments and by seeing trends in near real time.

A complete package of enterprise-class functionality—and it fits your budget.

Are you a smaller contact center using manual methods to optimize your customer experiences? Click2Coach Cloud provides the same enterprise-class recording, quality monitoring and coaching functionality as traditional workforce optimization and ACD-solutions, but for a significantly lower cost. This makes Envision perfect for smaller organizations that don't have traditional full-featured systems in place.

Want to keep keep your data on-premise?

The fastest and most cost-effective use of Click2Coach is to store your data in the cloud. But for organizations that require private data storage, an on-premise version of Click2Coach is also available.



Give Click2Coach Cloud a Try!

Visit www.envisioninc.com/click2coachcloud for more information.

If you have any questions, please call Envision sales at 206.225.0800 to discuss your specific needs.

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Since 1994, Envision has been providing solutions to optimize organizations by turning data from customer communications into action, which makes an intelligent impact on your business and leads to exceptional customer experiences. Data from phone, e-mail, chat and social media interactions can help quickly identify patterns and trends, optimize operations and transform customer relationships. Envision delivers innovative software solutions to optimize your workforce with our integrated, web-based solution, which includes voice of the customer analysis, performance management, desktop analytics, speech analytics, compliance recording, quality management, workforce management and coaching and eLearning.

Visit envisioninc.com, email info@envisioninc.com or call 206.225.0800 for more information.

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