AT&T contact center solutions

With companies increasingly recognizing the strategic importance of Customer Experience (CX), simply offering a range of communications channels is no longer enough. Customers expect real-time information sharing, no matter what device or channel they use, and wherever they are in the buying cycle. They expect their providers to deliver an efficient, high-quality, and personalized interaction that reflects their value to the organization.

Customers demand seamless omnichannel service

A unified interaction that leads to a rapid resolution is now considered the norm for customers. Every representative they engage with must know what has gone before and what needs to be done next.

Customer expectations include:

- Informed and personalized self-serve capabilities, whether on phone, app, on-line or in-store.

- Ability to use social, chat and video channels in engagement.

- Interaction history at all points of their journey - browsing, promo research, stock availability, purchasing, delivery, and customer service.

Contact center executives must find a way to integrate all their systems to help ensure seamless data sharing that is fully compliant. This is foundational to creating best practice experiences across customers, partners, and employees.

71% of boardrooms recognize CX as their most important strategic performance measure.

Source: Dimension Data Global Customer Experience Benchmarking report.
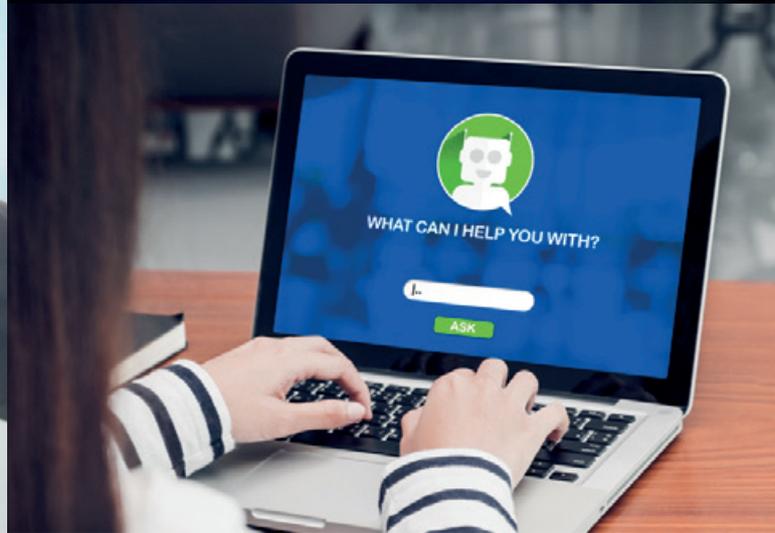
For employees, today's tough labor market demands improvements to agent experience and delivery as high quality customer service has a direct impact on staff morale and retention.

Equally, competition for the customer has never been so acute with increased importance placed on sentiment, perception, and rating. Contact centers with a positive influence on these critical factors are most likely to succeed.

CX - the new imperative

Forrester Research defines CX as: "How customers perceive their interactions with your company." The contact center has a crucial role in helping the organization create exceptional customer experiences that can set themselves apart from their competitors.

The empowered contact center is at the heart of this conversation, driving the agenda around the critical components of CX that influence metrics such as Net Promoter Scores (NPS), Customer Satisfaction (CSAT) and Customer Effort Score (CES).

These essentials include:

Checking relationship value - providing availability/functionality commensurate with price point.

Creating positive emotions - generating a positive customer viewpoint for sustained value.

Refining transaction dynamics - making purchase more efficient and straightforward.

Delivering prompt service - resolving issues and problems swiftly.

Providing full transparency - making information readily available.

Sustaining communications - always answering personal interactions.

Delivering post-sale customer service - helping ensure transaction updates and customer satisfaction.

Encouraging customer loyalty - being trusted, dependable and responsive to customer needs.

These essentials place pressure on contact center professionals, their services providers, and vendors to optimize all parts of operations - including people, processes, and platforms.

Technology considerations for class-leading CX

By integrating all customer touch points into a single view, you can achieve greater visibility and understanding of experience across the entire customer journey. This lets you track the exact path-to-purchase of each customer, allowing you to maximize conversion rates. Not only does this yield highly actionable information for use in your upsell and cross-sell strategies, these insights also make it possible to increase sales by removing friction points and bottlenecks in the customer journey.

To be successful, there are a number of areas to consider:

Adopt technologies that deliver a personalized, integrated, and accelerated experience across touch points.

Unify communications across all channels, including web, phone, chat, email, social, mobile app, video and beyond.

Recognize the limitations of your foundation technology platforms to make sure they have the ability for rapid service and process enhancements.

Integrate the remote 'things' (e.g., stock, vehicles, field staff) that can provide greater visibility and availability to improve the overall customer experience.

Transform back-end processes for omnichannel delivery.

Develop strategies to enhance engagement and interaction.

The rise of the contact center

While they may be challenging to implement, these crucial changes make the contact center a key contributor to understanding and improving CX. Whether the contact center support sales, customer service, marketing, supply chains or operations, the CX agenda is critical to success - now and in the future.

AT&T has over thirty years' experience in contact center optimization. We work with seven Forbes 50 enterprises and other global market leaders. Our consultants and technical experts can help you optimize your contact center with the right operational model and the right technology.

AT&T capabilities to improve customer experience

Vision roadmap and solution design

We will help you design a contact center that exactly meets your needs. We'll also roadmap the future development of your contact center, to keep pace with a changing business environment.

The right mix of cloud and on premises

We will help you implement the right mix of cloud, on-premises, or hybrid solutions. If you can only use on-premises for regulatory reasons, we'll help make sure you still benefit from the latest platforms with the right paths to emerging technologies.

Achieve virtually seamless integration

Integrate your contact center with a unified communications (UC) platform, your CRM and other crucial back-end systems, to help ensure a unified, seamless and richer customer experience.

Create a single customer view

Simplify and improve customer interactions through planning and reporting with a single customer view for all channels and touch points.

Harness automation, data, and new workflows

Embed intelligent automation and data technologies into contact center operations and customer delivery including AI, chat bots, and IoT. Create new opportunities through APIs with complimentary platforms.

Scalable, resilient, and reliable

Working with industry-leading solutions, our expert consultants will help you design and build a scalable, resilient, and robust contact center platform with high levels of redundancy.

Efficient, reliable, and robust deployment

When your new contact center architecture is ready, AT&T will stress test it. Once it has achieved the agreed service levels, our consultants will help you implement a phased and managed roll out.

Choose from industry-leading contact center solutions

AT&T has strategic relationships with the biggest names in contact center technology, including Genesys, Avaya, Cisco, and many others. With AT&T, you'll get exactly the right technology for your needs, regardless of vendor.

AT&T contact center managed services

AT&T also offers a range of managed services, including performance reporting, incident management, and more. By outsourcing, you can free internal staff for mission-critical tasks.

Why AT&T

With a comprehensive portfolio of contact center solutions, together with significant capabilities that integrates the contact center with the broader enterprise, AT&T has the track-record, experience, and global footprint required to transform the most demanding environment.

For further information contact AT&T or visit www.att.com/contact-center to find out how we can help you build the contact center of tomorrow, today.

AT&T Business