



Dialing into the Future:

How Call Centers Can Master the Customer Experience

Whitepaper
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In the current era of digitization and customer-centric businesses, contact and call centers play a crucial role in shaping customer experiences. However, numerous challenges are hampering their ability to deliver efficient and effective customer service. This whitepaper delves into the pain points of today's contact centers and details how to overcome these hurdles and transform customer service operations.

The need for Contact Center transformation

Like most industries, the COVID-19 pandemic required a herculean response to the disruption that was felt across the world. It is estimated that contact centers experienced an increase of 300%¹ more calls than usual in the early stages of the pandemic. While this spike in volume is, hopefully, an outlier, growth for contact centers is still ongoing. Research and Markets estimate that the global call center market will grow from \$339 Billion in 2021 to US \$494.7 Billion by 2030². The continual rise in popularity of contact centers is reiterated by a study by CFI Group that found that 76% of consumers still prefer phone calls to reach customer support representatives³. But these customers now demand swift responses, personalized experiences, and seamless interactions across diverse channels. In this context, a contact center's role extends beyond mere problem-solving – it contributes significantly to customer retention, loyalty, and overall business growth. The business case for investing in advanced contact center solutions quickly comes into view once we consider:

Companies with strong omnichannel customer engagement strategies retain an average of 89% of their customers compared to a 33% customer retention rate for companies with weak omnichannel strategies.
(Source: Aberdeen Group)

Decreasing customer effort can reduce costs by 37% and induce a 10% increase in customer spending.
(Source: Gartner)

70% of businesses believe cloud communication tools help them move faster. (Source: Broadsoft)

1. GEP, Impact of Covid-19 and measures taken, 2020

2. Research and Markets, Call Centers – Global Strategic Business Report, 2024

3. CFI Group, Contact Center Satisfaction Index Report, 2020

However, the continued popularity and higher expectations for an enhanced customer experience is putting greater pressure on a contact center's infrastructure, particularly those who are already plagued by challenges, such as:

Inefficient call routing - Ineffective Interactive Voice Response (IVR) systems lead to long wait times, impacting customer satisfaction.

Lack of omnichannel support - Customers now interact with businesses through various channels - calls, emails, social media, etc. Traditional contact centers often struggle to support these multiple channels effectively.

Inability to scale - With fluctuating call volumes, contact centers need to scale their operations. Traditional systems often struggle to address peak time call traffic.

Cloud compatibility - In the era of remote work, the ability to deploy solutions in the cloud has become critical. However, many existing systems are not equipped for this.



The missing link: a next generation media server

A highly reliable media server is a key building block to overcome these legacy infrastructure challenges. In addition to increasing capacity, reducing agent workload, improving the customer experience, raising operational performance and increasing scalability, a powerful media server can streamline call center operations.

An example workflow can be demonstrated below:

1. Incoming call or WebRTC session initiation - A customer dials in or initiates a session via a browser using WebRTC. The media server recognizes the incoming communication channel.

2. Routing the customer - The customer is routed through an IVR system that is powered by the media server. Depending on the customer's responses, they are directed towards the appropriate department or self-service options.

3. Self-service or Agent Assistance - If the customer opts for self-service, the IVR system guides them through the process. If they need to speak to an agent, the media server routes the call to an available representative.

4. Multimedia interaction - The agent can utilize the media server's rich multimedia capabilities to share relevant visual content (like tutorials or product demos) with the customer. All communications, whether audio or video, are handled seamlessly.

5. Conferencing, if needed - Should the need arise, the agent can initiate a multi-party conference with other agents or supervisors using the media server's conferencing features.

6. Call completion - After the customer's issue has been resolved, the agent can disconnect the call or session, with the media server ensuring a smooth disconnection process.

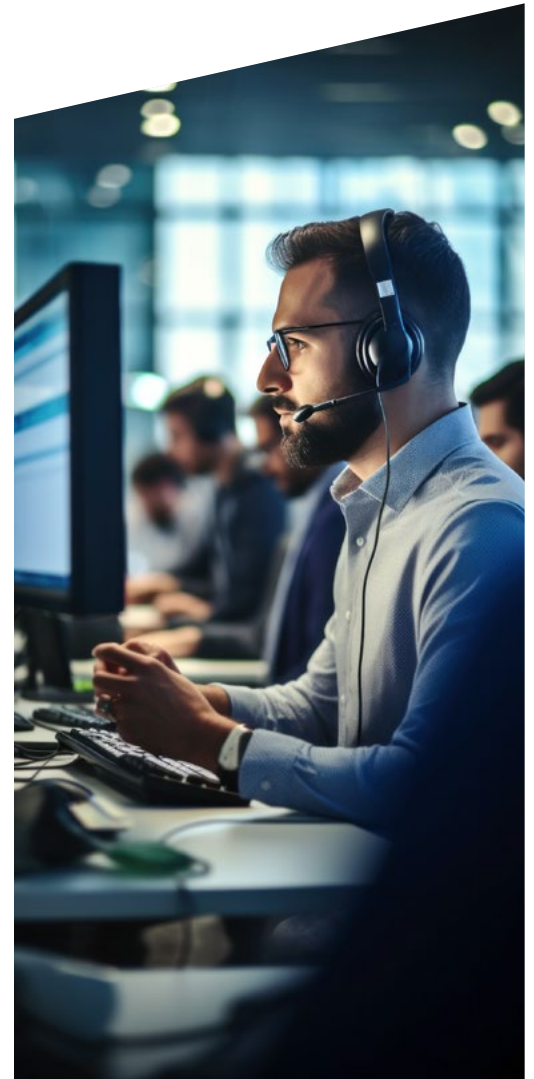
7. Recording and analytics - The interaction can be recorded and processed for analytics and quality control, helping to identify areas for improvement and ensuring high quality customer service.

In order to support this advanced customer engagement, a next generation media server with the following functionality is required:

- **WebRTC support:** to enable browser-based real-time communication that breaks down geographical barriers and delivers flexible and efficient communications.
- **Versatile media processing:** to support a broad range of media types, including audio and video, with advanced features like content sharing, real-time HD voice and video conferencing and team collaboration.
- **Scalability:** to reliably handle thousands of simultaneous sessions.
- **Cloud-ready:** to deploy on-premises or in the cloud.
- **Standards-based compatibility:** to ensure broad compatibility with existing systems and future technologies.

In addition, a next generation media server can bring additional firepower to other applications, such as:

- **Unified communications:** bridge various communication channels in your contact center and simplify workflows.
- **Interactive Voice Response (IVR):** bring advanced IVR features to facilitate self-service, reducing the burden on your agents and enhancing the customer experience.
- **Video services:** improve customer engagement with video-enabled services, allowing more personalized customer interaction.
- **Conferencing services:** facilitate team collaborations and customer interactions with robust conferencing features.



Case Study:

How a global telco is transforming its Contact Center operations

A global telecom company with significant call volumes wanted to modernize their contact center operations. They faced challenges with their legacy system, such as inefficient call routing, limited channel support, scalability issues, and no cloud compatibility. Upon implementing Dialogic's PowerMedia XMS and Media Servers, the company experienced a transformation:

- **Multimedia Support** With Dialogic's omnichannel support, they could now engage customers over calls, emails, social media, and more, thereby enhancing their customer service.
- **Improved Call Routing** The advanced IVR system significantly reduced wait times, which has contributed to better customer satisfaction scores.
- **Scalability** The Dialogic solution comfortably handles peak call volumes, ensuring consistent service quality.
- **Cloud-Compatibility** The ability to deploy the solution in the cloud enabled remote operations, a vital feature in the post-pandemic era.

Case Study:

How a multinational Call Center cut AHT by 15%, while increasing their customer satisfaction scores by 22%

Multinational call center, GlobalTech, believed that their outdated infrastructure was impeding their ability to keep up with increasing call volumes and maintain their high standard of customer service. Instead, they wanted a technology solution that supported their need for:

- **Multimedia interactions**, such as video, audio, and content sharing
- **System scalability** to future-proof their operations
- **Superior functionality**, such as WebRTC support
- **Versatile media processing**
- **Digital transformation without rip and replacing** their old infrastructure

By implementing Dialogic's PowerMedia XMS and Media Servers, GlobalTech has experienced:

-15% - Reducing Average Handling Time (AHT)
+22% - Increasing customer satisfaction scores

Dialogic's transformational solution

In the customer-centric world of business, transforming contact center operations is imperative. With solutions like Dialogic PowerMedia XMS and Media Servers, businesses can overcome traditional hurdles, deliver exemplary customer service, and position themselves for growth.

Dialogic's PowerMedia XMS and Media Servers lead the industry because they are more than just a media server. Dialogic's PowerMedia XMS and Media Servers offer a comprehensive solution that is designed to transform the way your call center operates. By facilitating efficient communications, bolstering scalability, and ensuring compatibility, PowerMedia XMS positions your contact center to deliver unparalleled customer service. Key benefits include:

- **Multimedia Support** - Dialogic supports a variety of communication channels, providing an omnichannel experience that modern customers expect.
- **Superior IVR System** - Dialogic's IVR solutions enhance call routing efficiency, reducing wait times and improving customer satisfaction.
- **Scalability** - With high scalability, Dialogic solutions can handle significant call volumes without compromising call quality, ensuring seamless service during peak times.
- **Cloud-Ready** - Dialogic solutions can be deployed either on-premises or in the cloud, providing the flexibility and scalability that is needed today by contact centers.

FOR MORE INFORMATION:

Visit our website to learn more about how Dialogic's solutions can revolutionize your contact center operations.
Or contact us to schedule your personalized demo.