



**On Agents Challenges
and the CX they provide**

Digital Contact Centre



INDEX



Introduction	3
Technology overload & its impact	5
High expectations & performances issues	11
Balancing automation & human touch	17
Seasonal peaks & workloads	22
Food for thoughts	26

While being one the evolution of the other, it is clear classical Call Centre has gradually left way to its modern, innovative counterpart. The **Digital Contact Centre**. While the latter has brought many advantages, businesses work has improved both in quality and quantity, becoming a challenge to agents and operators now in need to manage **a different array of communication channels** altogether. These challenges span technological, operational, emotional, and managerial domains, impacting agents' well-being and their overall work as well.

Addressing these challenges comprehensively requires a nuanced understanding of the Digital Customer Service environment and a commitment to **continuous improvement and support**. That's what BeCloud's platform is born to do.





Introducing **BelnContact: 100% Cloud Contact Centre software** to manage interaction on all business communication channels. **Voice**, Email, **SMS, WhatsApp Business**, Webchat, Socials – also for internal business communication such as **Microsoft Teams** – are but a few of them. BelnContact allows **seamless communication, managing all channels through one single web interface to streamline processes** and simplify agents and operators' continuously arising challenges.

Follow BeCloud as we delve into the struggles faced by Digital Contact Centres agents, and explore how BelnContact's innovative solutions address these challenges, **empowering agents and enhancing service quality.**

TECHNOLOGY OVERLOAD & it's impact



In a Digital Contact Centre, **agents frequently manage a variety of software tools and platforms simultaneously.** They are not limited to communication channels, but essential tools such as business **CRMs** – **Customer Relationship Management system** – to store data for each interaction too.

The need to seamlessly switch between one channel to the other becomes part of the agents' daily routine. Though essential, the constant switching, often referred as **“Task Switching”** can lead to **cognitive overload.**





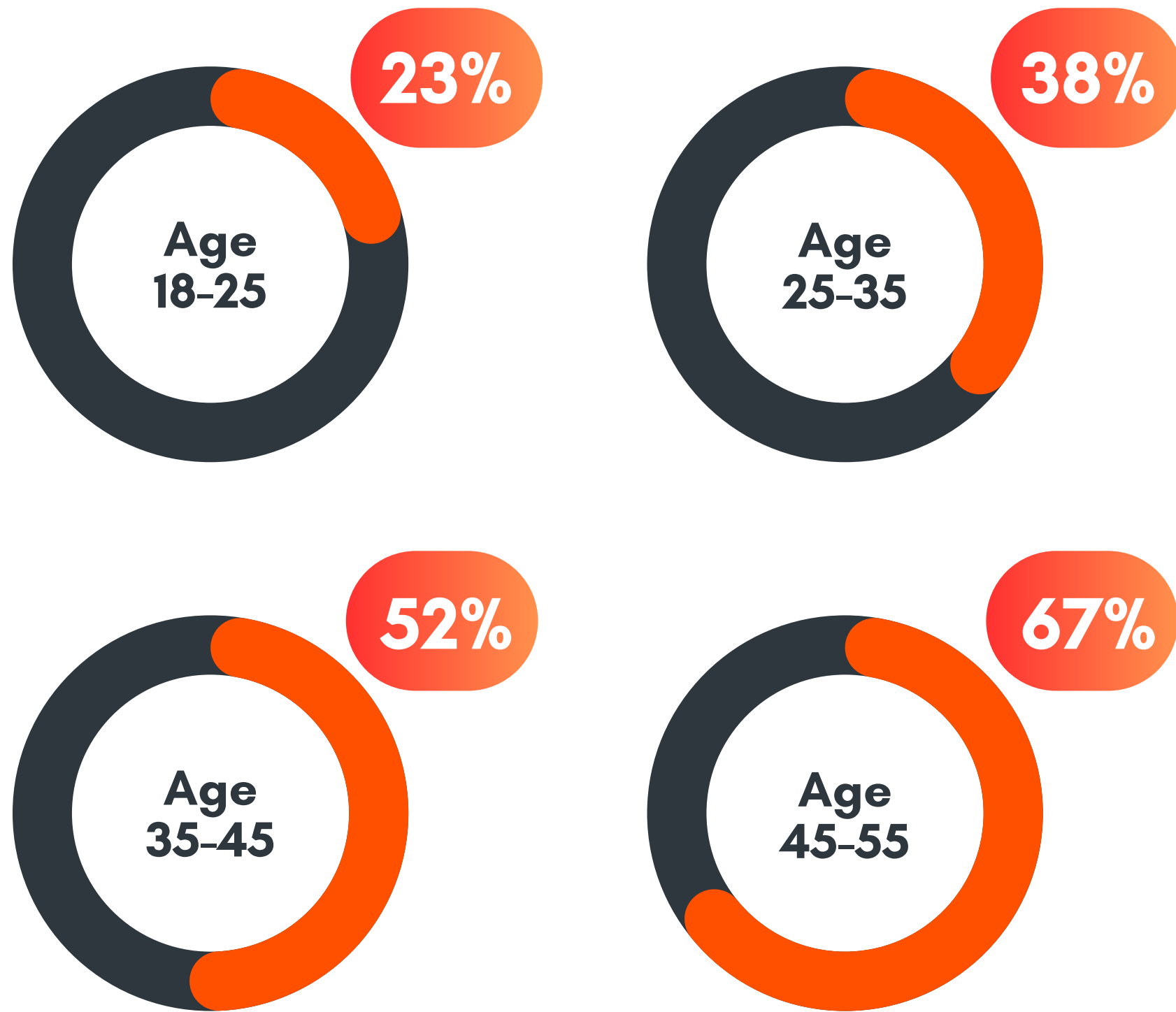
The latter occurs when volume of information and tasks overwhelms an individual's capacity to process and respond effectively, **impacting Customer Experience**, Service, and overall Support. It leads to errors, slower response times and increased stress levels. Technological overload is exacerbated by the rapid pace of technological change.

Digital tools are continually updated and introduced with new platforms and different working ways. **Additional training** for each tool is needed - and let us be real, not always provided. The continuous adaptation can be exhausting and divert focus on the most important goal of a business: customers themselves.



TASK SWITCHING

& its cost on workers' activities by age



Source: apa.org



BECLOUD'S SOLUTION

One Single Platform

BelnContact's platform allows agents and operators to work on **one single web interface**. **Intuitive** and **easy to use**, the software is **highly customisable** to fit every business need and work method. Agents will be able to **manage all communication channels on the platform**, completely deleting "Task Switching."

Being **100% Cloud** agents can log in to the software whenever, wherever they need. BelnContact grants them access to all communication channels provided a simple internet connection. Additionally, all information retrieved from customer interaction is automatically stored in the business CRM, as the platform is **natively integrated to all market-leading CRMs. Custom as well.**



BECLOUD'S SOLUTION

One Single Platform

Agents will not need to take care of trivial actions anymore, as BelnContact allows **full automation** and **streamlining of processes**. Unburdened by repetitive tasks, operators can spend time, resources and work focusing on the business primal goal: customers themselves.

In the matter of training and help, BeCloud also grants agents and operators **full training** and **support** in each step of platform adoption. Further **tailor-made documentation** is made to help agents with daily tasks. Overall workflow is improved, granting agents a fast, up-to-speed work environment and subsequently, the chance to grant a **better Customer Experience**.



**HIGH
EXPECTATIONS**
**& performance
issues**





The rise of a **Digital Contact Centre** and its **Customer Centricity** transformed customer expectations as well. In an age of instant messaging and real-time information, **customers demand rapid responses and immediate solutions to their problems.**

Speed and efficiency are crucial, placing significant pressure on agents and operators.

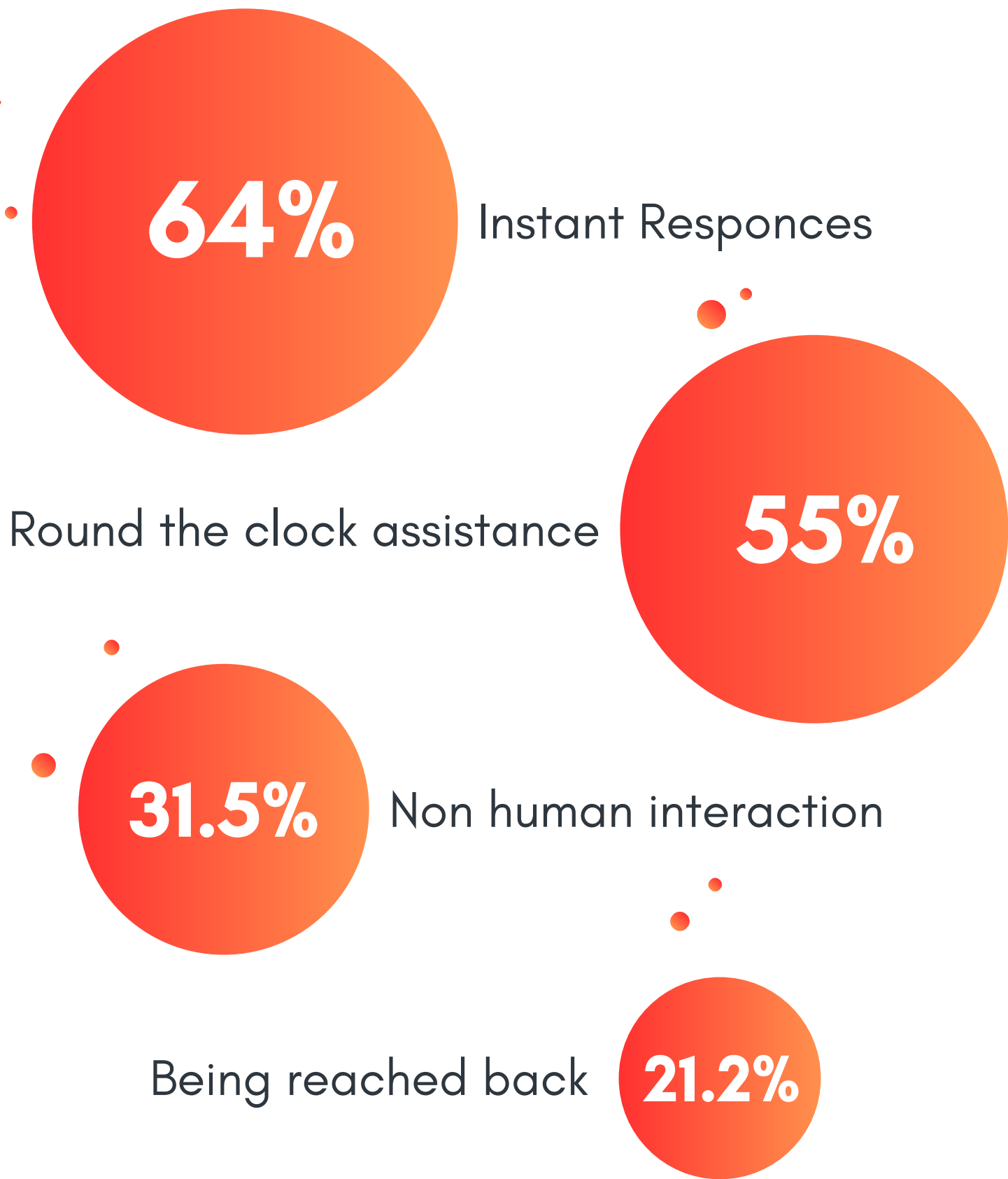
Through BelnContact, and the help of different modern technologies, **even AI,** agents will be able to grant customers just what they want.





CUSTOMERS' DEMANDS

from new technologies



Source: apa.org

BE CLOUD'S SOLUTION

IVR, ACD & Reporting Tools

The platform's **IVR - Interactive Voice Response system** will swiftly and automatically **guide customers through request pre-selection**. An IVR system **records and plays customised audios and messages**. The system, once tuned to business needs, can be used as a **24/7 always available agent**, filling when real ones are unable to respond.

Used for the classic "press 1 to..." or to give customers access to more complex information, **the service will be up and running with little to no inconvenience.**





BECLOUD'S SOLUTION

IVR, ACD & Reporting Tools

The **ACD - Automatic Call Distributor system** is another BelnContact **native feature**. The system can **redirect customers in need to the right operator to help them**. BelnContact's advanced software enables **routing to all communication channels** (Phone calls, SMS, Social Media messaging, chats, email, etc...) then **selects the most appropriate Agent to handle the interaction**, resulting in a higher-level Customer Experience.

The two instruments will take care of incoming calls and information, rendering operators able to provide **improved, faster Customer Support**



BECLOUD'S SOLUTION

IVR, ACD & Reporting Tools

As to help in performance keeping, BeCloud's platform also offers a vast array of **analysis and reporting tools**. BeInContact can **automatically create complete customisable daily, weekly, monthly reports** and **tabs** to help agents keep up with their work goals. The platform also creates **dashboards for better data review**.

With a clear view of their objectives, agents, operators, and supervisors can now access data and adjust their working activities accordingly to **maintain peak performance**.



BALANCING AUTOMATION & human touch





In a Digital Contact Centre automation tools, such as **chatbots** and **automated response systems**, are used to handle **routine inquiries** and **tasks**.

While **automation enhances efficiency and reduces human agents' workloads**, it also presents a challenge. Finding the **right balance between automation and the human touch** is but one of them.

One BeCloud and BelnContact are ready to take on.



CUSTOMERS' PREFERENCES



Automation or human touch?



Wouldn't want to make a purchase unless they could speak to a human first.



Would make a purchase without human interaction first.



Have no opinion on the topic, yet.

BE CLOUD'S SOLUTION

Native helping Tools

First, let us address the elephant in the room, shall we? **Are these technologies going to replace human work? Absolutely not.**

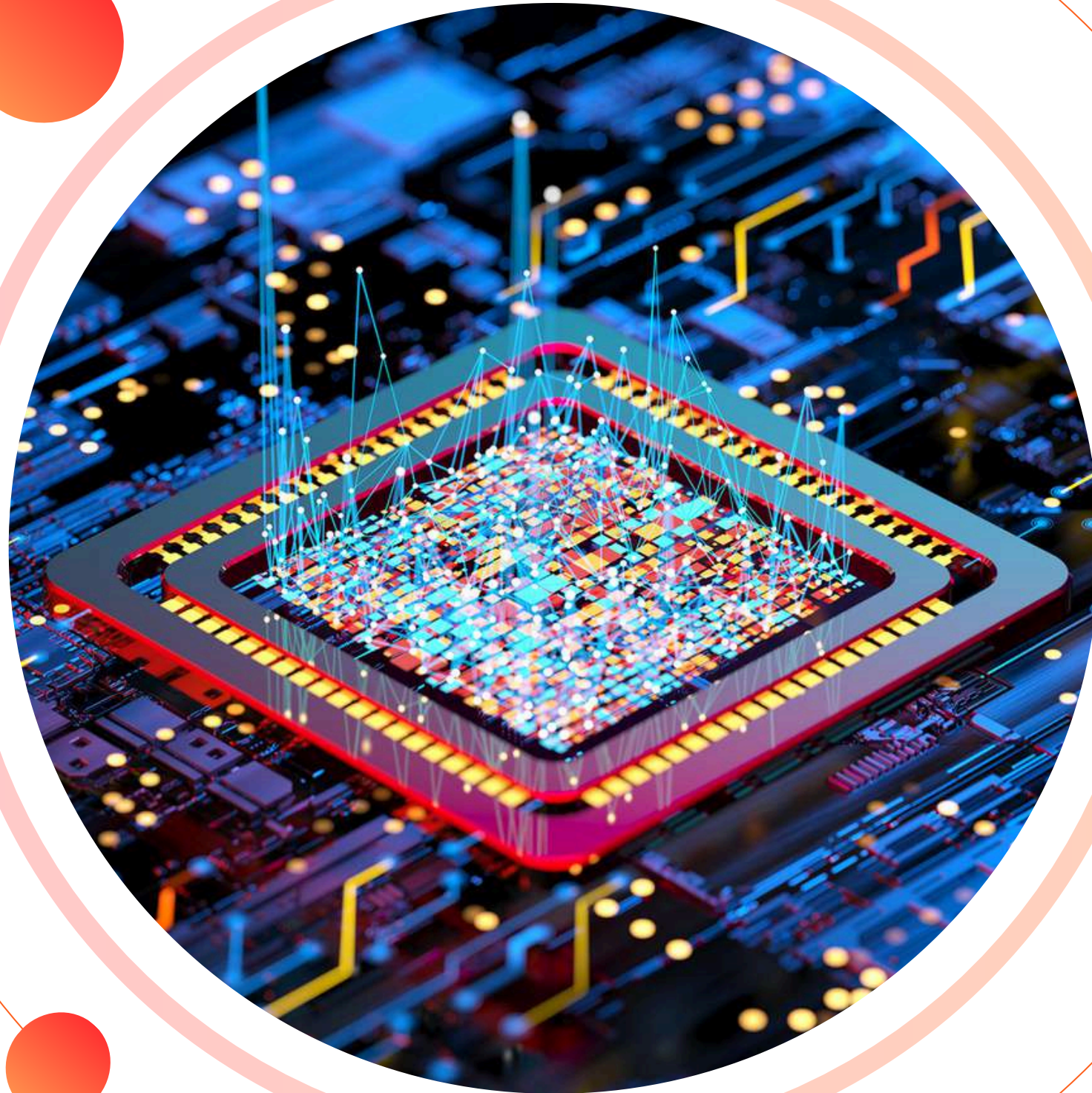
BelnContact on demand's feature is specifically **built to serve and help humans in their activities.** As said before, **its goal is to streamline and automate processes.** In doing so, agents will have more time to take care of customers' needs and wants.





BECLLOUD'S SOLUTION

Native helping Tools



The platform's IVR also **natively allows interactions to be switched to a human agent when deemed necessary.** That is, if it is unable to help the customer or the customer themselves requires it.

Through **protocols and rules,** the BelnContact not only grants balance between human interaction and technology. It also grants businesses a **safe space for agents and operators.** It enhances their work and activities which, overall, become even more important than ever.

SEASONAL PEAKS & Workloads





As summer holidays or Christmas approach, communication channels become overwhelmed with **customers seeking support for their leisure activities**. This issue is not limited to traditional travel agencies.

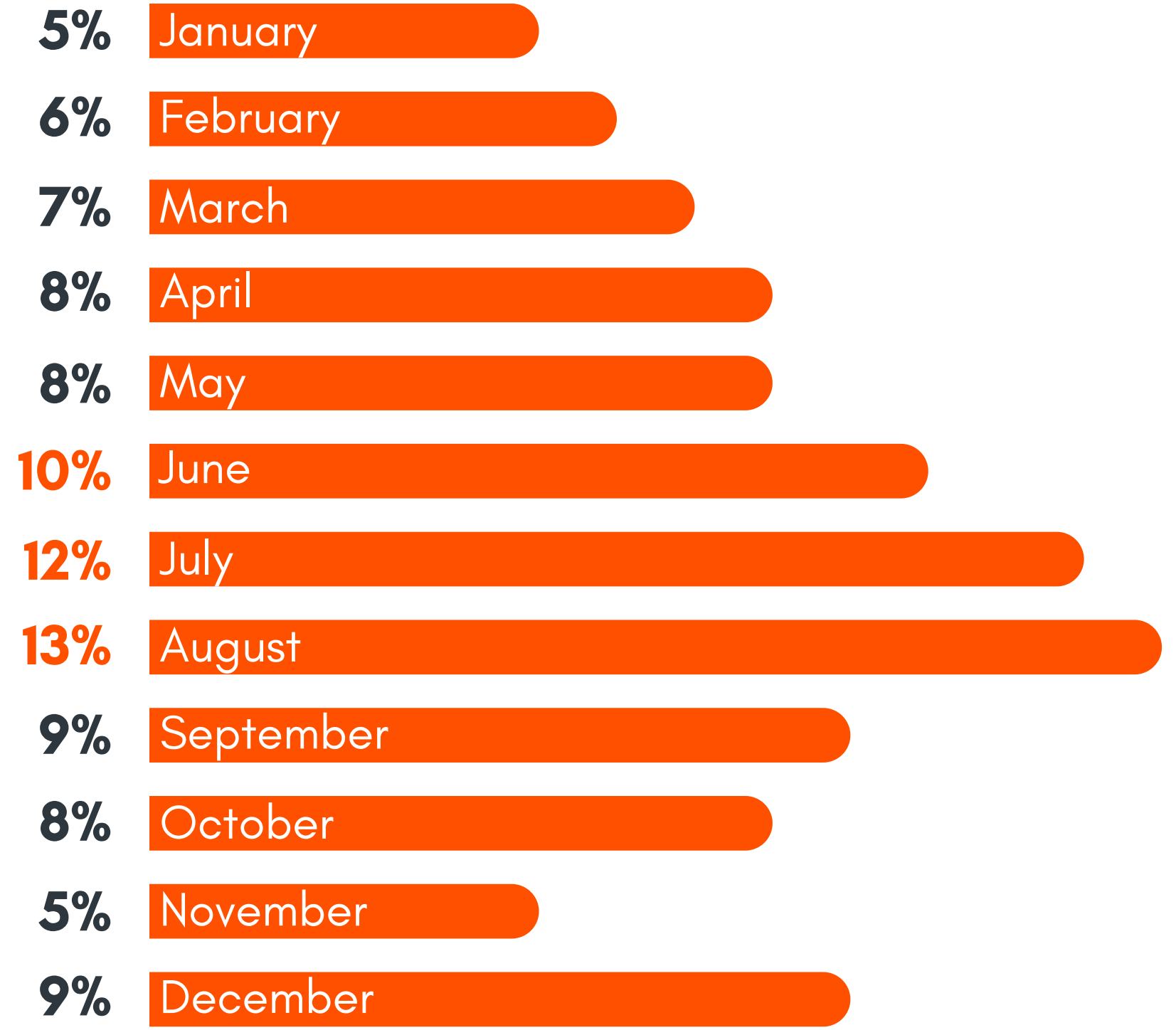
E-commerce, shopping businesses, wellness centers, and many others face similar challenges. During these peak seasons, **agents and operators experience workloads that can double, or triple** compared to the rest of the year. Recruiting and training new agents for just a few weeks, months at best, is a challenge. **The results? An already-working stressed staff and a compromised Customer Service quality.**





TRAVELERS' STRUGGLES

European monthly trips percentage



Source: ec.europa.eu

BECLOUD'S SOLUTION

On Demand Licenses & Training

BelnContact's platform offers a **comprehensive solution**. It not only enables the **addition of new communication channels** to better manage customer interactions but also provides additional licenses for a specific period of time. This flexibility allows businesses to **handle seasonal peaks** without overwhelming their agents. The onboarding process is seamless and quick.

Thorough training for new agents, ensuring they can operate efficiently from day one, **is also provided**.

With BelnContact, businesses can maintain **Exceptional Customer Service standards even during the busiest times of the year**.



CONCLUSIONS

food for thoughts





The success of a Digital Contact Center hinges on the ability to **recognize** and **address the challenges faced by their agents**. Their effectiveness and well-being are directly proportional to the Customer Service they offer. Keeping a good, balanced work environment and flow is crucial to improve Support and overall Customer Experience. **Organizations must invest in an Omnichannel, easy-to-use and clear support system software.**

BelnContact, by **prioritizing agent support and development tools**, allows companies to **enhance satisfaction and loyalty**. Through targeted strategies and a commitment to continuous improvement, organizations can **empower agents** to navigate the complexities of digital Customer Service effectively, **ensuring a positive and productive work environment.**





BECLOUD

Solutions for innovation

THANK YOU



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