

# 8 key factors to consider in modernizing your contact center to deliver a superior customer experience

Business leaders and their IT teams are facing growing pressure to ensure their organizations can deliver a superior customer experience. Today's customers expect all interactions with your organization to be automated, seamless, data-driven, personalized, secure, and consistent across all channels. If they can't get a superior experience from one company, they have little hesitation moving to a competitor.

More than 70% of consumers switched brands in the past year—and 48% cited better customer service as the main reason, according to the 2022 edition of the State of the Connected Customer survey from Salesforce.<sup>1</sup> Nearly 90% of customers now say that the experience a company provides is as important as its products or services, the highest it's ever been.<sup>2</sup> Other key points of relevance to business and IT leaders:

- **Engagement has become omnichannel:** Customers turn to an average of nine different channels to communicate with companies.<sup>3</sup>
- **Contact centers remain business-critical:** 64% of business leaders see contact centers as a revenue driver;<sup>4</sup> 83% of customers expect to interact with someone immediately when they contact a company.<sup>5</sup>
- **Data-driven personalization is essential:** 73% of customers expect companies to understand their needs and expectations; 62% expect companies to anticipate their needs.<sup>6</sup>

On average, a business will lose 20% of its customers a year because they fail to take care of existing customer relationships, and the cost of acquiring a new customer can be up to 30 times higher than retaining an existing customer.<sup>7</sup> The contact center is often the most important touch point in building and maintaining that customer relationship.

## ABOUT INTELEPEER

IntelPeers delivers rapidly deployable communications solutions for an alwaysconnected world. Powered by AI and analytics, our omnichannel platform instantly improves your customers' communications experience. IntelPeers provides industry-leading time-to-value with solutions that work seamlessly with existing business software and infrastructure. Our no-code templates and low-code, cocreation options provide customers with easy-to-use tools that can be utilized by anyone and are also accessible through developer APIs. For more information, visit [intelepeer.com](https://intelepeer.com).

1 Source: Salesforce, *State of the Connected Customer*, 5th Edition, May 10, 2022.

2 Ibid

3 Ibid

4 Source: Forbes, *Re-Humanizing the Contact Center with AI*, May 3, 2021.

5 Ibid Footnote 1

6 Ibid

7 Source: Finextra, *Customer Retention—Are Repeat Customers Important?*, August 13, 2019.

In this environment, delivering a superior customer experience is table stakes for competing in many markets. The challenge for most organizations is defining what a superior experience means for their customers and deploying a modern technology platform that can empower their contact centers and agents to consistently meet those expectations.

For mid-market and enterprise companies the challenges can be exacerbated by the need to optimize costs and processes, streamline agent performance, generate revenue, support innovation, and improve return on investment (ROI)—particularly at a time when overall economic conditions are increasingly challenging. It is also essential to move quickly with contact center modernization. By waiting or hesitating, businesses risk losing ground to competitors who are leaders in digital transformation.

Fortunately, the right technology can help you move decisively and with fiscal responsibility. By using communication APIs, you can quickly modernize your contact center to deliver a superior customer experience, achieve significant improvements in agent productivity, and grow ROI. With a cloud-delivered platform, mid-market and enterprise companies can leverage a low-code/no-code model to modernize simply, quickly, and inexpensively without having to rip and replace the solutions they already have in place.

The path forward is with a modern communication workflow automation engine that delivers customer service automation powered by a communication API platform. Here are eight key factors to ensure you can quickly and easily modernize your contact center to deliver the type of engagement that will thrill your customers and empower your agents.

- 1. Highly automated.** Automation is essential to keeping costs under control, maximizing ROI, optimizing processes, and improving productivity everywhere – among agents, IT teams, and developers. Automation is also critical to empowering innovation and new product development. Companies can accelerate modernization by leveraging cloud-based communication APIs on top of existing contact centers to add new automation functionalities without disrupting existing infrastructure. Communication APIs allow organizations to integrate customer service automation features such as real-time voice, messaging, chat, and more to their existing contact centers.

2. **Self-service.** Layering on customer service automation as part of your contact center modernization strategy allows you to trigger automated communications based on customer activity at each part of the engagement cycle—and across every channel used by your customers. Communication APIs allow you to identify data-driven customer preferences so you can easily add self-service options to empower customers to find answers themselves, without consuming agent resources. This frees agents from manual communications and processes so they can focus on resolving critical customer issues.
3. **Omnichannel.** The goal must be to deliver a consistent, common experience to customers and agents from whatever communication channel they are using, wherever they are located, whenever they are interacting with your organization. Many organizations make the mistake of assuming that their contact center is omnichannel when, in reality, they have separate, disconnected, multi-channel communications. In comparison, omnichannel communications are delivered from a single communication API, which creates streamlined, brand-consistent communications to customers.
4. **Simple to deploy and manage, with no need to replace infrastructure.** One of the perceived challenges in contact center modernization is the concern that the process will take a long time, increase costs, and force organizations to rip and replace infrastructure that is in place and that agents are already trained to use. Organizations can eliminate those risks by using an over-the-top (OTT) communication API platform that uses pre-built applications and a no-code/low-code architecture that accelerates modernization and delivers a consistent experience for agents—while also enhancing developer productivity, speed, and quality control in developing new customer-centric features and services.
5. **Fast, agile, and easily scalable.** Organizations benefit by embracing contact center modernization without being held back by outdated technology. With a cloud-based communication workflow automation engine built on communication APIs, you can have new features up and running in a matter of hours or days, not the weeks or months required by a more traditional forklift upgrade. Because communication APIs are cloud-based, organizations have enormous flexibility to create, modify, and deploy customer communications on the fly. You can also rapidly deploy new features and services, and scale them up as needed to support millions of customer interactions.

6. **Data-driven, with a consistent, real-time view of data across all channels.** Leveraging analytics and AI is essential to delivering the kind of personalized experiences today's customers are demanding. Contact centers have a wealth of data they can mine to better understand their customers. However, many legacy systems don't have the ability to collect data across multiple online or offline channels to analyze trends and patterns to make the best business decisions. Communication APIs not only automate omnichannel communications; they can also collect important insights to improve the customer experience. Communication APIs also integrate with CRMs and other applications, enabling you to leverage your data to deliver radical convenience via personalized communications.
7. **Measurable.** The business becomes more agile and flexible when you can monitor performance and customer satisfaction at a granular level and leverage the agility in the platform to make adjustments quickly, such as adding self-service options that are based on the changing needs and expectations of customers. With a cloud platform based on communication APIs, every interaction can be noted by the system, including what the interaction is related to, how long a customer is waiting in line, how often they call in, how they responded to customer experience surveys, and more.
8. **Secure and compliant.** Customers and agents must have full confidence and trust in the platforms they are using, and business leaders need to be able to successfully define and manage the organization's risk profile. In evaluating potential customer service automation solutions and platforms for communication APIs, make sure you are working with a trusted, experienced vendor that prioritizes security. The provider should deliver reliability through redundancy and guaranteed uptime and offer solutions that are compliant with regulations that are relevant within your geographic regions and industries.

## What to look for in a solution

When it comes to meeting the business-critical requirements of contact center modernization, IntelePeer offers significant advantages to mid-market and enterprise organizations. Among the key differentiators:

- **Integrate with existing contact center solutions** to enable access to automation, artificial intelligence, self-service, analytics, application integrations, PSTN connectivity, SMS enablement, and social media interactions.
- **Leverage pure 100% no-code marketplace applications** that require no coding or workflow builder. Low-code/no-code capabilities enable quick deployment and results, with no need for development expertise. Customizations can be made easily to address specific needs.
- **Quickly create data-driven customer features and support innovation** with new and existing applications supported by rich, cloud-based communication APIs.
- **Manage costs and improve ROI by modernizing the contact center** with seamless integration and compatibility with existing systems, with no need to rip and replace infrastructure or train agents on a new interface.
- **Empower an omnichannel experience** for customers with self-service, automation, and best-of-breed AI and natural language processing (NLP) deep integrated analytics.

## Taking the next step

The availability of a cloud-based customer service automation platform built on communication APIs is a game-changer for any business leader or IT decision-maker.

Organizations can now quickly and inexpensively embrace contact center modernization without the risk of a forklift upgrade, while also delivering the kind of data-driven, intuitive, omnichannel customer experiences that provide differentiation in a challenging environment.

IntelPeer is an innovator in customer service automation, and the company's platform, built on communication APIs and a low-code/no-code model, is setting a new standard by enabling customers to quickly, inexpensively, and decisively embrace contact center modernization.

In today's highly competitive environment, delivering a superior omnichannel customer experience is indispensable. Fortunately, the path to delivering that experience through contact center modernization can be fast, simple, painless, and rewarding. To learn more, please visit [IntelPeer](#).