

Real-time monitoring: The missing link in your contact centre



As a business-owner, it is one thing to promise best-in-class customer service. Ensuring that you adhere to it is another, mostly because of the wide range of variables involved in the process, some of which are stated below:

The human factor: It is true that modern contact centres are increasingly becoming more and more automated. However, at the end of the day, the onus of your customer service operations relies on your team of selected professionals. This means that you cannot overrule the possibility of human errors.

Time is of the essence: As the saying goes, 'A stitch in time saves nine.' By the time escalations reach you, the damage is already done and chances of bringing back your frustrated customer are less. In today's fast-paced business world, timely resolutions are of utmost importance to retain your loyal customers.

Training your team: Your service is as good as your training. While you do realise that, sometimes it becomes difficult to identify the training needs of such a diverse cross-section of people. Thankfully, technologically advanced dashboards provide just the real-time monitoring tools and resources to help your contact centre address concerns like the ones mentioned above.

Here is how:

Instant insights:

Real-time monitoring provides an instant insight into your team's performance, enabling you to track their metrics like adherence to the script, compliance guidelines and company protocol, drastically reducing the margin of human errors. Deep diving into the data helps you identify the star agents and those who need further training in specific areas.

Enhances productivity:

Dashboard widgets and tools give you an overview of statistics like call handling times, idle time and missed calls among others to help you understand where you stand in terms of your team's productivity as well as that of your overall business goal.

Happier customers:

At the end of the day, your main objective is to service customers promptly and provide faster resolutions. With real-time monitoring options, you can adapt, change, step in or rectify on the go, depending on the scenario.

In today's challenging times when teams are scattered across locations, a contact centre equipped with real-time monitoring solutions helps you deliver smooth and seamless service, just as you promised your customers.

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