



RDS TEAM

Contact Center Overview

What is Contact Center?

Contact Center (CC), is an evolution of call center functionalities. Over time, your organization's needs for customer engagement have likely increased in scope. Previously, customers only had voice channels for real-time communication with your business, so call centers like yours only needed voice capabilities. As your customers' options for communications expand to email, live chat, and text, we know you need to respond accordingly by offering those same channels as means of modern customer engagement. This demand spurred the evolution of our Contact Center customer engagement solution.

What Contact Center does:

Contact Center provides your company with a powerful and flexible set of tools to enhance the customer engagement experience for any contact style including voice, text, or chat. This solution empowers your agent with instant information on their desktop about the caller which boosts human engagement, increases First Contact Resolutions (FCR), and decreases call times.

Contact Center reduces overhead by helping your supervisors and agents manage resources more efficiently without sacrificing customer satisfaction. It offers a customizable experience for both administrators and agents including dashboards, reports, and screen pops with database integration. Contact Center also integrates with nearly all platforms (PBX) and databases and can be deployed as a standalone cloud offering.

With Contact Center you'll be able to:

Regardless of vertical, your organization must continue to strive for efficiencies when providing customer service without sacrificing quality levels. Contact Center empowers your agents with detailed data about your customer contacts within one interface. It has the ability to utilize CRM integrations and intelligence gathered through IVR call flows to display relevant and powerful information on the desktop to enable FCR.

While building toward more efficient and pleasant customer engagement, your contact center managers must look for new ways to enhance their caller and agent experience while managing staffing levels efficiently. CC provides administrative tools for workforce management that allow your managers to offer information and tools to your agents that reduce requests for previously collected data and automate routine, time-consuming tasks.

Who can use Contact Center:

Our Contact Center solution is built for organizations that want to create a pleasant customer experience through the management, monitoring, and enhancement of the entire customer engagement. Today your customers have a higher expectation of how they interact with companies in customer service, sales, accounting, and management. These expectations create higher demand for staff and technology within the business, demanding that you implement advanced technologies to compete and win in this rapidly changing environment. Contact Center is ideal for your organization if it is struggling to meet these expectations and deliver on improved customer engagement. Regardless of industry, your business can be more successful with the implementation of a Contact Center.

How Contact Center is used:

Your organization can utilize Contact Center for a number of customer engagements, the most prevalent being customer service, outbound sales, technical support, and inbound sales orders. You can implement Contact Center as simply as a small call center with voice only interactions, or as a fully featured, omni-channel call center incorporating voice, live web chat, SMS, email, IVR, custom CRM integration, and more. Contact Center can scale from 5 agents to 1,000+ with any or all of the features implemented. In short, you can use Contact Center in any way that best supports your organization's needs. Example vertical markets that use Contact Center today are:

- Health Care: centralized patient services & private practices
- Government & Public Sector: local, state, & federal facilities with centralized service locations
- Financial: customer & membership services
- Insurance: policy management & customer services
- Utilities: billing services & customer services
- Retail: centralized ordering & customer service departments
- Education: human resources & educator services
- Transportation: dispatch & operator services

