50 Years of Growth, Innovation and Leadership

Customer Contact Can Happen Anywhere

Tapping into the Goldmine of Unmet, 'Informal' Contact Center Needs

A Frost & Sullivan White Paper

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INTRODUCTION—RAPID CHANGES IN THE CUSTOMER EXPERIENCE ECOSYSTEM

Businesses across the globe have experienced a rapid change in the area of customer contact. Until relatively recently, the contact center was simply a call center relying solely on telephone calls to communicate with customers. Creating and managing a contact center took significant time, effort and money. From the physical space required, to buying equipment and hiring and training agents, contact centers too often were viewed as cost centers rather than key areas to foster customer engagement and build brand loyalty. Fast forward to today and the perception (as well as potential and optimal function) of the contact center has changed entirely. It is now intrinsically linked to creating a superior customer experience that drives satisfaction, and above that, profitability. For many businesses, customer service is now rated as the number one competitive differentiator as well as the accessible-to-all equalizer, no matter the company's size or scale.

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Traditionally, contact centers housed hundreds or even thousands of agents at a single site, but this model is becoming increasingly replaced by geographically dispersed agents, small groups linked together through cloud contact center applications, as well as by work-at-home, on-demand, or seasonal hires.

Beyond changes to the contact center is the modern dynamic of customer interactions that occur across organizations and not just within the confines of a traditional contact or call center. In fact, customer interaction can happen anytime, anywhere, in any workgroup or department of a business. Chances are, no matter how large or small an organization, it has areas with sporadic or even frequent contact with customers and other essential constituencies that occur outside of a formal contact center setting. And these pockets of engagement can have just as much impact on the customer relationship as those agents whose sole job function is fielding inbound queries.

BUSINESSES HAVE HIDDEN CONTACT CENTERS BUT DON'T KNOW IT

It's these pockets of customer care that are often the unsung heroes of customer engagement. They fix issues, expedite service delivery, or impact brand perception just by making an experience-based impression (positive or negative). These "informal" contact centers might not be recognized as such because of the nature of the work they do. Departments or even specific workgroups that don't fit the typical perception

of a contact center have the opportunity and power to help a business differentiate through customer experience (CX). Recognizing these informal centers is a great opportunity to bring process improvements as well as meaningfully enhance an organization's relationship with its customers.

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Informal contact centers can consist of either structured or unstructured groups, such as office personnel who may interact with colleagues, suppliers, customers and other stakeholders on a regular basis. Any workgroups of two or more employees that are responsible for fielding constant incoming communication are key targets for improvement to business and communications processes. Examples abound and include:

- Tech support

- Accounting

- Human Resources

- Sales (both internal and external)

- Shipping and Receiving

- Field Service (e.g., HVAC, plumbing, roadside assistance, contractors, appliance installation)

For channel partners, unveiling these pockets of need and opportunity with current and prospective customers can net quick, mutual value and revenue, particularly in businesses that already have implemented communication productivity applications such as unified communications.

BENEFITS FOR THE BUSINESS EQUAL PROFITABILITY FOR PARTNERS

Providing employees with tools that increase efficiency and efficacy while providing a business with greater visibility into performance and customer satisfaction levels can be instrumental in maximizing profitability.

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Common tasks that can now be assisted by modern unified communications and contact center technology include:

- Updating work orders

- Checking inventory or ordering parts

- Evaluating the appliance maintenance contract, along with warranty information

- Collaborating with a technical support team to resolve any technical issues

- Researching upgrades or replacement of an appliance in alignment with customer purchase history, needs, and preferences

- Scheduling a follow-up visit to replace a part or install a new appliance

- Training customers on proper usage and maintenance of the appliance

MODERN CONTACT CENTER USE CASE: FIELD SERVICE TECHNICIANS

Like a contact center agent that answers calls to solve customer issues, a field tech acts like an in-person agent, executing a work order and becoming the true front line to the customer experience. These professionals can have significant, lasting impact on customer perception and satisfaction. Until modern customer engagement capabilities like those delivered by omni-channel contact center solutions, well-intentioned assignments that failed might completely degrade or even ruin a customer relationship.

In the past, unexpected circumstances such as a problem incorrectly described by the customer or parts not functioning properly put the technician and the company in a challenging position. In those scenarios, the technician had no option but to return to the office, order new parts, and reschedule an additional appointment with the customer. This frustrated all parties—consumers, the tech, and the business—each of whom wants to resolve the problem as quickly as possible. Through new customer engagement solutions, these issues are easily avoided, and the job is much more likely to be resolved on the first attempt. Technicians can assess a situation before rolling a truck by conducting a video chat assessment with the consumer through a smartphone or tablet. Remote technicians can also collaborate through omni-channel communication with their colleagues and access on-premise tools to satisfy customer issues.

Fortunately for the modern business, innovative contact center solutions offer advantages far beyond formal contact center needs. They bring structure, accountability, collaboration, and automation to just about any area of the business where communication with customers exists. In a workgroup environment, such as accounts payable, adding something as simple as interactive voice response (IVR) can facilitate

more appropriate call routing and provide satisfying self-service options to customers. Utilizing automatic call distributor (ACD) functionality enables a business to provide prompt, thorough service to customers. Sophisticated reporting and analytics capabilities allow management to ascertain strengths or weaknesses of workflows and processes, giving the organization solid data on which to base and make improvements.

Contact Center Solutions bring structure, account-ability, collaboration, and automation to just about any area of the business where communication with customers exists.

UNTAPPED GOLDMINES: WHAT LEGACY CONTACT CENTER PROVIDERS HAVE KNOWN FOR YEARS

For years, legacy contact center providers have understood the value contact center technology brings to all areas of an organization—not just to the formal call center setting.

And for years, these providers have tried to tap into informal contact centers, using proven selling points of increased productivity, increased revenue and an enhanced CX as their "in." Legacy providers have learned that smaller deployments set the table and build trust for larger implementations down the road.

What if you—as a partner—could tap into this goldmine of unmet, informal contact needs with a robust yet simple, affordable and scalable contact center solution that made your customers' decision to invest an easy one? What if selling contact center solutions in addition to a normal UC/voice solution could net you two to two-and-a-half times more recurring revenue? How would that affect your bottom line?

FROM CC TO UC AND BACK AGAIN

For channels that have cracked the code on selling unified communications and collaboration (UCC), adding contact center functionality into specific workgroups or even across the entire organization has been a slam dunk. Successful providers have proven to customers that UC technology is pervasive, compelling and, most of all, necessary. Contact center technology substantially ramps up the value and benefits of UCC by adding in a whole new set of features and capabilities, including omni-channel communication, intelligent routing, reporting and analytics that create significantly more value for the business.

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THE CORENEXA™ ANSWER

CoreDial's CoreNexa Contact Center, a private-label platform, provides the channel with an elegant and scalable offering to round out its UCaaS portfolio. CoreNexa equips CoreDial Partners with an offering far surpassing typical table stakes in the SMB market by addressing the modern demands of customer engagement and providing informal contact centers (often the unsung stewards of CX) with a complete cloud-based customer engagement center. CoreDial Partners brand the CoreNexa solution as their own and fully own the customer relationship but tap into the full support and service of CoreDial's technical and implementation teams. It's a go-to-market strategy and business model designed to enable the channel to succeed with cloud communications, and it's a model proven to work.

CoreNexa Contact Center offers partners a compelling path to earn sizable, industry-leading margins while also strengthening customer loyalty by positioning resellers as an indispensable, single-source provider with evolving business requirements. While competing providers may make between 20-25% each month on the recurring elements of a contact center solution, CoreDial's partners achieve significantly higher margins, oftentimes earning 65% margin on the retail price of the CoreNexa solution. CoreDial can deliver these advantages because of CoreNexa's automation capabilities, streamlining many of the partners' core administrative functions. The result is faster and more accurate deployments, which are often cumbersome configuration processes, especially those common in other competing contact center offerings. This translates into greater profits for resellers, who can quickly onboard customers and deliver high-margin customer engagement capabilities.

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WITH CORENEXA, SIMPLICITY AND USABILITY ARE KEY

As a cloud infrastructure, CoreNexa Contact Center is fast and easy to deploy. For instance, supervisors can change skill sets on queues with a slider bar on the supervisor console or drag and drop agents into queues, greatly reducing queue management time.

The solution's performance management includes built-in call and media recording with the ability to score agents and search by any number of parameters, including queue, user data, etc. It also can drill down into individual interactions, including accessing transcripts of chats.

Using the platform's Desktop Designer, the desktop is entirely configurable, allowing advanced users to see an intricate collection of data and widgets, and basic users can view a scaled-down version, depending on need. For example, for agents with complex inquiries, digital content with agent scripting can be utilized, giving them easy access to data while keeping binders and sticky notes off

the agent's desk. Agents with less complicated needs can collapse the desktop interface, keeping the desktop more basic.

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The system also provides robust reporting with over 70 pre-configured reports, all built from best practices. Designed with usability in mind, supervisors as well as other business stakeholders can subscribe to reports. For instance, a supervisor could request a daily set of reports and customize delivery options such as on-demand or scheduled email, stored in a library or on a Kindle or other tablet.

CoreNexa Contact Center: Competitive, Success-centric Capabilities

The CoreNexa Contact Center offers configurable ACD routing, an extensive real-time reporting system, database integrations, and omni-channel customer engagement through voice, email, web (live chat, web CBIQ) and SMS/MMS. Most importantly, the platform also comes with configurable agent desktops and advanced workforce management capabilities, reducing the need to add any third-party applications for more complex issues.

CoreNexa IVR Capabilities: Optimization Through Automation

CoreNexa IVR provides complete inbound and outbound self-service capabilities. This simple-to-deploy, self-service platform has advanced call flow routing, auto-attendant survey capability, web call-backs and pre-packaged vertical market applications. On the outbound side, CoreNexa IVR provides preview, progressive and predictive dialing as well as voice and SMS broadcast capabilities.

STANDALONE, OVER-THE-TOP (OTT) DEPLOYMENT: A WIN-WIN

The flexibility of the CoreNexa architecture provides added value in situations where businesses do not want to switch out their current UC provider. CoreNexa Contact Center and IVR can be sold as standalone solutions for immediate value and integrated into other cloud communications deployments. When the time is right, partners can expand the contact center deployment to include CoreDial's CoreNexa UC path to pursue broader opportunities to provide value to non-CoreDial customers.

THIS IS THE TIME TO HARNESS THE RAPIDLY EXPANDING CONTACT CENTER MARKET

The UC market is a crowded playing field. SMB/Es are looking beyond UC to find readily available capabilities that increase productivity, decrease costs and create competitive value. Taking advantage of cloud contact center functionality brings real value to customers and provides partners with an immediate opportunity to strengthen relationships with customers by becoming that indispensable resource—that trusted advisor—to businesses.

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Plus, it's easy. CoreDial provides resources for partners to quote, provision, install and manage the CoreNexa platform using a single administrative tool, including competitively bundling additional services. This tool also provides a single invoice and back-end reporting for all services.

With companies increasingly adopting the twin productivity enhancements UC and contact center can provide, now is the time to capitalize on helping customers become more flexible, create more engaged agents and workers, and measurably improve customer satisfaction. The contact center, a tremendous opportunity to succeed in greater ways with cloud communications, is easily and cost-effectively available through CoreDial and already creating significant impact within CoreDial's growing 800+ partner community. Don't wait to find out what legacy providers have known for years and what the channel is taking advantage of today.

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