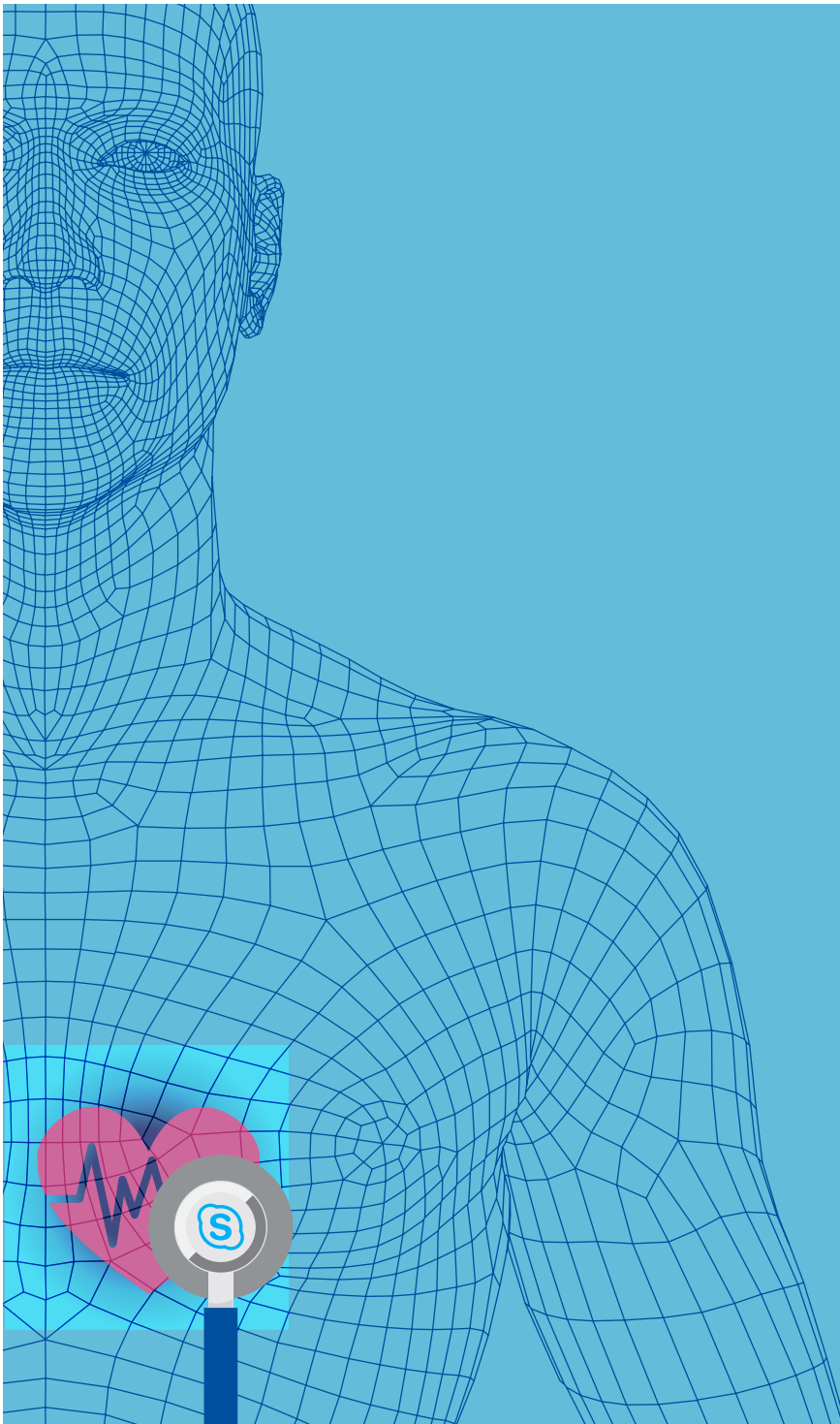


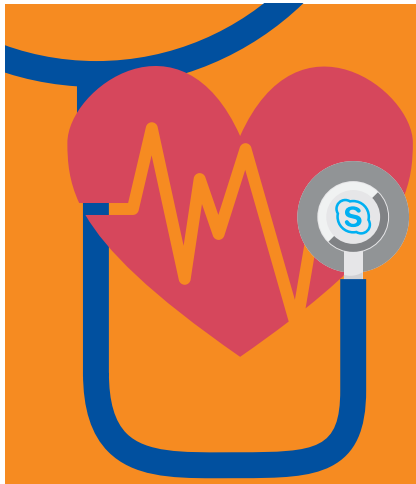


**Enghouse
Interactive**

MAKE THE CONTACT CENTRE THE BEATING HEART OF YOUR BUSINESS

Enghouse Contact Centre Solutions for Skype for Business can transform how your staff engage with each other and your customers





WHY YOUR CONTACT CENTRE IS KEY TO YOUR BUSINESS HEALTH

86% of customers quit doing business because of a bad customer experience.

Your contact centre is the beating heart of your business. Ensuring it functions properly leads to positive impacts across every department.

So how do you make that happen, without incurring costs and complexity?

Times are changing and in the new digital world Enghouse believes that the health of your business should be treated holistically: by harnessing the Unified Communications capabilities of Skype for Business (SfB) and integrating them within the contact centre environment, companies can make customer communications more efficient, more satisfying for the customer, and ultimately more profitable.

That's why we've put together this eBook to help you understand why and how an Enghouse Contact Centre Solution for SfB could be right for you.



FOCUS ON THE CUSTOMERS

Companies with omnichannel customer interactions reduce complaints by **55%** versus non-omnichannel peers.

Success in the contact centre - as well as in the wider business - is dependent on getting things right for the customer.

That means being available to them consistently - when and where they need you to be. It means fully integrating CRM and other business systems so agents have a 360 degree view of the customer, and have the right information at hand at every point of contact.

With Enhouse Contact Centre solutions for SfB, you employ the same technology and systems across the business, so whether through chat, phone, or video, customer communication can be routed rapidly to the right person with the right skills, regardless of whether they are front or back-office.

Plus, with the enterprise-level reporting built-in, you're able to monitor performance and set the foundations for continuous service improvement.



WHILE KEEPING AN EYE ON ROI

Companies focused on providing a superior experience across customer journeys realized a **10-15%** increase in revenue and a **20%** increase in customer satisfaction.

Deploying new seats and locations can be disruptive and have a negative short-term impact on customer service and cost to serve. At the same time, deciding whether to continue with an end-of-life solution that's at risk of failure, or endure the pain of implementing a new platform can seem like trying to identify the lesser of two evils.

With the right platform, like Skype for Business, you have the presence, collaboration and accessibility across the entire business and the ability to pilot, prove and migrate individual departments to the platform painlessly.

Contact centre agents, switchboard and the wider business can be up and running swiftly with full multichannel connectivity, and with the infrastructure already in place, new agents can be added, queues can be altered and service levels can be tracked across the full customer journey. That means less disruption, quicker issue resolution, and improved ROI.



PREVENTION IS THE BEST CURE

IT and the contact centre working together.

Whatever size your organisation, the health of your contact centre is dependent on IT and the contact centre manager working together. Disconnects here are likely only to cause pain for users, admins and the customer - with unhealthy implications across the rest of the business.

A holistic approach to your contact centre strategy, one which has the full buy-in of both IT and Contact Centre teams, can use their combined skills to deliver truly high-performing customer solutions.

This is best achieved by building a cross functional team so that technology, business and customer expectations can be shared early in the process. The more teams are bought in to the solution, and the quicker they buy in, the better. With the right people working together, a solution that provides powerful contact centre communications, such as Enghouse's Contact Centre solution for SfB, Connecting the contact centre with the rest of the business can be achieved with less cost, less effort and more intuitiveness.



GETTING INFRASTRUCTURE RIGHT FOR TODAY AND TOMORROW

The relationship between Skype for Business and the contact centre is key when you are looking at replacing an existing PBX or UC platform. The telephony platform not only services the headquarters, it also provides a service to the contact centre. Skype for Business enables contact centre agents to reach back office staff and improve first time resolution. **TINA SHEPHERD, MICROSOFT**

The benefits of efficiency and flexibility.

Making the correct infrastructure choices and getting your migration approach right from the outset can make or break your contact centre strategy, and by extension the effectiveness of the rest of the business.

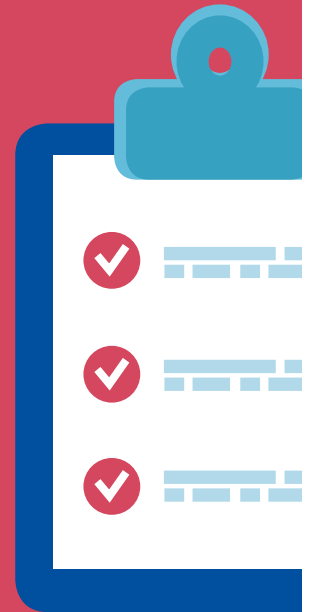
Introducing new platforms into the business ecosystem can drain resource and bring risk and disruption. APIs, user training and integration with legacy tools can cause headaches for end-users and the IT team alike. But with the right solution and the right implementation approach, businesses should be able to balance the need to protect legacy investments while realising the potential of new solutions.

Using a Pilot, Prove, Migrate approach, where a small group trials the tool, before it's rolled out across an individual department, and then finally the entire organisation, enables risk to be mitigated and any issues to be resolved quickly, all while keeping momentum and ensuring a swift roll-out schedule is adhered to.

BEST PRACTICE

Implementation tips from those who've been there and done it:

How do you get to where you are now to where you want to be? Here's what users of Enhouse Contact Centre solutions for SfB say made the biggest impact on the smoothness of their implementation:



Don't go it alone – Employ a trusted partner.

LANDMARK

Set your priorities – The customer is king, and their experience is paramount. HOME GROUP

End to end thinking is key – Ensure Quality of Everything. LANDMARK

Consider wider benefits – Seamless integration pays dividends across departments. HOME GROUP

Do your internal marketing – Sell the benefits in advance and anticipate the naysayers. LANDMARK

Listen to, but don't be discouraged by nervousness – And prove effectiveness with small scale trials. HOME GROUP

Implementation is key – There's more to contact centre solutions than technology alone. LANDMARK

Showcase your success – So everyone gets on board. HOME GROUP

FIND OUT MORE

About Enghouse

- Our solutions are all certified for Skype for Business
- Mutual R&D development for Microsoft SfB
- Gartner recognised leader for communication software for SfB
- Over 25 years' experience in developing & deploying software



Enghouse is the UK's biggest SfB Contact Centre solution provider by market share. Gartner has confirmed that we have 5 times more customers than the next closest provider. We are #1 globally and, more importantly, we're #1 here in the UK where 160+ organisations just like yours rely on the close partnership between Microsoft and Enghouse to make the Contact Centre the beating heart of their business.

To find out how an Enghouse Contact Centre solution for SfB could help you improve the health of your contact centre, with positive implications for the rest of the business too, call us on: **020 3357 3040** or email marketingemea@Enghouse.com