

5 STEPS TO MINIMIZE COST AND MAXIMIZE CX RESULTS FOR CONTACT CENTERS IN GROWTH FIRMS

Using the right strategy makes all the difference between achieving or missing your objectives. If your company is growing year-over-year with increased budget available for supporting contact center activities, we recommend the below activities and technologies to supercharge performance and achieve Best-in-Class results:

<ul style="list-style-type: none"> ❑ 	<p>Use AI capabilities to augment agents. Provide real-time or near real-time decision-making guidance through the agent desktop.</p>	<p>Consider incorporating the following within your contact center technology toolbox:</p>
<ul style="list-style-type: none"> ❑ 	<p>Put information at the agent’s fingertips. Automatically populate contextual knowledgebase information within the agent desktop.</p>	<ul style="list-style-type: none"> ▶ Predictive analytics for contact center operations ▶ Desktop analytics to boost agent productivity and compliance ▶ Chat bot ▶ Machine learning and artificial intelligence for next-best action guidance (<i>Technology applications that learn by themselves and provide automated reasoning and decisioning capabilities</i>) ▶ Push notifications
<ul style="list-style-type: none"> ❑ 	<p>Expand quality-management activities beyond selective to comprehensive. Use technology to monitor and evaluate 100% of customer interactions.</p>	
<ul style="list-style-type: none"> ❑ 	<p>Don’t react to customer needs. Become more proactive. Provide clients with notifications and enable them to respond using the same channel.</p>	
<ul style="list-style-type: none"> ❑ 	<p>Leverage machine learning, predictive analytics, and automation to tailor customer journeys based on past interactions.</p>	

Contact centers can be separated into three distinct modes to reflect the context within which they operate: growth, static, and shrinking. Each mode has its own unique characteristics. The strategies that contact centers use to minimize cost — while achieving CX and efficiency goals — must align with these characteristics. Please read Aberdeen’s study, [*Do You Have the Right Strategy to Minimize Cost In Your Contact Center?, \(November 2019\)*](#), to learn more about each mode.