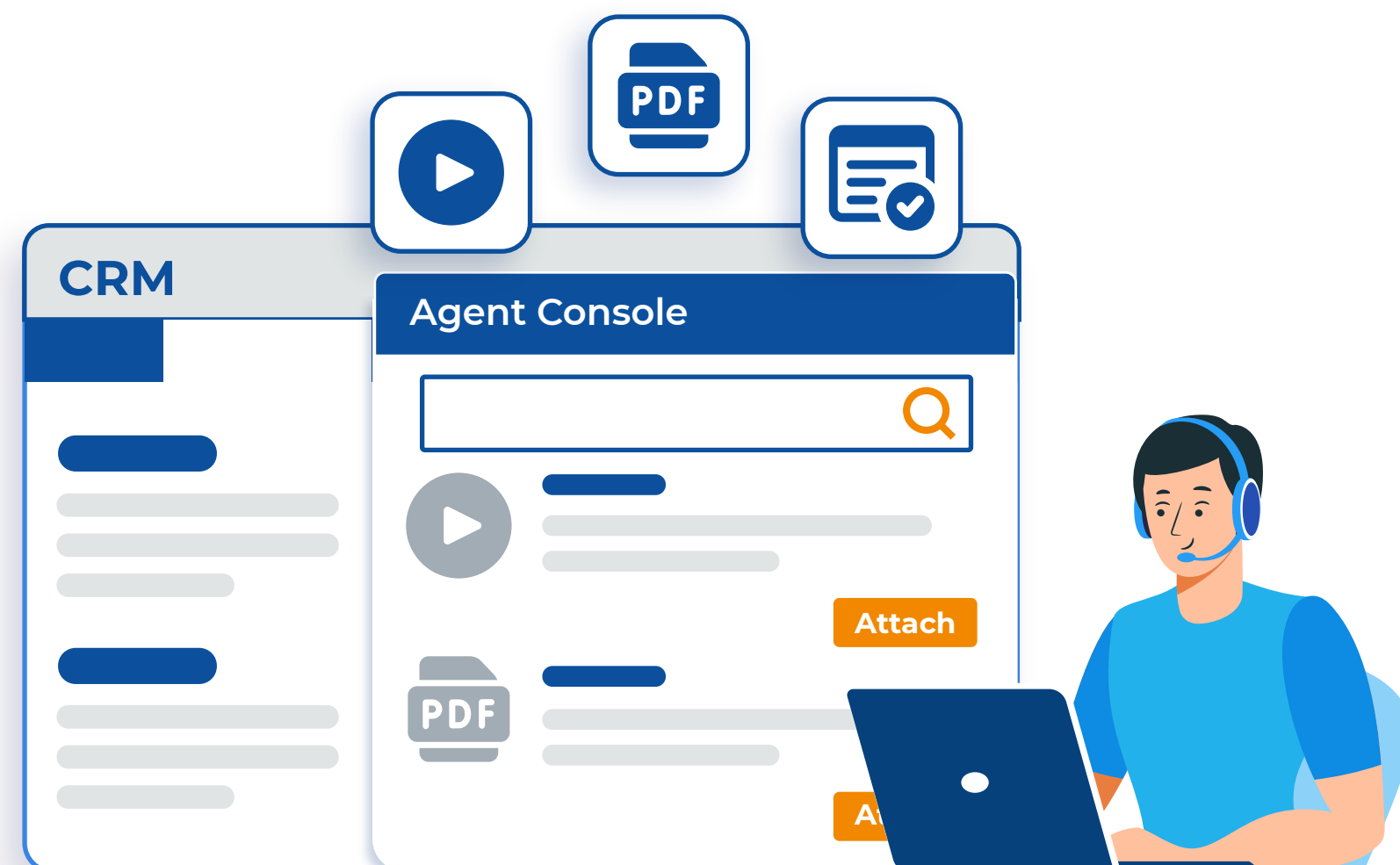


# 5 Unique Ways To Improve Your Contact Center's First Call Resolution



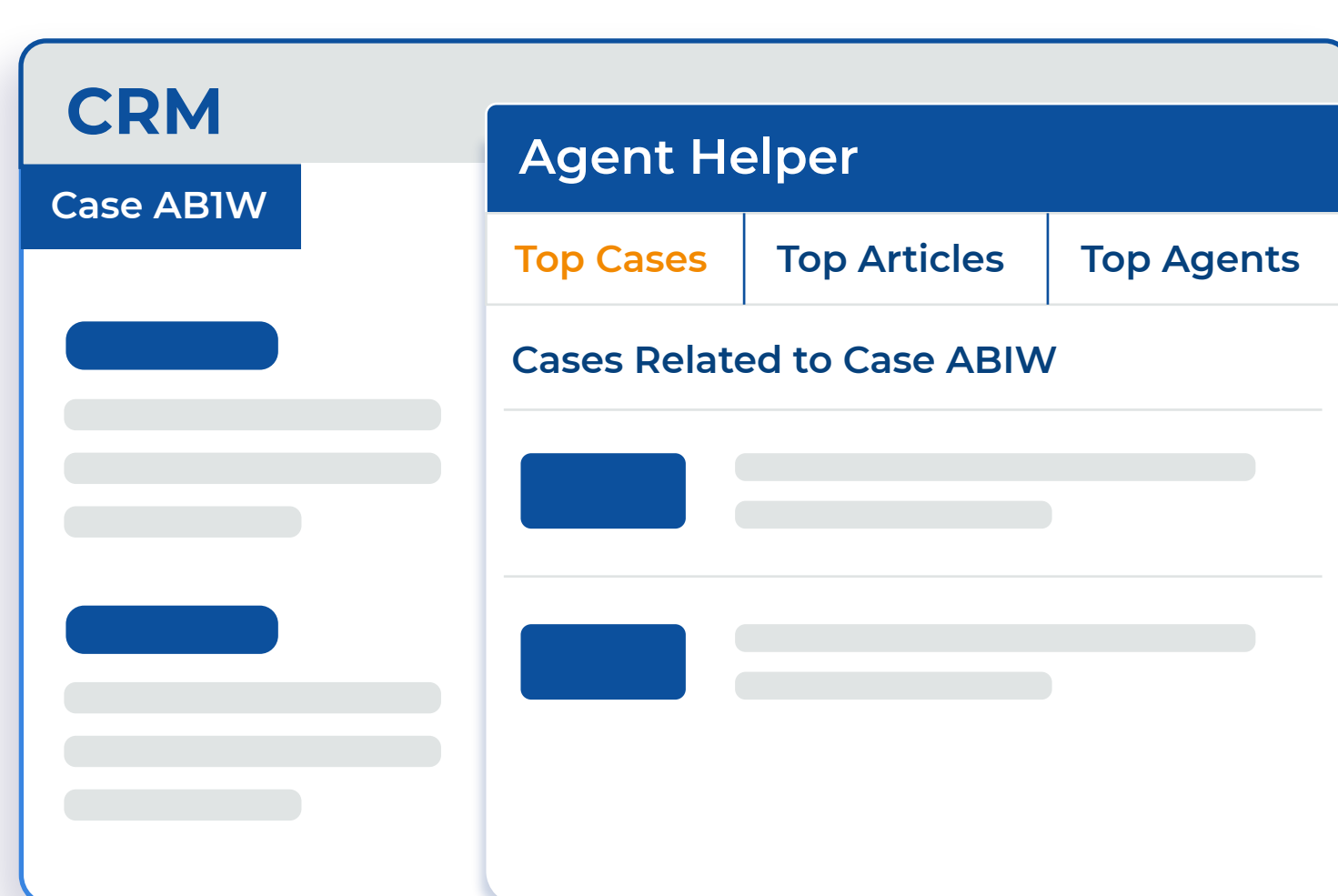
## 01. CONNECT MULTIPLE CHANNELS



Integrate different web properties so that all customer interactions are captured in the company CRM system to provide a “360-degree view of customers” to your call center agents.

**76%** of organizations offering social media support do not capture conversations from social interactions in the customer history.<sup>[1]</sup>

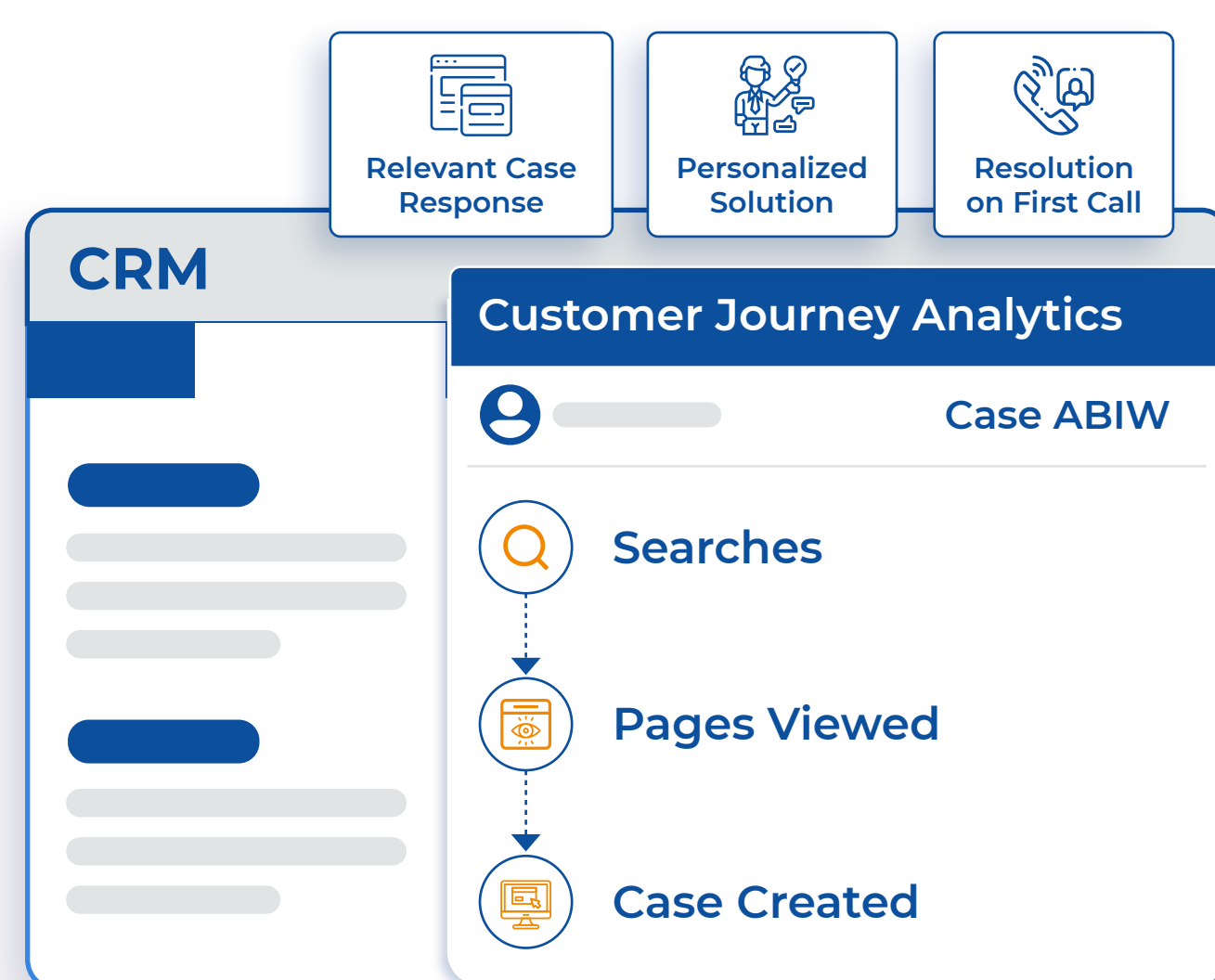
## 02. UPSKILL WITH COGNITIVE TOOLS



Enable contact center agents to provide a relevant first response by providing top SMEs, articles, and related cases to the issue at hand, in a quick & seamless manner.

**516** billion hours per year are wasted by frontline service and sales agents to navigate software they find difficult to use.<sup>[2]</sup>

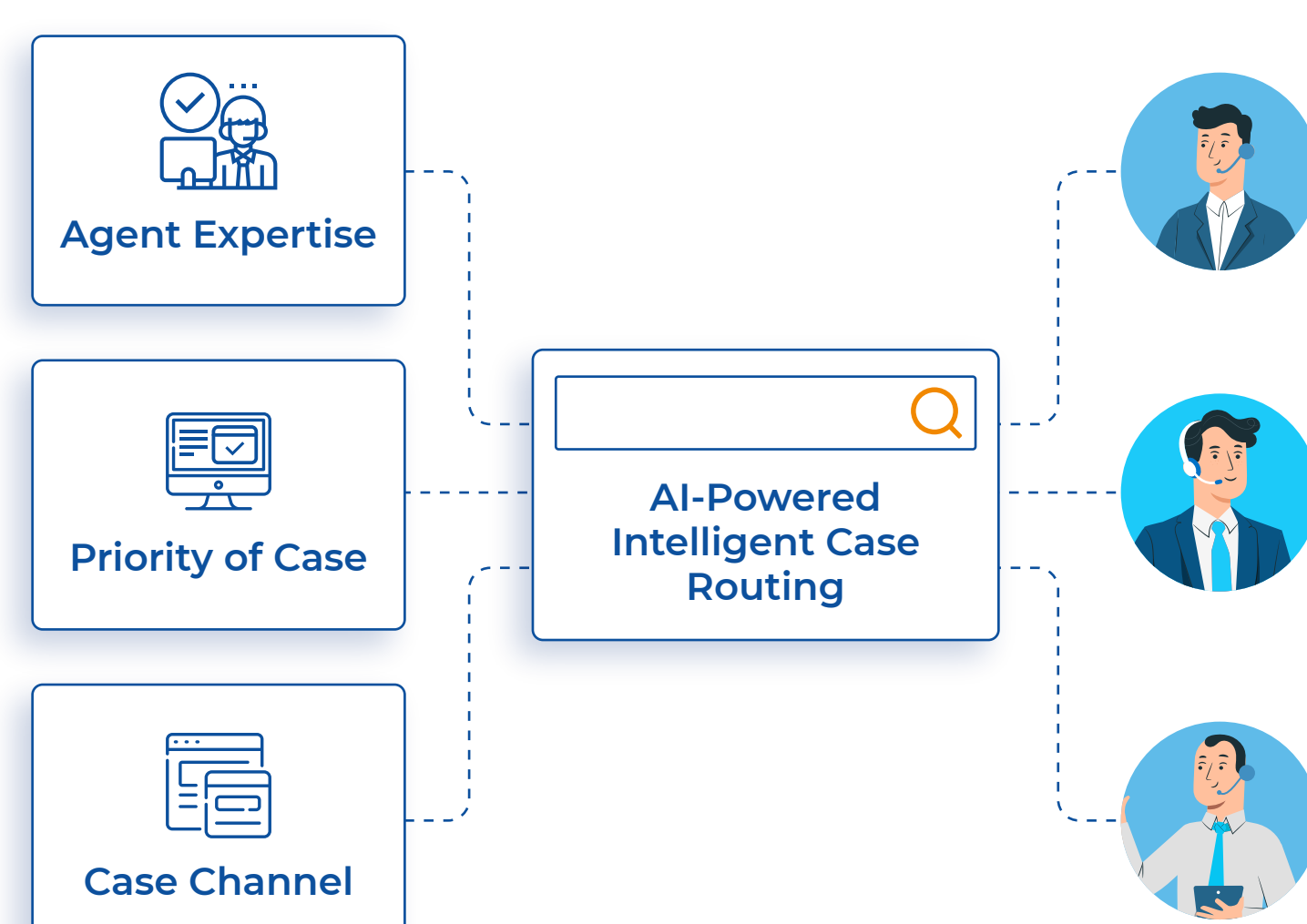
## 03. LEVERAGE CUSTOMER JOURNEY INSIGHTS



Provide a complete log of the user session, including searches and clicks, prior to case creation, so that your agents put their best foot forward.

**76%** of customers rated one of their biggest issues with service as having to repeat themselves when switching between service channels or people.<sup>[3]</sup>

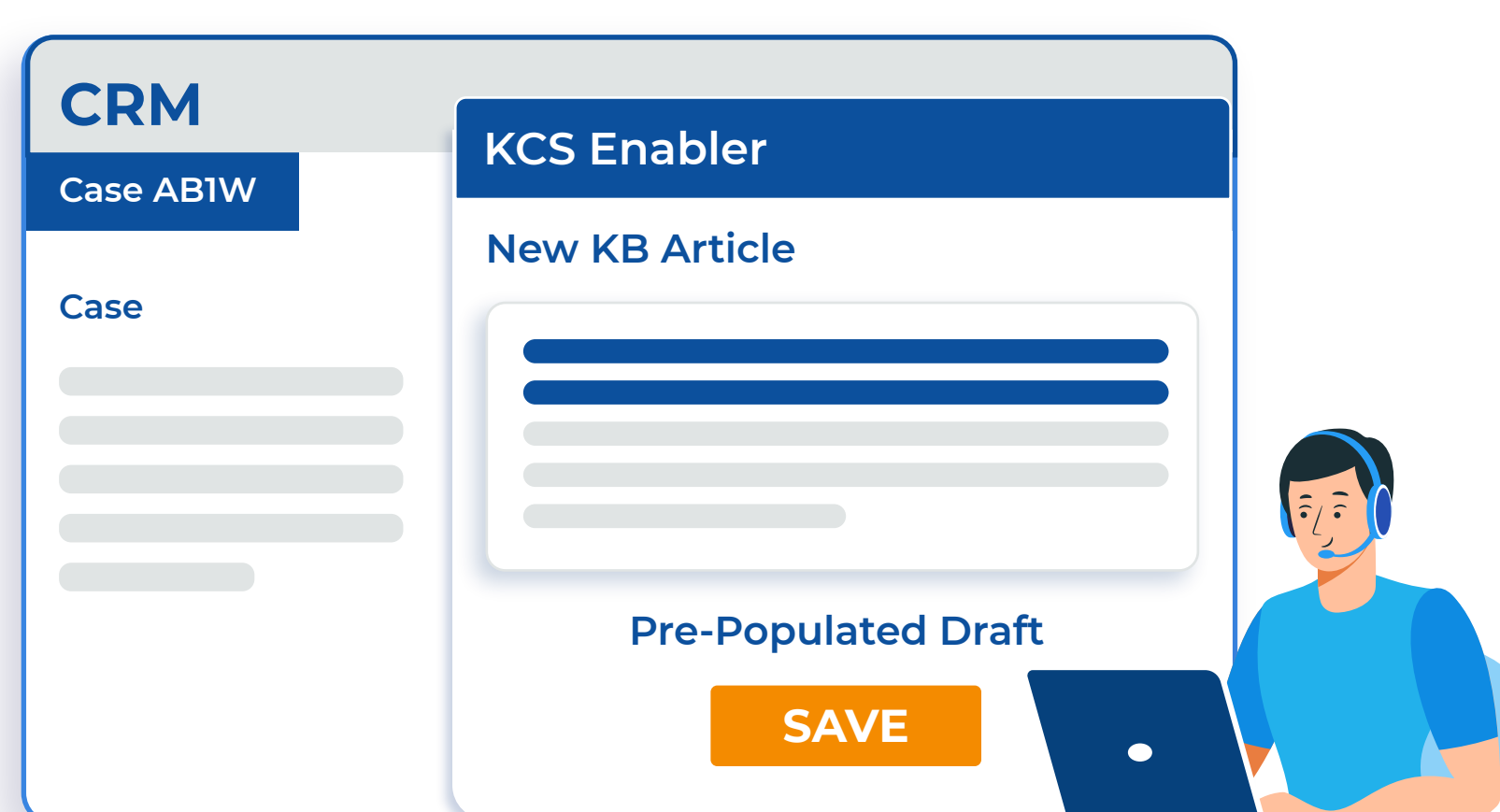
## 04. ROUTE CASES INTELLIGENTLY



Practice skill-based routing by recognizing the caller ID and information input in the IVR or any other company touchpoint to assign the case to the most suitable agent.

**11** minutes. That's the average time consumers will wait on hold, before hanging up.<sup>[4]</sup>

## 05. MAINTAIN DYNAMIC KNOWLEDGE BASE



Leverage smart tools based on cognitive search that help agents to create, structure, and reuse KB articles on the fly.

**62%** of customers said that a representative's knowledge or resourcefulness was the key to their recent positive service experiences.<sup>[5]</sup>

Sources:

- [1] <https://www.tsia.com/resources/the-state-of-social-support-2017>
- [2] <https://www.freshworks.com/resources/report/voice-in-the-choice-survey/>
- [3] <https://www.pega.com/2019-customer-service-insights>
- [4] <https://www.helpscout.com/75-customer-service-facts-quotes-statistics/>
- [5] <https://www.helpscout.com/75-customer-service-facts-quotes-statistics/>