

# GoTo

## Better Service and More Sales

How a Contact Center Solution  
Can Elevate Your Business



# Introduction

## **Growing businesses inevitably reach a communications tipping point.**

It's one thing when five people contact the company every day, or two employees call five customers or vendors a day. It doesn't take any special tricks or tools to handle a few calls.

But what if call volumes jump to 50 a day — and then 20 an hour.

That's when something has to give. To stay on the growth path, growing companies face a choice: invest in technology to manage inbound and outbound calls or lose out to the competition.

Historically, companies built contact centers to communicate with large volumes of customers and prospects. Rows of people stared at computer screens and answered calls all day long. Salespeople meticulously called their most promising prospects. Technology experts spent months installing data centers and deploying enterprise-class contact center software. Scaling up meant buying more hardware while scaling down meant perfectly serviceable equipment collected dust.

It was costly, time-intensive and complicated, but it had to be done. Customers had needs. Companies that failed to satisfy them sent business to the competition.





## Fortunately, those days are over — and contact center staff have more options to work-from-home or in the office with companies realizing the power, scale and flexibility of a cloud contact center solution.

The shift became possible because a single application hosted in the cloud can run all the essential features of a traditional contact center — and more. Installed in one day and designed to fit the budget of almost any growing business, your trusted contact center provider hosts and maintains the solution for you, so you can get back to business and focus on what matters. A flexible cloud-based solution allows you to continue doing your best work from anywhere, whether on-site, home, or both.

More and more business owners are realizing that contact center technologies offer a better way to engage with their customers via voice, text, video, and other channels.

Growing businesses need call-center tools that help them win against the competition and embrace the flexible working arrangements of the future. Fortunately, they no longer have to bear the cost and complexity of a traditional call center. Everything they need is available right now in the cloud.

### **We partnered with Metrigy and IDG, and our surveys found that:**

43% of businesses with up to 250 employees already use contact center technologies.<sup>1</sup>

Adoption shrinks to 13% for companies with fewer than 100 workers, the research found.<sup>2</sup>

<sup>1</sup> Metrigy/GoTo Contact Center Custom Research Study | Robin Gareiss | Metrigy | September 2<sup>o</sup>21

<sup>2</sup> IDG/GoTo MarketPulse Research: Small Business Contact Center Tech Strategy | IDG Communications | August 2<sup>o</sup>21

# Many companies are still making up their minds.

**They have questions about costs, analytics, agent efficiency, and return on investment. This e-book spells out the answers.**

We start with a concise overview of the advantages of cloud-based contact centers. We then show four customer-engagement challenges and reveal how modern contact center technologies deliver solutions that improve customer service and bolster business results.

## Read on to explore:

- The value of cloud-based contact centers.
- Four challenges that modern contact center tools resolve.
  - 1 Optimizing and improving customer service.
  - 2 Managing calls to improve agent performance.
  - 3 Automating and streamlining outgoing sales calls.
  - 4 Enabling the shift to remote work and flexible schedules.
- The business case for implementing the leading contact center tools.



# Understanding the Value of Cloud-Based Contact Centers



# Understanding the Value of Cloud-Based Contact Centers

## Out with the old

A traditional contact center requires an on-premises data center that takes a lot of time, talent, and money to maintain. Years ago, these constraints put contact center technologies beyond the reach of most small businesses.

## In with the new

Today, contact center technologies can be hosted in the cloud and delivered into any internet-connected device, a solution dubbed Contact Center as a Service (CCaaS). The CCaaS provider does all the heavy lifting when it comes to buying hardware and keeping the software up to date. This is a significant time and money-saving value when outsourced. The provider's customers pay only for the services they use and nothing more. There's no data center to buy, configure, cool, secure, and support. The contact center software provider has access to essentially unlimited computing power in the cloud, and CCaaS software is easy to install and support. Customers can scale up or down quickly and IT teams can manage one admin experience with straight-forward, self-service features. This platform is reliable and secure with 24/7, dedicated support teams in place — all for an affordable and accessible price.

# The right cloud-based contact center can take your business to new heights.

## These are some of the most popular contact center features:

**Queue routing** to streamline calls and improve efficiency.

**Queue call-back** for return calls that create better customer experiences.

**Ring groups**, allowing calls to a single number to ring multiple phones.

**Analytics** to determine agent effectiveness, preempt issues, and identify best performers.

**SMS messaging** for people who prefer texting to voice calls.

**Artificial Intelligence**, to enhance CX, increase productivity and more.

**Missed-call information** to track opportunities for improving service.

**Outbound dialing** to automate and accelerate sales calls.

**Real time dashboards** to see talk time, wait time, and agent availability.

**Easy switching** between voice, SMS, video, and chat.

**Automatic, pre-recorded messages** when the call goes to voicemail.

This puts growing businesses on a level playing field with global enterprises when it comes to customer service and provides data and time-saving tools for sales teams to generate more revenue.

**Let's walk through some examples to see if a contact center is right for you.**

**Four Ways a Modern,  
Cloud-based Contact  
Center Improves  
Business Outcomes**



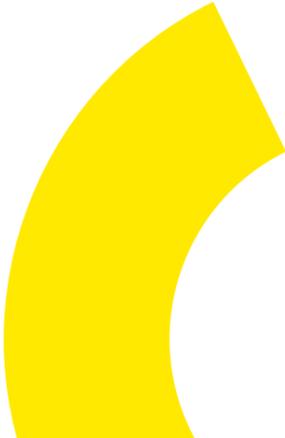


**1** We need  
to optimize  
and improve  
customer  
service.



## Scenario

Roberta manages a team of real estate agents who keep in touch with prospects during their home-buying journey. Whether listing or buying a home in a competitive market, customers rely on the sound guidance of professionals they trust. Agents need to handle a rush of incoming calls and effectively route them if unavailable, while providing quick and important updates in a fast-moving market.

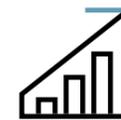




## Solution

Roberta deploys a modern, cloud-based contact center software that takes the friction out of customer communications and helps agents manage relationships. This software can:

- Route incoming calls from a voice option menu where customers pre-select budget, region, or property type. The couple looking for their first condo in a specific neighborhood and the retirees looking to downsize get routed to agents that specialize in these needs.
- Customize contact formats to accommodate people who prefer text messaging.
- Allow customers to schedule queue call backs when the agent is ready to speak with them to minimize time on hold.
- Set up ring groups in the office so multiple phones can ring if there is no answer from the designated recipient.
- Provide missed call information so agents know if a current or prospective customer tried to reach them.



## Results

Agents talk to more customers, deliver more personalized service, and ensure that every call gets the customer closer to a new home. Customers remember the excellent service and recommend Roberta's agents to their friends and co-workers, leading to more business.

These outcomes underscore the findings of our research on what businesses expect when deploying new contact center software for their small business:

- **62% of survey respondents expect an improvement in customer relationships.**
- **55% of respondents anticipate improved efficiency.**
- **52% expect increased revenue.<sup>3</sup>**

These kinds of interactions can have a profound impact on customer satisfaction, especially for small businesses in competitive markets. Anticipating a customer's pain points, like hold times and missed calls, and applying technology to ease the strain can position smaller companies as caring and responsive. Contact centers help manage resources and reputation, and are simply better for business.

<sup>3</sup>IDG 2021.

**2** We can't listen to every individual phone call, and are unclear about how our agents are performing collectively.



## **Scenario**

Lee manages a team of insurance claims representatives responding to calls after hurricane damage. Call volumes often correlate with business conditions, so Lee wants to draw insights from call data. This must happen without adding extra work for their agents, who are running at peak capacity and must focus on the customers who need their help.

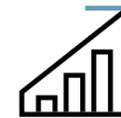
Lee has pressing questions: How effective are claims reps at resolving issues on the first try? How many customers are calling and at what times? What was their original query? How does average call time differ between agents? What percentage of calls go unanswered? How can their top claims reps improve skills across the support team?



## Solution

Lee persuades the agency owner to upgrade to a cloud-based contact center platform. This software:

- Monitors call-flow metrics such as customers in queue, average speed to answer, and average talk time.
- Gives Lee a real-time view of agents' activities, allowing in-depth reporting on their effectiveness.
- Records calls and provides transcriptions to review best practices and examples from stronger insurance reps.
- Sends SMS messages to those callers who hung up prior to speaking to an agent and sends a link to the FAQ section of their website.
- Scales with the company's business and adapts to seasonal needs.



## Results

Lee takes advantage of features like “listen” and “whisper” to help train some of the claims representatives whose performance lagged, based on the latest analytics reports. The reporting tools ensure Lee always knows who is helping hurricane victims and **who is spending too long on the phone without resolving queries or closing tickets**. Analytics reveal the strongest (and weakest) performers, creating opportunities to improve customer service and the agency's reputation in the community.

Our research reveals that businesses can do a lot more to manage the performance of contact center employees. Of the respondents:

- **53% review business metrics regularly.**
- **40% hold regular coaching sessions.**
- **35% use agent analytic tools.**
- **27% listen to calls.**
- **18% do not manage performance.<sup>4</sup>**

Every call is a chance to nurture repeat sales or drive customers away. Contact center software gives managers and supervisors grouped, transparent, segmented analytics, and brand-new reporting capabilities for actionable insights. All of which can help improve customer satisfaction and increase revenue generation.

<sup>4</sup>Metrigy 2021.

# 3 Outbound calling for our sales team is unstructured and time-consuming.



## Scenario

Gloria manages 30 people who sell advertising for a regional chain of TV stations. After reviewing their end-of-the-year KPIs, they notice that sales are down across the board even though the local economy is growing.

Gloria's salespeople spend a significant amount of time manually calling prospects and servicing current accounts. But, isn't every minute spent on manual processes subtracting time from talking to customers and prospects? If the crew could slice time devoted to outbound calls, couldn't they talk to more people and close more sales?



## Solution

Gloria's executive team implements a cloud-based contact center package that has specific provisions for outbound calling. The package:

- Provides an outbound auto dialer that eliminates manual processes of finding and typing in phone numbers.
- Allows agents to pre-record messages and deliver them automatically to prospects and customers if the call goes to voicemail.
- Enables agents to flip from SMS chat to voice if the lead turns warm.



## Results

Our research revealed that autodialing can allow substantially more calls by salespeople every day. More than one-third of those using contact center software had implemented the technology, but still nearly two-thirds of business leaders surveyed have not used this tool to improve agent efficiency and productivity.<sup>5</sup>

Sales, as any practitioner of the art will attest, is a numbers game. Talking to more people drives more results. Autodialing is one way to free up salespeople, so they spend more time selling and less time making phone calls.



**4** We've embraced a flexible work model and need to ensure productivity.



## Scenario

Jamie is regional manager for a chain of bank branches. Since the pandemic, customer-facing staff have been working remotely. As offices started to re-open, the employee feedback was mixed. Some were ready to return, and others also saw the benefits of maintaining flexibility. Jamie was hesitant at first, they had envisioned a “back to normal” or business as usual. But after seeing that productivity, NPS scores, and sales were up, their tune changed. Flexibility isn't black and white but provides more opportunities and ways to get work done, especially if they have the tools to back it up. It also expands the talent pool when remote work is an option.



## Solution

Jamie selects a cloud-based contact center package with a rich portfolio of tools supporting hybrid workers both remote and in the office. The software promises:

- Connectivity for all employees whether it be on their smartphones, tablets, or PCs. Buying and supporting data center hardware is unnecessary.
- Low bandwidth requirements and high reliability with 99.999% uptime means that workers in the office or at home on lower strength broadband can still perform their required tasks.
- CCaaS softphone capabilities with easily accessible features and a secure login. Staff can work from anywhere without transporting equipment back and forth.
- Seamless integration with leading unified communications (UC) and customer relationship management (CRM) platforms so all of their customer data is accessible and viewable through one pane of glass.



## Results

Jamie finds it much easier to implement flexible schedules and support remote workers because they have a powerful contact center platform.

Jamie's staff reports higher job satisfaction while their supervisors document productivity improvements. It is easier to hire good people, who are less likely to bolt to the competition. Jamie can hire cybersecurity experts with specific commercial banking expertise and not have to pay them to relocate. Employee turnover declines, making it easier to project salary costs over longer periods of time.

The survey of business leaders reflects the desirability of easy-to-use, cloud-based software:

- **91% report that fast deployment is critical or very important.**
- **84% say ease of deployment with minimal technical skill is important.<sup>6</sup>**

Of course, some jobs are more suitable for remote work than others. But employers hiring people who can succeed anywhere, as long as they have an internet-connected device, will almost certainly attract and retain better talent for the future.

# Taking it all in.

Every business must choose the call-center technology that best matches their vision for the future. Features, costs and benefits should be carefully balanced against available resources and marketplace realities.

With the right cloud contact center software, business gets simpler and less expensive. Customer interactions generate referrals instead of rage. Support teams spend more time helping customers and less time fighting with software. Salespeople have tools that get technology out of their way and help them thrive at what they do best.

These forces have the potential to add and subtract: Increasing sales while removing friction from the customer experience. That kind of math makes any business better.





# About GoTo Contact Center

GoTo Contact Center is the affordable and accessible cloud-based contact center solution built for growing businesses. We believe in making life easier. If you're ready to take your sales revenue and customer experience to the next level, a contact center could be the right fit. 87% of growing businesses are considering a contact center.<sup>7</sup> It's time to up-level and set your business apart.

**Download the Buyer's Guide to Cloud-Based Contact Centers to help you decide the right solution for your business.**

**Contact Sales**

**Get the Guide**

