PolyAI

Knowledge sharing for contact center leaders:

Boost your reputation across departments

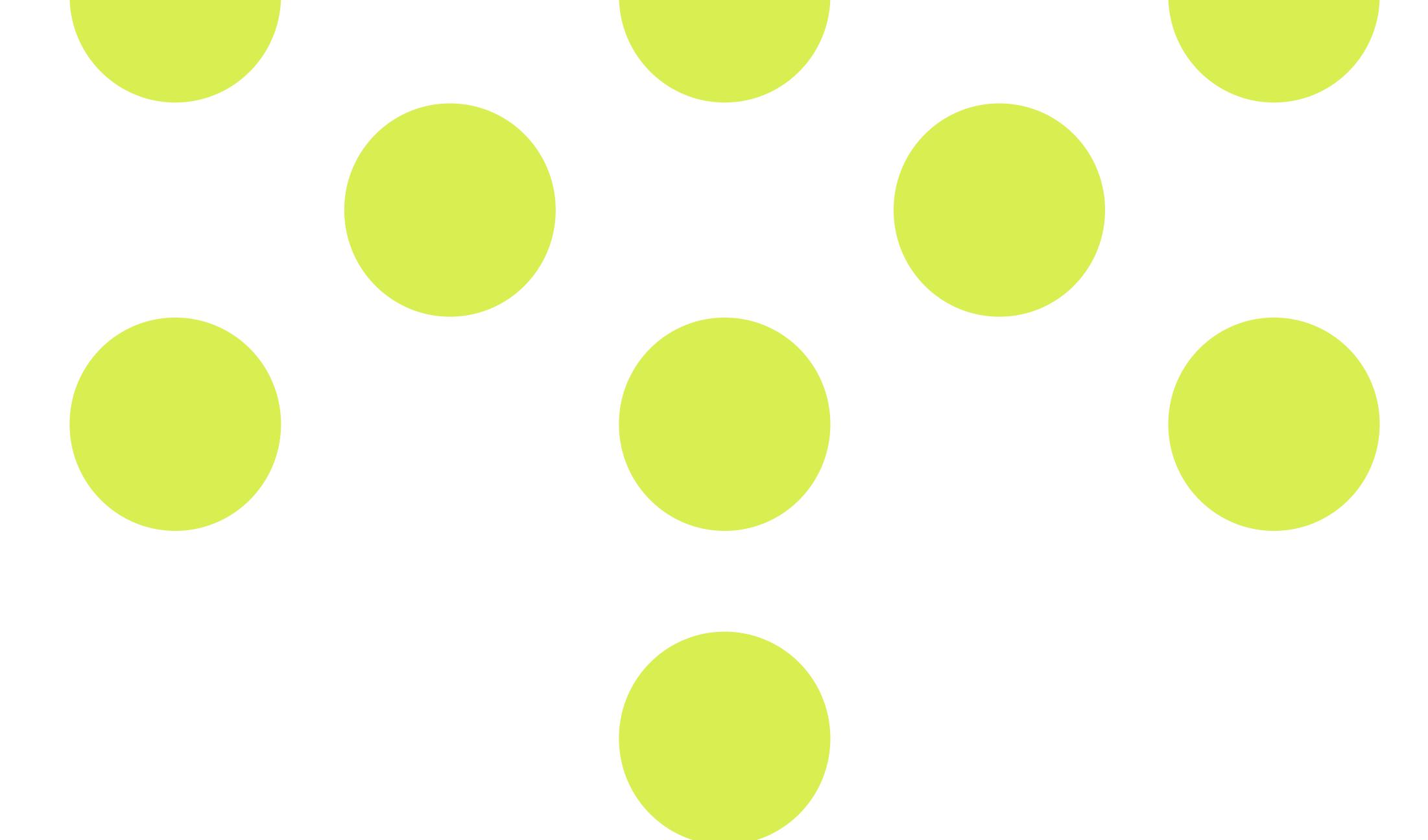# Contents

Your contact center is more than a hub for customer inquiries - it's a goldmine of valuable data generated from thousands of customer conversations.

But the value of the contact center is often overlooked by the wider business, with brand, marketing, digital CX, and other teams working in silos.

As a contact center leader, you know that customer feedback doesn't just shape your support strategy; it can and should influence strategy for every department in your organization.

This guide explores how contact center leaders can work closely with other departments to drive value across the whole organization.

Boosting marketing impact through contact center collaboration

Marketing teams spend significant time and resources on customer research, but often, the insights they need are already within your organization. Here are three ways you can boost marketing impact and get your team the recognition they deserve.

Tracking trends

Every customer service interaction offers real-time insights into what customers want.

Proactively taking steps to uncover these insights and communicating them with marketing leadership at regular intervals will enable marketing teams to adjust strategies quickly to make sure campaigns stay relevant.

Don't be surprised if marketing finds room in their budget to support these initiatives once they see the initial value!

Create more impactful campaigns

Supporting marketing campaigns through the contact center can be an operational nightmare, with in-depth training required to get agents on board.

But finding more nimble ways to enable campaigns will elevate your support team to CX experts. If you are leveraging call center AI to automate phone calls, you should be able to support campaigns much more efficiently than you can by training your entire team.

Be open to collaborating with marketing leadership on campaign support. They'll be grateful!

A 360 view of your customer

Integrating contact center data with existing marketing analytics gives a complete understanding of your customer's behavior.

This means your marketing team gets valuable insights without bombarding customers with constant data requests. It also helps your team to better understand customer expectations to create more effective support processes.

Using contact center insights for a competitive sales advantage

You know that the contact center is much more than a cost center, but not everybody on the leadership team will agree. Here are three ways you can work with your sales team to transform your contact center into a revenue generator.

🕐 Real-time insight into trends

Your contact center captures customer behavior and trends as a frontline observer. Your team engages with customers directly, gaining real-time insights into their preferences, concerns, and reactions to various products or services that can be passed on to sales.

Make sure you are communicating these insights with sales teams and learn more about what they're hearing in the field.

🛍 Create upsell opportunities

Your support team isn't always the best at consistently offering upsells. Perhaps they forget or are inundated with information from the caller. Perhaps they simply find it uncomfortable and at odds with the soft skills that make them great at building lasting customer relationships.

Working with the sales team, you can identify potential upsell opportunities and create processes to deliver more value to your customers and your business. Whether you're handing calls over to sales agents at critical opportunity points or making use of AI to trigger upsell protocols based on customer behavior, you can drive revenue without distracting your agents from the task at hand.

🎯 Hyper-targeted sales campaigns

Sales can develop highly targeted campaigns by using specific channel insights. Whether it's tailoring promotions for online channels, social media, or traditional advertising, understanding where your customers are most active and receptive allows your sales team to maximize the impact of their outreach efforts.

Improving digital CX with call center collaboration

When customers run into problems on digital channels, they turn to the phone for help. If your team can surface insights into technical issues and customer preferences, you can create value for digital teams and reduce call volume, freeing up your staff to focus on building more valuable customer relationships.

Identify technical issues and snags in the customer journey

Whether it's a website bug, app downtime, transaction failures, or login errors, if there's a problem, your customers will phone up and tell you about it.

Customer service teams are well positioned to spot issues early and can communicate these issues with digital teams before they do real brand damage.

Not only are you mitigating high call volumes for technical issues, you're saving the digital teams' skins. They'll thank you for it.

Improve the digital experience campaigns

Customer service interactions will often surface friction points within digital customer journeys. Capturing detailed Reason for Call data will enable you to highlight specific points of friction and communicate these with digital teams.

Again, this will help you keep call volumes at more manageable levels, but it will also enable digital teams to find holes in design thinking that will enable them to create better, more user-friendly and accessible experiences for every customer.

Support cross-channel experiences

Many customers still prefer to pick up the phone, even when service within the app or website would be quicker and more effective. In these instances, agents may refer callers to specific parts of the website where they can take required action.

Working with your digital teams, you can create cross-channel experiences that bridge the gap between the contact center and digital self-service channels. For example, you might train an AI voice assistant to send callers links to specific parts of your self-service portal via SMS. By taking the time to listen to callers, you're showing them you care, while at the same time reducing average call handle time, and increasing uptake of digital self-service. Everyone's a winner!

Demonstrating contact center value with finance

Understanding the costs associated with running a contact center and addressing customer inquiries is crucial for your organization's financial decision-making. But too often, finance teams are looking at the contact center purely as a cost center.

Effectively communicating the value of the contact center with finance teams will put you in a stronger position to negotiate the budget you need to deliver the experience that's expected of you.

Define financial metrics that matter

Put on your CFO hat. Do the success metrics you're currently using best demonstrate the value your team is driving? Or are you reporting on efficiencies you're being pressed to squeeze out?

Research shows that improving the customer experience can increase sales revenues by 2-7% and profitability by 1-2%. Make sure you place enough emphasis on your team's ability to consistently deliver impressive customer satisfaction metrics, and make sure they see the value you're driving through collaboration with other teams.

Your team does so much more than reduce AHT. Make sure the right people know this.

Uncover economic trends

Customer service interactions include a wealth of data on why your customers are or aren't buying.

Using this data to report back to your finance team on factors that influence revenue can be incredibly helpful for forecasting and planning, and will demonstrate the value your team creates day in day out.

Find efficiency opportunities

Data from customer service interactions can highlight numerous areas in the business that can be streamlined. This may be identifying high-volume customer service tasks that can be automated or highlighting customer friction points that can be improved.

Building a good relationship with your finance team and regularly discussing both efficiency and revenue opportunities not only demonstrates the value of the team but gives finance confidence that you will spend your budget effectively.
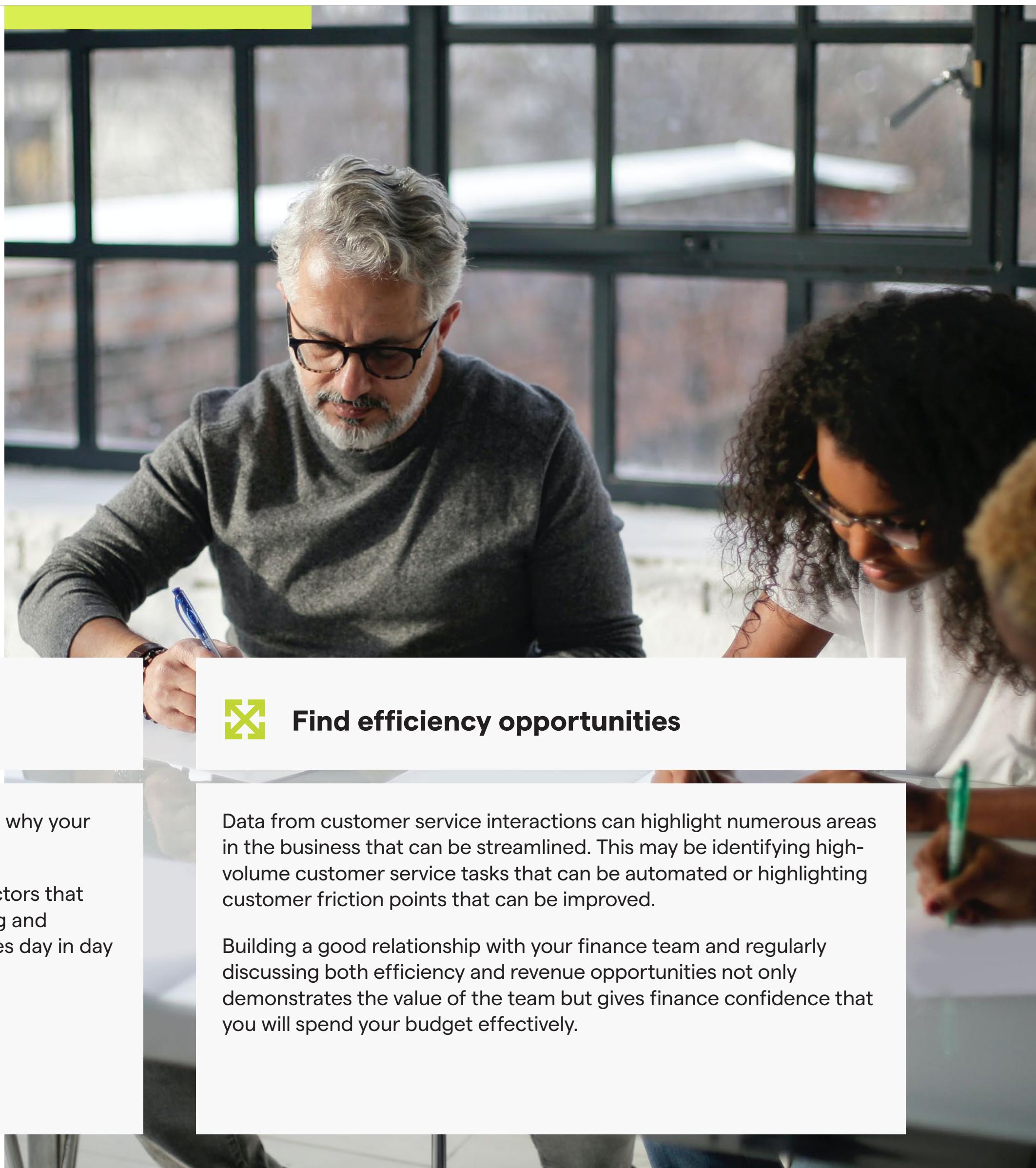
Conclusion

You can create a more cohesive and responsive business environment by integrating contact center insights with marketing efforts, sales strategies, digital team efficiency, and financial decision-making.

Embracing this collaborative approach not only enhances customer experiences but also empowers every department to make informed, data-driven decisions that contribute to the overall success of your business.

PolyAI is the inventor of customer-led voice assistants.

Don't wait to consistently deliver your best brand experience, achieve accurate resolution and uncover data-driven business opportunities

Talk to us about how PolyAI can help your company launch new customer experiences at scale, improving loyalty and retention, reducing call center costs and proving ROI within months.

Schedule a demo with our team

Find out more and hear our voice assistant for yourself at poly.ai