Survey Results: Companies "Unifying" the Conversational Contact Center

A survey of over 200 customer care professionals, sponsored by Empirix and conducted by Opus Research, discovered that use of social media and "cloud computing" is on a par with popular IM and collaboration platforms. A look at implementation plans and motivations highlights the importance of quality monitoring tools as companies travel headlong into the age of conversational commerce.

Sponsored by:

empirix
When Quality Matters™

October 2010

Dan Miller
Sr. Analyst

Key Findings

From June through September Opus Research mounted a Web-based survey to gain insights into the deployment plans and levels of interest in a variety of channels and networks for customer care and marketing efforts. Here are the top line findings:

- **Transformational times in the Contact Center** – Contact center personnel are increasingly engaged in multi-modal, multi-channel and social interactions.

- **Monitoring and call recording are high profile** – In response to questions about technology in service, two monitoring technologies topped the list, approaching 70% of instances, with plans to exceed 80% "in 12 months."

- **Social nets and "cloud-based" applications are in the mix** – A majority of businesses already treat email and Web chat as customer-facing channels, and deployment plans will move outbound alerts, home agents and screen sharing into the mainstream.

- **Nearly half of respondents already incorporate social media** – Facebook Fan Sites, Blogs and – to a lesser degree – Twitter lead the way.

- **Web chat and video are on the deployment horizon** – Agents are involved in email management among 60% of respondents.

- **Facebook and Google Apps are on a par with UC stalwarts** – Cisco and Microsoft OCS dominate Unified Communications discussions, but our findings show that Facebook, LinkedIn and Google Apps are establishing presence "inside the firewall."

- **More video and mobile apps are coming this year** – Firms are anxious to reach their "anywhere/anytime" customers and prospects.

- **Performance monitoring and testing gain importance** – Respondents "get it." They indicate that they are monitoring in order to "improve customer service" and "success rates", both of which create a better customer experience.

opusresearch

Table of Contents

Table of Tables