

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.

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October 2010

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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.

Table of Contents

Key Findings ii

Fostering Customer Conversations and Collaboration 1

 How Companies Feel about Their Own Service Quality 2

Snapshot of Technology in Use 4

 Analytics and IP On the Near Horizon 4

 Enterprise Schizophrenia 5

 In With the New 5

 A Hierarchy of Channels is Being Established 8

Surprising Showing For Social Platforms 9

 Social Channels are Both Managed and Mainstreamed 10

 Google Apps: A Testimony to Cloud-based Computing 10

 15% of Respondents Opt for “None” 11

Social Resources for Customer Care 11

 Fan Sites Offer Immediate Visibility and Searchability 12

 Blogs are Also a Natural 13

 Customer Forums and Twitter Weigh in at Over 50% 13

 Still Early in the Deployment Cycle 14

Motivating Factors for Multimedia, Social Commerce 15

 Better Understanding of “Multichannel” Offerings 16

Performance Monitoring: The Multichannel Perspective 17

 55% Have Already Changed Monitoring Strategies 18

 Improving Response Rates and Customer Satisfaction 19

The Conversational Commerce Enigma 20

Table of Tables

Figure 1: Perceived Customer Satisfaction 2

Figure 2: Comparison with Competitors 3

Figure 3: Contact Center Core Technology 4

Figure 4: Contact Center Enhancement Schedule 6

Figure 5: Customer-facing Enhancements to Contact Centers 7

Figure 6: Enterprise Collaboration Platforms 9

Figure 7: Social Media to Communicate with Customers 12

Figure 8: Overall Impressions of Social Media 14

Figure 9: Factors in Multichannel Communications 15

Figure 10: Multichannel Motivation 17

Figure 11: Monitoring Technologies in Use 18

Figure 12: Monitoring-A Change is Coming 19

Figure 13: Why Monitor 20