



## DELIGHTING YOUR CUSTOMERS

Using Desktop Integration To Empower Agents And Deliver Exceptional Customer Service

**F**undamentally, a ‘satisfied’ customer is just that — satisfied. Most often they are neither unhappy nor delighted by the service they receive. If your customers don’t feel that they are receiving the service they deserve, you risk losing them to competitors and acquiring new customers can cost five times more than retaining current ones.<sup>i</sup> In contrast, a delighted customer receives service that exceeds their expectations each and every time they interact with your company. They develop long term relationships and become public advocates for your company. These are the customers that provide a greater “lifetime value” by purchasing more products and services. Delivering exceptional customer service is a business goal with lasting, measurable results.

<sup>i</sup> Customer Retention.  
[www.1000ventures.com/  
business\\_guide/crosscuttings/  
customer\\_retention.html](http://www.1000ventures.com/business_guide/crosscuttings/customer_retention.html).

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Being able to delight your customers requires the development of strategies and processes to ensure that your customer-facing employees are focused on building relationships and exceeding customer expectations. These strategies may include implementing processes to enhance communications, such as distributing a newsletter or sending a thank-you note, improving employee training, creating satisfaction surveys, or offering special promotions. Another approach is to focus on your customer-facing agents and analyze what tools they need to do to provide exceptional, consistent service. Is customer

information displayed for them when they need it? Is the customer's history readily displayed? Do the agents have the ability to greet the customer by name when they take the call? Do agents have to copy and paste data or navigate through several screens to complete a task? Do customers have to wait while an agent enters data or searches for information?

Emerging technologies allow you to start answering these questions and empower your customer service agents. For years, we have suffered through the inability or complexity of integrating applications in order to pass data and or context. A new paradigm called 'desktop integration' allows for seamless integration of disparate applications. This approach focuses on defining and streamlining business processes and integrating systems where they are used — at the desktop. Desktop integration is an effective approach to organize complex work environments, streamline workflow, create a unified desktop, and reduce the amount of time the knowledge worker spends completing tasks. More specifically, desktop integration allows you to:

- **Automate Workflow Processes** — Desktop integration optimizes agent productivity by eliminating redundant data entry and streamlining processes. This type of integration has proven invaluable in reducing call times in contact centers, allowing agents to focus on the customer relationship, providing quality service, and cross/up-selling products and services. For example, automating the passing of data displayed in a CTI application to a CRM system reduces workflow steps for the agent and most importantly, eliminates the need for customers to repeat information such as their telephone number.
- **Provide Needed Information** — Desktop integration creates a true 360 degree view of customers by unifying only the required information from one or more applications in a single view. It also provides information that may be useful for the agent during the call such as the company's product specifications or even the weather conditions where the caller is located. This allows the agent to not only relate to the customer but also to help the customer make informed decisions.
- **Ensure Consistency and Enforce Best Practices** — Desktop integration provides a means for enforcing the many rules related to compliance and business requirements. It also helps enforce best practices and increases consistency, improving the quality of each interaction and customer satisfaction.

- **Complete More in a Single Call** — Desktop integration allows you to provide access to additional resources (applications, web services, etc.) and integrate them into a unified desktop to increase first call resolution and avoid transferring customers.
- **Improve Agent Training** — Desktop integration shortens training time with streamlined workflow, simplified navigation, and other features such as built-in training routines that walk agents through procedures.

## EMPOWERING AGENTS

By integrating applications at the desktop, you empower customer service agents by automating workflow, providing access to needed information, tools, and features as well as supporting the agent with training. The additional time agents spend navigating and using applications can now be spent more productively interfacing with the customer. Desktop integration not only empowers agents, it also empowers the business to quickly adapt to ever changing internal and external processes at a fraction of the cost of traditional integration techniques.

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Delighting customers by exceeding their expectations is a challenge for any service organization. It requires a “top-down” commitment and the development of several strategies to address a myriad of issues from pre-call training to post-call follow-up. Desktop integration is a proven strategy that not only improves agent productivity but also empowers them to deliver exceptional customer service.



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