

Every customer contact provides your company the ability to differentiate yourselves and remain competitive

Benefits

Increase customer longevity and value while decreasing attrition

Turn a “cost” of doing business into a differentiator

Increasing innovation will increase brand loyalty

“Do you consider your contact center as part of your competitive advantage?”

“How are you using technology to exploit this advantage?”

How do you know if your contact center truly offers a competitive advantage?”

Challenge

Some companies do not consider a contact center investment as a means of seeking a competitive advantage. At times they implement “like” or “out-of-box” features as they migrate from one technology to another. They often become tactical when aligning the technology to the business. Considering customer diversity, an abundance of communication channels, business processes, and the competitive nature of business, every customer touch point needs to offer an advantage to differentiate your services from others.

Effort

The process begins by evolving the culture of the contact center from cost to retention and value. Understand the vision and goals of the executive leadership team. As sales and marketing become involved, a short and long term plan is created. Operational and technology strategies are formed to position the contact center as a competitive advantage. These strategies are used to create a timeline of advancements. An iterative approach is leveraged to implement change based on a list of priorities. This process repeats year after year, and evolves based on the climate of the market, the brand, and the value proposition of the business.

Results

Contact center investments support and enhance the goals of the company. The customer journey is anticipated, realized, and enhanced. The level of “friction” a customer experiences is reduced. Marketing and sales begin to use these advantages as collateral. The “difference” offers a competitive advantage while marketing and sales share the benefits.

Summary

The needs of the customer typically change and evolve faster than most companies realize. Every contact you have with a customer must be competitive, purposeful, insightful, and measured. This data will be a critical part of transitioning your brand and your value proposition to the next level.

Considerations

Reflect and determine if your contact center and your technology investments are truly offering a competitive advantage for you and your customers. Seek consultation to walk you through this analysis.