



# From Contact Center to Engagement Center

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# Evolving Customer Service to Meet Customer Expectations

The traditional Contact Center is no longer enough to keep up with the growing expectations of customers. To better equip companies to provide a positive customer service experience, we believe it's time to transform their Contact Centers into Engagement Centers. This paper will detail what a modern Engagement Center looks like and provide a framework for its implementation.



## Customer Expectations Have Increased

Customer expectations have never been higher and meeting those expectations has never been so important. As business increasingly moves online, the fight for customers has moved away from price and towards experience. So, it should come as no surprise that more than 50% of companies will implement significant business model changes in their efforts to improve customer experience by 2018.

Confirming this trend, Walker (a US-based global research firm) believes that customer experience will overtake price and product as the key brand differentiator by the year 2020.

To better understand this shift, it is important to point out why customer expectations have risen so much in such a short period of time. The competitive landscape has widened considerably in recent years. In the past, a company would primarily compete with a small subset of competitors in the same space and the differentiation would most typically be price. Customers would purchase the less expensive of the comparable products.

Today, however, this isn't always the case. Companies are now competing with a much larger set of competitors often across various industries because price is no longer seen as the differentiator. This shift in evaluation has most likely taken place because of the amazing experiences customers have received from companies like Apple, Amazon, and Zappos, customers. Granted, if a customer is looking for a financial product like a home equity loan, they won't (and can't) buy it from Apple. But, they will buy it from a provider that requires less effort on their part - even if it is slightly more expensive.

### **Demanding Better Customer Service**

To meet these expectations, companies have to evolve the way they support their customers.

While there are several components that make up the customer experience, perhaps the most influential is customer service and support. It should come as no surprise then that it is this area where customer expectations are at their highest. Whether reasonable or not, customers expect immediate solutions to their issues in the shortest amount of time. Customers also require minimal effort on their part - meaning they expect support wherever and whenever they require it.

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Many companies have already taken steps in the right direction by offering 24/7 support and alternative support channels like web chat and email. Some of these companies may have even gone so far as to house the teams assigned to these channels in the same Contact Center. Unfortunately, this is simply not enough to meet or exceed expectations. Instead of merely

## What is an Engagement Center?

Whereas a Contact Center facilitated contact with a customer through various channels, numerous representatives, and a hodgepodge of technology solutions, an Engagement Center facilitates customer engagement through all channels to a single representative and a single technology solution.



sending a customer support telephone call to one team and a web chat to another, the Engagement Center serves as an all-in-one true digital-first solution capable of going beyond chat to include, phone, web audio, video, and visual engagement solutions like CoBrowsing and Live Observation.

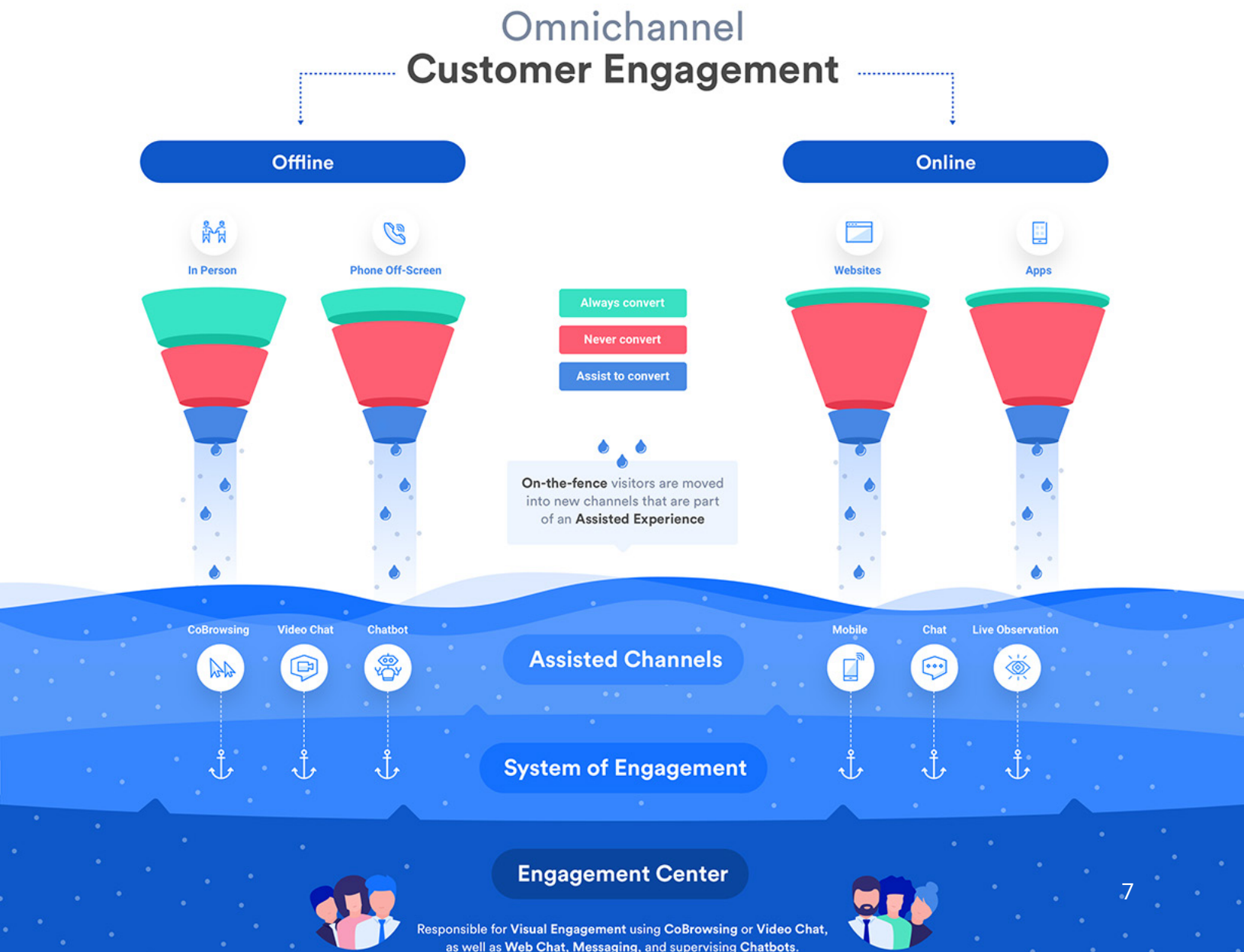
By bundling all communication channels into a single solution and layering on behavioral, demographic, and visual context, companies are able to provide unrivaled support - not only meeting, but often exceeding customer expectations.

The goal of an Engagement Center is to provide an exceptional experience to the customer on their terms, which results in a faster, more efficient path to a conversion event (lead acquisition, purchase, issue resolution, etc.).

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While the Engagement Center is heavily focused on the digital experience, a strength of the Engagement Center is its ability to serve as a customer touchpoint regardless of the customer's starting point in their journey. For example, the Engagement Center can move both offline (in-store, in-branch) and online customers toward what we call an assisted customer journey. It is the assisted journey that typically results in the exceeded customer expectations that are manifested through increased conversion, improved support, and greater customer satisfaction.



## A System of Engagement

To successfully move customers through an Assisted Journey, it is imperative to have full control over the channels through which a company and its customers can communicate. Gone are the days where offering a simple 1-800 number and a support email address were sufficient.

Today's customers expect to be able to communicate with a company at all times of the day (and week) and through the most convenient channel of the moment. In addition to telephone and email, customers expect companies to offer additional channels that may include web chat, web messaging, SMS, web audio, video, social media, and in-app options.

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**Gone are the days where offering a simple 1-800 number and a support email address were sufficient.**

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In addition to the plethora of channels, customers expect a seamless journey. Moving customers from one representative to another and one channel to another is no longer an option. To be successful, companies must provide support with minimal customer effort. In fact, it is customer effort that will most likely determine whether a customer buys from you or stays with you.

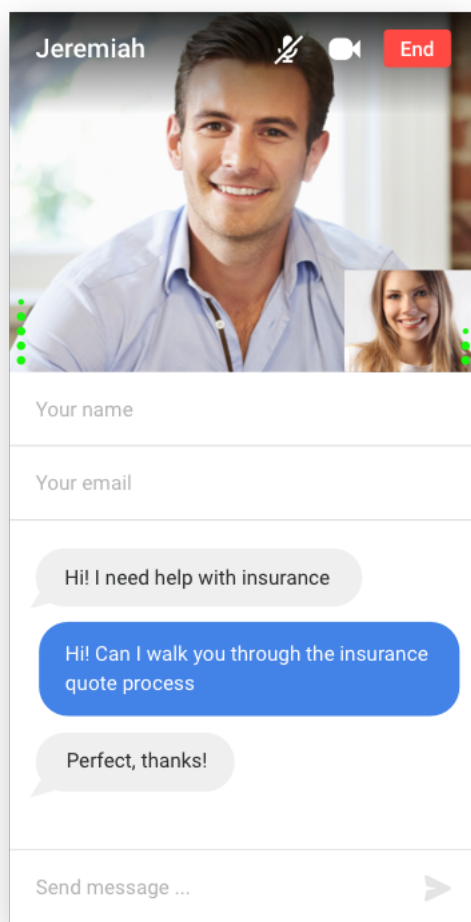
As stated earlier, the goal of the Engagement Center is to provide customers with a seamless “unbroken” customer journey, most often in the form of an Assisted Journey. In order for this to happen, however, we need a mechanism to contain not only all the various communication channels,



but also all of the entry and exit points of the journey. We refer to this container as the System of Engagement.

Glia serves as the System of Engagement for many large enterprises who have taken the step forward in transforming their Contact Centers to Engagement Centers. Leveraging Glia Hub, our all-in-one digita-first customer engagement platform, and Call Visualizer, our standalone integrated CoBrowsing solution, we've enabled business to consolidate their Contact Centers into a single point solution.

Our solutions have also enabled companies to empower their representatives by providing valuable context and a single source of engagement, which allows for more efficient, timely, and effective customer support.

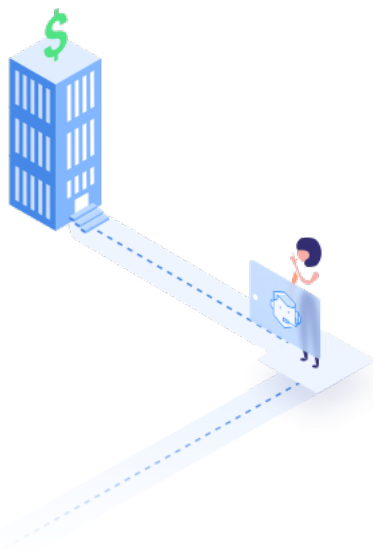


**Hub**  
by Glia

# Guiding Customer Through an Assisted Journey

So what does a typical customer's Assisted Journey look like through the System of Engagement?

As mentioned, one of the benefits of a System of Engagement is the ability to funnel customers into an Assisted Journey from nearly every possible starting point - both online or offline.



## From Offline to Assisted

In the case of a customer who is offline, perhaps in a physical bank branch, an example of an Assisted Journey is as follows.

A customer walks into a physical micro-branch - a smaller branch in footprint that leverages technology to offer nearly the same services as a larger traditional branch. The micro-branch is categorized by a smaller teller desk and a bank of teller kiosks. The kiosks serve as the gateway into the System of Engagement - providing customers support through audio and video chat, plus CoBrowsing.

Offering full digital engagement channels, plus an option to still visit an in-person teller, enables companies to provide the benefits of an in-person experience over digital channels. Moving a customer from a physical experience to a digital experience could present challenges, however, with a System of Record the migration is seamless, more efficient, and many cases, saves the customer time.

Through this journey, the customer is more satisfied and the company has a greater chance to end the engagement with a conversion event.

### From Phone to Assisted

In the case of a customer who calls in for support on their telephone, a System of Engagement can still be used to bring them into an Assisted Journey. Leveraging technology like Glia's Call Visualizer and Glia Phone, companies can essentially marry the inbound call to the caller's associated web browsing session.

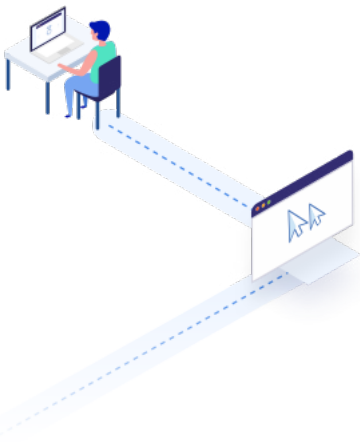
This is possible because consumer behavior has changed. In the past, a customer would most likely find a company's phone number in the phone book or from a business card. Today, however, more than 60% of calls involve a customer obtaining a phone number from the web.

With a System of Engagement, companies can provide their representatives with real-time live visual context to better assist customers - even in the case of the engagement beginning from a phone call.

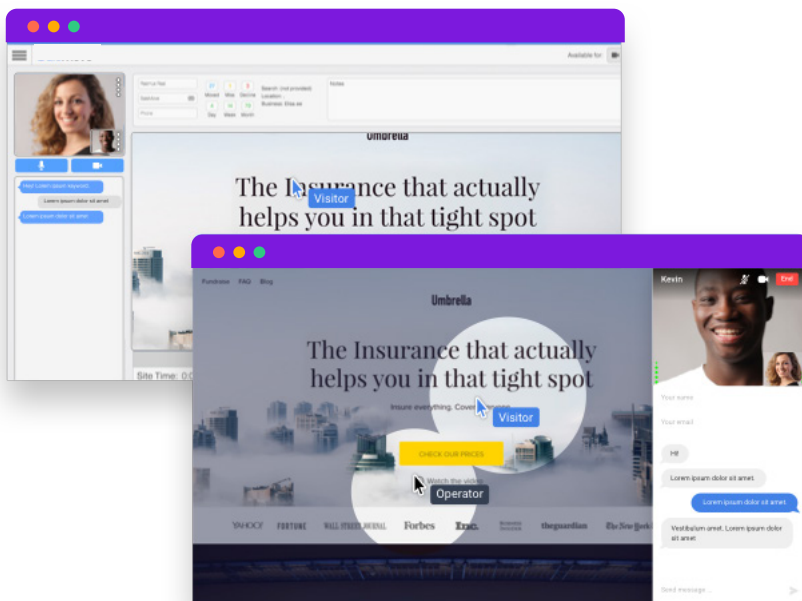
### From Low-Touch to High-Touch

Finally, a System of Engagement creates a robust and seamless experience for customers beginning their journey online. Imagine a case where a customer is shopping for a mortgage. As we know, today's consumer is quite independent and in-control of their buyer's journey. Typically, they're nearly 70% done with the process before they're ready to reach out to a company.

From a convenience standpoint, live web chat is usually the preferred method



of outreach for customers to communicate with companies. However, chat is usually only the most appropriate channel for instances where simple questions or issues are trying to be resolved. For times when there is a more complicated issue, it's probably best to elevate the engagement to a more personal channel that can handle deeper levels of engagement, like audio or video.



Glia CoBrowsing

The System of Engagement shines in these cases as it can move a customer from a simple live web chat to a live chat with CoBrowsing - which introduces visual context into the engagement. From this point, the engagement can be elevated even further to a full audio or video chat - still leveraging CoBrowsing. At this point, the customer has been supported across multiple channels, all while being supported by a single representative through a single

technology platform.

In our mortgage example, there are many different options and it's probably best to speak to a mortgage specialist to explain the benefits of each. Adding in CoBrowsing and other context allows the specialist to walk you through the options on screen - helping you make a decision based on your specific needs.

The journey from simple web chat to comprehensive 2-way video chat was seamless with minimal customer effort. As a result, the customer walks away satisfied and ultimately makes a purchase.

## Creating a True Engagement Center

Installing a System of Engagement is the biggest step in transforming your Contact Center into an Engagement Center. Doing so allows you to centralize your communication channels and representatives, which creates a more seamless experience for your customers.

It also creates a single source of engagement through which your reporting and integrations become simpler.

By combining a System of Engagement with a System of Record (CRM), companies will have created a true Engagement Center where a complete view of the customer is accessible.

This is our view of the future and one that many companies are fulfilling as they look to differentiate themselves from their competitors.

**To learn more about the Engagements Center or our company, please visit [www.glia.com](http://www.glia.com) and request a demo.**



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