

Unified Communications in the Contact Center

A synergistic approach
to elevate the customer
experience, enhance internal
collaboration, and reduce
operational costs

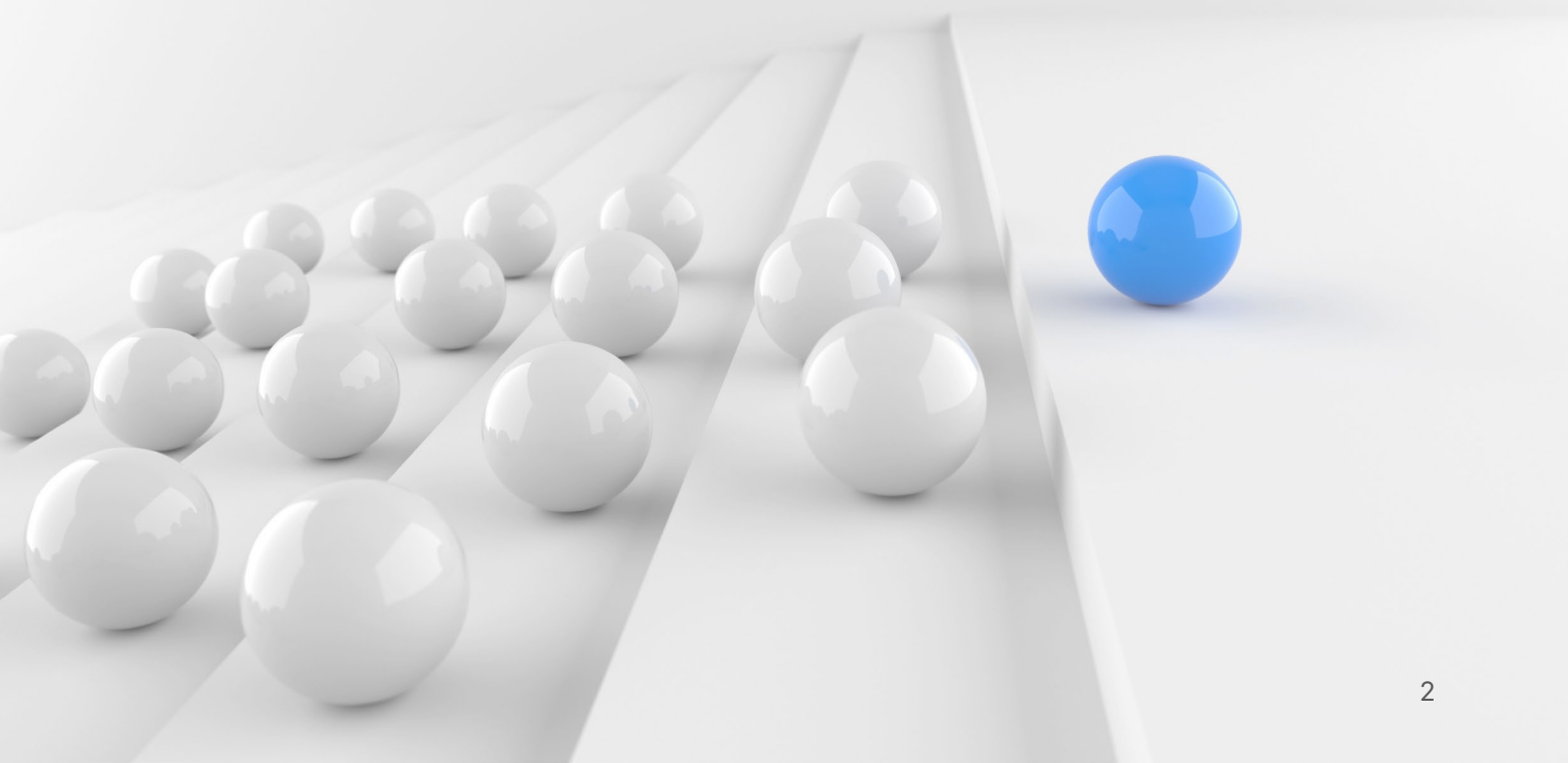


The Rise of UC&CC in the Age of the Customer Experience

Unified Communications and Contact Center solutions have long held an important place in the communications and collaboration market, and now businesses are beginning to realize the business value in combining the two forces into one powerful solution.

Global analyst [Omdia](#) best describes UC&CC as “a response to the rising end-user demand for cloud-based communication and customer engagement solutions, which will significantly disrupt the market, replacing many standalone UCaaS and CCaaS offerings.”

Already, [over 95% of businesses](#) around the globe recognize that the integration of UCaaS and CCaaS is important.



Unified Communications as a Service (UCaaS)

In a nutshell, Unified Communications as a Service brings together, or **unifies**, all modes of **communication** into one cloud-based **service** with a synergized interface to support collaboration and efficiency.

Uniting all communication into one solution creates a harmonious tool with practical and measurable benefits for businesses like reduced spending and overhead costs, seamless communication and collaboration that increases productivity, and flexibility to support remote and hybrid work environments.

When all tools for communication are placed at your fingertips, work can be completed much more quickly.

Research shows that companies using UCaaS “are 2.6 times as likely to have experienced shortened cycles for decision-making.”



Contact Center as a Service (CCaaS)

On the other hand, Contact Center as a Service provides all the tools needed to handle customer interactions with businesses.

Not only for contact centers, CCaaS software is beneficial to any business with customers.

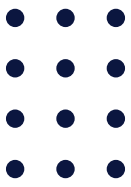
With advanced features like intelligent routing, omnichannel capabilities, and insightful reporting, CCaaS boosts efficiency, drives productivity, and enhances the customer experience.

Research shows that companies that adopt omnichannel platforms experience 10% year-on-year growth.

The benefits of these two technologies are undeniable, but marrying the two solutions yields even more enticing business benefits.



Keep reading to learn how to consolidate technology and breakdown silos, drastically improve the customer experience and employee experience, reduce costs, and boost organizational efficiency.



Dismantling Silos and Supporting Cross-Departmental Collaboration

How many tools and apps would you guess your customers and their end users utilize on a daily basis? We hope you guessed high because the data revealed by research is staggering: [large organizations use an average of 367 different software tools](#).

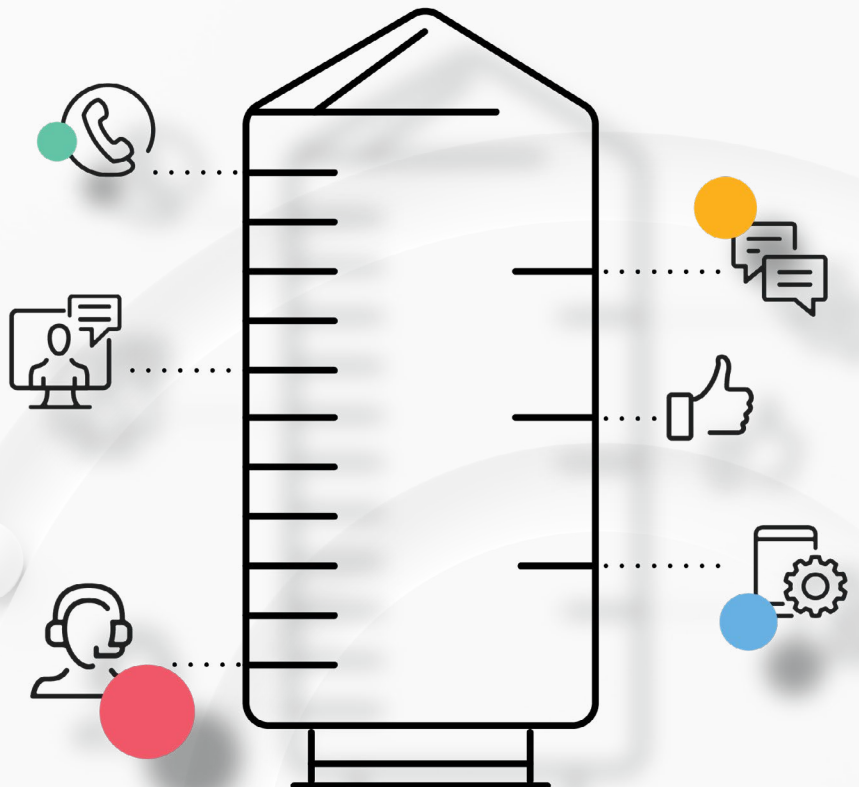
While that number may be lessened for smaller companies, if we begin to list communication and collaboration tools available to use today we quickly realize how such high numbers could be reached:

- Traditional calling solution
- Virtual meeting platforms
- CRMs
- Team collaboration apps
- Social media management
- Mobile apps

And the list goes on. All of these contain useful functionalities, **but the overabundance of solutions and apps is creating data silos and blocking collaboration** for modern businesses and organizations.

Oftentimes, each specific tool or platform is assigned to the most relevant team, isolating the data and projects.

You can solve this problem for your customers and target market by replacing the surplus of products with an all-in-one solution that can be used universally by all individuals and teams.



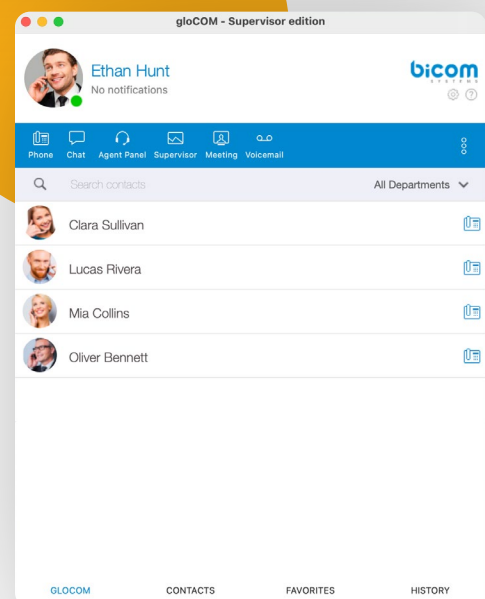
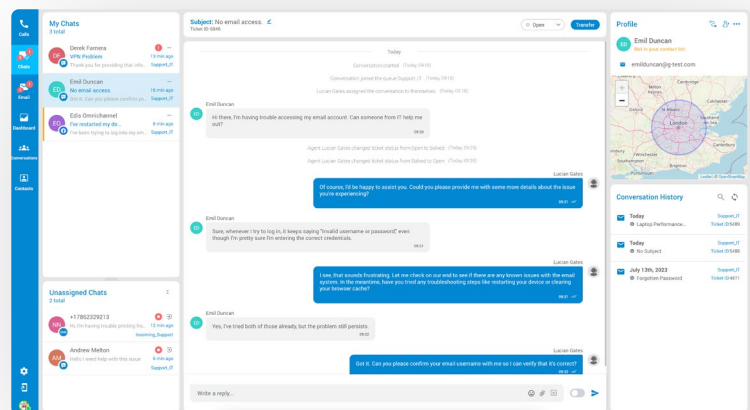
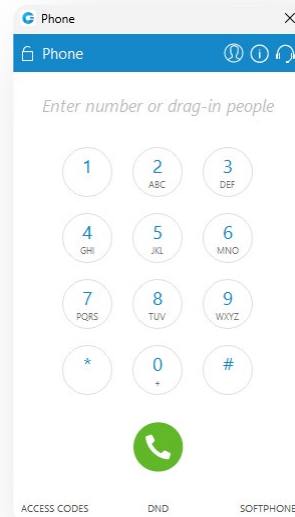
Open communication

By integrating a Unified Communications app like gloCOM with Contact Center you provide all of the features and tools in one simplified interface.

gloCOM Agent and Supervisor editions contain built-in contact center features that form a powerhouse solution that opens the lines of communication for easy, instant collaboration between customer-facing teams, behind-the-scenes workers, and everyone else.

Open communication will be a relief to knowledge workers that spend nearly a third of their working hours, 11.6 hours per week to be precise, [“searching for critical information trapped in data silos.”](#)

Especially as 80% of them are aware of the issue and say “reducing silos is a top priority for their organization.”



Instant Messaging

Instant Messaging allows colleagues from different departments, offices, and geographical locations to maintain instant and seamless collaboration.

Group chat can unite departments, smaller teams, and the whole organization to ensure everyone is on the same page. Users can also share documents, images, and emojis within individual and group chats to make communication as straightforward as possible, reducing the risk of miscommunication between departments.

The implications of company-wide instant messaging for customer-facing workers are huge and exciting. This bridges a long-standing gap between traditional “agents” and the knowledge workers that have the information and answers they need.

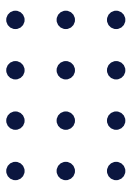
Video Conferencing

Video conferencing has become the gold standard for effective business communication, transcending office walls and minimizing the risk of misunderstandings.

With [gloCOM Meeting](#) users can start a video conference with the click of a button, adding as many participants as needed via drag-and-drop throughout the conference.

Incorporating video conferencing into the UC&CC solution that is used across an organization will strengthen teams as they work toward common goals.





Simplifying the Tech Stack and Reducing Costs with a Single Service Provider

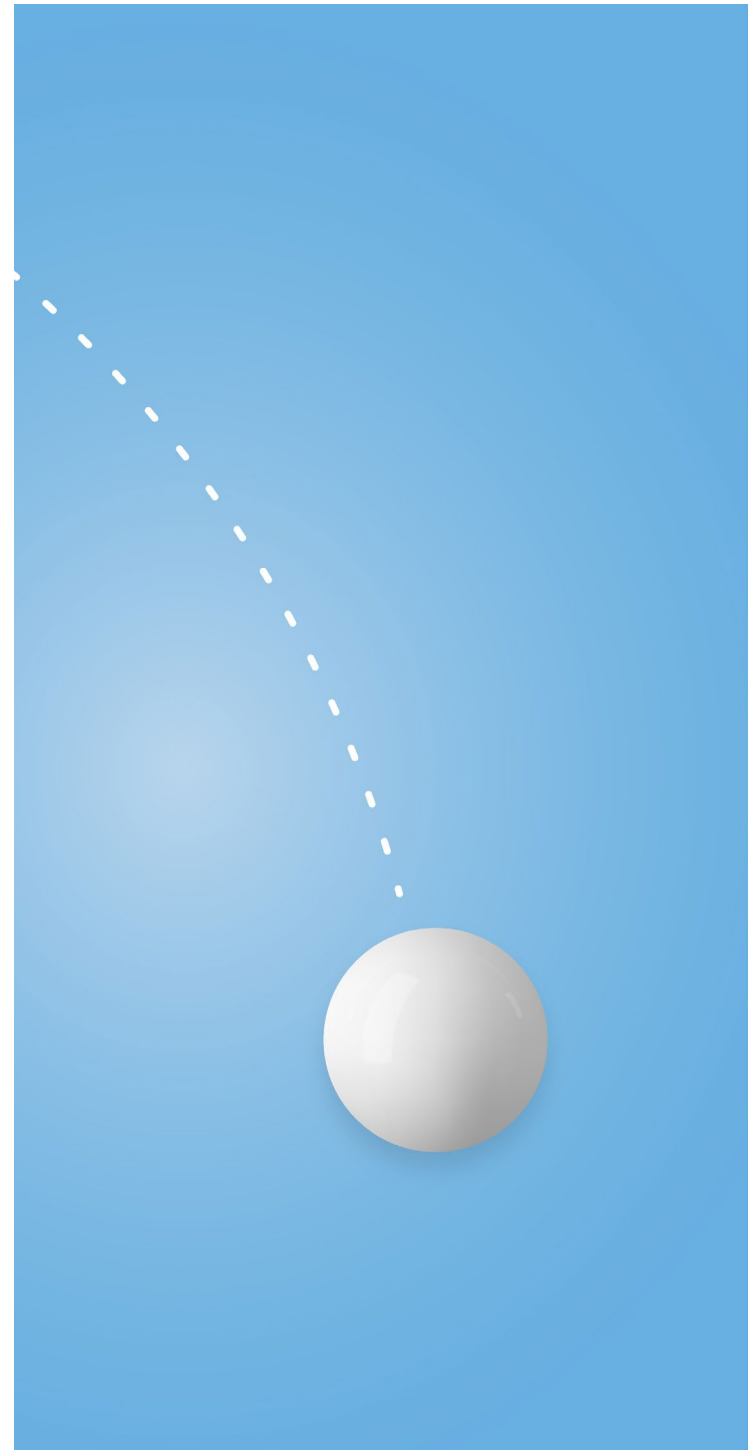
With [global economic growth below pre-pandemic levels for the third year in a row](#), businesses are understandably looking for ways to cut costs.

Reducing some of the excess applications in the tech stack we discussed above seems like a logical place to start. By offering your customers an all-in-one UC&CC solution, you give them the ability to cancel other subscriptions and **consolidate their investment into one cost-effective solution for all of their communication and collaboration needs.**

Lowering Costs

Cloud solutions are typically subscription-based, so you can quote a set monthly fee to your customers and even offer bundles or add-ons so they can choose an option that fits their budget now with the option to grow later.

In addition to decreasing the amount spent on apps and platforms, an integrated Unified Communications and Contact Center solution means that support, maintenance, and upgrades will also be consolidated whether than paying separate providers.



Research found that integrating UC and Contact Center led to an [18% reduction in operational costs and a 22.6% increase in revenue.](#)

Simplifying Operations

And budget is not the only concern in the current climate, many of your customers are probably working with sparse teams due to the [ongoing labor shortage](#).

Simplifying operations with a Single Service Provider has great value.

IT teams and administrators will be grateful to stop juggling multiple providers and deal with a singular contact for all of their communication and collaboration needs.

Maintenance of a cloud-based solution is significantly easier than that of multiple platforms and apps. Upgrades and support can be provided remotely, saving time and money.



Enhancing the Customer Experience with Tools that Empower Customer-Facing

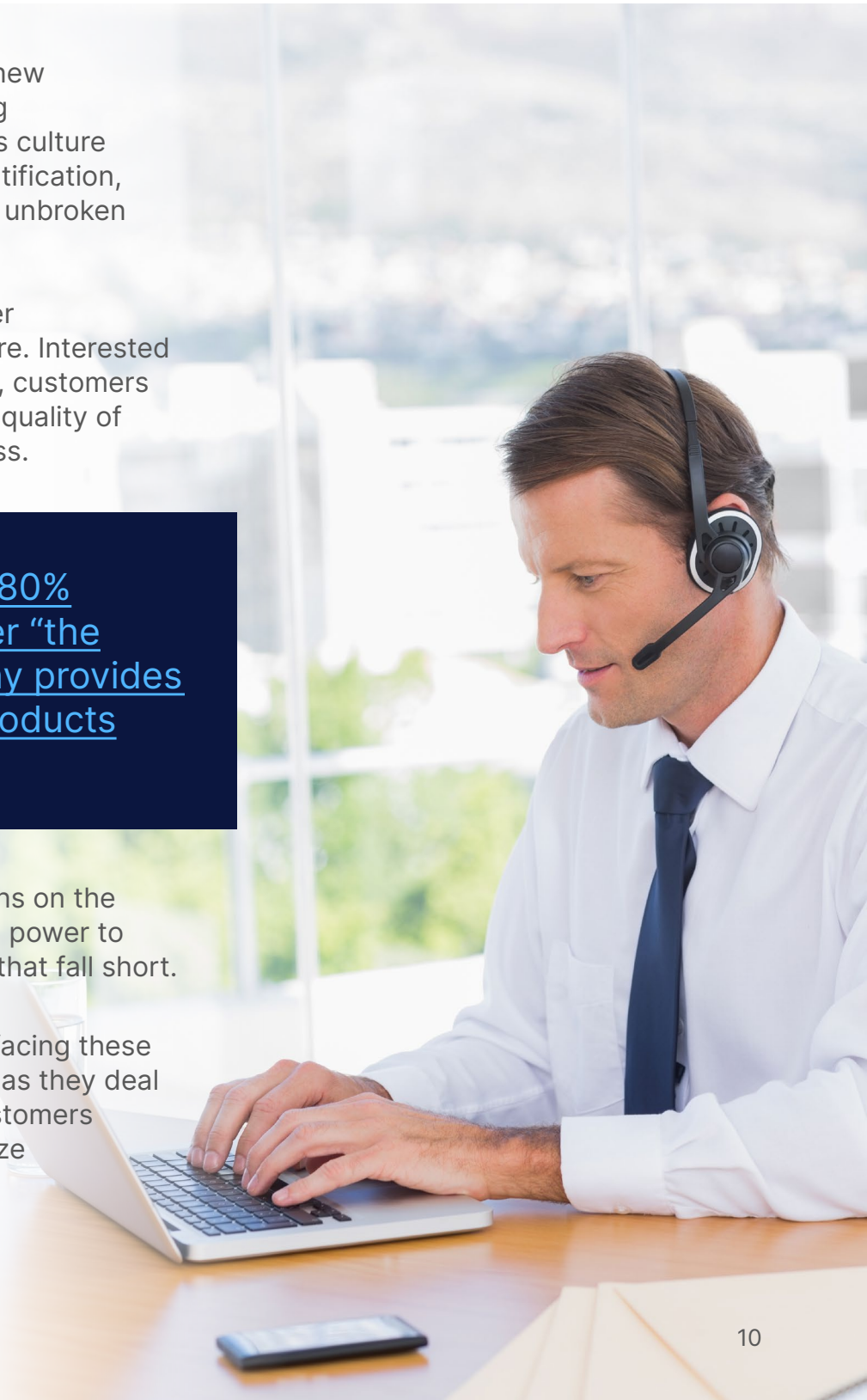
The ongoing emergence of new technologies and networking platforms means that today's culture is accustomed to instant gratification, always-on connectivity, and unbroken communication.

Customers today have higher expectations than ever before. Interested in far more than the product, customers care just as much about the quality of interactions with the business.

In fact, a resounding 80% of customers consider “the experience a company provides as important as its products and services.”

And the abundance of options on the market means they have the power to walk away from businesses that fall short.

Your customers that are facing these heightened expectations as they deal with a high volume of customers need new tools to prioritize customer-centricity.



Resolution Speed

The definition of “fast” has changed over the years. Customers are no longer willing to wait on hold or leave messages and wait for a response.

So what does fast really mean to customers in 2024?

Well, 21% of customers, that's about 1 out of every 5, expect immediate resolution to their communications. 23% are slightly more lenient, giving the business up to 60 minutes to reply and resolve queries.

So how can you help your customers to increase their response time?

By giving the customer-facing individuals or agents the resources they need to reach a resolution quickly.

When gloCOM is distributed universally, users can access the support they need while communicating with customers.

Instant messaging is a silent way to ask questions and reach subject matter experts while on the phone with a customer, **empowering agents to stop putting customers on hold and achieve first-contact resolution more often.**

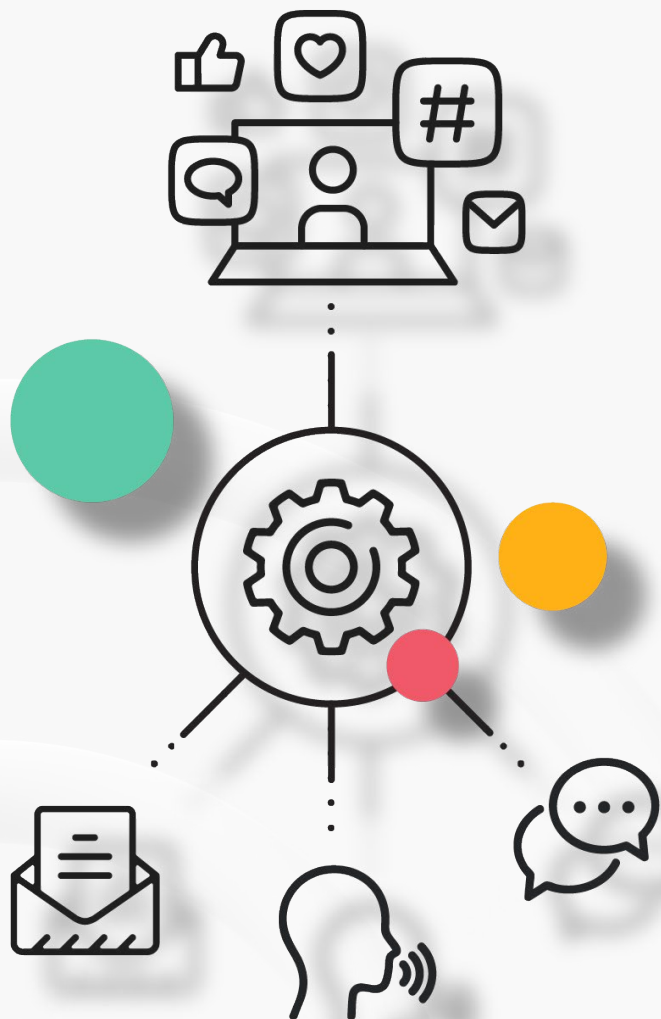
Flexible Availability

The global prevalence of social media, instant messaging apps, and even AI (Artificial Intelligence) tools means that customers expect greater availability.

In fact, over 35% of customers want to have the ability to [“contact the same customer service representative on any channel.”](#)

[Contact Center](#) synergized with [gloCOM](#) provides users with omnichannel capabilities that are made even better and simpler by Unified Communications.

Agents can view and respond to customer interactions from various channels, like voice, email, live chat, SMS, WhatsApp, and Facebook Messenger, from one streamlined interface.



Personalization

In the past, customer service and support teams could treat each customer the same, as long as a resolution was eventually met.

Today, customers expect to be recognized, remembered, and treated with personalization.

Their voice is clear: [“73% of customers expect better personalization as technology advances.”](#) And even more importantly, 79% “expect consistent interactions across departments.”

Currently this expectation is not being met, with 55% saying “it generally feels like they’re communicating with separate departments rather than one company.”

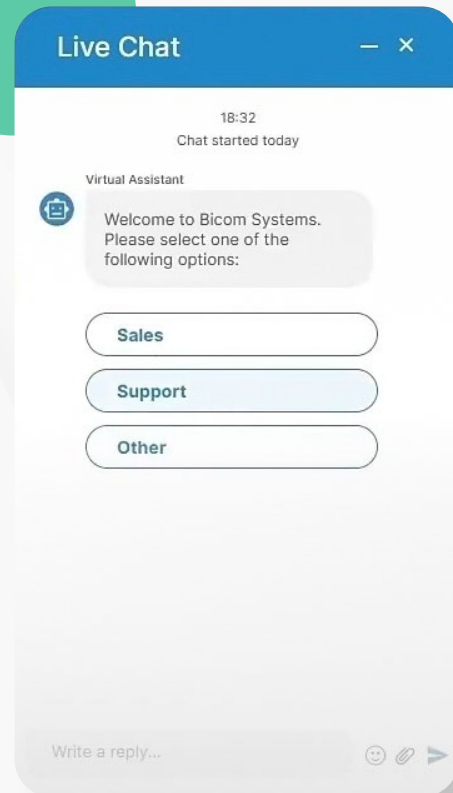
Offer CRM integration with CC to support contextual interactions and natural conversations. [gloCOM](#) integrates with all major CRM platforms and provides pop-ups with relevant and historical information about a given contact.

This saves customers from having to repeat information and empowers agents to have more personalized interactions.

Self-Service

Customers today are accustomed to using mobile phones, laptops, and all kinds of technology and often prefer to take things into their own hands, so to speak. More than half of the customers say they would [“prefer self-serve customer service channels in comparison to speaking to a support representative.”](#)

Self-service options like chatbots and Interactive Voice Response (IVR) check the boxes for flexibility, availability, and responsiveness.



[PBXware Contact Center](#) incorporates chatbots and IVR to allow customers to find answers without agent assistance.

Companies that have already started merging Unified Communications and Contact Center platforms are finding success with a [26.5% improvement in customer satisfaction ratings](#).



Enhancing the Employee Experience to Boost Productivity and Reduce Burnout Amid Labor Shortages

Spurred by the COVID-19 pandemic, America's Labor Shortage continues to present significant challenges even nearly five years later.

As of September 2024, there are [8.2 million job openings across the US with only 7.2 million unemployed workers](#).

Similar to the change in customer expectations, employees now desire a better quality of life and are empowered to look for it given the greater availability of jobs.



The United States Chamber of Commerce concludes that [“many workers have been transitioning to other jobs in search of an improved work-life balance and flexibility, increased compensation, or a strong company culture.”](#)

This leaves two specific challenges: sparse teams must become more efficient to fill the gaps left by unfilled roles and businesses must make their employment opportunities more lucrative in an employee's market.

Fortunately, the consolidation of UCaaS and CCaaS has already shown a [21% boost in employee efficiency](#) in early adopters.

The Toggle Tax

The [Harvard Business Review](#) conducted a study in 2022 to find out the consequences of using too many tools. They found that the average worker toggles between different apps and websites almost 1,200 times per day. With each switch taking just over two seconds, this adds up to almost four hours per week or five weeks of the year. They named this phenomenon “the toggle tax”.

Consolidating Unified Communications and Contact Center software is a perfect way to decrease the toggle tax as all tools are included in one organized, intuitive interface.

Agents can access all of their communications, tasks, and resources in one space, releasing the time and brain power spent on excessive apps and software.

Prevent Isolation

Over [63% of traditional call center agents experience burnout](#) with isolation as a leading cause. Historically, a call center employee would take call after call with no other human interactions during their shift.

Unified Communications is a game changer that connects contact center agents with their colleagues and supervisors via instant messaging, screen sharing, videoconferencing, and more. This gives them access to both work-related support and resources, but also a place for camaraderie among teammates.



Flexible Work Environments

The COVID-19 pandemic changed the working landscape forever, and nearly five years later

54% of American workers desire to work fully remotely and 41% want a hybrid schedule.

The good news is that integrating Unified Communications opens up the ability for contact center workers to perform their duties anywhere with an Internet connection.

Give your customers the ability to create a more lucrative working environment with flexible options that increase productivity and employee satisfaction.



Charting the Path to a Secure Future with Clear Insights for Informed Decision-Making

Contact Center solutions typically provide data and reports on communication trends. These can be magnified by integrating with Unified Communications.

Useful Insights

When UC and CC are part of a singular solution, all departments have access to the same tools and interfaces for internal communication and collaboration.

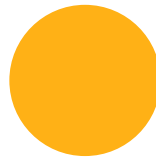
Sales representatives, for example, will have access to the same communication history as the contact center agent, enabling them to capture a better understanding of the customer or prospect.

Management and C-level executives will also appreciate how easy it is to access contact center data, like queue data, resolution rates, and agent stats, to support more informed decision-making and goal-setting.

Future Integrations

By adopting a cloud-based, fully integrated solution now, you are setting your customers up to adopt emerging and future technologies more easily. With built-in options for integration, your UC&CC product will be ready for upcoming technologies like Artificial Intelligence (AI).





Get Started Today

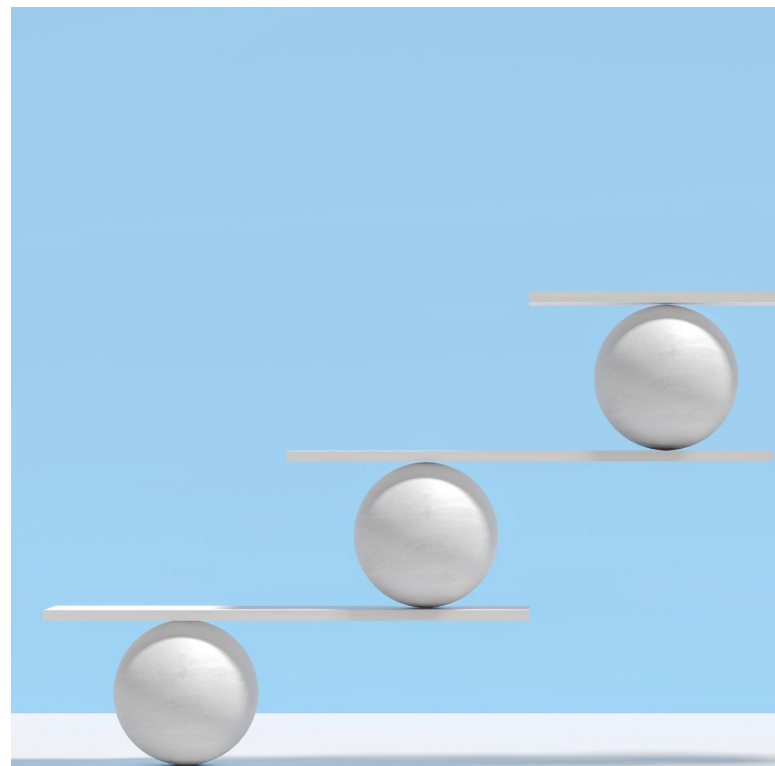
Already [64% of CCaaS customers want to buy a combined UCaaS and CCaaS product.](#)

Are you customers among that number?

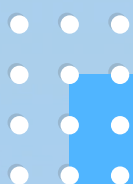
The benefits of adopting a UC&CC product are clear and urgent. Bicom Systems can help you get started today.

Our Contact Center platform was built from the ground up with integrated Unified Communications to elevate the customer experience, streamline operations, enhance internal communication, and drive productivity.

We can become your single service provider for all things communication, simplifying your vendor management and support processes and reducing your costs. In turn, you can become a single service provider for your own customers while also giving them the customer-centric, budget-friendly solution they need today.



Please [reach out](#) to share your story and begin adopting a cost-friendly, growth-oriented, future-secure UC&CC strategy today.



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