

# Call Center Software: A Virtual Platform For A Powerful Customer Support



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# Introduction

Cloud has proved its potential in recent years. Before that dealing with data was not easier. But irrespective of any business domain that deals with saving and retrieving of data, cloud technology has delivered some unprecedented results.

The idea behind the inception of any technology is always to keep the focus on the needs that it addresses to. Cloud technology has delivered fast results with its flawless ways and processes.

When we think about contemporary call center environment, cloud has brought many major changes to it. And the best aspect is, the agent- client communication became more productive and result-oriented with the presence of information.

The growth in the number of customers, looking for a customer support has increased alarmingly, and the number of internet users has also increased exponentially too.

Because of the same very reasons, the transaction happening through online platform has also found an upsurge in the number of people who seek customer support on a daily basis for some advice or support. The need to respond to the customer's queries in an intelligent way and reach out to new customers efficiently became a challenge of call center business.

The traditional ways of customer service had many drawbacks that led the whole customer support environment towards a need to redesign and restructure the methodology of the customer service. Cloud's arrival was a major turning point.

The cloud-hosted call centers that come with features that help making contemporary customer service process a lot more easier and productive. Let's look at why a call center software is significant these days to deal with the contemporary challenges.



# Why is Cloud Necessary?

The forward-looking features of the cloud technology made the customer support more productive in terms of dealing with the growing number of customers and their demands. The cloud technology brings in the effectiveness in the workforce management, and because of the same reason, it brings more power to an individual agent that leads to higher productivity in the call center environment.

The safety of data is a big question for many who avail the services of the cloud and to address this doubt; cloud has kept consolidating its safety system over the years. There is always a team of experts at the data center who take care of the data and avoid any possibility of a security breach. Cost is another factor that keeps the idea of cloud technology quite relevant in the contemporary scenario. Without any physical infrastructure, one can execute the customer support process quite easily with effective results.

You don't have to put your agents in an office premise and ask them to remain seated behind a desktop for a number of hours. The agents can be anywhere and work remotely to deliver customer services, effectively. On the other hand, the customer can choose a plan that is according to his needs, he doesn't have to pay for something that is not needed. The call center software uses all the customer related data to deduce many insightful results to understand the inclination and interest of the individual customers. The whole customer data remains safe and secure on the cloud. This repository of data, if deduced intelligently, gives many insightful cues to restructure and redesign the services. To stay ahead of the current customer demands, it is essential to adopt the latest technology for better results.

# Call Center Software: A Big Leap in the Customer Service System

The arrival of call center software brought many big changes to the call center environment, and the virtual call centers came into existence. The most important change was the mode of dialing switched to software from hardware that sought manual efforts. This transition added a new chapter to customer service efficiency.

The idea behind developing a call center software was to make the customer support process hassle-free and a lot easier for the agents. Cloud technology became supportive of such transformation because of the attributes it carries to make the most out of the available resources. Call center software support scalability and flexibility that further help to get a better understanding of the existing customers and their needs to give them a customer support system that works based on innovation. A good customer support takes care of every single need of the customers. The need of every individual is considered and taken care of with the help of software that is meant for the individual benefits of the customers as well as the agents.

# Measuring the needs of the Customers

To design a service in a better way, it is necessary to understand the customers. When your customers are in your close orbit then you have to pay attention to their needs discretely. The needs of service changes from one individual to another. In-depth knowledge of your customers makes you well equipped to introduce new things to them and make them aware of the benefits of the newly introduced solution. Virtual call centers have grown in numbers because they deliver according to the contemporary needs.

It is also mentionable here that the customers have become more aware with time and they choose their product or services only after multiple verifications. And the growth in the adoption of virtual call centers clearly depicts the benefits they bring are unavoidable. For example, virtual call centers also support CRM integration, and the traditional call center lacked in this stake. As understanding about the customers was minimal because with traditional call centers the avenues to use the customer data were less.

Data is just a bulk of zeroes and ones if those are not utilised well, the whole chunk of insights coming from the data is missed out. The deductions of the data should be available to the agents at the right time; otherwise those insights coming from the data become totally meaningless. The advent of cloud technology helped the agents as well as the customers in a substantial way by providing the results and deductions from the data and making the customer conversation more productive.

Introduction of data helped to understand the customers in a much better way as the customer preferences, interests and their ideas vary with time, and in this way it becomes necessary to zero in the most versatile solutions that are relevant and versatile in the customer support service irrespective of the changing business interests of the customers. Studies have proved that the customer patience has gone down [L] gradually.

A good comprehensive understanding proves to be very helpful when it comes to designing the services better. Here the role of cloud becomes equally important because virtual call centers provide various means to the agents to deliver immediate and appropriate solutions.



Cloud-hosted call centers have made their presence felt with the appropriate use of the customer data. The arrival of cloud technology has made the storage and retrieval of data much easier and effective. And when the analytics is involved with the customer data, it becomes a lot easier to strategize the ways to approach them efficiently. In addition to this, data also brings in various insights that help in improving the agent performance efficiently. These insights help in deciding some powerful call center metrics that help in measuring the overall productivity.

## Creating an Efficient Interface of Interaction

The agent and customer communication should be interactive and should lead to some productive results. So, the necessity for a robust interface with various features like real-time call reports, call analytics, call recording, skill-based routing, business app integration, CRM integration, call monitoring and other features make it highly result-oriented in terms of using the resources be it technical or human.

But the issue with the traditional call center was to missing out on the insights related to customer service. The virtual call centers gave a good answer to that issue and because of the same reason the superimposition of cloud and call centers happened. These insights lead to high performance. According to the American Customer Satisfaction Index (ACSI), the customer satisfaction level has gradually gone down.

The reason behind it is the gap between the customer needs and the level of the customer service. Call center softwares has helped to make this gap a lot lesser with the meaningful features and feasibility with them.



# Personalized Experience for The Customers

A customer getting a personalized experience is a lot more likely to be a loyal customer to the services. The personalized experience to the customers can only be given by the deep understanding of the customer psyche and for this, it is essential to make a sensible point to the customers when it comes to the customer service.

According to a [recent report](#), National Bank has improved the customer experience with the help of much improved customer service and such improved customer service can only be a result of cloud-based technology and its user-friendly features.

Call center agents are equipped with more of customer data and the information related to the customers is always handy and the agents can use it anytime they like.

So, when the agent is well equipped with information then the idea is to give more personalised experience to the customers. Every conversation can turn a simple lead into a promising one because with every ongoing conversation the agents become more informed and if a customer calls and the agent addresses him by his name then it adds to a good customer experience. It shows you care about your customers.

But if you are thinking about a virtual call center then the call center software you choose is a matter of great importance. Let's see how it helps in delivering a better customer service.



# What to Look for When You Choose a Call Center Software

Cloud has brought in several innovation and wherever there is a role of data, the significance of cloud is unavoidable. Because in a way, the results coming out from the data decide how effectively they can change the course of the current scenario.

The idea of making things possible is to create an environment where the human skills and technology could work in tandem.

Call center software has produced several results in favour of a much better customer support environment, where agents are free and stay in a much better working environment.

Once a call center software is installed in your computer, it is enough to make communication happen with the help of internet and a headset.

But there are few mandatory factors that are needed to be considered while you pick a call center software for your business.



## Expert Agent for a Particular Query

Every query should be answered well but the relevancy behind an answer can only happen if the person answering the query has that expertise. A call center software connects the customer call to an available agent. But this scenario can be uplifted if the call center software is equipped with skill-based call routing then a particular query goes to an agent with the respective expertise and knowledge. This helps in providing the customers with the most relevant answer in the least time invested.

Skill based routing assures that the gap between the customer query and the perfect solution should remain minimal. With the help of skill based call routing, the first call resolution becomes more likely and the customers get the most suitable answers at the very first approach made by them. The best ways in the customer support environment are the ones in which the customers get an answer without much efforts involved.

## Intense Reporting and Monitoring

The call center software procures several statistics that help the agents in meaningful way while dealing with the customers and in this way a call center manager can easily track the efficiency and productivity that are needed to be explored and worked upon. Intense monitoring gives many cues to improve the ongoing customer services with the help of meaningful statistical results and to keep the preferences for the customers intact.

The feature of business tool integration makes the customer support process a lot simpler for the agents. For example, if a good CRM tool is attached to the call center software then the agents are always equipped with the customer data and information helps to get the best out of the available resources.



## Business Tool Integration

Now, this is a factor that holds the overall efficiency of your call center software as its efficiency of integrating with other tools and explore the best possible ways to create the most suitable platform for customer service. The idea is just to make the call center software more cumulative in its potential and capable with other applications.

Various tools that can be integrated with the call center software towards improvising with the available resources and make it the most well equipped tool for the call centers. The productivity depends on, how an agent is efficiently using various features while dealing with the customers.

The [integration of the other software](#) related to CRM, marketing or project management plays a significant role to make the customer support process smooth and productive. The call center software should gel up well with these applications easily and should make the process more result- oriented.

## Managing the Leads Well

Every single lead that comes along should not go unheard or unnoticed. And once the lead has been contacted, then managing it further becomes extremely important. Among all the practices, the best ones are those that help the environment for a much better customer connection.

For a service provider, a lead is like a responsibility and it should be managed with all the attention. The call center software has capabilities of making the information available to the agents without any delay. Information is the key that if used effectively, can make any customer shift into the loyal customer base.

In this way, the call center software has to be very much focused on each and every interest of the customers and lead management is basically getting able to know your customers better.

## Extension to Contact the Experts

When a customer reaches for a customer support, he is looking for immediate solution to his problems. Behind every solution, there are two aspects that play the vital roles, the first one is the time behind the solution should be minimum and the second one is, the solution should be highly accurate.

Now, including the expert advice is the most necessary part while providing the customers with the best possible solution. So, having extensions in the call center software while the conversation with the agent is on, the agent should be able to get connected with the experts without any delay so that the customer could be provided with the most appropriate solution.

Including the experts in the customer support makes the scenario more reliable and customer-centric.

## Pick the Needed Features Only

The call center software is the backbone of the virtual call centers and it is necessary to choose the most suitable software with all the necessary features in it. So before going for a call center software, it is necessary to understand what exactly you need from your software to fulfill the needs of the customers.

So, as we see it, the features of the call center software are very important and they play very significant role when it comes to reaping the best benefits out of the call center software.

# Virtual has the Future

The future of customer support system depends on the virtual call centers, the reason behind it is the exponential growth in the number of customers. So, to take this idea ahead, it is necessary to get a call center software that is well equipped to deal with the upcoming demands of the future.

The platform of the customer and agent conversation is all about making the most out of a business communication. And it can only happen if agents are well informed about what exactly customers look for and how they like to be responded over the customer support. Call center software is just an additional tool that helps in making the customer service environment more productive with its powerful features. If the customers are getting more aware and intelligent with the passage of time then it is necessary to look for intelligent ways for customer support.



## About Author

Vipul Srivastav is an expert in cloud-based communication solutions with [CallCenterHosting](#). He writes about various subjects such as cloud-related innovations, customer behavior, marketing and how to make customer experience better in contemporary times. Many research-based contents written by him are available over the Internet. He is also a photography enthusiast and finds music as an unavoidable part of his life.



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