

# Contact Center from NWN Carousel

## INTELLIGENTLY ENGAGE YOUR CUSTOMERS WITH AN NWN CAROUSEL CONTACT CENTER

To thrive in today's remote work environment, contact centers have become the strategic frontline for client communications. Organizations must be able to support a spike in call volume seamlessly and securely while delivering a great customer experience.

A positive customer experience is a competitive necessity and a key brand differentiator. Customers value a personalized experience through the channel of their choice and expect information gathered along their customer journey to be available as it advances. Ease of adoption for new technologies and the "always-ready" nature of cloud services have established the expectation of rapid integrations in Contact Center environments, yet organizations are challenged with managing data across multiple platforms and rendering it useful to the customer experience.

When you partner with NWN Carousel, you will benefit from our expertise to assess your current technologies, align your business outcomes to your future state, and ensure complete adoption.

### NWN CAROUSEL CONTACT CENTER: Use the data you have to revolutionize your customer interactions

NWN Carousel's Contact Center Solutions are adaptable and collaborative, leveraging intelligent automation and knowledge across communication channels to deliver business value and competitive advantage. NWN Carousel's Contact Center experts design and deploy a solution that effectively leverages information, enabling a shift from reactive customer service to proactive customer engagement.

Organizations that lean on a cloud communications service provider, like NWN Carousel, gain an unparalleled competitive advantage. By harnessing the true power of a solution-as-a-service the cloud, you can interact with customers on the channel of their choice while empowering agents with a comprehensive toolset to achieve greater customer intimacy.

### CHALLENGE: Limited channel availability, lack of information, and unpredictable contact volumes prevent organizations from providing sensational customer experiences

Customers have high expectations for their interactions with an organization. They look for easy access, information-rich intelligence, and to be assisted without undue stress. To deliver the digital experience customers expect, organizations should focus on enhancing these aspects of service:

## Improve Operational Efficiency with the NWN Carousel Experience Management Platform

The modern, work-from-everywhere enterprise needs more than the right cloud communications solutions. They need a way to measure the value of those tools and gain visibility across them.

The NWN Experience Management Platform (EMP) delivers a unified view into your entire cloud communications infrastructure. Offering advanced analytics, reporting, a customer success center, and proactive alerting, NWN's EMP gives your IT team the ultimate visibility and control.

### NWN EXPERIENCE MANAGEMENT PLATFORM

The Experience Management Platform integrates with NWN's powerful cloud communications services, including:



#### DEVICES

Improves employee uptime and ensures competitive readiness with workforce device deployment, support and security



#### UNIFIED COMMUNICATIONS

Ensures enterprise-grade collaboration and communication between employees, customers and partners with integrated tools and applications



#### CONTACT CENTER

Simplifies customer service across channels with integrated administration and analytics that improve customer experiences



#### SECURITY

Protects communications across your architecture and ensures peace-of-mind and compliance with security best practices and regulations



#### ADVANCED TECHNOLOGY SOLUTIONS

Powers work-from-everywhere and global customers with always-on connectivity



#### VISUAL COLLABORATION

Next generation collaboration spaces and enhanced digital signage for improved conferencing capabilities and information distribution.

- **Self-service options** – Limited self-service options in today's omnichannel world frustrate customers and generate long wait times
- **Data accessibility and insights** – Underutilizing your organization's data prevents agents from effectively servicing customers and hinders the ability for the enterprise as a whole to make more strategic business decisions
- **Siloed experiences** – Multiple applications and poor access to meaningful information leads to low employee satisfaction, agent churn and high contact center costs

*46% of all consumers will abandon a brand if the employees are not knowledgeable.*

(EXPERIENCE IS EVERYTHING: HERE'S HOW TO GET IT RIGHT, PWC)

## TRANSFORM THE CUSTOMER EXPERIENCE

Meeting customer demands and delivering a consistent high-quality customer experience across channels is an opportunity for every organization.

- **Digital Channel Experience:** Enable customers to interact with an organization while maintaining contextual intelligence across every contact channel – voice, chat, email, SMS, social media, and more.
- **Self-Service and Automation:** Provide personal, immersive, and robust self-service capabilities by leveraging intelligent virtual assistants, integrations with relevant information sources, and contextualized options and responses to provide a tailored customer journey.
- **Data-Driven Experience:** Harness the history of the customer journey (pages visited, interactive voice response [IVR] selections, etc.) and business (or CRM) data to provide the context for a comprehensive and efficient experience.
  - Dynamic menu choices relevant to the customer
  - Automated self-service to expand options and reduce human workload
  - Intelligent routing to the most appropriate resource – agent, virtual agent, etc.
  - Extending agent capabilities with real-time knowledge and intelligence
- **Continuous Improvement:** Generate analytics that better predict customer contact patterns, influence agent behaviors, and refine self-service capabilities. The results are technology and business processes that adapt and yield measurable results at a rapid rate.

*Only 27.7% of organizations have access to context-based advice that directs relevant customer engagement based on recent contact.*

(GLOBAL CX BENCHMARKING REPORT, NTT)

## IMPROVE OPERATIONAL EFFICIENCY AND PRODUCTIVITY WITH PREDICTABLE COSTS

NWN Carousel Contact Center solutions empower agents, regardless of location, to have access to consolidated, intuitive tools to deliver exceptional customer experiences. Organizations can quickly and cost effectively respond to fluctuations in call volumes with flexible and scalable cloud delivery platforms.

- Employee engagement and productivity are improved through Workforce Optimization (WFO), including workforce management, gamification, and robust analytical reporting
- Customer interaction volumes across channels are better managed by leveraging artificial intelligence and automation
- Agents are presented with real-time information as a result of integrating relevant information sources and artificial intelligence, resulting in smarter agents
- Scalable, reliable, and secure platforms designed to evolve as business requirements and customer expectations change
- Fully managed cloud and hybrid solutions with flexible, modern consumption models deliver predictability for both costs and performance
- Adoption services ensure employees at every level is trained and positioned for success

## MANAGE BUSINESS RISK AND MINIMIZE DISRUPTION

NWN Carousel's Contact Center solutions include a full suite of Advisory and Managed Services that position organizations to optimize customer engagement and focus on strategic, rather than tactical activities.

- NWN Carousel Adoption Services allow for faster deployment of new capabilities.
- The NWN Carousel EMP improves business visibility & compliance through better analytics.
- NWN Carousel's Managed Cloud Services maintain the solution for high availability and performance, reducing the operational workload put on your IT team.
- Cloud applications enable improved business continuity and application lifecycle management.

Research shows that 73% of contact centers cite increasing uptime through redundant carrier integration available through cloud contact center providers.

(FIVE REASONS WHY CONTACT CENTERS MOVE TO THE CLOUD, ABERDEEN STRATEGY & RESEARCH)

### GET STARTED TODAY

NWN Carousel is a leading Cloud Communications Service Provider (CCSP) focused on transforming the customer and workspace experience for commercial, enterprise and public sector organizations. We deliver hybrid work experiences for millions of users across North America's 7,000 leading organizations. Our integrated devices, communications apps, AI-enabled contact centers, networking, security, and analytics allows our customers to us to learn, discover, work, and connect from anywhere – all delivered as a cloud service that's simple to use and manage. To learn more about our solutions please visit [www.nwncarousel.com](http://www.nwncarousel.com)

Reach out to start building your **Contact Center** solution

LEARN MORE

### CUSTOMIZE YOUR CONTACT CENTER SOLUTION

ESSENTIALS	CORE	COMPLETE
Set up a modern infrastructure so IT can maintain the health of the environment	Gain an experienced partner to manage a modern infrastructure so IT can focus on business outcomes	Ensure complete visibility and reliability for mission-critical applications and multiple locations
<ul style="list-style-type: none"> <li>• Technology &amp; Licensing</li> <li>• Design &amp; Network Readiness</li> <li>• Deployment, Integration &amp; Migration</li> <li>• Monitor &amp; Operate</li> <li>• Carrier Services</li> <li>• Add-on Application Services</li> </ul>	Everything in Essentials plus: <ul style="list-style-type: none"> <li>• Adoption &amp; System Health-check</li> <li>• Insights &amp; Analytics</li> <li>• User Moves, Adds, Changes, Deletions</li> <li>• Provisioning &amp; Administration</li> <li>• Self-Care</li> </ul>	Everything in Essentials & Core plus: <ul style="list-style-type: none"> <li>• End-To-End SLAs</li> <li>• Customizable Insights &amp; Analytics</li> <li>• Application Lifecycle Management</li> <li>• Advanced Security Integrations</li> </ul>

