Cloud Contact Center
Drive your customers' experience

The challenge of customer experience in the age of digital

Customer experience becomes the key differentiator for companies, more important than product and price criteria. In addition, the growth of **online services is accelerating the digital transformation** and customer contact centers need to be accessible to existing or potential clients, whatever the channel.

To **improve the customer experience**, companies must adapt to the following challenges:

- **deliver a unified, omni-channel** customer experience, taking new media into account (mobile, apps, chat, video, instant messaging, etc.),

- have a **360° customer overview** allowing a precise response to customer needs and better tracking. The management and analysis of customer data is crucial to offer a **personalized customer experience**,

- **increase the rate of first resolution** despite the growing interactions through new channels,

- **automate tasks** with low added value to improve the efficiency of how they process customer contacts.

Worldline

Worldline believes that organizations must create strong relationships with their users to stand out. It therefore helps big companies to improve dialogue with their customers, through everyday support for managing their conversations. With this goal, Worldline operates omni-channel solutions on their behalf, which are ergonomic and customizable. They facilitate the work of colleagues and contribute to improving the customer experience.

WL Contact, an omni-channel solution

Worldline responds to the challenges of its clients, through a single tool, across 4 user worlds:

A dedicated team that is close to each client

For the effective implementation of WL Contact and **optimal client support** (training, documentation, etc.), each client project is monitored by an experienced and dedicated team.

An open and interoperable solution

Worldline surrounds itself with partners in order to offer a "best of breed" approach relying on the best solutions of the market. WL Contact can also be integrated with unified communication suites such as **Unify Circuit** and **Microsoft Skype for Business** or even **Salesforce**!

A secure cloud platform with payment on use

A Cloud model gives **great flexibility** to manage **fluctuations in activity** and allows controlling expenditure. Worldline offers an **industrialized** solution with a **strong commitment to quality** of service that responds to the major challenges of continuity of service for its clients!

Customizable interfaces to monitor performance and give a better overview of the activity

A **real-time visibility** on the center activity is crucial for the supervisors. In order to be more responsive, as well as to anticipate needs, Worldline provides the managers a **unified and aggregated view**:

- **Staff dashboard** for each supervisor, customizable in just a few clicks
- System of **pre-existing and/or customizable alerts**
- Interface for monitoring calls or recordings, in order to train agents and help them to improve their customer conversations
- **Customized tool** for reporting and monitoring the center's KPIs so that managers can get the information they need for decision-making
- Several levels of monitoring (operational, manager, director) to adapt to any organizational context.

Administration that can be customized to the needs of each business challenge

Administrators prefer to manage professional services, rather than servers. To do this, a **suite of administration tools** allows them to easily adjust WL Contact to their professional requirements, which are always changing, and thus remain in line with business goals which are rarely fixed.

- The very **high degree of customization** of WL Contact allows it to meet the needs of any kind of organization
- **Effective distribution of interactions** follows the professional rules in practice (multi-site management, subcontractors, peak call times, routing according to the SLA, etc.)

WL Contact

An effective tool for improving the rate of first contact resolution

Due to their key role in the customer experience, agents must have the information required for optimal resolution of customer requests:

- An **agent interface** that is intuitive and easy to use, with a unified view of multi-channel interactions
- The centralization of data and interactions for a **complete overview of the customer journey**
- "**Media-blending**" to manage all channels at once in a optimized way
- A **support zone** made up of a knowledge base and a chat box with supervisors and scripts, to help and support agents in their discussions
- Charts and indicators displaying the relevant metrics to give visibility on the activity of the support center.

Proactively engage your customers to understand and anticipate their needs

Customer relations also rely on the proactive engagement with the customers and the **ability to contact them through the right channels**. From traditional telephone campaigns to "push" interactions; you can bounce messages between the different channels used. A solution integrated into WL Contact allows you to measure customer satisfaction and to monitor the progress of this by using an appropriate system of survey.

An innovative approach allowing constant adaptation to new practices

To ensure the **sustainability** of the WL Contact solution and guarantee its long-term compatibility with client requirements, Worldline tracks trends, explores new technologies and collaborates closely with its clients on the emergence of new functionality:

- Video calls
- Visual IVR
- Social networks and "chatbots"
- Vocal analysis and biometrics
- Dynamic and customized home page
- Knowledge base and AI

2.2
billion
calls

2
billion
SMSs

20,000
agents
at a time

35,000
calls
at a time

Worldline 2016 key figures

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The mark of
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