How to integrate digital tools in your Contact Center

The technological revolution has made a giant step forward. With the confinement, due to Covid-19, many companies have realized the importance of reaching their customer in a fast, direct, and simple way, through digital platforms such as WhatsApp, Facebook Messenger, Twitter, and Telegram, amongst other. **This has allowed them to sell or offer services beyond their area or neighborhood.**

1. What is digitalization?

Digitalization is transforming how companies go to market, interact with customers and carry out their operations. **It's the way in which a company restructures itself and makes available the necessary means to establish digital communication with customers or users.** Technology is used to interact with them to meet specific needs. Thus, communication operations or processes are enabled, improved or even transformed.

This is a process that must be included in the company business plan in order to continue competing in its market. It is vitally important to integrate different channels. During the pandemic it was confirmed that unfortunately some companies were not prepared to assume a state of alarm.

There has been a change in mentality, **and users like to be able to buy at their most convenient time.** Therefore, companies have realized the need to offer products or services 24 hours a day, 365 days a year.
You must ensure that their experience is optimal, not only when looking for and selecting a product but also after sales.

Digital tools allow a direct and immediate communication with the client, something that is also highly valued, since users have become more technological than ever before. For them technology is not a barrier, as it has been proved that if the consumer is not familiar with a particular technology, if they are interested in that product or service, they will make it to learn it for sure. Even people in their 80s have managed to learn how to make a video call, something extraordinary but for them to communicate with their loved ones, they knew that it was the only way.

Own experience is highly valued. Customers demand immediacy, intuitive interfaces, fully availability with the companies or brands they want to contact, and they expect a personalized relationship in their connections, and, if possible, get competitive prices.

Digitalization can greatly reduce business costs and improve response times. In addition, the level of satisfaction and efficiency in employees improves significantly when incorporating this type of digital tools.

02 Why should you speed up the integration process?

Digitalization requires an integration process. With the Covid-19 pandemic, there were companies that already started the process for some time ago, but others that were forced to adapt during the new situation. **What is clear is that those companies that have not started -for whatever reason- will have an even harder time moving forward.**

Improve your timings!

It is essential the investment in an integration process to improve your team performance and therefore your Contact Center service. **Your agents will be able to attend more clients in less time, and you will offer the potential and flexibility you need to provide an optimal and personalized service.** All this is intended to aim the achievement of a unique customer satisfaction, exceeding all your clients' expectations.

Digital tools can enable you to accelerate operations, significantly by automating the process, meaning solving your clients' doubts and possible problems avoiding the need to interact directly with an agent. For example, chatbots are intelligent robots prepared to solve user questions in a simple way and in a short time, the sum of many automated messages is translated into valuable time-savings.
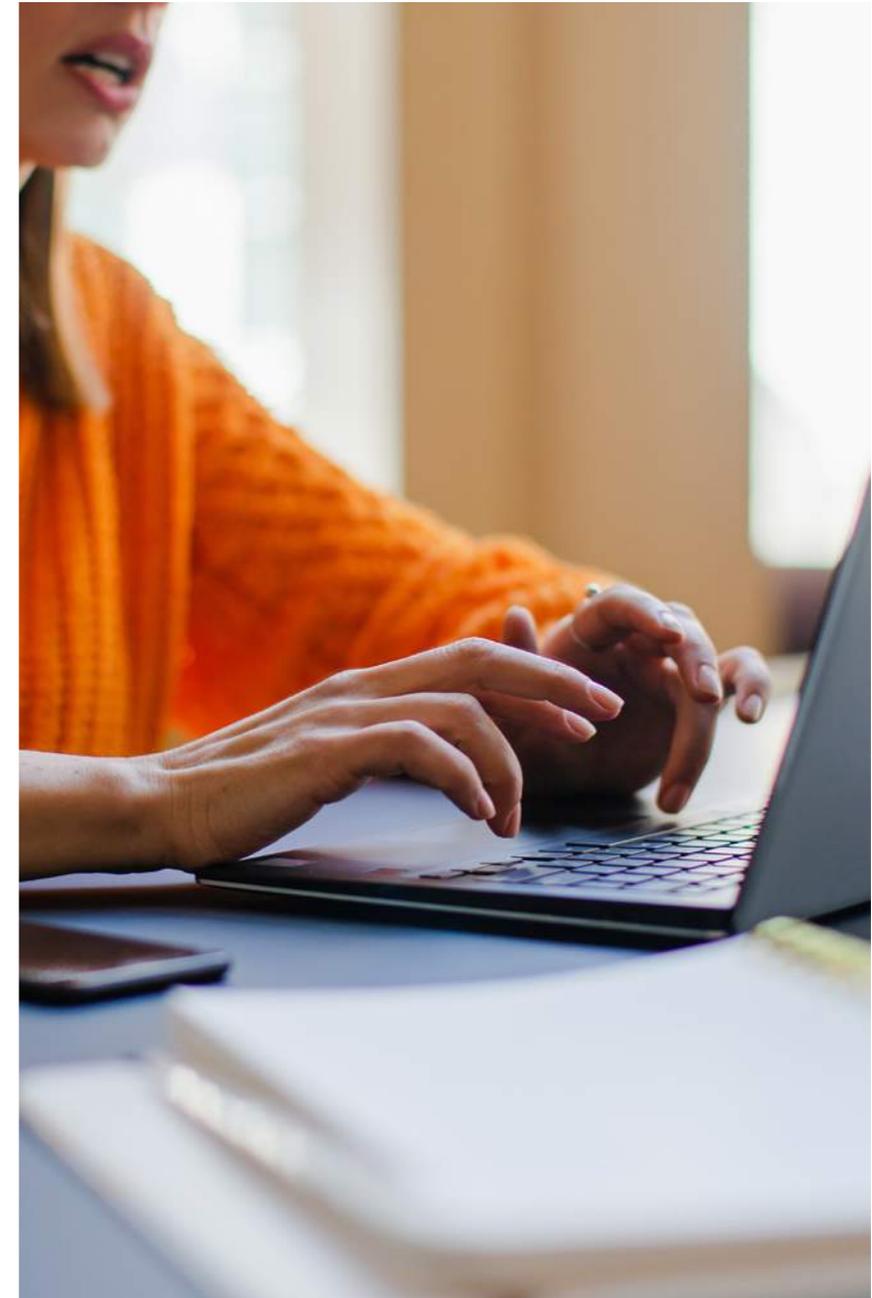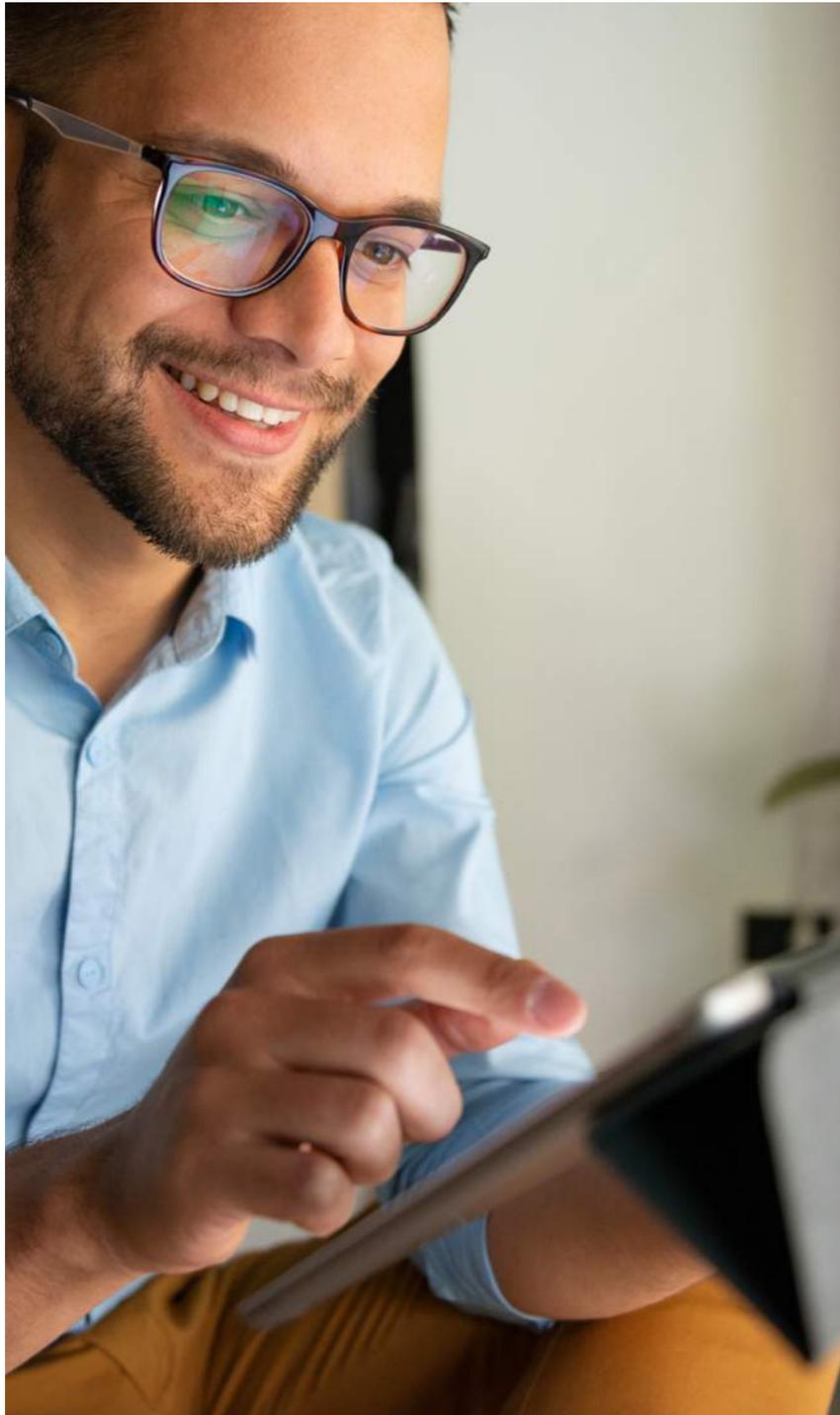
Benefits of using an integration tool for your Contact Center

A Contact Center software, like Evolution, allows you to integrate essential tools and make possible the digital transformation of your company. By implementing them, you will become much more efficient, enjoying with advantages such as:

- **Processes' optimization thanks to an omnichannel functionality.** If you connect the digital tools with this software you will get an omnichannel platform, which will allow your agents to deal with interactions from different channels through the same interface
- **Data control**, such as number of queued calls, abandoned calls, level of service, and interactions' content.
- **Customer satisfaction maximization**.
- **Resources management improvement.**
- **Provide an evaluation.** The user can make an evaluation about the service provided. This customer feedback - also in real time - always helps to improve.

03 What are the most popular digital tools?

Adapting to the digital age has led many companies to optimize the management of their clients' base in their Contact Centers as a strategic marketing tool. There is no doubt that a revolution in communications has occurred thanks to these digital tools.

In today's omnichannel world of texts, chats, posts, and tweets, consumers increasingly want to interact with businesses the same way they connect with their family and friends.

What is the most appropriate digital tool for our business?

An immediate messaging application is key.
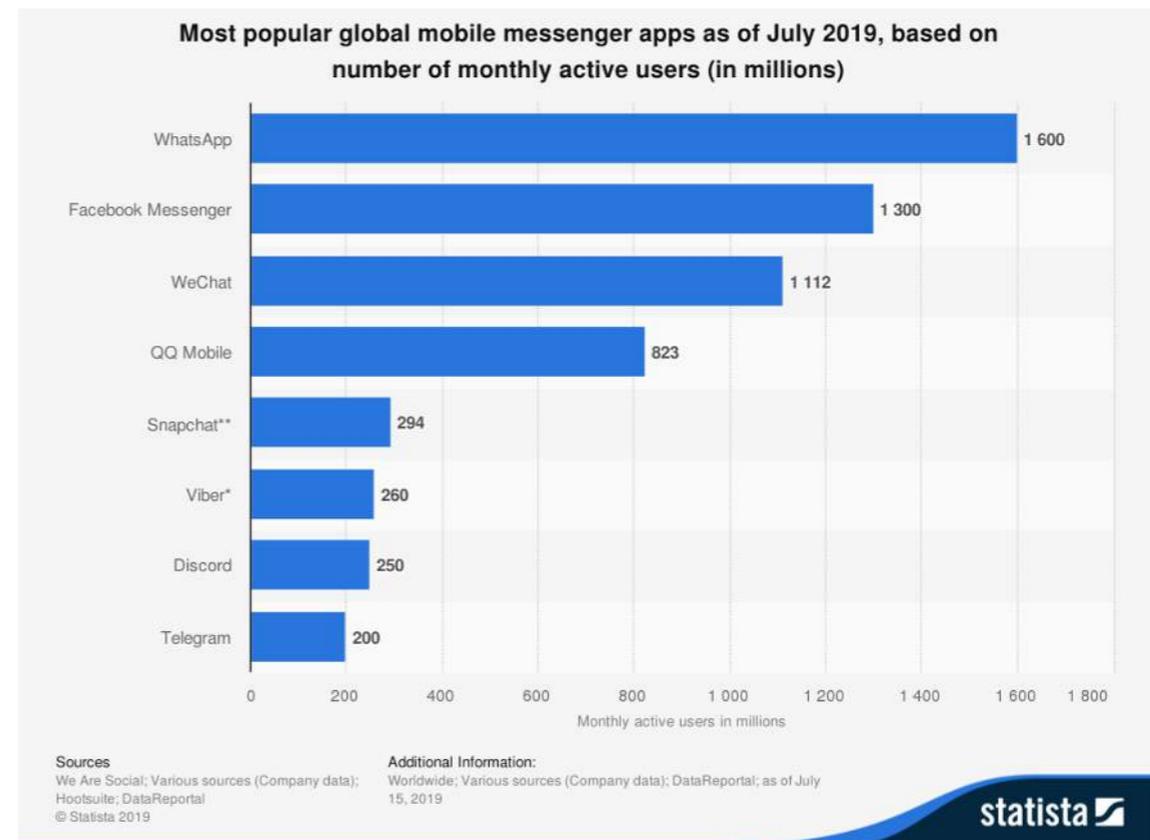Amongst them, there are:

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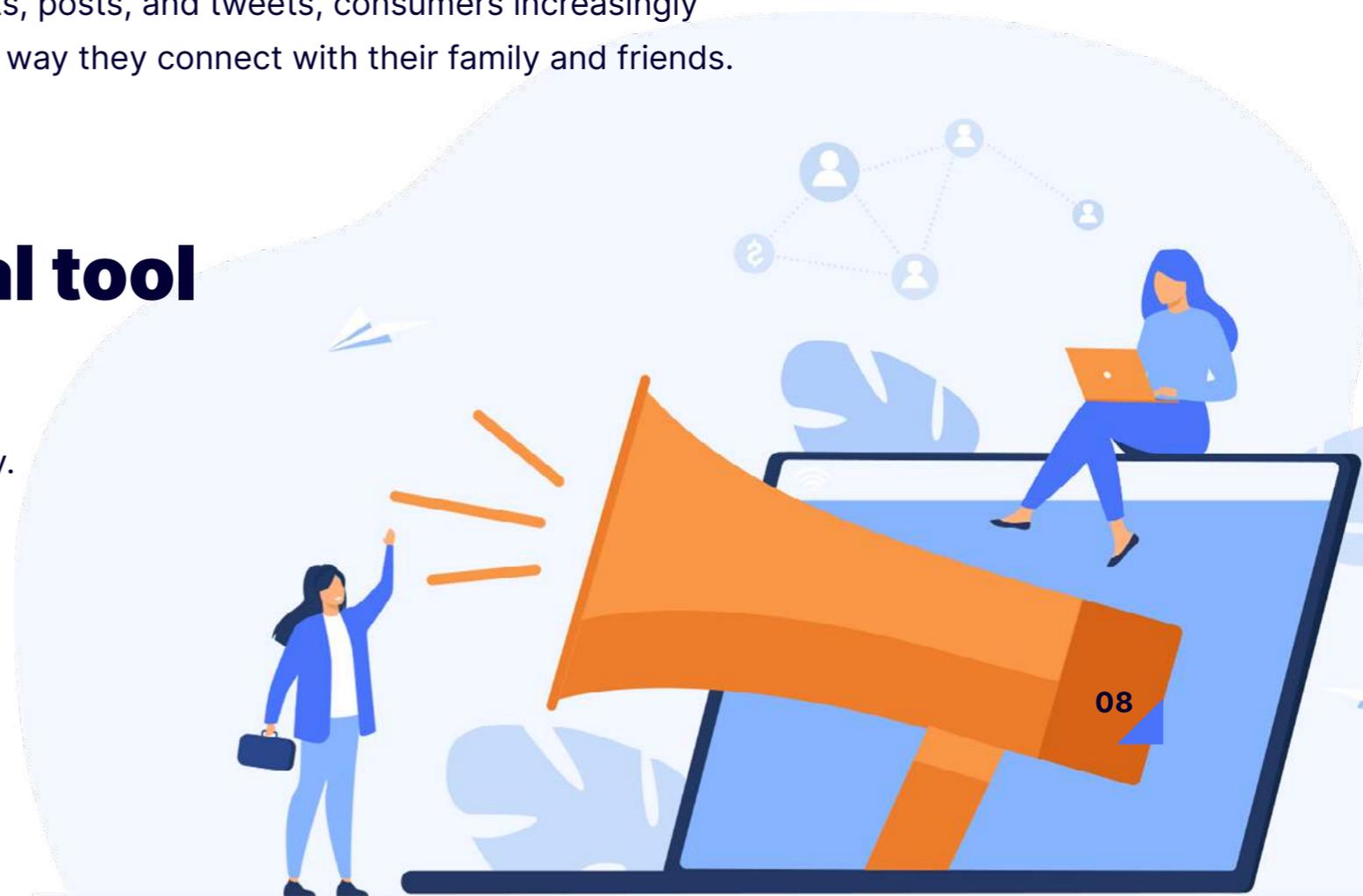
WhatsApp Business

WhatsApp Business allows companies to safely and securely message their customers directly within the WhatsApp messaging platform. Some benefits:

- **It allows you to schedule** automatic responses, create a company profile, tag conversations to have greater control over management, access statistics, etc.

- **It is directly tied to** a single phone number and provides a branded business profile rather than a string of digits.

- **Increase your database in a transparent way.** You can create a simple and friendly form, explaining easily when and why you request your clients' authorization to facilitate their personal data.

- **WhatsApp also** provides reliable delivery information, providing companies the additional benefit of knowing what messages have been delivered and, ultimately, read.

- **Attract customers and provide better service.** Thanks to the control of the reception of orders, the management of reservations, notices of incidents, doubts solving, follow-up updates, documents, images, audios and videos sending, you offer beyond doubt a better service. Even, if the client prefers so, establish a free call. You can also send forms to know your opinion regarding the service or product, or the attention received. And finally, you can also buy a product straight away from this channel.

- **Increase your loyalty.** Spread promotions only to the most loyal customers or share information about news or discounts.

The most active messaging application is WhatsApp

WhatsApp announced in mid-February 2020 on its blog that **the messaging app is now actively used by over 2 billion people worldwide.** This instant messaging app owned by Facebook, is now delivering roughly 100 billion messages a day, according to what the company's chief executive Mark Zuckerberg informed in october 2020.

Looking at this graph, the monthly active users of the top 3 most popular messaging apps, shows WhatsApp at the top, along with Facebook Messenger and WeChat. The three apps combine more than 4 billion active monthly users. There is no doubt that after the lockdown there will be studies that will show an increase, since it has also been a very useful tool for video calls between family and friends during the Covid-19.

Most popular global mobile messenger apps as of July 2019, based on number of monthly active users (in millions)

App	Monthly active users in millions
WhatsApp	1 600
Facebook Messenger	1 300
WeChat	1 112
QQ Mobile	823
Snapchat**	294
Viber*	260
Discord	250
Telegram	200

Sources
We Are Social; Various sources (Company data);
Hootsuite; DataReportal
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Additional Information:
Worldwide; Various sources (Company data); DataReportal; as of July 15, 2019

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Facebook Messenger

For anyone on Facebook, using their Messenger app becomes inevitable and natural. This shows up in the numbers as well. As seen in the stadistics above Facebook Messenger is the second most popular in its category. There are 1.3 billion Messenger users globally and it is expected to grow to 2.4 billion users by the end of this year. Some of the reasons why it is a good idea to incorporate it:

- **To build trust and loyalty.** Many people use Facebook, and it is listed as one of the favorite Social Network, so clients take advantage while using this platform to contact companies. It's a question of trust and convenience, as more than 20 billion messages are exchanged between business and users monthly on Facebook Messenger.

- **To generate high quality leads.** Messenger marketing leads to 70% better open rate than email marketing.

- **To drive results across the customer journey** from building awareness to securing sales.

- **To increase the intent to purchase.** By simplifying the question-and-answer exchange, your brand can help customers make a shopping decision.

Twitter

Twitter is another widely used channel, there are millions of tweeters, and some are very active. Twitter Direct Messages let businesses connect with followers on a more intimate level than Twitter mentions or generalized tweets, and it helps to manage your customer experience. That's why it should be part of an integral part of any omnichannel marketing, support and sales strategy. It helps your business stay current and relevant while also allowing you to maintain your brand reputation and customer engagement.

- **Interact and support your customers.** Listen and understand the concerns of your customers and address them in the best possible way. It is not a Network that seeks to promote products or services directly, but it is a good network for those who seek to solve a problem or have any questions.

- **Humanise your customer communications:** Direct Messages on Twitter allows businesses to better emphasize the human element in private conversations, as well as more clearly indicate when a bot is speaking.

- **Accessibility from any device:** Twitter is an OTT messaging platform, and messages are easily accessible over the Internet.

Telegram

Telegram is a great messaging tool that has lots of benefits when it comes to customer service. Despite it has been shadowed by other most popular, it has over 200 million monthly users and the app plans to target 1 billion users by 2022.
Why do some consumers prefer Telegram to other digital messaging services? And why it is interesting for you to integrate it:

- **Invulnerable data encryption system,** a fact that gives more trust to some users and they prefer it as a communication channel.

- **It is not necessary to provide personal data or phone number,** a good option for users who do not like to provide this type of information.

- **Secret chats or self-destructing messages** can also be a sweet spot for privacy-conscious customers or users.

- **It is a network available from any type of system,** whether Android or iOS, and for any device such as smartphone, tablet, and even PC.

- **It offers many possibilities,** from one-way communication to marketing, advertising and segmentation campaigns.

- **Telegram is extremely easy to integrate with your business software** and will allow you to provide great customer service with ease. And you can also integrate your chatbots into Telegram to provide 24/7 customer support. **13**

Chat

In the digital age, competition and buyer empowerment have become stronger than ever. Why should we implement a live chat in our website if we already have pone, email and social media support? Because it allows you to seamlessly connect with your customers in real-time, directly on your website.

If a client accesses a website, and finds the option to chat, it is quite comfortable and fast. In addition, you don't have to provide either email or telephone to speak with an assistant. It offers advantages such as:

- **Explanation of complex topics.** By chatting with an assistant, more complicated topics can be discussed instantly.

- **Allows you to exchange files** such as screenshots or images of a product.

- **Great efficiency,** since the assistant can use several chats at the same time.

- **Own initiative by customer service.** It shows personalized attention, like when you walk into a physical store.

In conclusion, it's fast, free, inclusive, conversational, anonymous and multimedia friendly. And you can personalize you account, collect data customer, automate the service with chatbots, boos your agents' motivation and track your business.

All these digital tools will make your company gain competitive advantage. By integrating a software, like Evolution, you will improve internal collaboration, the customer journey management and the omnichannel capabilities. Only an integrated solution can maintain customer satisfaction and business growth.

Improve your customer experience and agent performance with ICR Evolution