

# 5 considerations for next-gen customer care



How can you offer the next-gen experience that customers are looking for?

72 percent of businesses say that improving the customer experience is their top priority.<sup>1</sup> Connecting how, when, and where customers want has become business critical.

## 1 Engage with customers on their terms.

Consider how customers want support:

Inbound/outbound calling	Email
Callback	Video calling
Chat	Specialized third-party apps



According to Forbes, 85 percent of consumers said they would pay up to 25 percent more to ensure a superior customer experience.<sup>2</sup>

## 2 Make sure agents can deliver a seamless, cross-channel experience.

**Smarter agents = happier customers**

Omnichannel support gives agents a 360-degree view into the customer experience so that customers don't have to repeat requests. Whether agents are remote or call center based, they need the right tools to deliver superior service across channels:



Desktop phones



Video-enabled devices



Mobile access



Desktop tools and dashboards

## 3 Make sure you're cloud ready.

**Cloud-based apps and services are essential in today's digital marketplace.**

Open, IP-based solutions offer the flexibility needed to integrate with any additional services or features you want to add down the road.



"We chose to move to a new contact-center solution because we recognized the limitations of our existing solutions."<sup>3</sup>

— Jeff Scanlon, vice president of Cloud and Platform Services, Experian

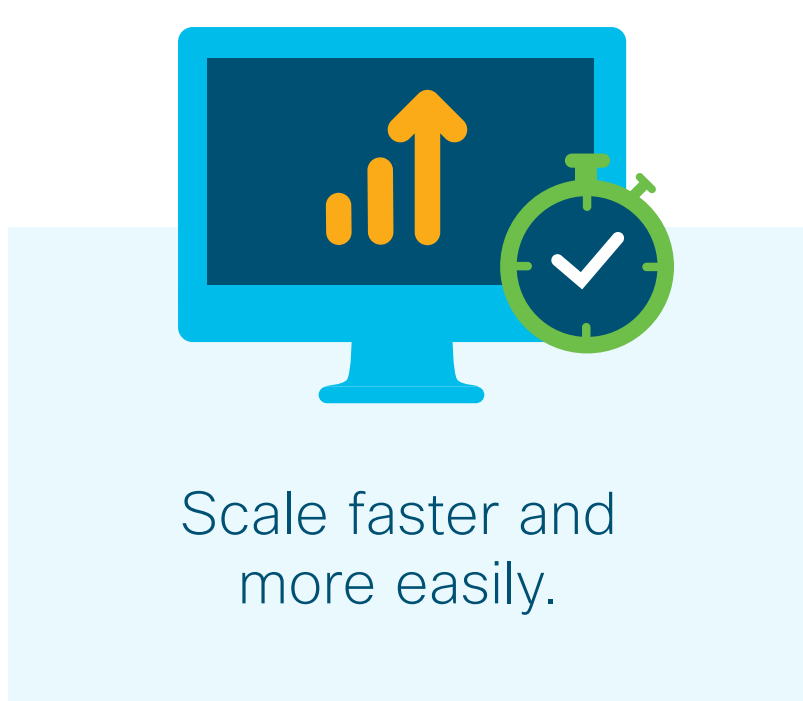
## 4 Better data, faster resolution

**Better omnichannel support has a ripple effect on efficiency.**

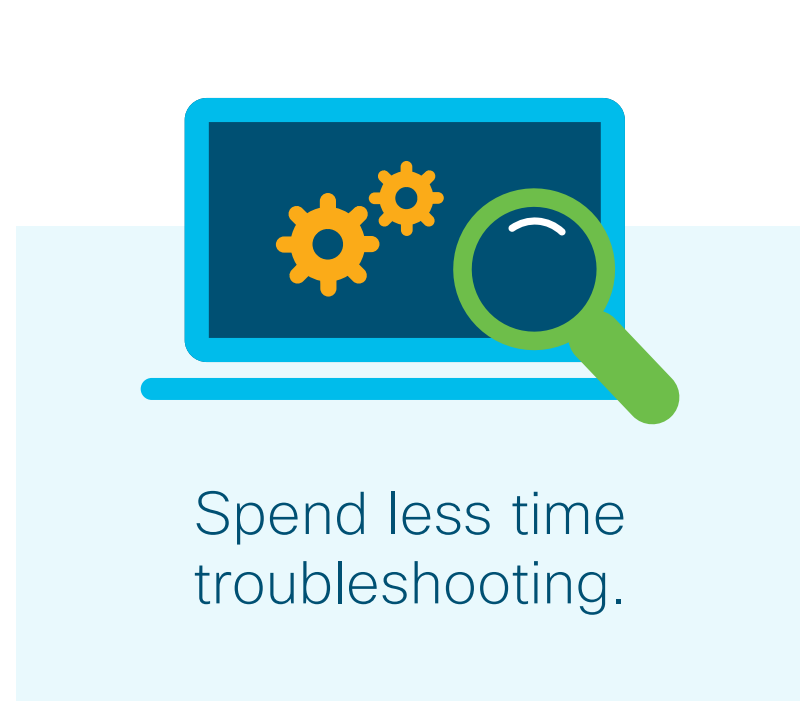
Real-time insights result in quicker resolutions, while faster service allows agents to handle more calls. The result? Improved efficiency and a better bottom line.

## 5 Simplify solution management.

**Open, interoperable platforms provide greater flexibility—now and down the road.**



Scale faster and more easily.



Spend less time troubleshooting.

"Our Cisco solution will enable customer service to move forward on a new platform that is designed to be scalable, extensible, and flexible."

— Rion Hollenbeck, corporate UC manager, Amway

## Proven, future-ready customer care solutions

As a leader in five Gartner Magic Quadrants, including [Contact Center Infrastructure](#), Cisco offers unified solutions that bring customer care channels under one umbrella for a consistent, seamless experience.

Build your next-generation contact center with Cisco Customer Care solutions.

[Learn more](#)

Sources:  
1. "72% of Businesses Name Improving Customer Experience Their Top Priority," Forrester Media Center, Apr. 12, 2016.  
2. Brian Solis, "How to Create a Brand-Defining Customer Experience," Forbes, June 29, 2016.  
3. "Switching UC & Contact Center Providers Can Be a Relief," Cisco, Jan. 13, 2017.