

# CONTACT CHANNELS

The different methods of communication and their key benefits.



## Executive Summary

Customers want to get in touch with you whenever and wherever is most convenient for them. Your company needs to ensure you are offering support on each of those channels to reduce wait times and improve overall customer satisfaction.

## VOICE

### Phone Calls

Whether it be traditional phone calls or web calling, we have you covered. A telephone based contact centre is the most traditional choice and is what most customers are familiar with. It is a popular channel for the older generation, however does have a downside. Customers usually have to wait in long queues before speaking to an agent, so this channel should be reserved for more complicated issues.

### Call Back

A callback allows customers to request a call from a company at a later point that best suits them. When entering into a voice queue, the caller may opt to receive a callback when it is their turn in queue, rather than listening to wait music.

You may also choose to offer a form on your website for a customer to fill in their contact details to receive a call at a scheduled date and time.

Callbacks allow for better management of workload in your call centre, while offering the convenience to the customer.

## Outbound Dialler Campaigns

Often times call centres need to contact hundreds of customers either at a single time, or within a certain time frame. Implementing either Agentless or Preview dialler can dramatically reduce the effort needed to make those connections.

Through utilising Agentless dialler, administrators are able to load a list of contacts and blast a phone call or text message to all contacts quickly without adding agent capacity.

Preview dialler allows administrators to load a list of contacts and route them to agents to handle one at a time, reducing the burden on the agent to manually dial each contact. Campaigns can be paused and resumed at any point, based on the flow of other activities.

## Chat

### Live web chat

Live chat allows for a more instantaneous response to simple questions. Since agents are able to handle multiple chats simultaneously, hold times for customers are significantly lower than phone calls.

Since chats can be escalated to another channel, they are a good first-stop channel for customers

### Chatbots

While the popularity of chatbots is growing, employing a chatbot without human oversight is not recommended. Chatbots are effective in situations where customers need an immediate response to basic queries or FAQs. They can also handle multiple chats at once and are available 24/7.

But if a customer asks a complicated question, chatbots typically are not able to handle it and the customer may increase in frustration.

As a result, if using an AI chatbot in a contact centre, it is best to handoff to a live agent the moment the chatbot fails to recognise the customer's inquiry.

## Written

### Text Message

SMS is one of the most accessible channels for customers and is a very cost-effective method. For confirmation messages, surveys, and feedback, being able to send a single text message is much quicker and will yield a higher response rate than any other channel.

## Email

For formal communication or long messages where an immediate response is not required, email is a great option. Sharing attachments and hyperlinks via email offers a more robust way to support your customers.

The time to resolve an inquiry on this channel is definitely the longest amongst the different channels, as it takes on average 12 hours for a response

## Social Messenger Apps

### Facebook Messenger & WhatsApp

Social messengers are a quick, convenient and cost-effective way businesses can connect with customers. If you have a social media presence, it may make sense to offer these channels as an option.

With built-in analytics to see if messages have been delivered and read, they are a powerful platform for communication.

**Want more advice on how to implement the best channel for your contact centre?**

**Contact us today!**

