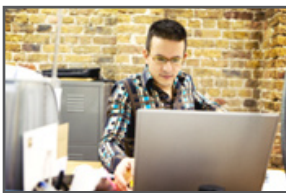




Unified Communications: Productivity Enhancement for Contact Centers

Companies are constantly looking for ways to improve the productivity of contact centers. Contact centers are the locations that customers call when they need assistance. They are the lifeblood of most large businesses. While corporate headquarters have been using unified communications for years, it is only recently that it has begun to branch out into the rest of the company, the contact centers in particular.



Unified communications is more than just a desktop and a few pieces of software. It is an entire business architecture designed to create a platform that promotes productivity and effective communication. Unified

communications ties in everything from instant messaging to phone systems, faxing, email, and it even includes text messaging, and mobile phones. It is not just at a single location, but also includes remote access. It is designed to bring the best of computing and telephone technology together.

There are a number of advantages to unified communications. It provides the contact center with a valuable asset: the reduction of lag time between contacts. This means that the time it takes to service a customer is greatly reduced. The biggest issue for most business is what is called human latency. This is caused by things like the need for further information or the need to consult with coworkers. Oftentimes customers end up being placed on hold and could spend a significant amount of time waiting for their questions to be answered and problems to be resolved. Using unified communications, a representative can obtain further information or discuss a case with a coworker without having to place the customer on hold simply by using instant messaging. As a result, hold times are reduced, thus leading to greater productivity because calls are being handled faster and more efficiently.

Unified communications also allows users to keep in contact with coworkers no matter where they are. This is helpful in situations where there are multiple locations or where traveling is also part of the business process. Unified communications does not just mean in-house applications.

It also includes mobile equipment so that you can easily locate any coworker and get in touch with him or her via text messaging, phone call, or access to other mobile devices.



Unified communications can also work with a variety of other applications. For example, unified communications can be incorporated into aspects of commerce, such as price checking.

It is a system designed to streamline the delivery of information within a business and ensure that the information is presented in a format that is easy to use. This results in a reduction in delays and allows for direct collaboration between all aspects of business including supplies, clients, customers, and coworkers.

Why is Unified communications so important?

The answer is simple. The work force is becoming more and more diversified and no matter what industry you are in, more and more of the workforce is becoming mobile. Telecommuting is one of the fastest-growing aspects of business in a variety of sectors. This is because of the reduction in cost when it comes to location. Having a mobile workforce offers greater versatility, which has become essential in the world of highly competitive businesses and e-commerce.

There is a reason why unified communications has become such a hot trend in the business world. Competition is fierce in most industries and having the edge of great customer service can go a long way to keeping customers



Telecom Career Feature

coming back and obtaining new customers. Unified communications allows customer service and sales representatives to provide up to date information in real

time and to obtain information quickly and effectively, reducing the delays that often cause poor customer feedback.

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