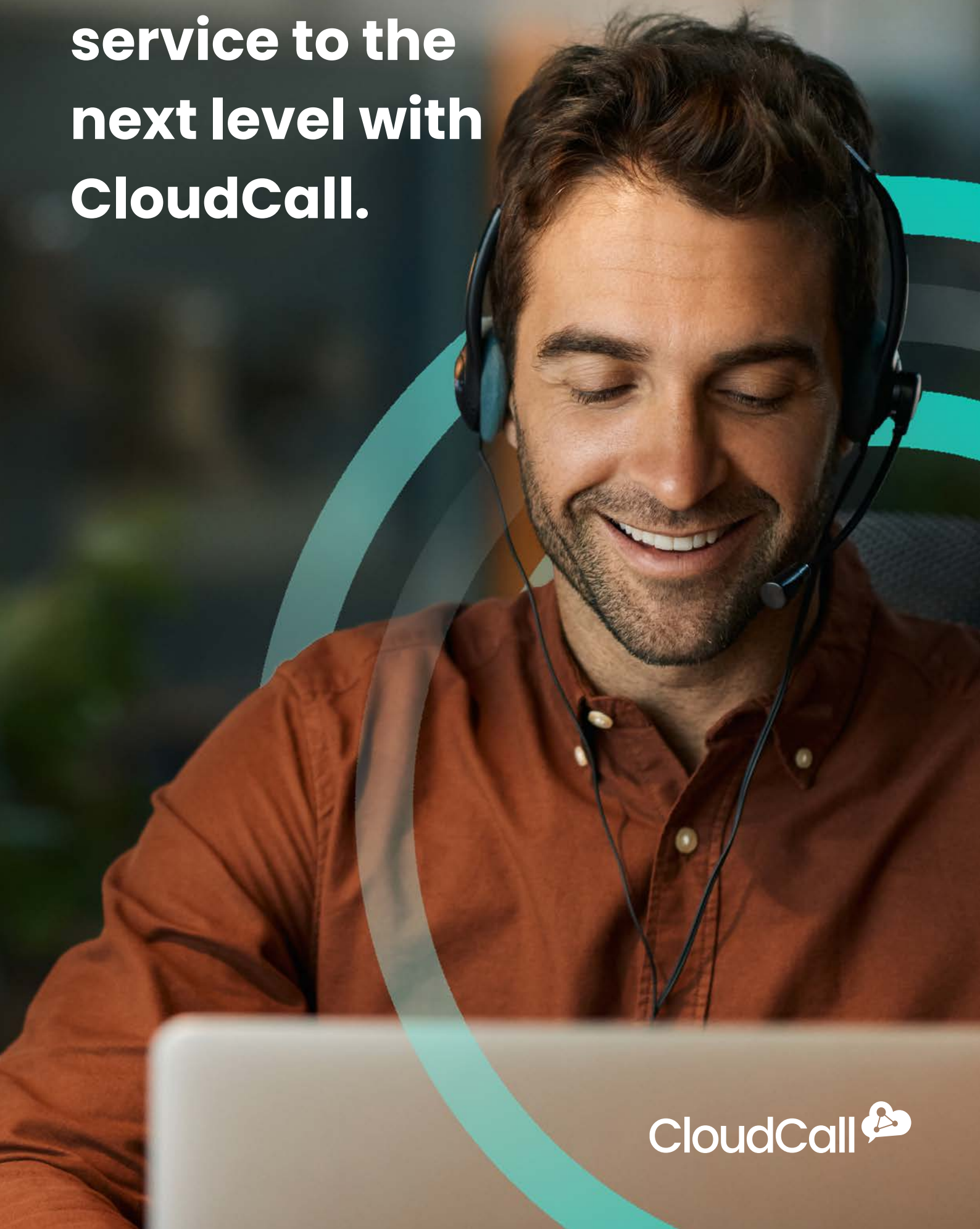


**Taking customer
service to the
next level with
CloudCall.**



CloudCall 

Is your phone system holding you back?



In customer service, there are few elements more vital to your success than your phone system.

It's the heart of your operations, the money maker, a crucial method of communication.

But what if the way yours is configured is holding you back?

No matter how efficient your team are, relying on legacy systems slows

you down – and this goes tenfold for managing your customer relationship management (CRM) and calls separately. Operating these two areas in silo means you miss out on important information about whether your strategies are effective – and by the time decision makers do receive this, it can be out of date.

Linking your phone system to your CRM gives you an instant way to boost your efficiency and gain fresh insight. With a

bird's eye view of what's working (and what isn't!), you'll never be in any doubt about the efficacy of your customer service strategy again – all thanks to the power of capturing calls and chats directly into your CRM, freeing up valuable time and cognitive energy.

With nine years of experience supplying solutions that make companies better at delighting their customers, CloudCall was built with real customer service use cases in mind. It's full of features to

help customer service teams succeed, but the key to meaningful change lies in pinpointing the pain points of how you're currently working.

With that in mind, let's take a look at some of the ways CloudCall can give you the answers.

Start at the start.

Customer service is a complex game, with many different factors to consider when it comes to picking a strategy, so figuring out where you're meant to start making changes can be a puzzle.

IT managers, customer service leaders, CRM admins and CEOs should start with a look at the bare bones of their operations.

Are teams giving out the correct information to customers? Are inbound calls being answered quickly enough? If yes to both – fantastic, you don't have a problem. But if your team is struggling to nail the basics, it might be time to ask if your strategy needs tweaking. Customer service challenges are defeated via trial and error, so never be afraid to reassess and change your approach if you feel that your goals aren't being met.

But actioning these changes can only happen once you've pinpointed what might be holding your team back from reaching its full potential – and this can be challenging enough in its own right. Even the most hard working customer service teams in the world could be unknowingly utilizing techniques that fail to unlock their full potential – that's why it's crucial to understand how effective your team is. However, constant manual monitoring or asking them to self-assess their own performance is inefficient, and can even create data that doesn't accurately reflect a true depiction of what's going on. On top of this, everyone puts on a good show when they know they're being assessed, but this doesn't always paint a genuine portrait of how your team is performing. Being able to automatically monitor

your teams' calls and stats in real-time, on the other hand, can give you a perfect, instant and realistic view of what's going on, whenever you need it – that's why CloudCall has ongoing monitoring features built in, so you're always on top of things.

On top of this, you can help out with advice and improvements in real-time, taking the stress out of coaching and ensuring that standards are always maintained. Combine that with the ability to record calls for post-project reporting, and the route to success gets a little clearer.

Team leaders can even interject with advice and improvements in real-time, meaning that coaching can be hands-on and on-the-go, rather than one big intensive session that may leave team members forgetting certain elements.

So, now you know what to do. Here's how CloudCall can help you do it.

56%
of customers say
that calling is the
fastest way to get
a response.



CloudCall features.



Supervisor panel

Get an instant birds-eye view of what calls are being conducted when, for how long, and whether or not they hit the mark.



Monitor

Listen in to calls to ensure scripts are being followed.



Whisper

Offer real-time suggestions to your team to keep them on track.



Barge

helps facilitate discussions, boost customer satisfaction, ensures first call resolution and allows you to make an important interruption if required.

47% of customers use the phone as they believe things are more likely to resolved in a call.

Connecting the dots.

Discovering what works and what doesn't was the easy part. The next step is to consider how your findings impact your future strategy.

Thankfully, CloudCall makes charting your road ahead for maximum efficiency pretty straightforward.

In customer services, there's huge potential for wasted time: scripts that miss the mark, tones of voice that customers don't get on with, failure to address queries fast enough or in a way that puts you back in the customers' good books, and much, much more.

Pinning down your perfect strategy can alleviate these issues – but your team is still vulnerable to hidden inefficiencies such as the time it takes to track down customer information, swap between different software, or hyper-personalize communications manually.

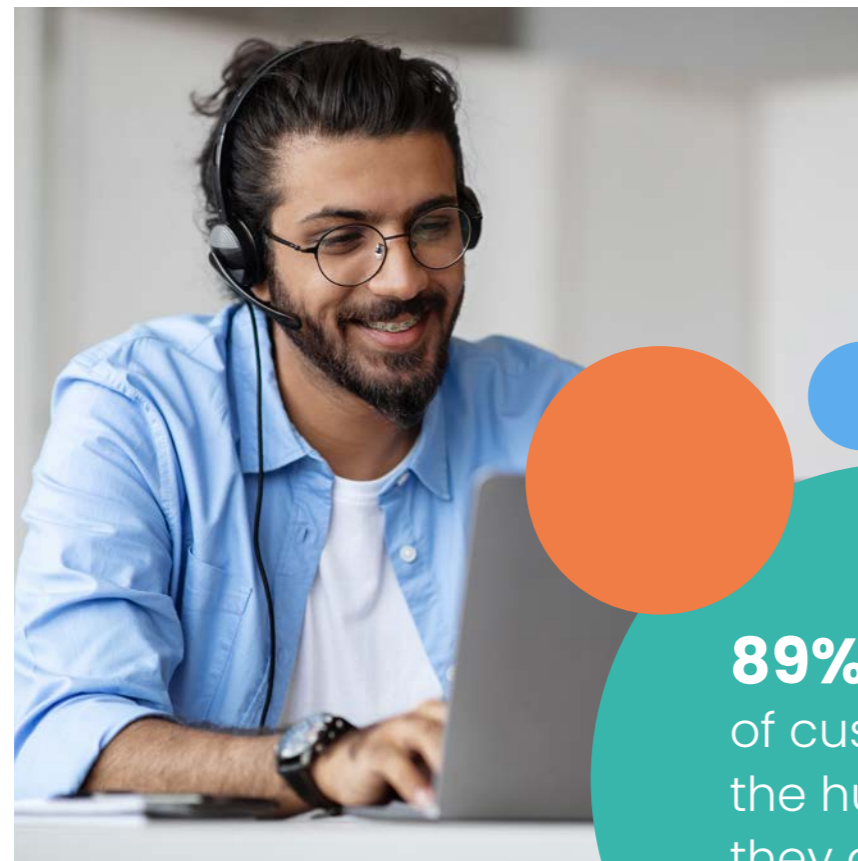


Having an integrated system can do away with most of this. With a tool like CloudCall, your teams will be able to conduct all of the above and more from one centralized platform. It ties together all of the different forms of customer communication in an easy-to-use format that both customer service teams and IT departments find easy to work with.

Your people will always know how and where to find the information they need – and everyone will benefit from a greater wealth of information being collected, thanks to how simple the platform is to use.

This way, customer service teams will never be left wondering where to find the information they need. Your entire company will benefit from a greater wealth of information and data being collected – and, given how simple the platform is to use, they'll always know how to find it quickly and independently.

This also makes personalizing customer communications a no brainer. No more wasted time searching for customer details – they'll have the data instantly on hand from the first second they take the call. Suddenly, as if by magic, solving customer problems is no longer a problem.



89%
of customers like
the human touch
they get from
phoning in.

CloudCall features.



CRM Integration

Everything you and your team need to succeed in one place, from calls to SMS.



In-Call Consent Capture

Capture verbal consent to store and use customer data including call recordings while on the phone.



Local presence

Ring customers using local phone numbers to boost the number of calls picked up.



In summary.

Customer services can be a delicate matter. Not only is it time-sensitive, but your entire reputation is on the line should you misfire on the strategy front. Teams shouldn't have to tread water in a sea of customer information to get the job done. It's all a matter of having the right tools on your side. With a clear picture of how your customer service team is operating, you'll always know what you should be doing next to maximize success.

Polishing your strategy to its best, becoming more efficient, and squeezing the most from your customer data doesn't have to mean working harder – just smarter. The only question left is are you ready to discover how successful your team can really be?

Curious? Why not book your free demo today.





CloudCall is a communications platform that provides intelligence for your business. We enable and capture calls, chats and collaboration to provide a single view of multi-channel customer interactions. This turns conversations to insights that help your business grow in a complex world.