

Debunking Common Myths Of Contact Centers

Myth #1

Contact Centers and Call Centers are only for incoming calls from customers

Reality

Traditional call centers focused on incoming calls. Today contact centers give customers **a variety of communications tools to interact with your business**. Your customers can use voice, email and/or web chat.

Myth #2

Contact Centers are only for large businesses and a warehouse of agents

Reality

Contact centers provide **productivity tools for a variety of sizes of departments**. From a couple of agents who schedule appointments at a medical clinic to a helpdesk at a large enterprise, contact centers offer enhanced call routing, workforce management and tools to improve your engagement with your customers.

Myth #3

My business doesn't need a contact center. We use an IVR to route incoming calls

Reality

By providing **multiple choices for assistance**, wait time messaging, continuous updates on your position in queue, self-service tools and web chat, contact centers **improve the customer's experience** with faster response times.

Myth #4

Agents in Contact Centers need to be in the same location

Reality

Agents can be located anywhere. Agents have access to real-time availability and presence at the desktop to enable collaboration with teleworkers. Agents can instantly locate, message, or conference in subject matter experts.

Myth #5

Contact Centers won't help my business control costs

Reality

Enabling multiple communication methods while leveraging sophisticated workforce management, agent forecasting, and scheduling tools **allows managers to accurately match resources to expected contact volumes**. These are all key to controlling the cost per customer interaction.

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