

## **NEXT rings in the contact centre changes to improve the customer experience**

*Johannesburg, South Africa – September 27, 2016* – Contact centres receive and transmit huge volumes of telephonic requests every day, which is why it's crucial that their operational processes are efficient and systematic. By mechanising daily management tasks using Intraday Automation, you will reduce the inherent complexities and alleviate pain points, improve customer service and agent productivity, and lower costs.

"We operate a large inbound and outbound contact centre 24/7, so it's imperative that we work as productively as possible," says Adrian Zanetti, managing director of NEXT Solutions. "By automating complex, repetitive and time-consuming manual tasks through Intraday Automation, we have seen an improvement in employee productivity, an increase in customer satisfaction and a boost in our profitability."

The operational challenges that contact centres face on a daily basis include managing agent schedules, analysing call volumes, monitoring call interactions, and agent idle time. These intraday tasks are usually monitored and adjusted manually, which takes up a significant amount of time. By automating these tasks, contact centres free up valuable time that can be used more productively.

Research conducted by Aberdeen Group into the strategic value of Intraday Management in contact centres reveals the quantifiable benefits of an automated operational process. A company that utilises automation achieves 55% greater agent utilisation compared to competitors. With a better use of agent time it results in a 40% reduction in unnecessary costs. In addition, the company enjoys a 37% year-on-year increase in customer satisfaction. By decreasing costs and reinvesting these resources back into the business, the company can better support projects that improve customer experience, with the result that they can triple their annual revenue growth, compared to the competition that has not adopted automation.

"Our industry is highly competitive and to meet our challenges and achieve our goals, NEXT is both innovative and flexible. By adopting a pro-active, automation system our contact centres can identify and solve issues in real time, making them better prepared, more efficient and more productive. The outcome for us is a better use of time and increased productivity, which enhances customer satisfaction and ultimately boosts our bottom line."

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