



The Opportunities for Cloud Telephony in **Customer Experience Management**

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In a political and economic climate that demands the public sector finds ever more cost-effective ways to deploy its budgets while maintaining the highest standards of service delivery, attention is turning to cloud telephony for the flexibility and value for money it brings to communications in every context.

Cloud telephony puts the telephone network wherever the internet is, allowing staff to communicate across any number of platforms using their mobile device, PC or existing extension. It removes phone systems from the limitations of fixed line networks and physical exchanges by placing everything on remote, secure servers in the cloud.

But what specific advantages does it offer public sector organisations from the perspective of their Customer Experience Managers?

The digital customer journey is now the most common way for citizens to explore and interact with public sector service providers.

More than that, multi-channel conversations embracing voice, messaging and live chat are an expected part of the experience.

Led by early adopters in the private sector such as banks, insurance providers and utility companies, these alternative communication channels are fast becoming mainstream methods of interaction, especially among younger service users, whose use of SMS, social media and platforms such as WhatsApp is practically second nature.

By allowing additional, cloud-based contact centre solutions to be integrated with the telephone network, cloud telephony systems can be enhanced to include multiple communications channels, CRM tools, voice recording and intelligent call handling features that enrich every interaction with your organisation, increasing levels of engagement and improving citizens' experience at every stage of their journey.

This is especially true when it comes to requests for information, booking appointments or making payments – the three main reasons citizens interact with public sector service providers.

Here, ease of use, accuracy and speed are considered benchmarks for the quality of the customer experience. So enterprise level contact centre features such as intelligent call routing, interactive voice response (IVR) and multichannel queueing – all of which are easily added to a core cloud telephony system with no additional hardware and at relatively low cost – can make a huge difference to service levels and the quality of the outcomes experienced by callers.

Other additions like Computer and Telephone Integration (CTI) enhance the customer experience still further by bringing together caller records and soft telephony on agents' screens, allowing them to access call history in real time and to personalise call content.

The ability for cloud telephony to upscale contact centre services quickly and easily also makes it a powerful resource for managing customer expectations at periods of high demand for service providers.

Additional call stations are easily added to the system, either on existing premises or in other locations, and because all agents have access to the relevant data and systems wherever they are, callers never need to know they are being directed elsewhere and the customer experience never has to be compromised.

The NFON Cloud Telephone System has the flexibility to precisely meet your particular needs, then easily grow when required.

- ▶ **Future-proofed and flexible**, the NFON Cloud Telephone System is always at the leading edge of technological advancements and scales seamlessly – making it the perfect solution for organisations of all sizes.
- ▶ **Internet connectivity** delivers phone calls from anywhere with an internet connection – at work, on the move or at employees' homes.

- ▶ **Same numbers and seamless migration** mean organisations can keep their existing switchboard and extension numbers. The transition is seamless, with zero operational interruption.
- ▶ **Over 150 advanced features** enable smarter working – Advanced functionality is included for workgroups of any size, such as mobile phone integration, telephone conferencing call control, smart queuing, call routing, multi-office connectivity and call coaching.
- ▶ **Reliability and technical excellence** are ensured through NFON's carrier-grade, enterprise-level service. It enables high-quality voice connections via a central telephone system managed by NFON, in high-availability, geo-redundant data centres.



Full integration with Microsoft Teams

NFON's full integration with Microsoft Teams delivers a genuinely unified communications solution that equips you with a feature-rich, enterprise-grade telephone system for enhanced collaboration. Screen sharing and audio/video conferencing enable better cross-agency working and more effective sharing of resources.



Contact Centre

A professional cloud contact centre delivers omni-channel presence, allowing you to interact with service users whenever, wherever and however they choose.

More options, More Value

The extra benefits of the NFON Cloud Telephone System include many more options, such as:

- › Call recording
- › Mobility
- › Computer telephony integration
- › Call reporting

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NFON features that help you achieve your objectives

- › Integrating mobile workers frees up office space to reduce costs and average working space
- › With everyone on one system, staff effectiveness, collaboration and motivation is improved
- › Microsoft Teams integration supports inter-department collaboration that improves resource utilisation and decision making
- › Enterprise-grade telephony system with enhanced features – including omni-channel contact centres – improves customer service experience
- › Technology upgrades improve efficiency without capex outlay

NFON has been approved by HM Government as a supplier under the auspices of its G-Cloud procurement initiative. Its award-winning solutions are now available to the UK public sector through the government's digital marketplace. NFON provides clear, integrated, communications through the cloud for the public sector.

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