

Are Remote Contact Centers Here to Stay?

Contact centers—like most industries in today’s economy—had to swiftly adapt to working remotely during COVID-19. They’ve relied on technology to continue operations during the pandemic, and have even used those tools to scale customer support activities as the volume of calls has increased alongside market turbulence.

This Dialpad and Pulse survey of 100 tech leaders finds that boosting agent productivity—and leveraging emerging technologies like AI to do so—is top priority right now as companies evaluate whether remote contact centers will become the new norm.

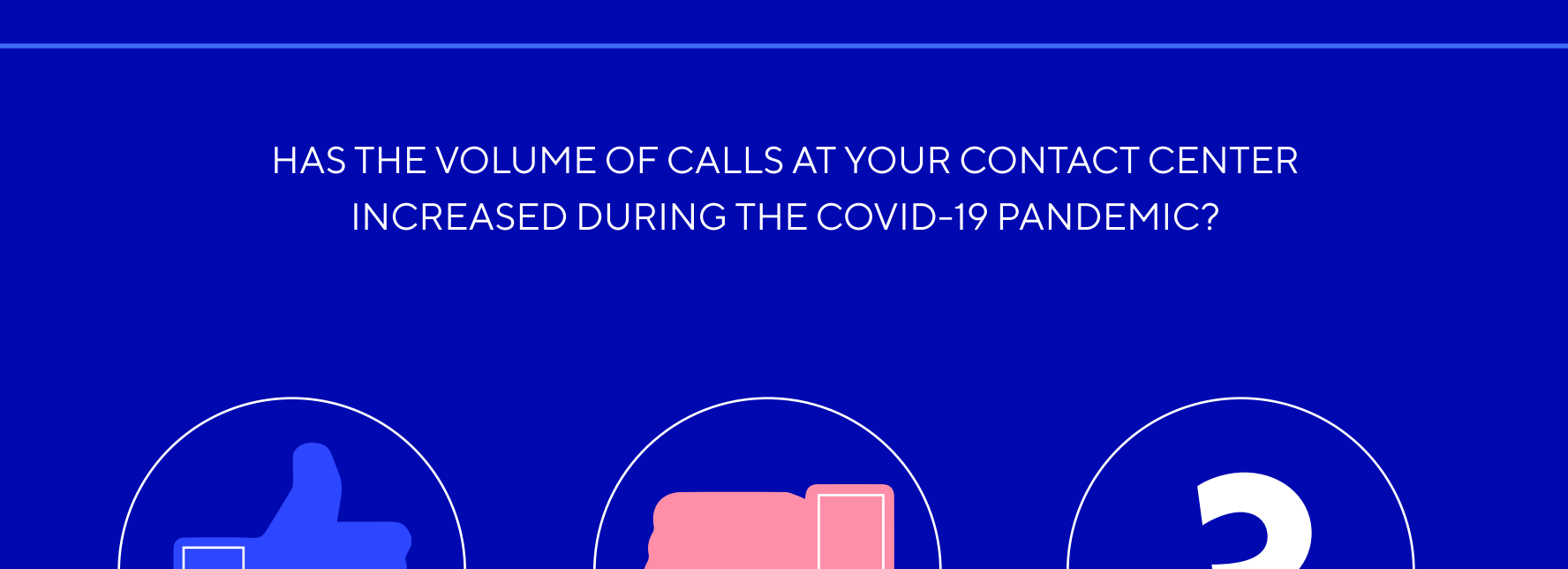
Data collected from July 6-27, 2020

Respondents: 100 IT, engineering, and customer success leaders

Contact centers weren’t prepared for remote working challenges

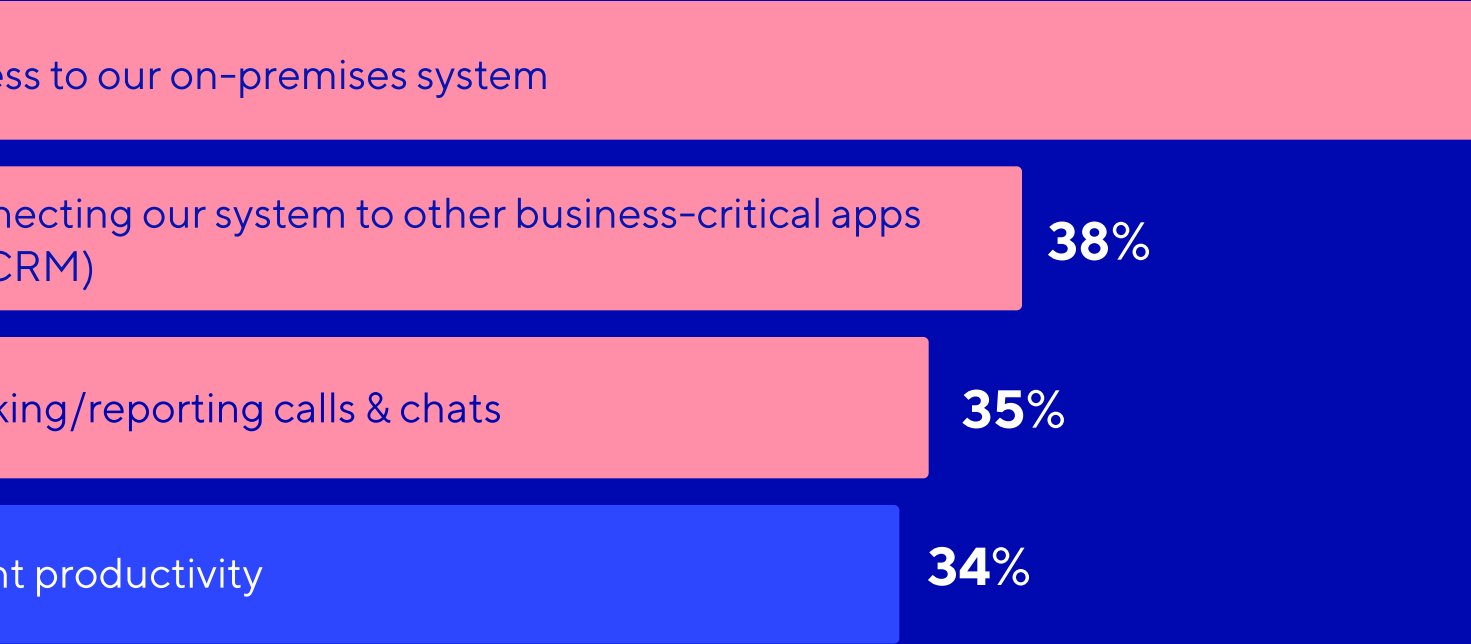
60% of tech leaders admitted their companies weren’t highly prepared to transition their contact center to remote work during the COVID-19 pandemic.

HOW PREPARED WAS YOUR COMPANY TO TRANSITION ITS CONTACT CENTER TO REMOTE WORK?



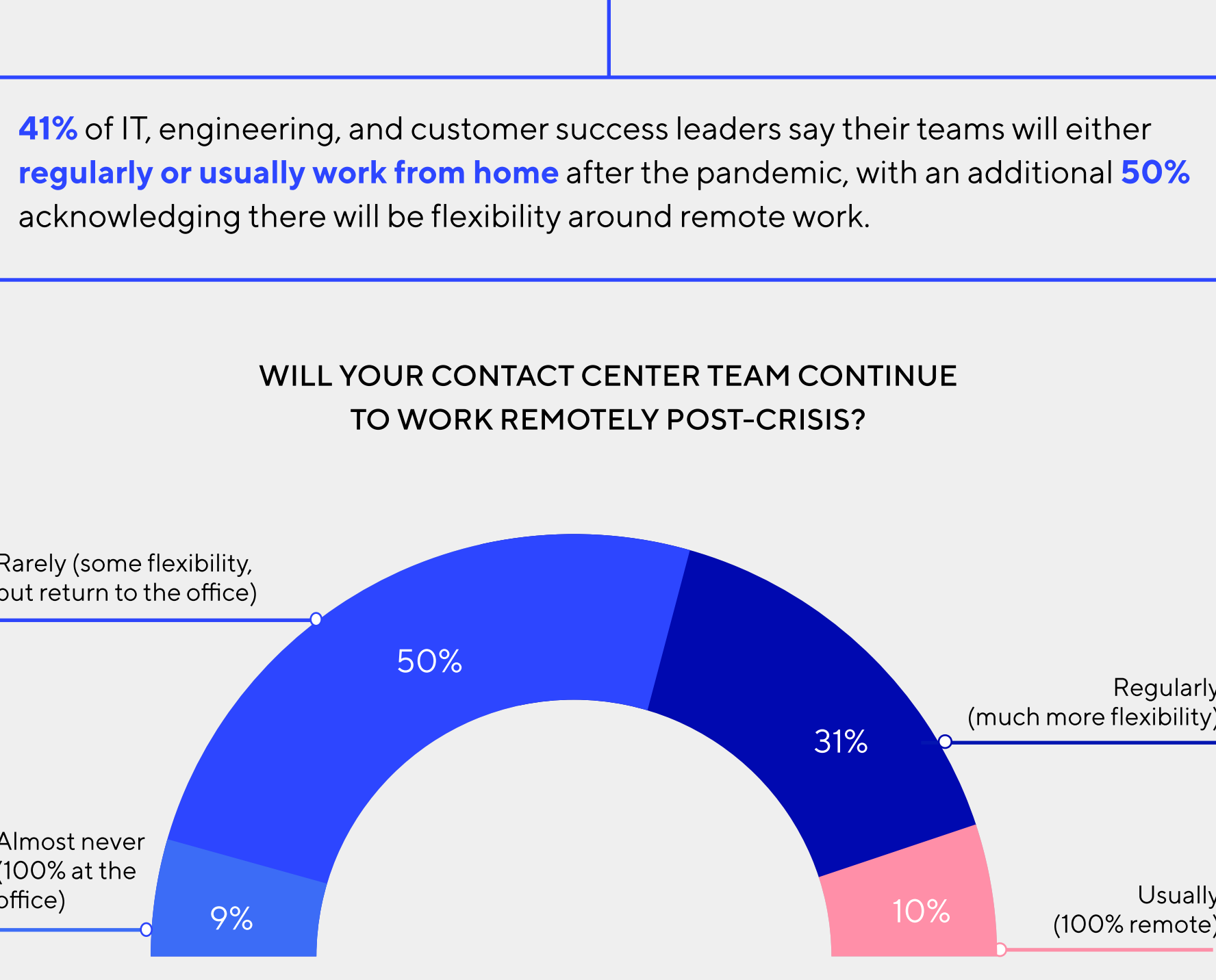
Over three-quarters (78%) of tech leaders say their contact centers have seen an overall increase in call volume during the crisis, as businesses and consumers alike have relied on customer support teams for guidance.

HAS THE VOLUME OF CALLS AT YOUR CONTACT CENTER INCREASED DURING THE COVID-19 PANDEMIC?



Remote contact center teams have also been challenged by access to on-premises systems (55%), and have had trouble connecting to other business-critical applications (38%), like their CRM (customer relationship management) platform.

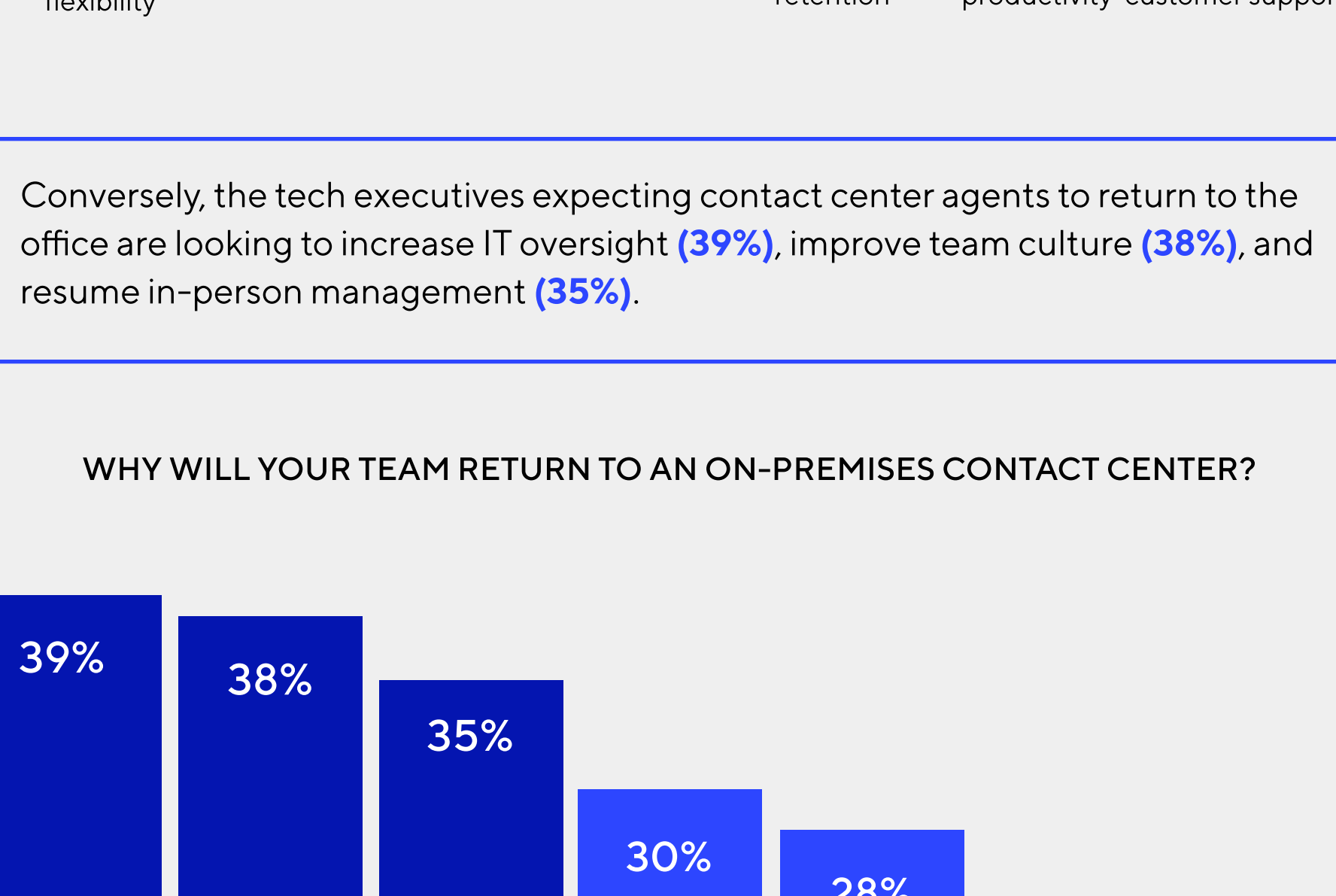
WHAT WERE THE 3 BIGGEST CHALLENGES YOUR CONTACT CENTER TEAM FACED DURING THE WORK-FROM-HOME TRANSITION?



91% of tech leaders anticipate more remote working flexibility post-crisis

41% of IT, engineering, and customer success leaders say their teams will either regularly or usually work from home after the pandemic, with an additional 50% acknowledging there will be flexibility around remote work.

WILL YOUR CONTACT CENTER TEAM CONTINUE TO WORK REMOTELY POST-CRISIS?



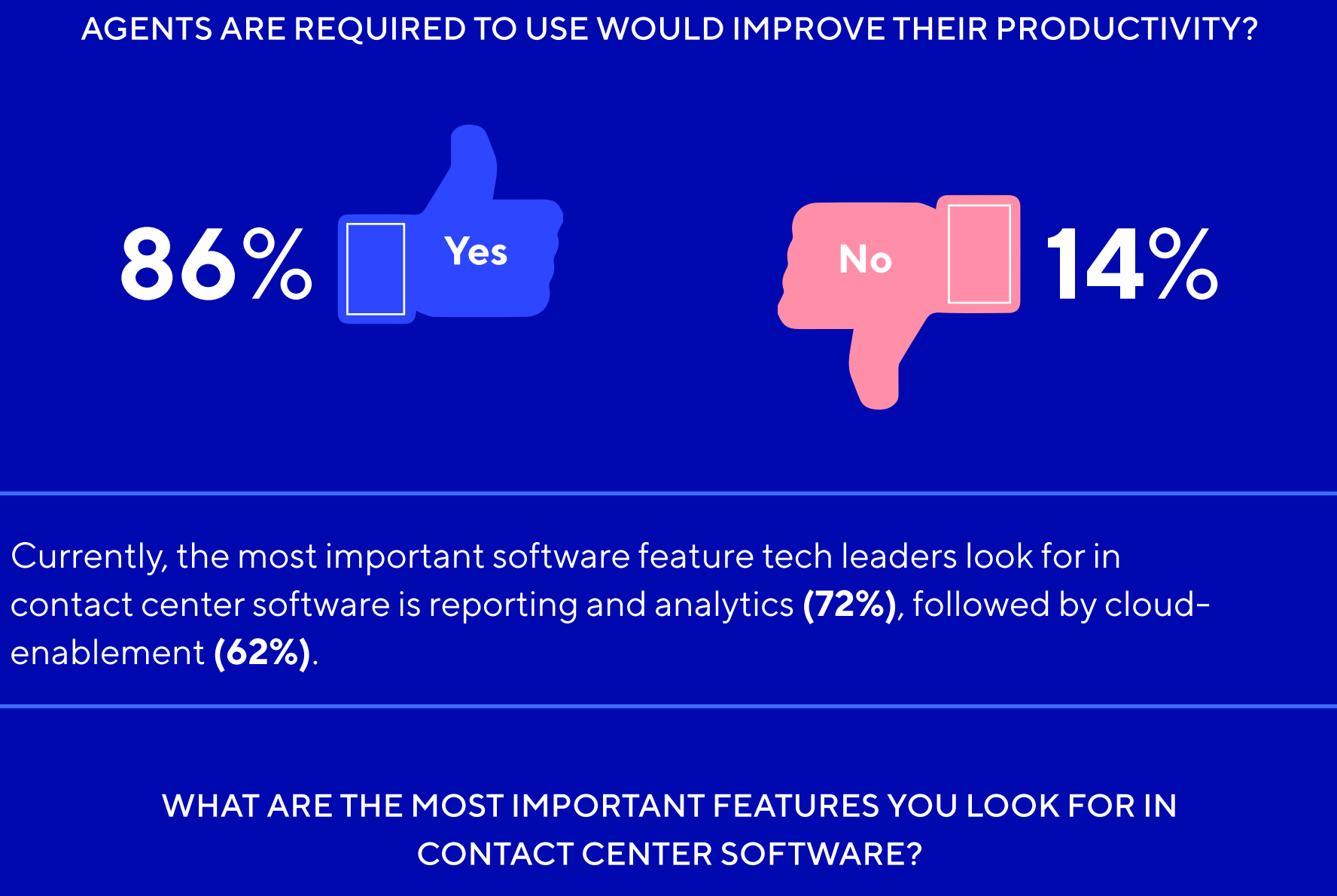
Leaders embracing the remote contact center model are mostly hoping to achieve increased employee flexibility (54%), cost savings (52%), and improved access to talent (47%).

WHAT BUSINESS BENEFITS ARE YOU HOPING TO ACHIEVE BY ENABLING A REMOTE CONTACT CENTER?



Conversely, the tech executives expecting contact center agents to return to the office are looking to increase IT oversight (39%), improve team culture (38%), and resume in-person management (35%).

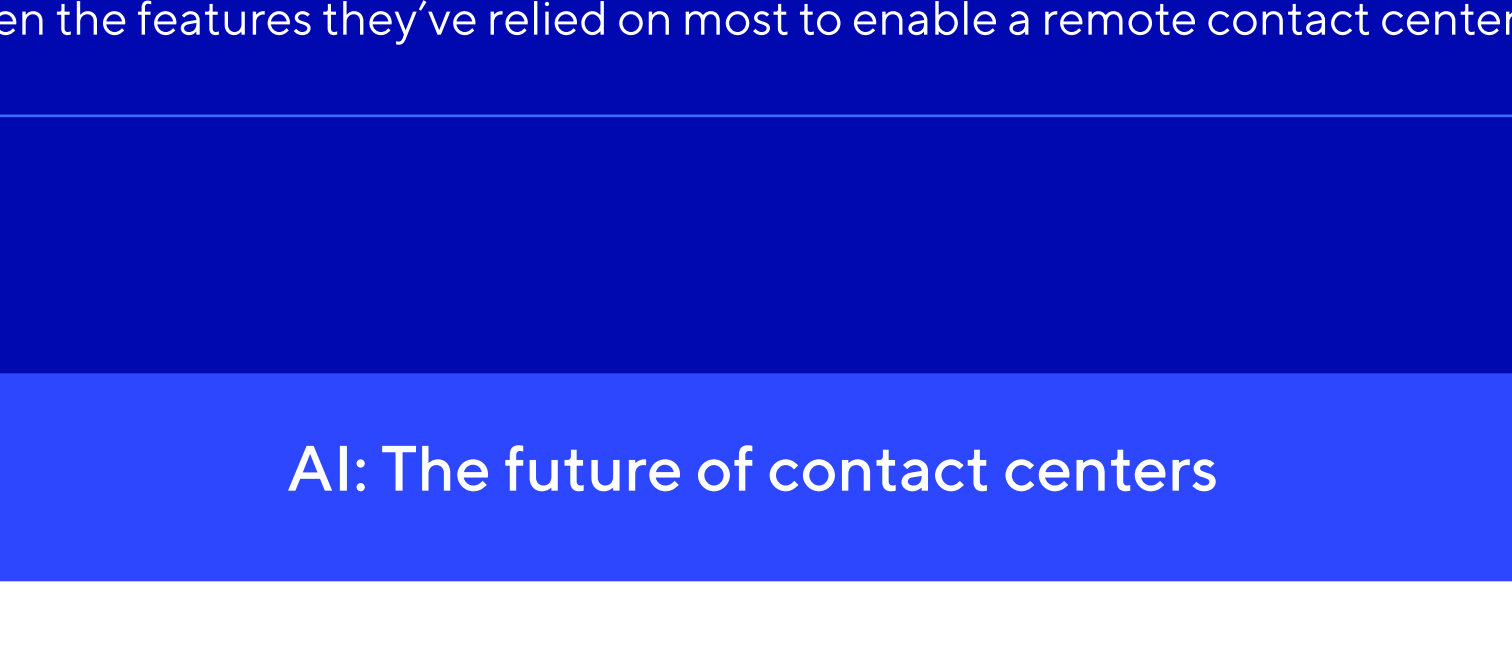
WHY WILL YOUR TEAM RETURN TO AN ON-PREMISES CONTACT CENTER?



To boost productivity, contact center agents need fewer—but smarter—tools

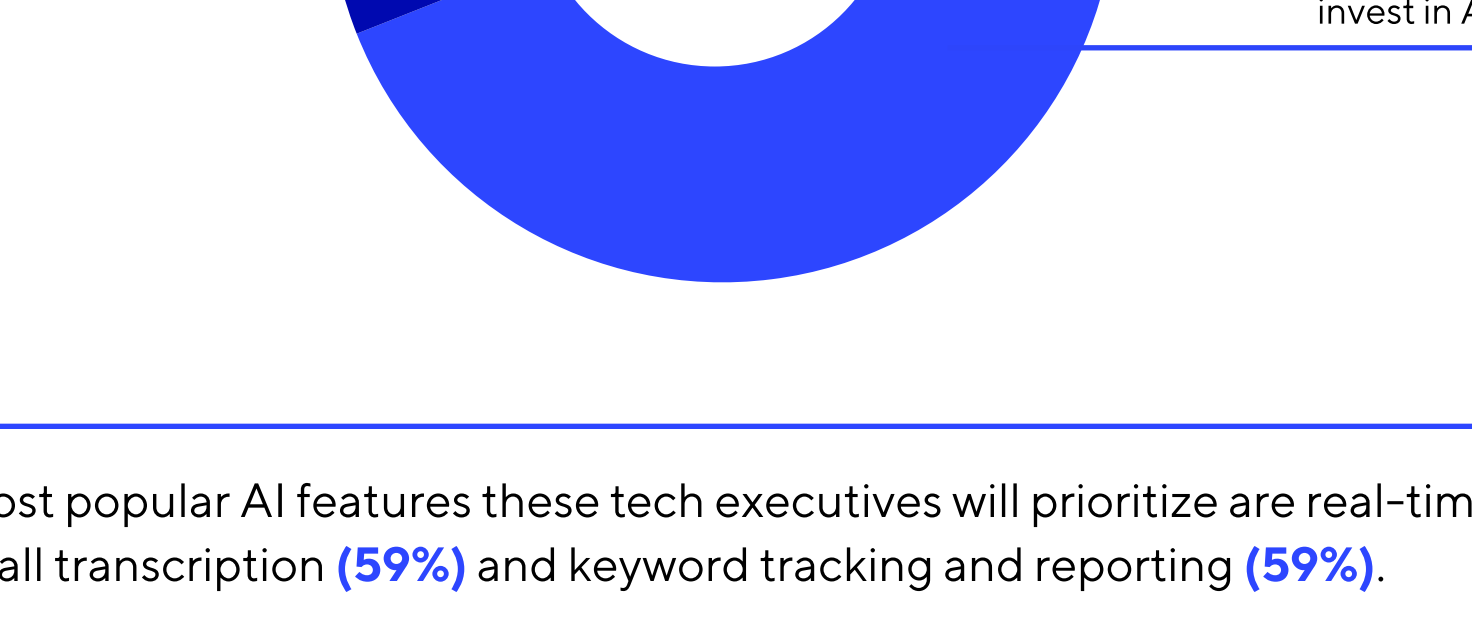
The majority of contact center agents (63%) are using at least four tools as part of their daily workflows.

HOW MANY TOOLS ARE CONTACT CENTER AGENTS USING DAILY (EX. WEB CHAT, EMAIL, TICKETING, HELP DESK, SMS, PHONE)?



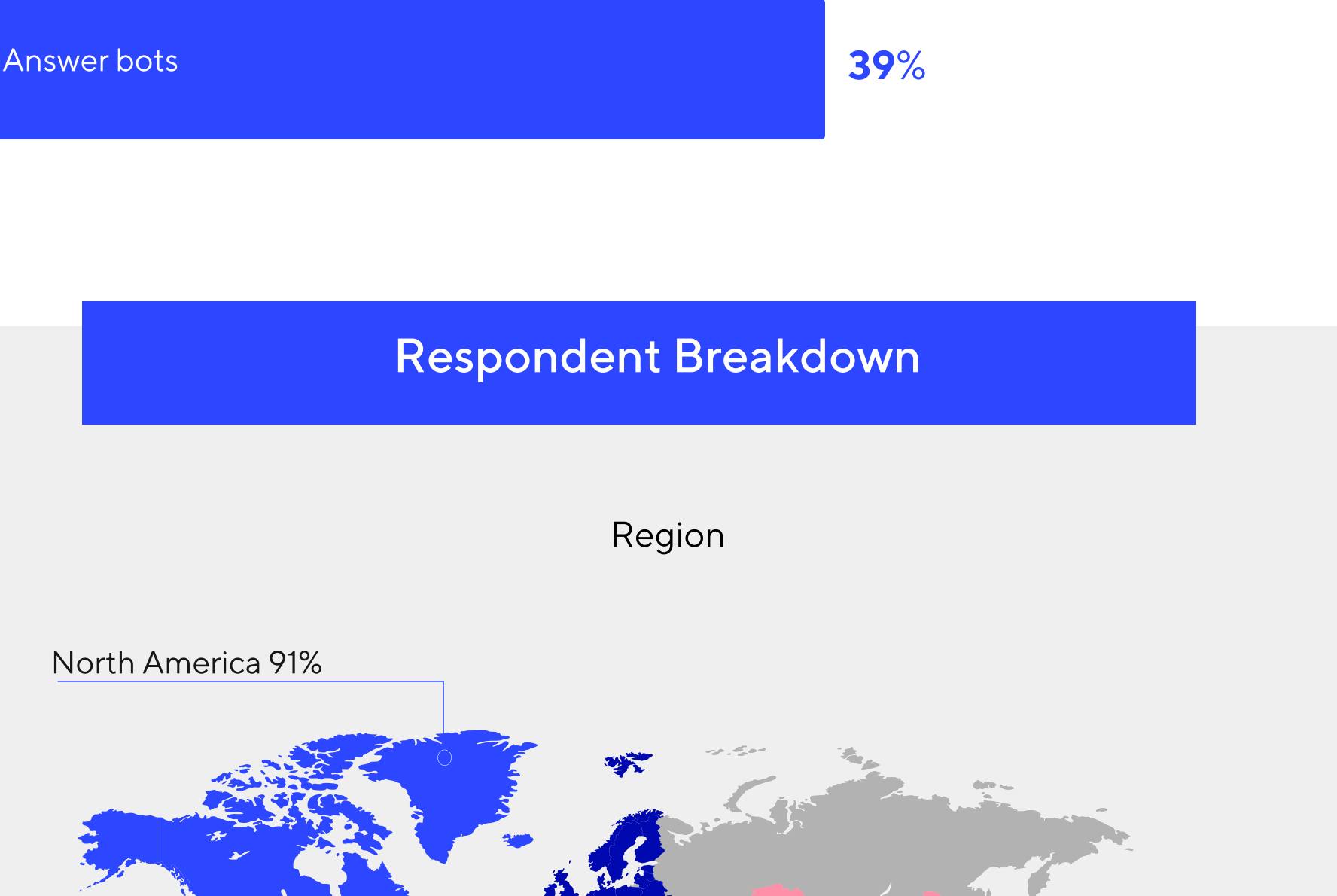
Since improving agent productivity is a goal for all tech leaders—regardless of whether agents are working remotely or not—86% agree they need to reduce the number of tools contact center agents are required to use.

DO YOU AGREE THAT REDUCING THE NUMBER OF TOOLS CONTACT CENTER AGENTS ARE REQUIRED TO USE WOULD IMPROVE THEIR PRODUCTIVITY?



Currently, the most important software feature tech leaders look for in contact center software is reporting and analytics (72%), followed by cloud-enablement (62%).

WHAT ARE THE MOST IMPORTANT FEATURES YOU LOOK FOR IN CONTACT CENTER SOFTWARE?



More than a quarter of respondents (27%) say automation, call routing, customizations, and coaching have been the features they’ve relied on most to enable a remote contact center.

AI: The future of contact centers

While only 6% of IT, engineering, and customer success leaders say they currently leverage AI, 63% plan to invest in AI in the near term.

DOES YOUR CONTACT CENTER TOOL STACK CURRENTLY LEVERAGE AI?

The most popular AI features these tech executives will prioritize are real-time and post-call transcription (59%) and keyword tracking and reporting (59%).

WHICH AI FEATURES WOULD DRIVE THE MOST BENEFIT FOR YOUR CONTACT CENTER?

Respondent Breakdown

Region

Title

Company Size

