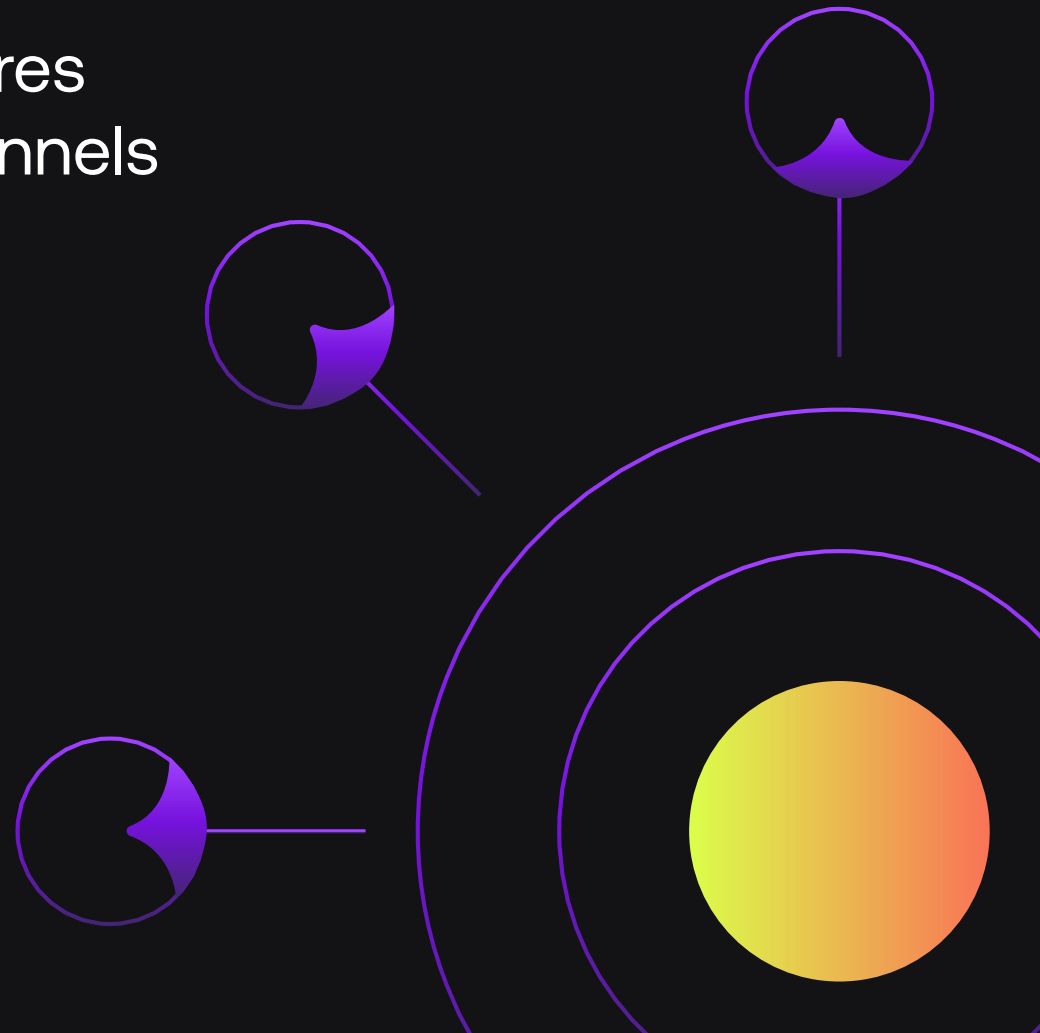


Choosing the Right Digital Platform for Your Contact Center

A digital-first CX strategy requires more than a slew of digital channels

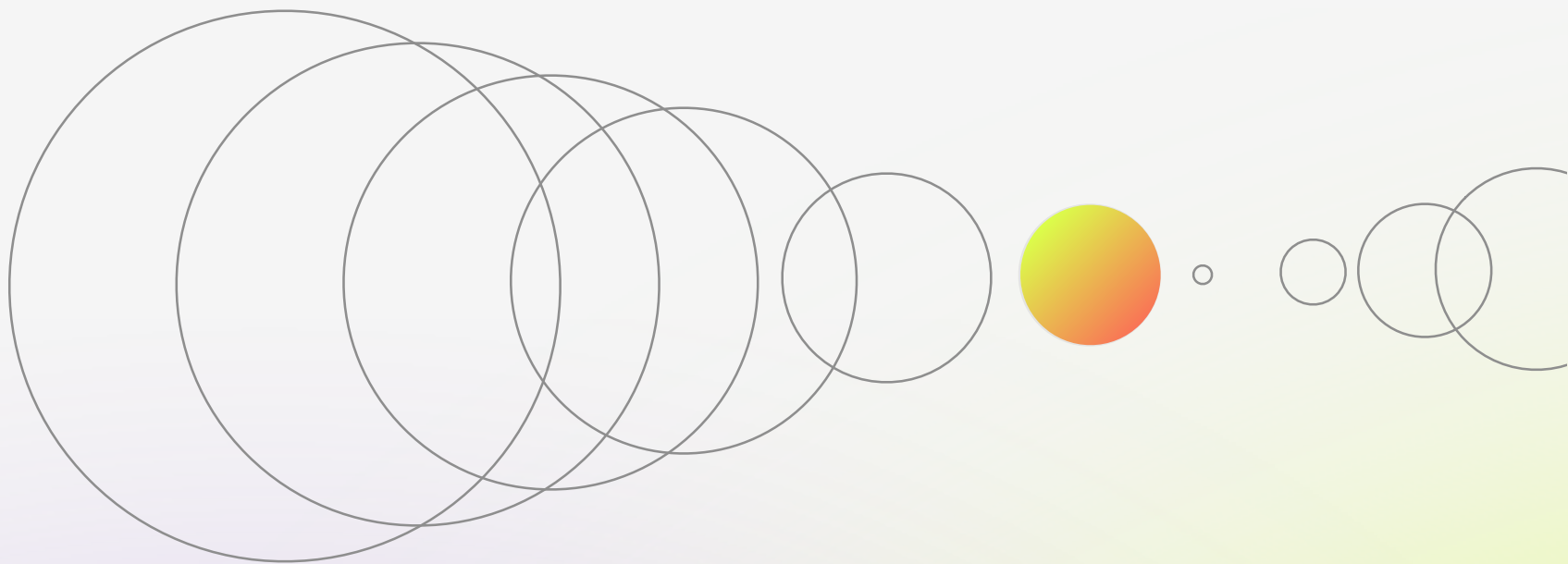


When it comes to digital customer experiences, simply meeting your customers on the channels they prefer is not enough. These days, basic automation and conversational bots are just table stakes.



Customers expect more. You should expect more, too.

To find a platform that goes beyond the basics to support a digital-first CX strategy, here's what you should keep in mind. (You'll want to prioritize these criteria based on your specific goals and objectives.)



Creating End-to-End Digital Journeys

Meeting customers where they are is only step one. You also need to take them where they want to go. Your digital CX platform should support the channels your customers know and use (web messaging, mobile apps, SMS, Apple Messaging for Business, WhatsApp). It should also allow customers to move between channels with persistent chat that maintains conversation history over minutes, hours or days. They shouldn't have to repeat themselves or start all over with a phone call.

Improving Digital Self-Service

Today, effective self-service requires more than a bot that can chat naturally to answer simple questions. Generative AI powers bots that do more than talk. They can retrieve information, run authorized processes to resolve common issues, authenticate customers and let them complete secure transactions, all without consuming valuable time from a live agent.

But if an agent is needed, they can hand off the interaction with conversation history and context. Your digital platform should enable self-service that's convenient for customers and resolves their issues—or it should seamlessly get them to someone who can.

When you're ready to expand your self-service, your digital CX platform provider should offer a direct path to easily step up to a generative AI agent that can safely function as a Tier 1 agent.

Enabling Proactive CX

Being responsive to customers' needs is a key component of great CX. Anticipating their needs is even better. Look for a digital platform that will equip you with real-time, data-driven insights that enable proactive engagement for both authenticated and unauthenticated customers.

When you can reach out proactively to a visitor or customer who seems to be stuck on your website or mobile app, you increase the likelihood that they will remain engaged.



And with the right information,
support or an offer at the right time,
you can transform abandoned journeys
into conversions.



Helping Agents Do More

Shifting interactions from voice to digital can increase agent capacity. But not all productivity gains are automatic. Look for a digital platform that provides real-time support and guidance for agents, so they can reach higher levels of performance and efficiency.

At a minimum, your digital platform should provide agents with a single pane of glass for managing interactions, accessing the knowledge base, and viewing customer data. It should also streamline agent workflows by automating simple processes, like accessing the information needed during each interaction.

Platforms built on a foundation of generative AI can do much more to drive productivity without overburdening agents.

Consider prioritizing these capabilities in your search:



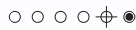
Automated queue checks to verify a customer is still present before connecting an agent



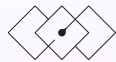
Auto-complete and auto-suggest functions to help finish thoughts faster



Suggested agent responses at every turn in the conversation based on context



Recommended next-best actions



Automatic summarization and wrap-up for every interaction



Increasing Concurrency

Part of the promise of digital efficiency rests on enabling agents to handle multiple interactions at once. But many first-generation digital platforms didn't have the right features to manage concurrency well. That led to burned-out agents, poor-quality support for customers, and only incremental improvements in productivity.

Current platforms have more to offer. They combine smarter automation with new tools that empower you to manage concurrency in ways that meet your specific needs. With these tools, you can pace concurrency based on what agents are currently experiencing. For example, you can automatically dial down the flow of concurrent interactions whenever an agent is handling a particularly complex customer issue.



With this level of control, you can maximize your contact center capacity without overloading your agents. That helps prevent burnout and agent churn.

To ensure you reap the benefits of digital concurrency, look for a platform that can:

- Use AI to introduce new interactions at optimal times in an agent's flow, like when a concurrent customer is taking longer than usual to respond or a conversation is wrapping up.
- Provide intuitive UX for concurrent conversations, giving agents a single pane of glass for multiple conversations happening at once.
- Monitor interaction complexity to ensure concurrency doesn't overload an agent with too many complicated interactions at once.
- Provide burnout protection settings through configurable reduction of concurrent interactions after a period of high activity.
- Empower managers and agents with flexible options to customize concurrency to the reality on the ground.



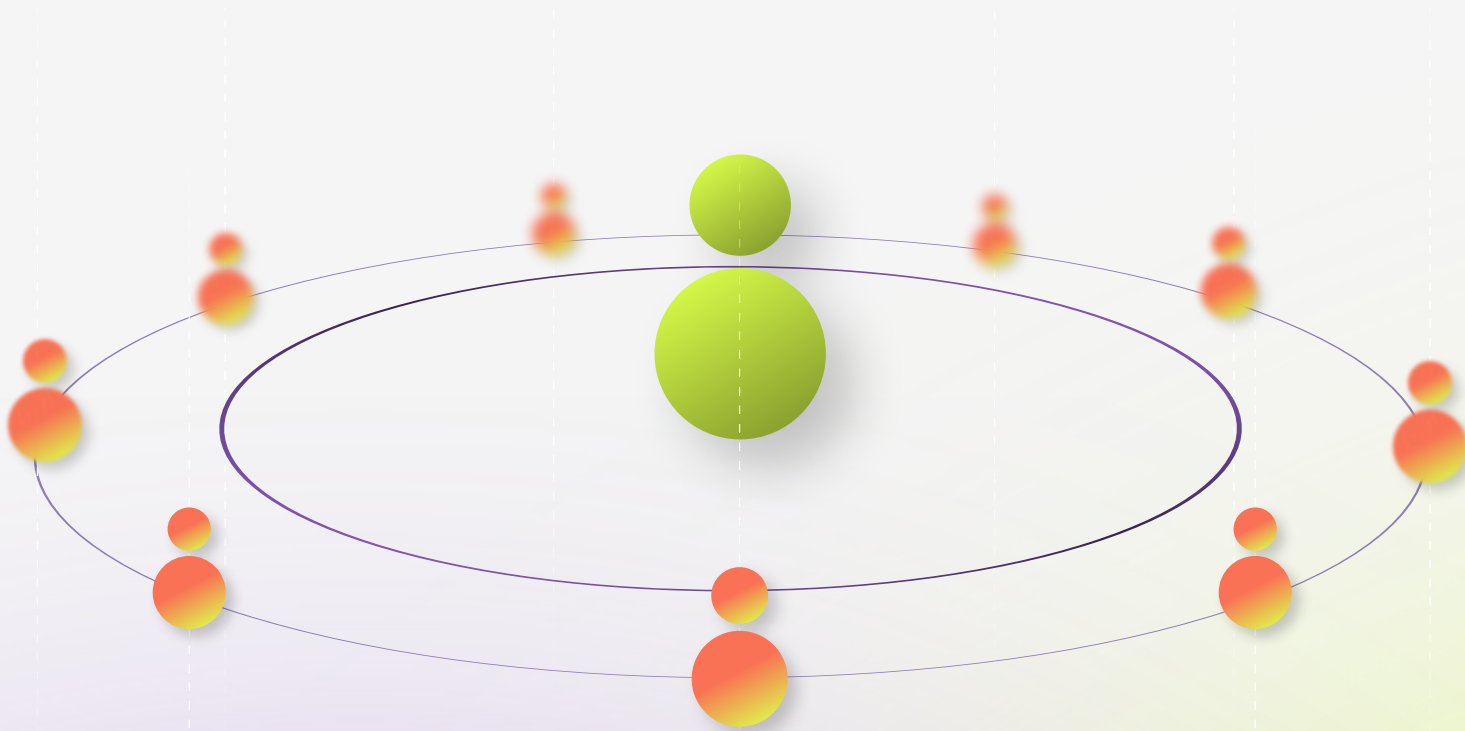
Gaining Visibility with Advanced Analytics

Modern CX analytics has ushered in a new era of contact center productivity. The latest wave of digital-first solutions include configurable advanced analytics dashboards. With AI-powered summary services, you can create custom targeted analytics that help your company understand exactly why users are seeking support, examine emerging trends, and craft meaningful solutions.

In addition, modern platforms should track standard analytic benchmarks and make them easy for management to monitor.

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By measuring First Contact Resolution (FCR), containment rates, customer satisfaction, concurrency rates and more, modern messaging platforms enable more precise management than ever before.



Incorporating Generative AI Agents

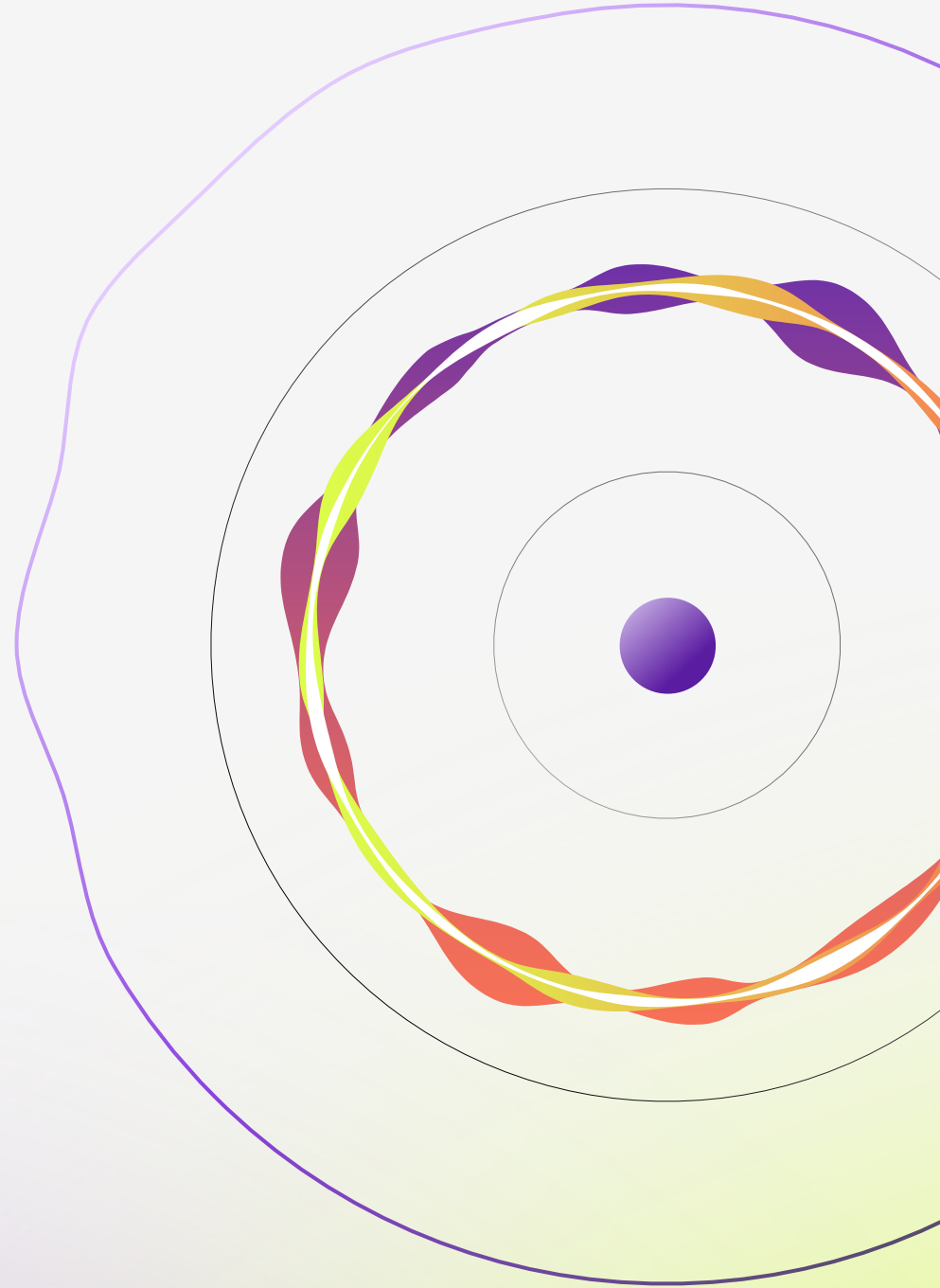
Despite steady improvement in conversational AI, chatbots have remained disappointing—for customers and contact centers. Their limitations frustrate customers and impose a cap on containment that keeps agent queues packed.

That's about to change. Generative AI is already powering a new wave of virtual agents that can do more than chat and follow predetermined flows. They can take action to resolve customer issues. Functioning as fully capable virtual agents, they can handle even complex Tier 1 interactions on their own.

With a human supervisor to oversee their work, provide real-time guidance and approvals, and step in when needed, you can deploy them safely. And because a single human agent can oversee multiple virtual agents simultaneously, the concurrency gains are dramatic.

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In the very near future, contact centers that don't employ generative AI agents will find themselves at a disadvantage. So, you'll want to prioritize platforms that can help you onboard this new digital workforce.



How to Find a Digital CX Partner

When you choose a digital platform for your contact center, you're not just buying technology. You're investing in a relationship.



Digital capabilities and AI are evolving fast, which means you need a partner who is focused on innovation with the expertise to support your business in the coming years.

Here’s what you should look for in a digital platform partner.

A true partner not just a vendor	<p>A vendor who is invested in being a true partner will make sure they understand your company, the structure of your CX team, and the use cases that matter most for your business.</p> <p>They will also be committed to helping you reach your unique business goals. That means they’ll share their product roadmap, solicit feedback along the way, and incorporate your needs into their product design.</p>
Specialized in digital-first	<p>A vendor who specializes in a digital-first approach will do more than provide support for digital channels and bots. They will help you take strategic advantage of the unique characteristics of digital technologies to improve your customer experience, increase productivity, and realize significant efficiency gains.</p> <p>While there are benefits to omnichannel interactions and data consistency, our research shows that customers that have adopted specialized, best-of-breed messaging platforms find that the benefits of specialization far outweigh the costs of integrating data across voice and messaging channels.</p>
Enterprise-grade	<p>Look for a provider who has a proven, enterprise-grade platform and expertise in complex implementations. It’s a good sign that they can deliver a foundation of reliability, scalability, and security. Be sure they can share multiple references for customers of your size.</p>
Track record of innovation	<p>The right vendor will not only offer best-of-class technology today, but should have a product roadmap built for the future.</p> <p>As AI-driven technology becomes more prominent and new breakthroughs in generative AI agents and chatbots hit the market, it will be more important than ever to have relationships with the vendors best poised to help you harness this powerful technology.</p> <p>Rather than choosing a vendor you might have to re-evaluate in just a couple of years, look for one who can demonstrate they have been at the leading edge of technology. And be sure they have a safe, proven framework for you to follow in adopting generative AI-powered capabilities in a meaningful sequence at your pace.</p> <p>Look for patents, research publications, and other external validations from top-tier analysts.</p>



Digital CX Success Starts with the Right Platform

As the digital economy continues to expand, the mandate for contact centers is clear: digital experiences must be at the core of your CX strategy. There are countless vendors offering digital CX platforms, but not all of them can help you thrive in the digital economy.

Basic digital capabilities aren't enough anymore. You need a digital-first platform that will empower you to keep your customers satisfied, increase the efficiency and productivity of your operations, and capitalize on the rapid pace of CX tech innovation. If you focus your search on the right priorities, you'll find the right platform and partner for your business.

Ready to see firsthand how ASAPP optimizes digital CX?

[Book a demo](#)



About ASAPP

ASAPP is an artificial intelligence cloud provider committed to solving how enterprises and their customers engage. Inspired by large, complex, and data-rich problems, ASAPP creates state-of-the-art AI technology that covers all facets of the contact center. Leading businesses rely on ASAPP's AI Cloud applications and services to multiply agent productivity, operationalize real-time intelligence, and delight every customer.

To learn more about ASAPP innovations, visit **www.asapp.com**

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