

The Brief: Modern Customer Service

Today's customer service centers must adapt to the needs of their digitally literate, demanding, and "mobile first" customers.

Modern customer service turns the concept of "call centers as cost centers" on its head. The strategic importance of customer service has radically changed the job of the customer service representative (CSR), the technologies and processes they use, and the physical space where they work.

The traditional contact center with moderately skilled agents tied to phone scripts is giving way to customer service centers manned by sophisticated, empowered representatives who serve as the voice of your brand.

Savvy organizations now recognize customer service centers as a key route to market, and the brand ambassadors who staff these centers deserve to be treated as superheroes.

To focus on solving customer challenges, modern customer service centers are empowering their superheroes with technologies and tools that automate rote processes and make their job effortless and comfortable, because customers notice the difference.

It's a wise investment. Regular attrition and replacement are expensive, and negatively impact consistency of service. To increase employee satisfaction, many organizations offer flexible workspaces and work-from-home options.

Now more than ever, the customer service center represents a competitive advantage for your brand. After all, every interaction is an opportunity to deepen or recover a relationship.



Plantronics Customer Service Center, Hoofddorp, The Netherlands

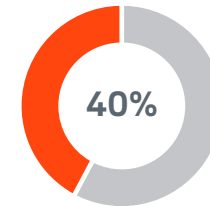
"We saved over \$400,000 simply by keeping our people."

Paul van den Berg,
Senior Director of Operations, Europe and Africa, Plantronics

By the Numbers



\$4,000 is the average cost to replace a team member in a center with more than 1,000 CSRs.



40% of customers call a center after failing to find their answers through self-service. So that call is already an escalation, and the caller well-informed.



38% of customers prefer talking to a live representative for complex inquiries.



72% of businesses cited reduced agent attrition as the main driver for considering home working.



On average, CSRs have **five** web chats open at a time and are expected to know how to operate **12-15** different software packages.

Customer Service Center Resource Kit



EncorePro Family

The next-generation of tools for customer service.



Customer Service Center homepage

Plantronics solutions for the modern customer service center.



Evolution of Customer Service white paper

Customer service has changed and it matters more than ever.



The Future of Contact Centers e-book series

The factors that are influencing change in customer service organizations.



Simply Smarter Customer Service video

See how a Plantronics customer service center delivers smarter customer interactions.