



How to run a contact centre from home

A guide to managing contact centre operations remotely with VoIP-based solutions

Providing consistently great customer experiences

The concept of the contact centre remains the method of choice for many businesses that need to manage sales, perform ongoing account management and run day to day operations.

The nature of business today may well be multichannel; however this creates a need for centralisation, to ensure that opportunities don't fall through the cracks, and to provide a consistently great customer experience.

However, today's businesses need to be agile and many don't follow convention. Some have shed the chains of a centralised office in favour of a distributed approach with workers in different locations. This trend was of course accelerated by the Covid pandemic.

In this guide, we'll help you understand how the latest digital contact centre technology empowers a business to create a hub for its operations. This enables a workforce to be distributed globally, yet remain fully connected and managed effectively as a single team.





The logical extension of VoIP business communications

VoIP (Voice over IP) is the use of computer technology to carry voice communication over data networks. VoIP is where streams of speech are digitised and sent in packets over a local area network (LAN) within a building, or a wide area network (WAN), such as the Internet, across the globe.

A VoIP system is hosted in the cloud, providing a virtual PBX (Private Branch Exchange), with no requirement for on-premise hardware apart from handsets or headsets. In keeping with the advantages of all other cloud-based services, VoIP phone systems are highly resilient. Multiple data centres, data replication and automatic failover, make VoIP technology self-healing, with customers experiencing high availability, with little or no service disruption.

This technology continues to revolutionise business voice communication. Legacy technologies, such as conventional hardware-based PBX telephone systems are fast disappearing as companies switch to superior VoIP technology.

The headline benefits of VoIP are wide ranging. Financially, you can expect reduced costs for calls, connectivity, maintenance, CAPEX and depreciation. And when it comes to capability, the list is equally compelling.

Many services, such as routing and divert options and call waiting, that were once seen as extras for telephone companies to add on as chargeable services are now included as standard by VoIP solution providers, adding significant value.

Other new features, such as Interactive Voice Response (IVR) are only possible because of the inherent advancements that are made possible by VoIP's underlying digital technology.

The VoIP revolution isn't limited to replacing hardware-based PBX telephone systems. VoIP has also transformed our ideas about what's possible with a contact centre.

Integration with CRM, and multichannel communication methods such as social media, have created the opportunity for contact centres to use a distributed workforce to provide a seamless customer experience, uniting the different communication methods into an omnichannel. This is something that simply isn't possible with legacy hardware-based contact centre deployments.

Typical features of a VoIP virtual contact centre

The cost benefits of a VoIP contact centre are the same as for a standard VoIP telephone system. Businesses switching to a VoIP contact centre solution may expect reduced costs for calls, connectivity, maintenance, CAPEX and depreciation.

Here's a table of some of the key features that you might find in a good VoIP contact centre solution. When considering the products and services of a specific vendor, it is advisable to look in detail at what is included:

NAME	FEATURE
Predictive Dialler	Allow the dialler's self-adapting algorithm to boost contact rates up to 300%.
Interactive Voice Response (IVR)	Minimise wasted time and increase customer satisfaction by efficiently directing callers.
Smart Contact Management	Create infinite dispositions and modify at any time, tracking the outcome of calls in real time.
Preview Dialler	Equip agents with important customer details before they click to initiate a call.
Call Recording	Link recordings to dispositions; pause recordings during calls; and get online 6-year retention.
Workforce Monitoring	Silently monitor calls and give in-call coaching, helping boost agent performance.
Real-Time Customisable Stats	Customise your stats and reinvent how you analyse performance.
Intelligent Scheduling	Schedule callbacks to specific agents or campaigns, staying organised and efficient.
Enhanced Agent Tracking	Customise agent states to get the bigger picture and analyse trends and behaviours.

Effective management of distributed contact centre agents

The range of features included with a VoIP contact centre is compelling. But how does this enable contact centre managers to be effective?

Conventional contact centre environments with agents working in close proximity provide a geographically centralised approach that assists management practice. Oversight, mentoring, training, escalation and productivity are typical of the areas that a contact centre manager might want to have a real handle on.

But when your workforce of agents is widely distributed, even working in different time zones, how can you stay on top of supervisory requirements and provide effective team leadership?

Virtual contact centre browser-based control

Complete management control is achieved through the use of a web browser, enabling all the options to be configured. A good solution should let those with management permissions see key data points in real time at a glance to inform decision making. This enables those with supervisory responsibilities to perform management processes and tasks from anywhere in the world connected to the Internet.

Key management reports

One of the fundamentals of effective management is to have access to the right information. However, there may be many reporting options and this tends to complicate reporting.

The solution to this is to choose a system that provides standardised reports that cover all the basics for the contact centre managers whilst delivering the information in a simple manner. Where the ultimate objective is to deliver a good customer journey, agent activity, availability and performance are a central point of focus.





These three reports are the basis for performing effective contact centre management remotely over a distributed team of agents:

- **Agent time report** – This gives a clear view of where each agent’s time has been spent. For example how long they have been logged in, on call, ready, not ready, lunch and break. This is excellent for resource planning and for identifying what takes up most of the agent’s time.
- **Agent performance report** – This gives a clear view of how an agent is performing. For example, how many sales each agent has made, the dispo % score, and how many calls they have made or received. This is very useful for tracking KPIs.
- **Queue performance report** – This gives a clear view on how the queues are performing across the business. For example, a marketing team has created a new ad for social media to generate inbound calls. The report provides a complete breakdown of how many calls came in and the outcome of each. This allows the business to track the success of activity and plan future campaigns. This report also works well for outbound sales by tracking the total number of calls that have been made and the outcome of those calls.

Agent activity, availability and performance are central to ensuring high quality contact centre operations that contribute to a good customer journey. Armed with these three reports, contact centre managers have access to the information necessary to run the contact centre from anywhere connected to the internet.

Your agents could be in different countries, but you can still report on them and see exactly what they’re doing, and when, which is critical when you are working remotely.

Powerful analytics

A natural extension of centralising contact centre operations and management in the cloud is to provide tools that allow detailed statistical analysis.

This enables data to be manipulated to deliver key information that allows managers to see the finer details. Typically you are able to identify areas for improvement, pinpoint changes that may be needed, and assess the overall effectiveness and ineffectiveness of your activities.

About Quvu

Quvu is the VoIP contact centre solution. The Quvu platform extends the capability of standard VoIP telephony services, enabling companies of all sizes to deliver outstanding customer experience, excellent performance and cost reducing efficiencies.

Entirely cloud-based, Quvu enables you to easily expand your team by making simple changes to the online account, saving you time and money. Access from anywhere with an internet connection, so you can monitor agents and oversee your whole operation, across the world if need be.

Quvu's powerful features and contact centre management capabilities allows users to analyse live statistics, queues and agent activity using the hardware they already own. Featuring a Predictive Dialler, Call Recording and IVR, whilst harnessing the power of VoIP technology. Quvu empowers contact centre managers to radically improve the way companies do business.

Stop wondering what switching to a better VoIP contact centre could do for your business and get started with us today!

T: 03333 4455 90

E: support@quvu.co.uk

W: quvu.co.uk

