



What are your next steps post COVID 19?

CloudComm 360

Your 2020 Review, so far.

For many businesses, the last few months will have been spent focusing, quite rightly, on adapting and delivering business continuity plans and creating new guidelines as to how to deal with this pandemic. Moving to a home working model, in many cases for the first time, will have been the number one priority, utilising whatever means necessary to support your customers wherever possible.

Scenario planning and identifying gaps in your 'here and now' approaches have hopefully been tried and tested, and your teams are clear on current plans, expectations and results. However, as we start to move forward into the 'new norm,' and start to look at the future impact of coronavirus on your contact centre, people and profit - what exactly are the next steps?

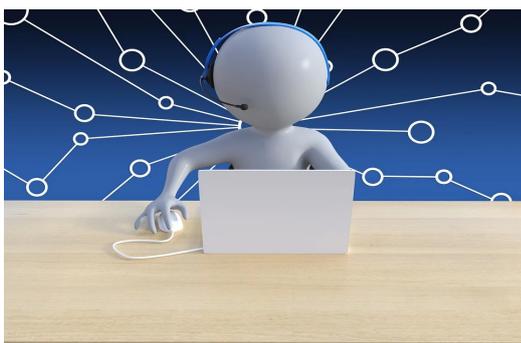
Help is at hand

Homeworking has been around for many years and the advancement in cloud technology to support it has definitely been proven. However, many businesses have historically held back from this model due to constraints within their existing technology footprint, concerns as to whether 'the cloud' is ready, and concerns around how you can effectively manage your resources remotely.

The events of the last few months have forced the hands of many businesses to adopt homeworking where possible, and in many cases, it has worked, with many seeing some very positive results. Solutions such as Microsoft Teams and Zoom have seen exponential growth over recent months and are now commonplace across many verticals.



Although these solutions are great for supporting internal and external 'back office' communications and are quick to deploy and affordable, the contact centre is different. In many cases, although businesses have managed to utilise their contact solutions to support homeworking during the initial phase, this has been helped by other factors such as a significant drop off in call volumes. However, as we move forward, many businesses will see these solutions start to creek forcing them to bring staff back into the call centre or impact the service they provide their customers



This is where our industry expert knowledge can help you manage and future proof the operations of your people (working from anywhere), processes and systems as your dedicated outsourced business partner. From 'work from anywhere' contact centre solutions that support your current and future

communication channels, through to automation and bots, all backed by experts in contact centre services.



How do we work smarter?

Some businesses have already reduced the density of people working on the contact centre floor by spreading out workstations across different parts of the building, including meeting rooms, board rooms and break out/chill areas. However, what the last few months have shown to many businesses is that the homeworking model does work and that it should now be part of their 'go-to strategy' with the potential benefits being significant:

The answer to questions like these allows businesses to start to understand if and where change is required. However, one key ingredient is missing; a strategy. If an organisation doesn't have a strategy, how can it answer these questions?

- Reduced space and associated costs savings
- Happier workforce increasing staff retention
- Greater flexibility with shift planning increasing productivity and reducing costs

We know that many businesses still use on-premise systems which don't allow for effective homeworking and because of this, many contact centres will likely be understaffed and with many advisors in self-isolation, but as we break the lockdown those businesses must consider:

- Bring in staff from other departments to answer phones (if they can physically work in the contact centre)
- Update your marketing communications (website, social media, newsletters) to help you prioritise important calls
- Analyse your future capabilities and the future demand to look for opportunities to reduce call volumes.

So where is your business?

Businesses have to continually assess everything about their business and their customers as standing still means your going backwards

CloudComm 360 are here to help so why not get in touch?

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+44 (0)208 092 551 | hello@cloudcomm360.com | cloudcomm360.com