



The Hybrid Work Era

NEW ADVANTAGES FOR CONTACT CENTERS

The way we do business has changed. The shift away from in-person service has driven greater reliance on contact centers. And customer service representatives (CSRs) are now working in a hybrid capacity — supporting customers from both the office and from home. Making this transition was difficult, but we've learned a lot. In this paper, we've identified opportunities for you to improve your service, strengthen customer relationships, boost your competitive advantage — and show your employees they work at an amazing place.

Let's explore how.



HYBRID WORK. UNIQUE CHALLENGES. NEW OPPORTUNITIES.

The demand for contact center services and virtual interactions is at an all-time high. Organizations are relying on CSRs at the front lines of customer interactions. That's why productive contact centers and skilled CSRs are critical.

So how do you deliver great customer service in this hybrid era — the kind that people remember and come back for, again and again — in today's changing world? Here are 3 keys to success.



01

OF 3 WAYS TO DELIVER AMAZING CUSTOMER EXPERIENCES

PROVIDE THE RIGHT TOOLS TO BUILD REAL CONNECTIONS WITH CUSTOMERS

Contact centers are swamped. Trying to relieve the capacity strain, they're pushing more interactions to digital. The problem? Customers aren't crazy about communicating via social media or email when they're trying to get their problems solved.

A recent survey backs this up: Only 21% of customers rate the digital experience of large multinational organizations as excellent.* Let's see... poor customer experiences, more escalations, and lower NPS scores? That's the last thing your contact center needs.

If you're serious about moving demand to digital channels and achieving high levels of customer satisfaction, there is something you can do:

- Proactively reach out to your customers.
- Guide them through the process of digital communications.
- Help them feel comfortable with using new ways of resolving their issues.

Better ways to boost customer satisfaction

The best channel for complex interactions? Hands down: voice. Customers want a real, live human at the other end of the line. And every pay day, loan payment day, bill day, and car-lease day can drive additional demand into your contact center.

With this rapid spike in calls, it's more important than ever that CSRs be heard clearly — no matter where they're working. Hard-to-hear calls can cause mistakes, misunderstandings, and extended conversations. Audio problems and background noise can lead to customer dissatisfaction — and they're not uncommon when rogue or unapproved audio devices are worn. Or (say it isn't so) no headset at all.

Customers need to feel trust in an organization — and in the CSR they're talking to. Clear audio enables that bond. And it gives your CSRs the best chance of making a real connection with your customers. Getting the audio right and setting up clear calls will generate more efficient interactions, with fewer mistakes, and better overall customer satisfaction.



MAXIMIZE YOUR MOVE TO CLOUD WITH THE RIGHT EQUIPMENT IN A HYBRID ENVIRONMENT

It all happened so fast. CSRs started working from home. And you probably moved your contact center's interactions to the cloud — so your teams could work remotely.

Which headsets are best for remote and hybrid work?

Your CSRs may be back in the office full-time, working remotely full-time, or a mixture of both. Wherever they are, it's critical to your business, and customer satisfaction, that they sound their professional best everywhere your CSRs work. And it's important that they work seamlessly with the cloud. Most headsets sold today connect through USB ports and are visible to cloud management systems — so you can audit them. Make sure the ones you choose can be updated remotely, to keep pace with frequent cloud-platform updates.

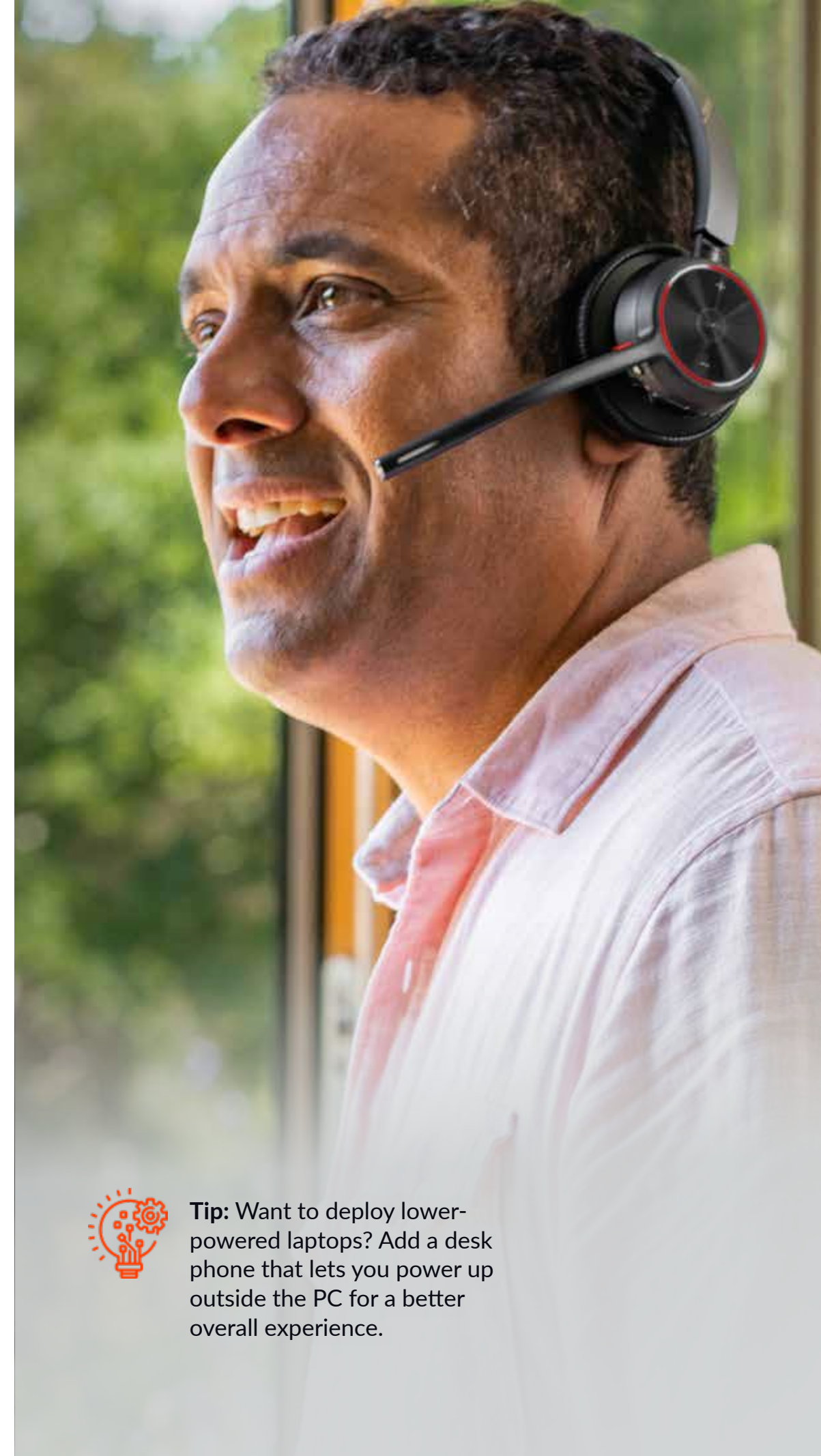
You'll also want headsets that work seamlessly across multiple contact-center platforms. Since your CSRs are likely hybrid workers, you'll want to make sure the headsets they're using are compatible with their favorite platforms — including the ones they use at home.

Of course, your headsets should also allow remote troubleshooting to support a hybrid staff. While most headset brands are reliable, some do develop faults. Keep your staff up and running with fully functioning equipment by making sure replacement phones (if needed) can be delivered directly and quickly to a home address. (Your IT team is giving their collective thumbs up.)

And don't forget about choosing a headset maintenance partner. You may need one in a pinch. And, when you do, their services will be invaluable. Extended warranty, cleaning services, and replacement parts are examples of what they can do to help lower your total cost of ownership.



Tip: Want to deploy lower-powered laptops? Add a desk phone that lets you power up outside the PC for a better overall experience.



03

OF 3 WAYS TO DELIVER AMAZING CUSTOMER EXPERIENCES

EMPOWER YOUR CSRs TO DO THEIR BEST WORK – AND PREVENT EMPLOYEE ATTRITION

We've just undergone the world's largest experiment in working-from-home, and — surprise! WFH actually works. Unfortunately, there's also a potential downside. Now that most employers are open to it, what's preventing employees from taking jobs beyond their commute range?

If you aren't looking after your CSRs, or creating a rewarding environment for them, they may be more likely to leave for jobs elsewhere. Employees in contact centers are generally younger and more sociable. If they don't feel a sense of belonging and team camaraderie, you could lose them.

You may also want to provide a way for teams to work together, to find resolutions quickly and efficiently. Customer interactions are increasingly complex. And knowledge-sharing is critical to retaining valuable CSRs and onboarding new team members.

An easy way to boost retention among remote workers? Video.

Personal USB cameras add a video component to team meetings, and they help CSRs maintain a social connection at a physical distance. Instant messaging or chat solutions can also help teams stay connected and share knowledge.

Another potential morale booster? WFH. You trusted your employees to work from home during the pandemic, why not continue to trust them if they want to continue working remotely? Make sure your WFH and hybrid work policies are aligned with your business objectives and employee preferences rather than used as a reward. For employees who remain at home, identify those who need technical assistance, and make sure it's available by proactively engaging with them.

Customers may be emotional when they call in, venting their frustration or raising their voices. You don't need a doctor to tell you this can take a toll on your employees' health. Protect your CSRs by providing headsets with advanced acoustic shock protection to minimize heightened sound levels. For employees who've spent their career using corded headsets, sending them a wireless headset can make a big difference to their morale and engagement.



CUSTOMERS REMEMBER GREAT SERVICE. AND POLY CAN HELP YOU PROVIDE IT.

Make simple changes to your contact center to accommodate remote and hybrid work:

- Build real connections with your customers and replace what would have been face-to-face interactions with high-quality voice and video calls.
- Make the most of your move to the cloud to deliver better, more responsive service.
- Empower your employees to make them feel trusted and taken care of.

We're here to support you.

Our award-winning headsets and video solutions are purpose-built for human connections, so you can power exceptional service, no matter where your employees are working.

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