

# Building Business Success on Centralized XCaaS Performance Management

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## Research proves the business benefits of centralized management of Voice, Video and Network Performance across hybrid workforces.

With inflation hitting an all-time high, interest rates rising, food and gas prices soaring, and continued supply chain disruptions, many executives are taking a hard look at cutting costs and improving bottom-line efficiencies ahead of the recession they fear is coming. That's all well and good, but no company should put a stranglehold on customer experience (CX) technology budgets.

Now, as always, your company needs to deliver exceptional customer service for competitive advantage—and that takes smart use of technology. In fact, investing in technologies that transform the customer and agent experience nets successful companies significant gains, including revenue growth, cost reductions, and efficiency improvements that may very well counterbalance any hits from today's economic crunch.

Metrigy's Customer Experience Transformation 2022 global research study shows that 52.5% of 724 companies have either already completed, are in progress on, or plan to undertake a CX initiative in 2022. Another 32.6% of companies have CX transformation on their roadmaps for next year (16.2%) or have initiatives under consideration (16.4%). Adding management tools to improve voice, video, or network performance is among top CX transformation initiatives, cited by 27.8% of companies.

Metrigy's data also shows that companies focusing on management and performance improvements meet with success, as determined by revenue growth, cost reductions, customer rating improvements, and productivity gains.

At 33.8%, slightly more than one third of the most successful companies have adopted management tools for CX transformation, compared to less than a quarter (21.1%) of non-successful companies.

Their success across our four key metrics is significant:



All companies should see results such as these as a clear signal that tools for optimizing performance and management, such as offered by Virsae, are a must-have for CX transformation.

The management imperative dovetails with the hybrid workplace trend—a trend that is equally relevant to the contact center workforce as it is business employees. In its CX transformation research, Metrigy has found that only 9.4% of companies will allow agents to work from

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home indefinitely while 17.2% of companies intend to have all agents work from the office. A hybrid workplace, in one form or another, is the preferred future for 49.6% (while 24.1% are still evaluating what approach best suits their needs).

Working from home or back-and-forth between home and office brings a raft of new challenges, yet the priority to optimize CX doesn't change. If customers can't get what they need, quickly and perhaps better from your company than a competitor, they're not going to be satisfied. And dissatisfied customers aren't going to spend money on your products or services, and revenue will suffer. Poor voice and video experiences mean frustrated and, potentially, lost customers.

To prevent poor quality voice or video calls from marring a customer's experience, home agents must have high-performance network connections. Yet, performance of home Wi-Fi and Internet connectivity registers among the biggest workplace challenges for companies participating in Metrigy's digital workplace research.

Clearly, agents who need to spend time troubleshooting their home setups rather than serving customers are neither efficient nor productive.

Assuring that a far-flung agent workforce doesn't negatively impact business success requires that contact center managers have the ability to measure audio, visual, and network performance centrally, as well as facilitate onboarding. Many companies already recognize the value of centralized management: In the Metrigy CX study, 54.2% of all companies and 61.1% of the most successful companies identified centralized management as vitally important.

Changing workplace dynamics can lead to changes in agent performance, as well. Some might encounter too many distractions working from home, others might struggle to develop necessary skills without in-person supervisor guidance, and others may get fatigued from either shuffling between home and office or never leaving home, or grappling with interactions across an omnichannel customer service organization. Whatever the case may be, the bottom line could take the hit. That's why for 32.9% of companies, adding analytics to improve agent performance is yet another top CX initiative.