

# How a digital workspace can be a customer experience differentiator



**Today's customers quite rightly demand the highest levels of support. They want service to be personalised and timely, and they also expect the contact centre advisors helping them to have immediate access to the information needed to resolve any queries.**

While many organisations have migrated their legacy contact centre applications to the cloud to become more agile and simplify operations, it's increasingly clear that this new flexibility isn't always enough to support seamless customer engagement. Simply replicating applications in the cloud leaves many advisors switching across a mix of SaaS, enterprise, web and virtual apps – complicating access and security across the organisation. As a result, advisors often find themselves juggling too many passwords, and wasting time looking for answers.

Providing advisors with a higher quality user interface not only improves the employee experience but also contributes directly to a better experience for customers. That's where a digital workspace can help. In this CCMA Guide we'll examine the role of the digital workspace and outline some of the key benefits that can result from its deployment.

## **Everything your advisors need – in one simple CX (customer experience) workspace**

Having a digital workspace in place allows organisations to bring together all the tools, applications, online resources, CX processes, company guidelines, skills and training that contact

centre advisors need to do their best work and serve customers better.

A CX digital workspace also facilitates and supports team collaboration by providing secure access to critical collaboration tools and activities – bringing all necessary applications and data to the contact centre advisor's desktop. This workspace can be deployed on any device and used from any location, making it an ideal partner for today's increasingly hybrid working environments. Contact centres considering such a digital workspace approach need to make sure that any solution:

- Supports full application and desktop virtualisation
- Enables file sharing and content collaboration
- Provides advisors with secure access to their SaaS apps with secure browsing
- Simplifies advisor access with single sign-on to all key resources
- Assists advisors with guided & automated workflow support
- Provides integrated management of all advisor devices
- Facilitates and supports contact centre team collaboration.

## Providing a unified, secure experience for advisors

For a digital workspace solution to be successful it needs to provide a unified, secure and contextual experience for contact centre advisors, while also making it much simpler for IT teams to manage this environment securely and efficiently. Key benefits here can include:

- **Providing a better advisor experience** – improving the advisor workspace makes it easier for them to deliver a better customer experience. Advisors benefit from more flexible working, less distractions and much faster resolution of customer queries
- **Improved security** – digital workspaces make it easier for organisations to manage both internal and external threats, with role-based access, single sign-on and greater protection for advisors whether they're working in the contact centre or remotely
- **Increased workspace flexibility** – having a digital workspace makes it easier for organisations to embrace the cloud and add new technologies, while also making it simpler to manage advisor desktops across the business via a single unified console.

## Extending automation to the digital workspace

While it's great that AI (Artificial Intelligence) and automation solutions are helping to reduce routine interaction volumes into the contact centre, the reality for many advisors is that they are now spending more of their time handling complex customer requests. This makes it important for advisors to be equipped with tools that help them to work smarter and be more productive.

That's why it's essential that digital workspaces become even more intelligent, using machine learning and artificial intelligence techniques to enable and deliver advisor assistance. By guiding and focusing activity, advisors can spend less time switching between applications, leaving them with more bandwidth to focus on resolving customer queries.

Extracting relevant actions from applications, automating routine tasks, prioritising top actions and presenting them to advisors in a simple way will all contribute directly to improved advisor productivity. The key here is to equip advisors with a high quality, consistent user experience that keeps on evolving as customer requirements change.

## Digital workspace checklist:

Key digital workspace goals that should be included on your checklist:

- Helping advisors to do their best work – apply workspace intelligence to help organise and guide the CX process, and remove barriers to keep your advisors effective and engaged
- Ensuring your remote advisors can work securely – bringing together features such as identity management and single sign-on to make advisor access much simpler while keeping users, apps and data safe
- Encouraging collaboration and communication with colleagues – it's important to have built-in management, coaching and colleague chat features that help replicate the in-office experience within the digital workplace
- Simplifying the advisor desktop – whether it's alerts, customer social media updates or other notifications it's easy for advisors to get distracted – look for workspace solutions that can filter distractions and make life simpler for advisors
- Improving the digital user experience – offering a poor user experience inevitably leads to an unhappy and less productive contact centre workforce. 'Good enough' simply won't work for today's contact centre advisors
- Helping contact centre teams to configure their own workflows – creating a secure digital workspace will give back the 20% of time that advisors typically spend searching for information needed to answer customer queries
- Enabling business continuity – traditional business continuity focuses on replicating facilities to keep people productive during disruptions. Adopting a digital workspace approach can help to radically update expensive business continuity plans.

Contact centres need to continually find ways to support their advisors, helping them to succeed within an increasingly complex CX environment. Digital workspace solutions directly address this challenge, contributing significantly to improved employee engagement and a better customer experience.

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