

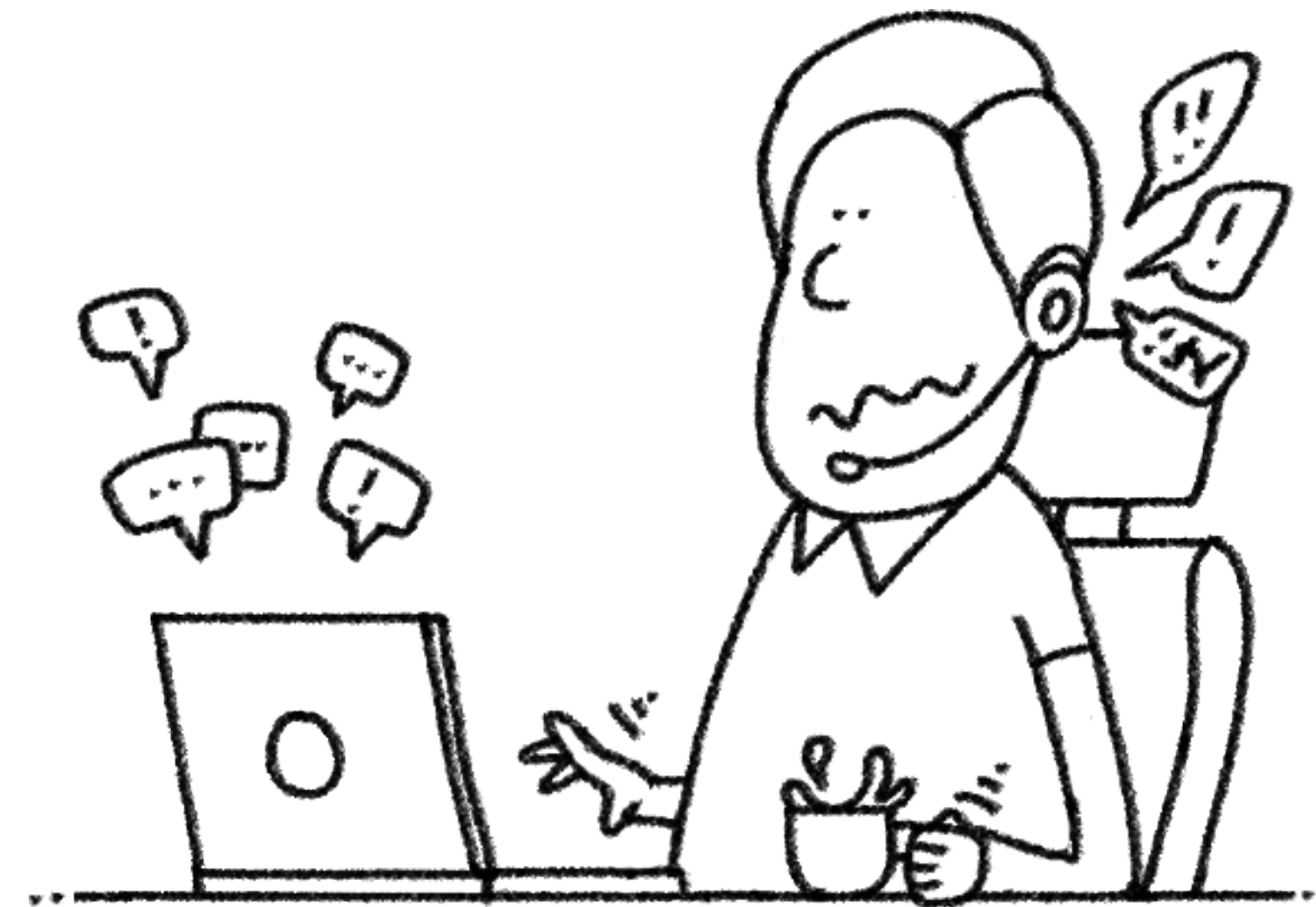
# How automation turns the contact center into the experience center

A UiPath e-book



It's just common sense. When it comes to great customer experiences, the contact center plays the starring role. **It's the people who actually talk to customers who can have the biggest impact.**

But when customers dial into the contact center, they're not always in a great mood. They can be frustrated. Confused. Hard to please. They want help and answers. And they want them fast. We've all been there.



That puts a lot of pressure on the contact center team. **Agents need to do more than address the caller's issue—they also need to be empathetic.** They need the soft skills to communicate effectively and manage calls with tact. And that means they need easy access to the right tools and information, so they can focus on the caller.

What agents need is a world where processes run smoothly and they have more time to resolve tougher calls with fewer hand-offs.



It's a lot to ask. But automation can help.

**Automation can make an agent's job easier, so the caller's experience runs smoother.**

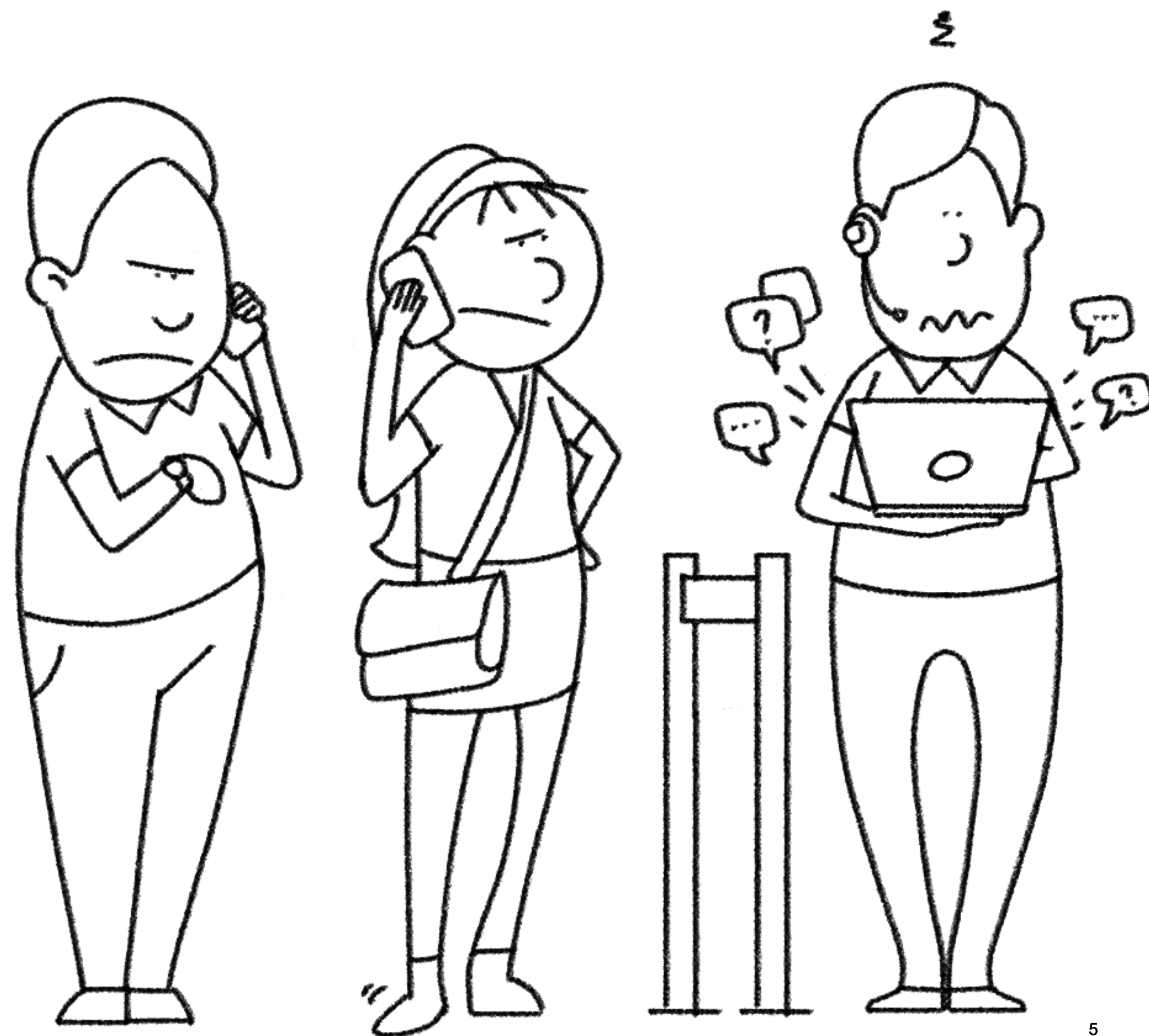
And that does more than leave the customer with a warm and fuzzy feeling. A better call experience can differentiate a company in a crowded and competitive market. It can encourage customer loyalty. And it can turn one-time customers into lifelong advocates.

Here's a quick look at how.



## Turning customers into their own best service option

A lot of the calls that agents field every day are routine and repetitive. They reset passwords. They update addresses. They check order and service status. These tasks aren't hard to complete. But they eat up time—the agent's and the customer's. And that leads to more callers on hold waiting for help and less time for tougher issues that are harder to resolve.



One proven way to make the contact experience better is to help callers help themselves. **Automation can help customers resolve many of the most common issues they encounter.**

Automation and chatbots powered by artificial intelligence can guide customers through the steps they need to take. Integration with supporting systems makes sure that the right systems get updated with the right information. And if users get stuck and need help, software robots can always loop in a human agent for support.

Aren't robots great?



## Giving more agency to agents

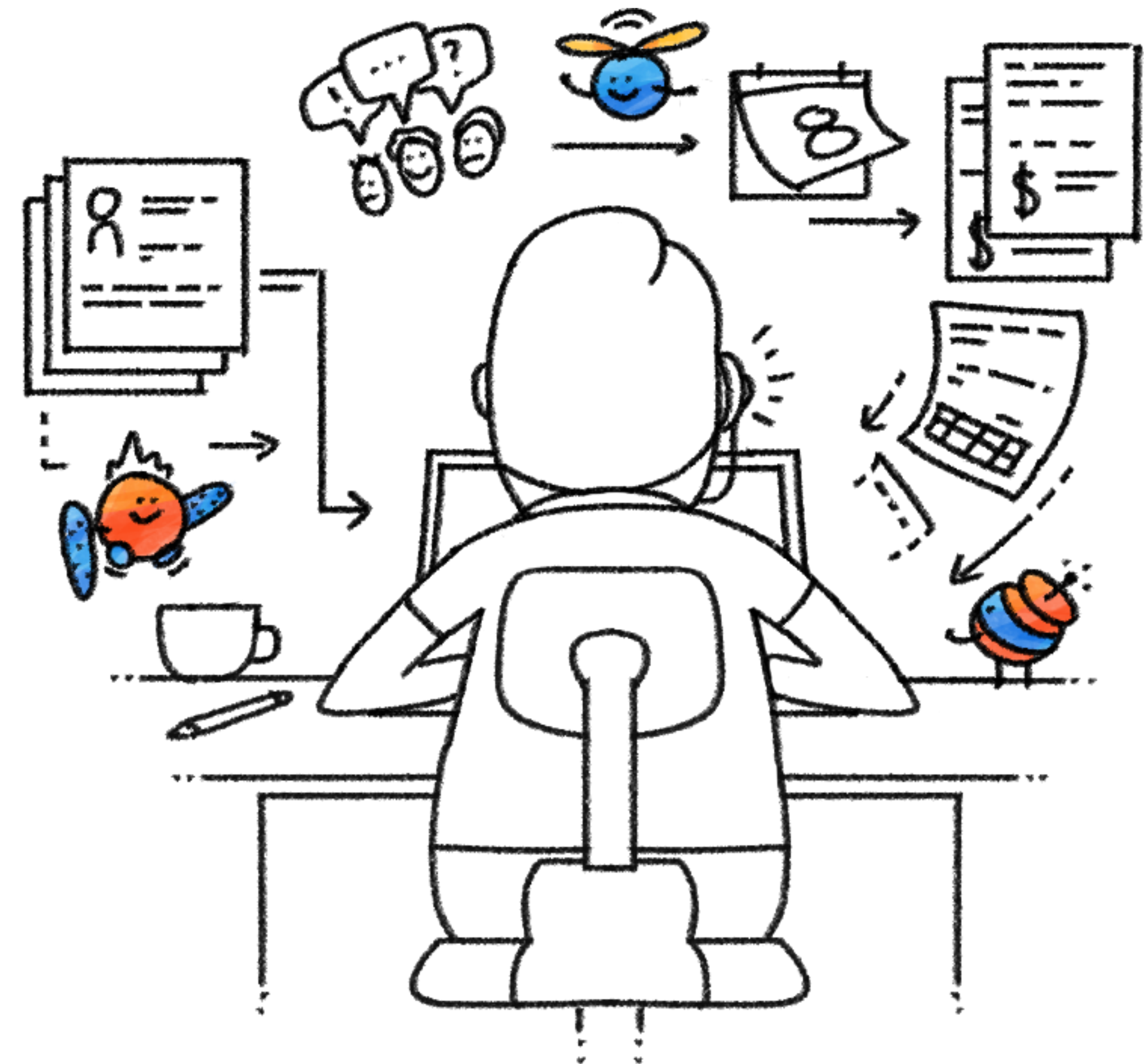
Contact center agents have a lot of technology at their fingertips. But that's not always a good thing. **During a single call, an agent may need to switch back and forth between multiple systems—which makes it harder to focus on the caller.**

There are systems for customer relationship management, order management, billing, and service scheduling. That's a lot of apps to navigate, screens to read, and commands to learn.



Automation can help fill in the gaps between the different systems agents need to access during a call. Software robots can collect information from different incompatible systems and present it to an agent in a single, consolidated interface.

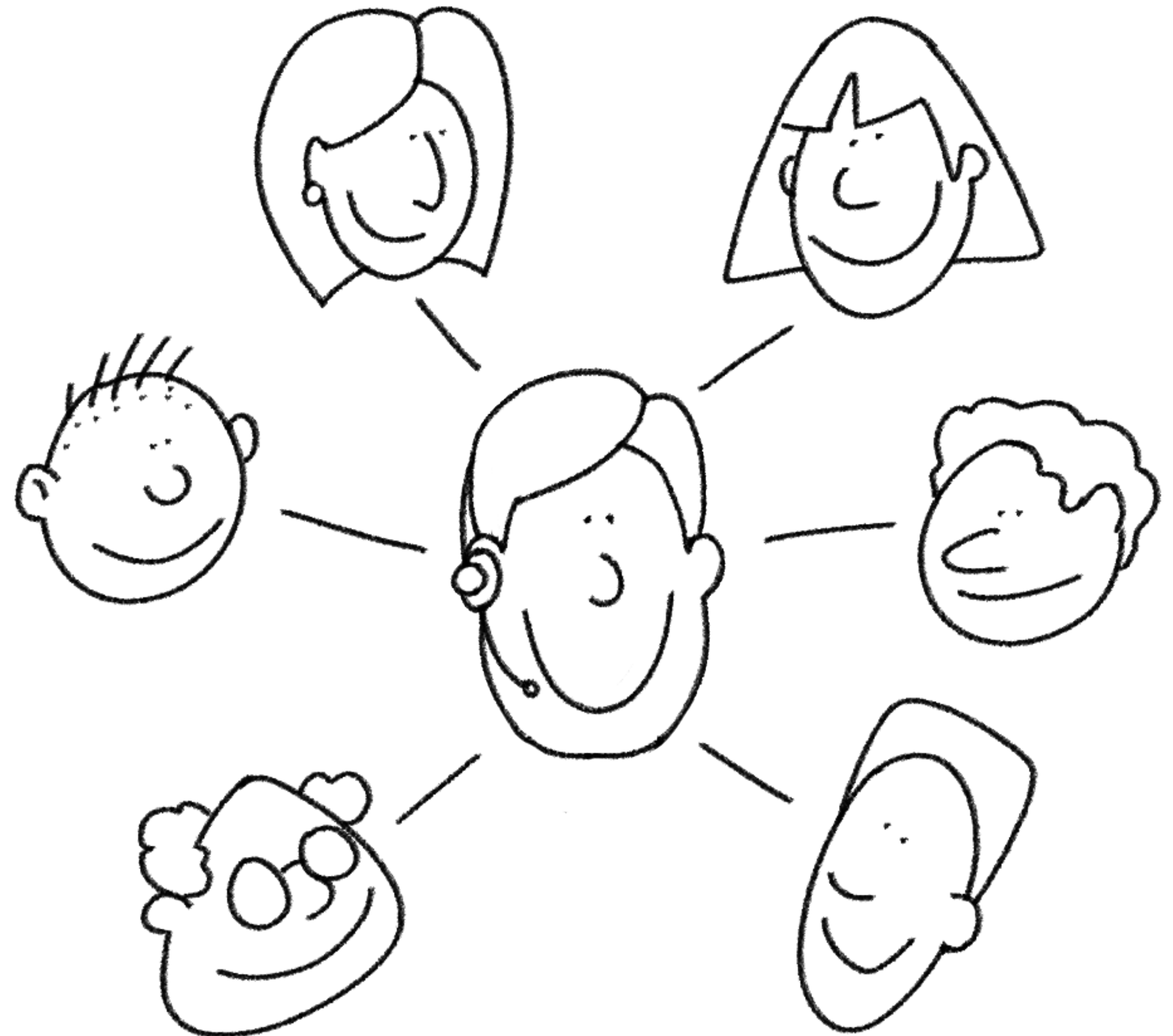
**Instead of spending time navigating applications, agents can focus on the caller.** And that improves upsell conversion rates and first call resolution rates—and drives up caller satisfaction. Which is what a great contact center experience is all about.





Contact center agents are the front lines of customer engagement. But **operational processes are just as critical to great customer experiences as skilled agents.**

After all, you can't do a good job of tackling caller issues when there's inefficiency and confusion behind the scenes.



It all starts with finding great agents and getting them up to speed quickly. **Automation can streamline processes for agent recruiting and onboarding, so the best candidates get hired fast and get started sooner.** It can tackle recurring human resources tasks for deductions, benefits eligibility, time entry, time-off requests, and sick leave compliance. Automation can even help collect and analyze agent performance and training needs, so agents get the support to be even better at their jobs.

Contact center managers want to help their agents be more productive, so they need to be more productive focus on the work that matters.



## Automation: Taking the static out of customer interactions

The contact center is the driver of great customer experiences. It's literally the voice of the business. And every positive customer interaction can be a building block of a stronger brand. **With automation, the contact center can become an experience center.** It makes the job of agents easier and helps customers get the help they need more quickly. And that can make the contact center a more interesting and rewarding place to work.

**Ready to see how?**

Visit [uipath.com](https://uipath.com) for more.

