

Transform your contact center into a revenue center

Contact centers have experienced a 1.5x increase in call volume over the past 18 months.¹

Are you leading or merely managing your response? Agents struggle to keep up with increased call center demand causing them to focus on managing their customer service response. Companies experiencing this are suffering agent productivity loss of approximately 15%, resulting in losing roughly \$1.5M in budget per 100 agents a year.

In this digital era, customer expectations continue to grow; businesses must know them personally and anticipate their needs. When expectations fall short, customer turnover increases.

What if technology could enable contact centers to go from merely managing service responses to leading them? With the power of AI, it can. Contact centers can transform customer service by creating a single source of truth with data, providing agents with the tools they need to drive a personalized experience, in less time, from anywhere.

References

1. <https://www.pindrop.com/blog/flash-report-five-insights-of-covid-19-in-the-contact-center/>

Why clients are choosing Virtusa

Virtusa's Contact Center Transformation solution is an overlay platform powered by Salesforce. Our solution enables communication service providers (CSPs) to use data, create insights-driven operations, and improve the customer and agent experience. We help clients:



**Increment in
agent productivity
by 50%**



**Reduction in
AHT by 30%**



**Boost NPS
by 28%**



**Enhance
operational
efficiency by 33%**

Capabilities

Our portfolio of offerings drives outcomes enhancing an overall customer experience with AI and data driven approach. Virtusa helps clients transcend contact centers into an experience driven performance center powered by Salesforce.

Roadmap & Blueprint

- Current state process and architecture assessment (App, data, integration)
- Revisit archaic business processes
- Customer digital footprint, journey, and UI/UX mapping
- Business case with KPI definition
- Interim plan and strategic road mapping
- Governance Model and Team Scaling Plan
- Security compliance management

Short, medium and long-term Strategic Roadmap

Prototype & Refine

- Scope alignment
- Success criteria sign off
- Plan and timeline of the prototype
- Build prototype
- Measure success
- Learn and improve

Fit for purpose

Build & Scale-up

- Virtusa IRA (IP), Test and DevOps setup
- Set up and align client engagement model
- Leverage IP accelerators to modernize agent desktop, video plug-in, and DevOps
- Backend customer data integration through MuleSoft

Verification of scale-out

Organization Change Management

- Definition and business alignment
- Roadmap with impact assessment and success definition
- Execute to train, measure, learn and re-adjust as needed
- Continuous measurement and repeat

Train for success

Run & Grow

- Post-production planning
- Target operating model
- Transition and support
- SLA tracking-L2/L3 and reporting
- Monitoring and health check
- Incident management
- Change management
- Defect fixes
- Minor enhancements
- Continuous improvement and innovation

Platform agility

Success story

A Fortune 100 bank increased call containment rate by 90% with Virtusa's robust framework powered by automation and AI. Our collaboration helped the client improve chatbot performance while reducing agent interaction cost, increasing the capability of the contact center to handle spikes by 50%, and improving conversations by 30%.



Leveraging partnerships for contact center transformation



Contact us today for a free demo and assessment
by emailing marketing@virtusa.com