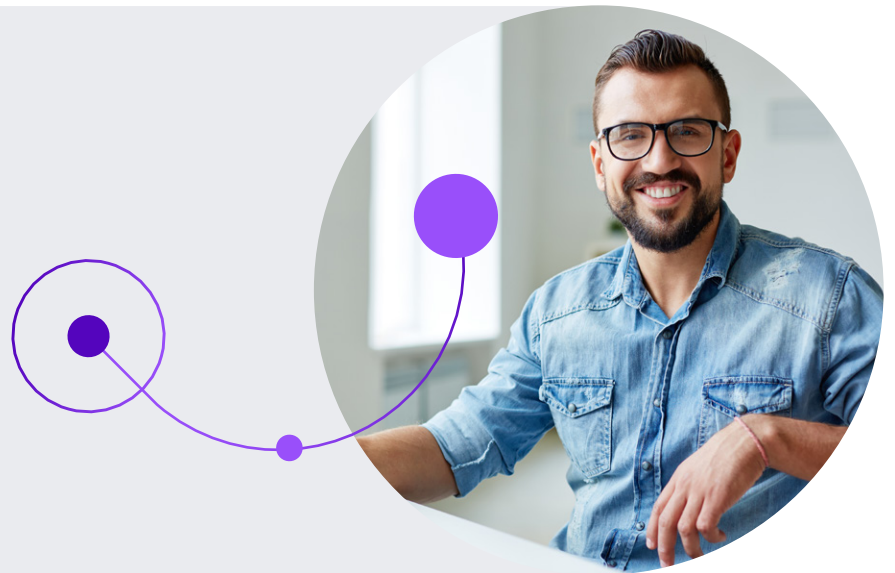# :talkdesk®

7 cost-saving ideas for your call center

When a crisis strikes, whether on a regional or global scale, it's bound to have an impact on a company's bottom line. Now is the right time to think outside the box and look into cost-cutting ideas that can help the financial health of your contact center without neglecting customer experience (CX).

1 Compare legacy telephony to a cloud-based contact center solution.

☐ **Assess your current costs and run a 12-month comparative projection.**

Calculate the total annual cost of maintaining a legacy on-premises system and compare it to what you would pay for a cloud-based contact center solution.
For telephony, add 18%-22% of the purchase value in yearly maintenance costs and include any costs needed to expand it and/or improve your operation.
For cloud-based solutions, payments are made on an operating (OpEx) basis that allows you to pay per usage, with no investment in physical hardware. This reduces implementation and maintenance costs. Further reduce your spend by cutting down on system administration by allowing end users to own system management.

☐ **Consider your spending on additional hardware.**

Traditional landlines come with a lot of hardware, from copper lines or fiber networks to physical phones and modems. Cloud-based contact centers have a much lower entry barrier, as no additional physical hardware is needed. On the cloud, customer service agents can work from a computer, a smartphone or even a tablet. Also, cloud solutions are not limited to one country code and are easily scalable.

Do you believe in life after on-prem telephony?
Follow this link.

2 Break down your call center operations.

☐ **Understand why your customers are calling.**

Analyze call reasons to pinpoint unneeded call drivers. You might find areas or products that need readjustments so you can decrease call volume. Take action by adjusting the routing logic of your IVR or updating your knowledge base, for example.

☐ **Identify the average wait times and the busiest periods for your call center.**

To save valuable time and effort for supervisors, quality analysts and resource planners, explore how to forecast customer demand and automate agent scheduling for improved agent occupancy, which could ultimately require less staff and therefore lower costs.

☐ **Access every agent's stats, evaluate their performance and prioritize coaching opportunities.**

For optimal call center performance, identify gaps in knowledge or skill sets and provide pointed training to give your agents specific feedback in order to improve their productivity.

Here are tips to help you make better data-driven decisions in your call center.

3 Reduce the number of time-consuming voice interactions.

☐ **Place a webchat or a number that customers can text at the first point of contact.**

Adding omnichannel options can reduce the number of time-consuming calls. Shift customers to alternative channels to reduce your costs and improve their experience. Or have a bot handle common queries before transferring to an agent.

Companies with strong omnichannel support engagement note a:

• 9.5% annual increase in revenue compared to 3.5% achieved by businesses without omnichannel support

• 7.5% year-over-year decrease in cost per contact, compared to a 0.2% year-over-year decrease for weak omnichannel capable companies

Discover how the right omnichannel solution can fit into your business continuity plan.

5 IVR: Keep it simple.

☐ **Streamline your IVR.**

Too many branches or prompts will not only confuse and irritate the customer, but also cost you extra telecom charges. Keep it simple; make sure the IVR flow is free of repeated options, loops, dead-ends or stalls.

Also, look to increase the number of available self-service options. Features such as natural language understanding (NLU) and automatic speech recognition (ASR) allow customers to "talk to" the IVR, triggering automatic actions that make IVR navigation easy and retrieve the necessary answers faster.

Learn how to maximize your IVR experience.

4 Free your staff to focus on interactions that matter.

☐ **Consider intelligent automation tools.**

From a study in Harvard Business Review, "The cost of a do-it-yourself transaction is measured in pennies, while the average cost of a live service interaction with an agent (phone, e-mail, or webchat) is more than $7 for a B2C company and more than $13 for a B2B company."

Intelligent automation tools, such as chatbots and virtual agents, can deliver human-like experiences to solve simple customer issues without the need for live-agent ntervention. Automation eliminates manual tasks and streamlines business processes, creating cost savings opportunities through improved productivity.

Check these steps on how to save through virtual agent automation and learn how to trigger automated workflows between integrated systems for faster and better customer service.

6 Tight integrations are a strength in cutting costs.

☐ **Integrate the tools your team needs to succeed.**

Give your agents access to current information, across all systems, with tightly integrated systems. Time is money. Increasing the speed and accuracy of advisor-to-customer responses will improve first call resolution (FCR) rates, reduce costs and accelerate your workflow.

Make cost savings possible by tightly integrating the contact center with your existing tools.

7 Build a talented remote team with the right tools and training.

☐ **Assemble an A-team of remote customer support agents.**

With a cloud-based contact center platform, remote agents can easily service customers from the comfort of their homes, dialing in as needed. Give your agents the flexibility to work from anywhere, with the training and tools they need to deliver a great customer experience.

Start building a remote CX-talented team.

☐ **Provide tools and training to reduce complaints and customer churn.**

The best customer support strategy should include the proper tools and training so your agents can both serve new customers and worry about retaining existing ones. Add a knowledge management tool that empowers agents with a fast and accurate way to find updated answers to every customer question to reduce handle times by at least 5%.

Also, a solid, well-thought training plan should shorten "ramp-up" times for new hires and properly target coaching opportunities for existing agents.

Get free online CX training for your agents.

☐ **Consider outsourcing as a way to reduce staffing overhead.**

The lion's share of the contact center operating cost is staff expenses, accounting for more than half of the overall budget.

If you choose to outsource work, it's best to work through trusted partners who can assist with Business Process Outsourcing (BPO) evaluation. Often, contact center vendors or consulting service providers have established relationships with select BPOs and can help facilitate the process to deliver the lowest possible prices.

Meet the perfect BPO for your staffing needs.

Talkdesk® is a global customer experience leader for customer-obsessed companies. Our contact center solution provides a better way for businesses and customers to engage with one another. Our speed of innovation and global footprint reflect our commitment to ensure businesses everywhere can deliver better customer experiences through any channel, resulting in higher customer satisfaction, cost savings, and profitability.