

GAIN COMPETITIVE ADVANTAGES IN MEDIA AND ENTERTAINMENT WITH WELL-EQUIPPED REMOTE CONTACT CENTER AGENTS

How to Create Excellent Digital Customer and Employee Experiences by Leveraging Work-from-Home Agents

FROST & SULLIVAN VISUAL WHITEPAPER

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Introduction

The media and entertainment (M&E) industry has experienced a profound and lasting transformation in business models and basic operations brought on by pandemic-driven changes in consumer and employee habits. As a result, leaders in M&E have responded in unique ways, and agile M&E companies have shifted to:

- **A pervasive and sustained work-from-home culture.** M&E organizations have come to understand the benefits of supporting a remote-first approach for contact center agents handling customer interactions, such as better access to global talent, follow-the-sun routing of customer inquiries, and agent work-life balance that enhances employee retention. To make a work-from-home culture sustainable, addressing accountability and the lack of in-person supervision is essential.
- **Digital products and services for greater reach and easier consumption.** The challenges of the past several years have compelled M&E companies to rethink the deployment and consumption of their products and services, driving a retooling to support both physical and digital activities. Even as the world reopens, many M&E customers will continue to weigh their individual comfort levels and willingness to attend in-person events versus consuming digital content at home.
- **Engagement across channels to address shifting customer demands.** As more M&E content is consumed digitally, customer support services must be readily available whenever and wherever the consumer wants to interact.

M&E organizations that quickly shifted to digital consumption and customer experience (CX) models (such as chatbots, short message services, and social media messaging) found early success and are best practice leaders for the entire industry. The future of M&E rests on digital products. **BY NECESSITY, THE DIGITAL EVOLUTION WILL BE MORE SECURE AND PERSONALIZED FOR CUSTOMERS AND THE REMOTE AGENTS WITH WHOM THEY INTERACT.** This digital evolution will not reset; it must accelerate to capitalize on the new way forward.



New Realities for Media and Entertainment

REQUIREMENTS TO SUPPORT DIGITAL TRANSITIONS IN M&E:



Turn Today's Challenges into Your Next Opportunities

Modern contact center solutions deliver tools to address significant shifts in customer and employee requirements without overbearing capital outlay or expensive rip-and-replace deployments. M&E businesses can scale their customer support by making contact center agents more effective and productive and by **implementing customer self-service and automation to streamline workflows and offload simple transactions from agents.**

A holistic approach that considers all available technologies allows organizations to **layer and monetize new digital channels and technologies** quickly on top of existing customer engagement solutions to deliver effortless interactions throughout the customer journey. For example, a hybrid solution of digital channels alongside more traditional channels can add intelligent routing to direct customers to the right agent or resource, ensuring fast resolution and improving customer satisfaction.

Modern customer support solutions resolve customer service leaders' challenges of moving agents to a work-from-home setup. Today's solutions **ensure effective monitoring and management across agents and channels** regardless of their location. Advanced analytics empower organizations to gain better insights, make data-driven decisions, and track agent and customer sentiment. Hybrid solutions deliver all of these capabilities while allowing organizations to **maintain security and compliance across the hyper-distributed workforce** of remote agents.

Incorporating cloud-based solutions does not mean starting from scratch. Hybrid services featuring a mix of integrated on-premises and cloud-based solutions **enable cloud agility combined with existing CX assets.**



HYBRID SERVICES CAN OFFER THE ABILITY TO:

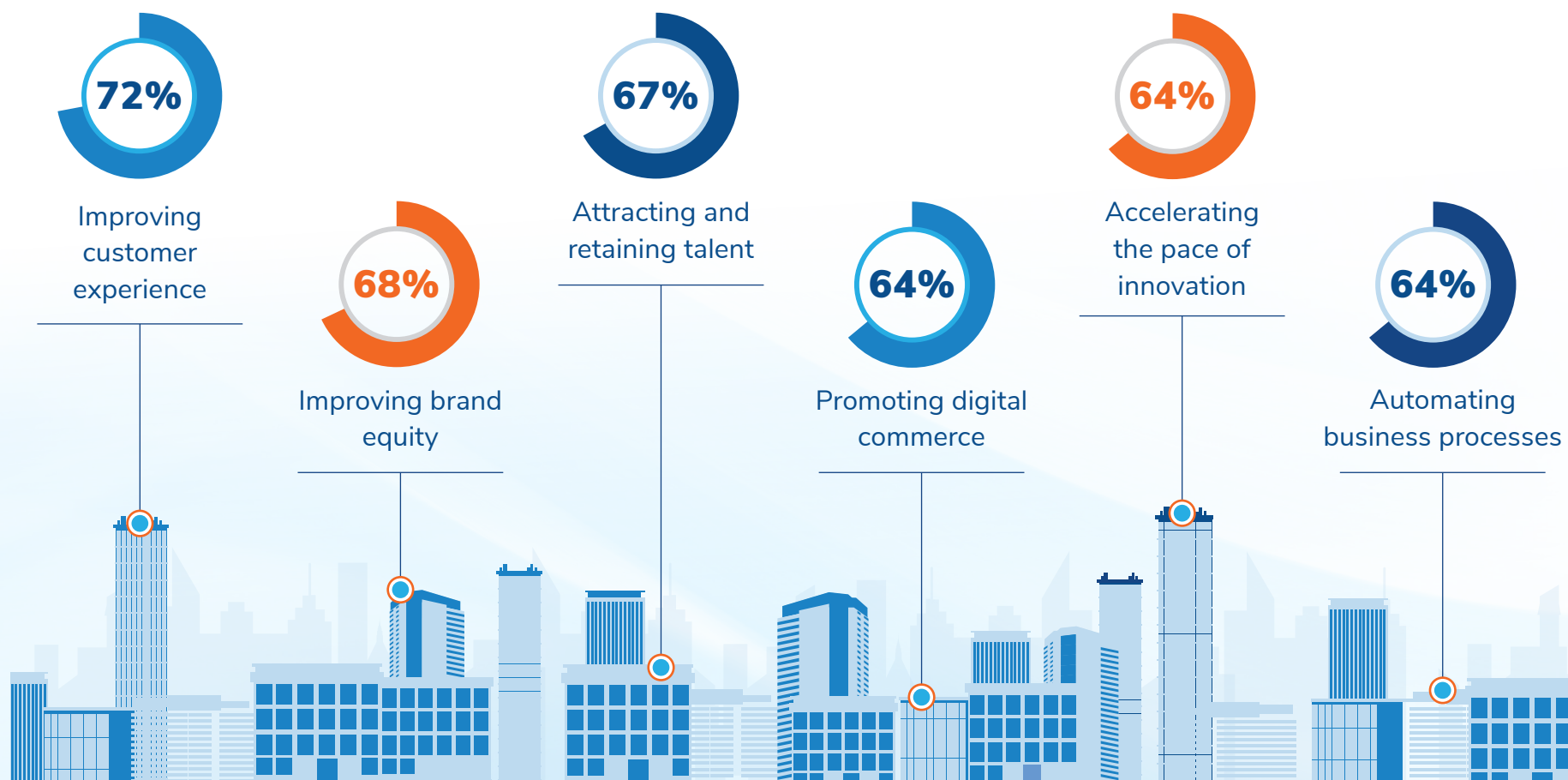
- Preserve existing investments and workflows
- Expect operating expense consistency, including service-level agreements (SLAs) and predictable monthly invoicing
- Access powerful cloud-based media processing to support advanced functionality
- Benefit from constant innovation that the cloud delivers
- Gain rapid access to security features and other enhancements
- Leverage artificial intelligence (AI) for efficient, personalized customer journeys

Source: Frost & Sullivan

Digital CX Opportunities

Enterprise technology **decision makers recognize the need to digitize** to improve CX. In a recent Frost & Sullivan survey of 1,903 global IT decision makers, respondents cited the following as crucial business goals for their organizations, including directly enabling digital CX solutions.

TOP BUSINESS GOALS FOR ORGANIZATIONS IN 2022



Source: Frost & Sullivan

Equipping At-home Agents for Success

Transitioning from in-office contact center agents to [a work-from-home culture can benefit a business and its agents](#). However, everyone involved must be able to thrive, and customers should receive the experiences they expect. Frost & Sullivan has identified the best practices vital to remote and home-based agents' success.



Clear policies, procedures, and expectations: With agents and supervisors physically separated, it is imperative to communicate effectively and frequently reinforce policies and procedures such as designated agent work times and appropriate behavior while interacting with customers. Without a clear framework and expectations, many agents will struggle in a work-from-home model.



Proper agent technologies: Each agent must have the proper hardware (e.g., high-quality headsets, desk phones, or computers) and the correct software (e.g., soft clients or web-based tools) to connect to the cloud CX platform securely and reliably and conduct interactions effectively. Agents must have sufficient home broadband bandwidth to support rich digital channels. Businesses should consider subsidizing internet connectivity for agents or invest in discrete business broadband options to address the digital divide challenges in many communities.



Appropriate and consistent workspace: Organizations should require agents to set aside a dedicated home workspace to ensure that they focus on their work without ambient noise or other household distractions, and can provide a consistently high-quality experience for customers. As video becomes a more frequent customer engagement channel, a dedicated workspace also ensures an appropriate visual background for those interactions.



Support, monitor, and manage: Tools that enable contact center supervisors to manage and mentor agents remotely are essential. Remote-first contact centers must closely replicate the supervisors' ability to "walk the floor." They must either discreetly or overtly assist struggling agents and coach agents for success, leveraging analytics and sentiment analysis to identify agents who need extra help.



Ongoing agent engagement and training: Organizations must leverage various content delivery, online learning, and collaboration tools to support agent training in new products, digital channels, processes, and policies. In addition, they must apply workforce management tools and gamification options that promote agent inclusion and engagement with their peers, supervisors, and the overall organization.



Authentication: Organizations should leverage biometric technologies (e.g., voice, retina, or fingerprint verification) and other authentication tools to validate the identity of remote agents. Authentication tools ensure agent compliance with policies and help secure customer and business information.

Choosing Your Best Path Forward

Out-of-the-box contact center solutions usually must be tailored to fit M&E company goals, budgets, and culture and dovetail with existing and third-party products.

Frost & Sullivan contends that successfully moving to **a remote-first and digital CX relies on two crucial elements**: the right solution and the right provider.

Finding the correct solution requires broad thinking about current capabilities, technology assets, and established workflows and envisaging how to leverage and improve them. The solution should be composable, allowing continued adaption to the specific requirements of your business and industry.

VITAL ELEMENTS OF RIGHT-FIT SOLUTIONS FOR M&E

- The flexibility of hybrid services allows for the **mix and match** of the latest cloud capabilities, technologies, and digital channels without sacrificing the value of current investments and reliability of existing contact center infrastructure.
- The solution will **support remote and in-person agents equally and equitably**.
- The solution will provide an extensible and open platform that integrates with essential business applications, technology from qualified partners, and legacy systems to create **best-of-breed experiences** for agents, supervisors, and customers.

Even the perfect customer support solution can be a challenge to deploy and maintain without the right partner in your corner. Given the unique challenges of the M&E market, providers offering generic or off-the-shelf solutions will not suffice. M&E companies should seek partners or providers that understand their business and can confidently deliver the solution and ongoing support.

ATTRIBUTES OF THE RIGHT PROVIDER:



Can **operate and deliver at a global scale**, supporting a work-from-home culture for organizations and their agents wherever they are



Has **deep experience** in delivering CX solutions tailored to the M&E industry



Offers a **consultative or partner approach**, ensuring that the solution addresses particular needs and challenges



Has a **rich ecosystem of technology partners** integrating the latest advances in AI, analytics, biometrics, security, and authentication



Maintains customer solutions with robust ongoing support, including monitoring, troubleshooting, and remediation capabilities, bolstered by financially-backed SLAs

Call to Action—Use Change to Your Advantage

The disruptions of the last several years have provided **opportunities** for those willing to embrace change to gain competitive advantages.

It is clear that the new normal for customer engagement is digital experiences. Getting **the best out of your agents** requires adopting a **work-from-home culture**.

TO CAPTURE THE MOST OF BOTH OPPORTUNITIES, FROST & SULLIVAN RECOMMENDS THAT M&E ORGANIZATIONS CONSIDER:



Choosing robust, customizable, leading-edge **solutions that evolve with your business**



Selecting an expert provider with **proven industry skill sets and knowledge**



Protecting, leveraging, and adding value to existing **assets and workflows**

To learn more about your next step to turn today's challenges into tomorrow's opportunities, visit

www.avaya.com/en/solutions/media-and-entertainment



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