# Enhancing the Contact Center with Nexmo Voice

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The contact center can be a challenging place. Customers sometimes have a tough time calling in, agents often need to juggle calls on multiple products or functions, and administrators need to keep the whole operation running smoothly. In fact, those beleaguered admins must keep customers happy and agents fully trained up on product and engagement strategies—always amidst the backdrop of increasing pressure to maximize existing assets and infrastructure.

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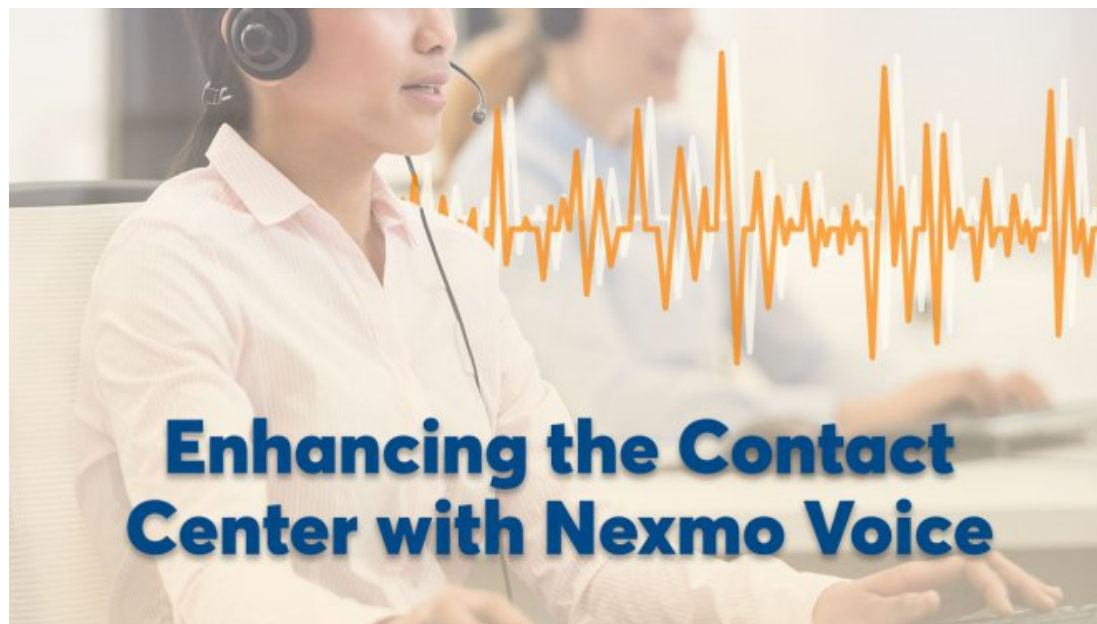
On top of that, customers are constantly demanding more from their experience, and their demands go beyond simple call quality. Increasingly, customers are looking for self-service options to handle simple inquiries, speedier time resolution, and the ability to connect from anywhere—landline, over their carrier network, over IP, etc.

It's no wonder then that contact centers have started to focus more acutely on qualitative statistics and indicators of customer satisfaction as opposed to raw revenue data. Contact centers need not only a way of meeting the demands of their customers today but also a means of evolving with those demands to add new functionality, features or capabilities that can augment their systems today and meet the expanded set of demands tomorrow.

Creating a Richer Voice Experience in the Contact Center

To help contact centers succeed in this environment of increasing customer demands, Nexmo offers a number of features targeted at improving the overall call experience and enabling the workforce to resolve issues more quickly. Here are the Nexmo offerings that businesses are using to maximize the value derived from their contact centers.

WebSockets for AI Integration

WebSockets are the key enabler of Artificial Intelligence (AI) integration into the voice experience of your contact center. The use cases here are numerous and can apply to both agent enablement and improving the overall customer experience. For one, WebSockets can be used to enable sentiment analysis, which gives agents real-time feedback and insight into a customer's satisfaction level. Based on this analysis, an agent can adjust messaging and tone or simply escalate to a manager when it becomes clear that a caller is becoming agitated. More importantly, this integration can be used to automate those escalations so managers are notified when certain thresholds are crossed and they can intervene if necessary.

Beyond that, some interesting tools leverage WebSockets to improve the overall customer experience. Because WebSockets enable a real-time persistent connection between the conversation and any AI of choice, it can enable functionality such as real-time translations. This means that when a customer calls and either selects their language of choice via an IVR or the language is automatically selected based on their previous interactions the conversation can be connected to a translation engine. The caller can speak in their native language and have their audio translated to their agent's native language in real time and vice versa. This not only creates a better customer experience but it also greatly reduces the need for contact centers to hire agents based on language capabilities. Any agent can communicate with any customer.

Comms Router for Skills-based Routing

Chief among customer demands is speaking with an agent who can address their specific inquiry and to reach that agent as quickly as possible. Consequently, call center managers need to be able to easily update their agents' skills, create agent pools, and pull agents out of existing pools as they move in and out of the company. Comms Router allows them to do just that and as it is an open source project it can be easily integrated into the Nexmo Voice API and subsequent contact center experience.

This integration enables not only a superior experience for the customer but it also improves the overall ROI in your call center as results for First Call Resolution and Time to Resolution improve.

onAnswer for Precall Prompts

In line with improving experience and reducing the time to resolution come precall prompts with Nexmo's onAnswer functionality. With this tool, an agent can be greeted with a brief prompt that says who is calling and the reason for the call before he is connected to the caller. For agents, this can make a huge difference in their preparedness for a call. Instead of having to ask the caller why they are calling and subsequently find the appropriate script for that product or function, the script can be pulled up and ready to go even before the caller hears the agent's voice.

This not only facilitates a smoother start to the call and subsequently superior customer experience, but it also helps reduce the overall call durations as agents no longer need to spend time asking customers about the reason for their calls and chit-chatting as they pull up the relevant script and materials.

WebRTC Enablement

Further augmenting that preparedness is the release of WebRTC connectivity, enabling calls to originate and terminate in web browsers across IP and PSTN or simply IP to IP. For the agent in the call center, this opens up a wealth of possibilities to make their job easier and

improve their overall performance. With calls terminating in the browser the voice experience can be directly tied into a CRM tool. This means when someone calls that caller's entire history can be presented to the agent programmatically. Pair this with the preparedness gained from precall prompts and the agents will have a caller's entire history and reason for calling prior to saying hello.

As customers increasingly demand speedier times to resolution, all the seconds saved add up and can move customers from just being satisfied with having their issues resolved to being truly happy with the customer service experience.

Applied individually or used in conjunction these features deliver a more robust contact center aimed at delighting customers, enabling agents, and optimizing the contact center's resources.

If you have questions or want to learn more about how Nexmo can improve the user experience within any call center reach out to us.

Please fill out the form and we will be in touch with you shortly.

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First Name

Last Name

Email Address

Phone Number

Are you a Developer?

Company Name

Select Country

Product of Interest

Existing traffic to switch?

Traffic Volume Monthly (Optional)

Message (optional)