

**VOICE**

**IS NOT**

**DEAD**



DOES VOICE STILL ROCK  
THE CUSTOMER SERVICE  
WORLD?

**Legos®**



VOICE

IS NOT

DEAD

# Should we burry the traditionnal call center?

## Is it not punk enough?

**Customer relationship is a living thing. And this living body is in a profound evolution.**

New digital tools arise every day, opening more and more channels for customer relationship. These innovations also contribute to complexified processes and compound customer journeys. Nevertheless, the scope of customer service tools is now tremendous: voice calls, SMS, e-mail, live chat, video calls, messenger, whatsapp or even chatbots.

And yet, there is more to come! With the increasing use of social media and the arrival of AI, will the traditional phone call be dead tomorrow?

**Voice may not be what you think:**

First, let's redefine "Voice" as it may not be as homogeneous as you think. You can split voice into at least two parts: the traditional phone call (made on a fixed or a mobile) and the calls from web applications (like Skype, Whatsapp or Google Hangouts). Most of them will be carried through internet but not with the same "protocol". SIP for fixed and mobile calls, WebRTC for the web and mobile app. You know the pros and cons: eventhoug the web apps will enable you to add rich media and video, they will not provide the same quality than traditional calls (with latency for instance).



# Synchronous or asynchronous?

## That is the question?

### Urgency vs. Importance

#### **There are situations more urgent than others.**

One customer might be calling for an unpaid bill, another for a flat tire and another to signal a severe accident. There are indeed problems that you must address now, others that can wait. As a customer service provider, you might have to play on two grounds: level of urgency and level of importance.

Generally, to decrease the number of calls to our call centers we tend to create more and more channels. As a first step, we tend to encourage users to contact us on effortless channels: an email, social medias, a forum, a chatbot... But is it a relevant choice? All these «convenient» channels are also asynchronous (non-immediate) channels.

Therefore synchronous demands will end up on asynchronous channels, causing customers to lose patience and, eventually, their temper!

Our funnel should be directing asynchronous demands to asynchronous channels (Email, forums) and synchronous demands to synchronous channels. After this first level of segmentation, the second layer must be applied: the level of importance.

For **low-importance synchronous demands**, chats are a natural answer to the problem. Social media might also be another answer to contain your calls overload. Although they are caught between asynchronous and synchronous, we obviously tend towards a total reactivity on social media. A study realized by One

Gartner concluded that companies ignoring customer support on social media observe a churn superior by 15% ([source](#)). On the contrary, some companies take the matter very seriously, like KLM airlines that decided to open a special LinkedIn group to deal on a 24 hours basis with customer support, which is quite new on this very social media.

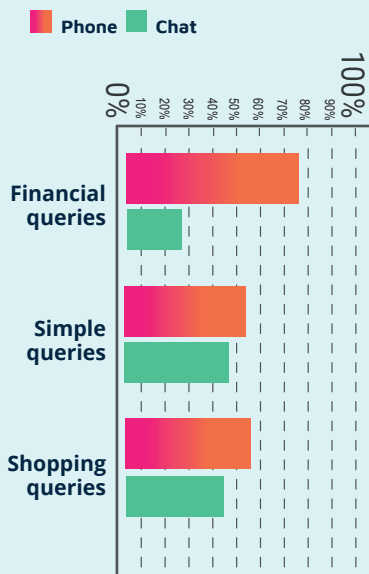
Now: what about **high-importance synchronous demands**?

There is only one answer: VOICE!

Only a real person can settle down a complex situation with a worried customer. This is why voice is far from dead. Other channels might take more and more importance (with the undisputable advantage of lowering costs) but voice will always be the only way to cope with important and urgent demands. **Why? Because of emotions.**

## For important queries we are looking for voice interactions

**Preference for phone vs. Live chat, by query type.**



Source: [Smart Insights](#)



# Angry? I'm not angry!

Voice is the only way to convey emotions.

**Fear, anger, high-expectations, disappointment...**

**Customers picking up the phone are here to express an emotion.**

And, even more, they want to express it to a real person, embodying the company, its responsibilities and its values.

Only voice will enable you to start this sort of conversation. Everyone has to keep this notion in mind. Even if your boss wants to lower costs or improve KPIs thanks to automation.

Keeping also in mind that creating a connection with the customer can end up in positive dynamics and further sales (see Harvard Business Review's "[The New Science of Customer Emotions](#)")

**Tone of voice & quality of the connection.**

Be it with or without video, the main vector of emotions will always be the voices of the two interlocutors.

Your staff is probably trained to adapt their tone in given circumstances. Some AI are now trying to appear as natural as possible take over the emotion management world that are the customer services (see [google home's AI taking an appointment](#)).

Also remember that your telephony access matters too. There cannot be interferences on the line, the call cannot be ended half-way and your infrastructure cannot be saturated at the wrong time. Choose your VOIP supplier wisely.

# Innovation is well alive!

## Let's start experimenting...

They say voice is getting old? Is it? There are interesting innovations going on. For instance, did you heard about programmable voice? Have you implemented it? Have you created scenarios to trigger the voice channel at the right time and with the right customer.

For the record, programmable voice solutions are softwares generating, receiving or monitoring calls according to scenarios that you pre-defined. They can be a clever way to mix non-voice and voice channels in rich customer journeys.


They can also bring a alternative solution to your customers' asynchronous+important demands: When your call center traffic is low, a

software can trigger phone calls, from an available staff member to one of your customers.

There are many examples of programmable voice like this one in today's customer relationship, [here are a few examples.](#)







To sum up: businesses no longer can or should limit their interactions with customers to voice interactions.

All channels play a part in the communication process, with the development of social media, chat bots or mobile applications. However, over-automation can direct synchronous demands to asynchronous channels and!! impersonal communication can leave customers frustrated, unable to communicate their feelings. To efficiently sync voice into your mix, you need a reliable infrastructure with programmed scenarios to start talking at the right time, when the demand is of high importance. After all:

**Voice is not dead!  
It is still our best way  
to share emotions**



Unlock the power of telecoms

## CONTACT US



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