

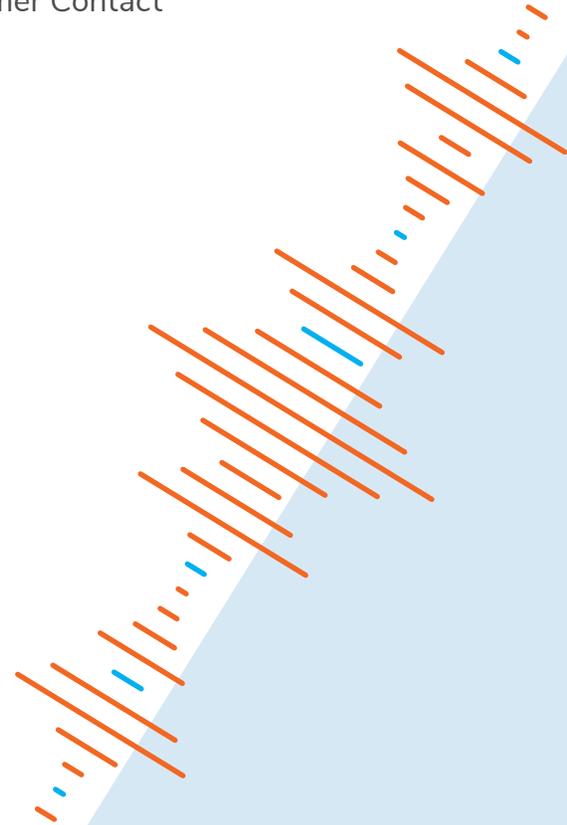
# DELIVERING STELLAR CUSTOMER EXPERIENCES WITH SUPERIOR AUDIO

*Improve the Customer and Agent Experience Anytime, Anywhere*

FROST & SULLIVAN VISUAL WHITEPAPER  
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## Digital Transformation has Forever Changed the Face of Customer Contact

In today's competitive markets, Customer Experience (CX) is everything. Give customers a great experience and they'll spend more, stay loyal and become your brand advocates. On the other hand, a single bad experience can drive customers away from your business.

Many businesses have made CX a strategic priority and a top driver of digital transformation. Automation cloud, rich customer journey analytics, and omnichannel engagement are forever changing the contact center landscape.



### MATURING TECHNOLOGIES

A diverse set of technologies, including artificial intelligence (AI), natural language processing (NLP), deep language learning (DLL), and machine learning (ML), are bringing **speed, accuracy, intelligence and insights** to all aspects of customer care.



### CLOUD

80% of organizations have either deployed cloud contact centers or plan to move to the cloud over the next two years. The migration to cloud has enabled agents to interact with customers with greater **flexibility and agility** at lower costs.



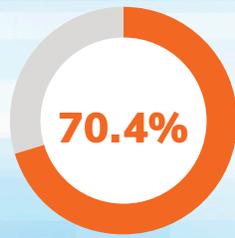
### OMNICHANNEL

Accelerated growth of mobile and digital technologies is allowing customers to engage with more channels than ever before. Though digital tools have become the norm with advanced self-service options enabling faster, easier ways to contact companies, **Voice remains a foundational element** for customer engagement.

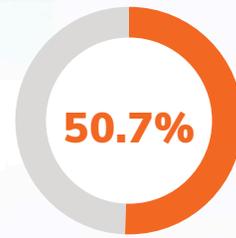
**VOICE REMAINS A FOUNDATIONAL ELEMENT** and presents a compelling engagement opportunity along the customer journey.

## Global Drivers of Digital Transformation Strategy

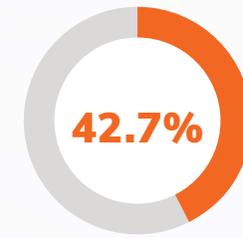
### What Businesses are Doing



Consider **CX** as the **top driver** for digital transformation



Are **driving sales and business growth** as a digital transformation driver



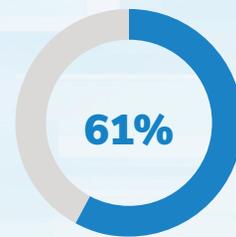
State **customer demand** is a top digital transformation driver

Source: NTT 2020 Global Customer Benchmarking report

## The Promise of CX—Voice of the Customer



Say that **customer service is a very important factor** that affects their choice of a brand.



Report that they have **stopped transacting with a business after a poor service** experience.



Say they have **higher expectations for customer support** than a year ago.

Source: Microsoft: State of global customer service report, 2019

## A New Era of Customer Engagement: Rise of the Super Agent

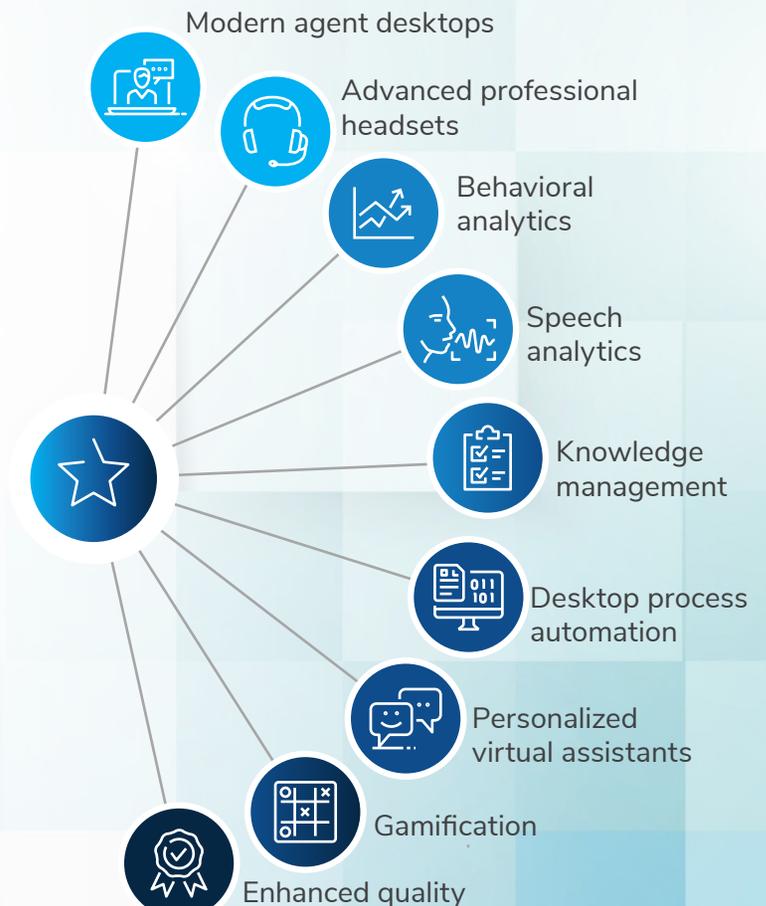
Today customer journeys are dynamic. Customers have an unprecedented number of ways to engage with companies, from traditional channels to an ever-expanding array of digital touch points. Even though modern customers are more tech savvy, more often than not, there is a need for live agents to make their journey an efficient, quick and effortless experience.

Delivering a superior CX requires companies to go beyond the status quo. A new class of customer care staff; super agents; is arising. Using an enhanced set of cloud and software-driven capabilities to quickly and effectively deliver service that positively impacts CX, super agents use next-gen technologies to improve the customer journey. Super agents are appearing in high-touch industries that are keen to digitally transform customer care. Finance, healthcare, and insurance, for example, are industries heavily investing in the tools that enable these agents to provide a higher level of care than ever before.

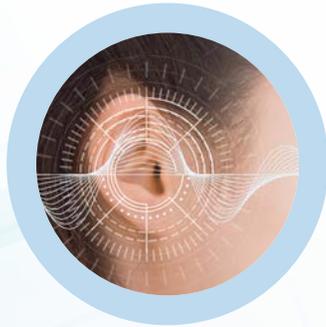
**For superior customer care, business and IT leaders must ensure that super agents can hear and be heard clearly regardless of where they work from.** When noisy distractions are present, they must empower the agents with advanced professional headsets that create the most natural audio experiences while preventing fatigue.

With a significant number of customers relying on voice as a channel of choice, today's super agents have a unique opportunity to wow their customers and create a lasting impression. **CLEAR, CRISP AUDIO IS FOUNDATIONAL TO DRIVING CUSTOMER ENGAGEMENT AND SATISFACTION.**

### SUPER AGENT TOOLS



## Turn Agents into Super Agents—Three Critical Elements



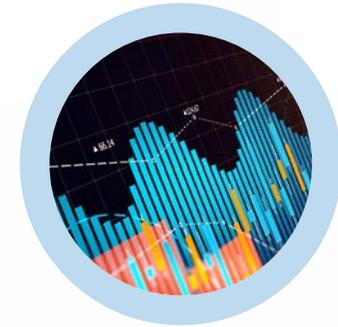
### ADVANCED PROFESSIONAL HEADSETS

Offer high quality audio, secure communications, and integrations with call control and leading contact center software as well as third-party apps and platforms



### PROCESS AUTOMATION

Relieve agents of tedious tasks, speed service delivery and improve accuracy



### ADVANCED ANALYTICS

Assist agents with deep customer insights and AI infused quality monitoring that continuously improves performance

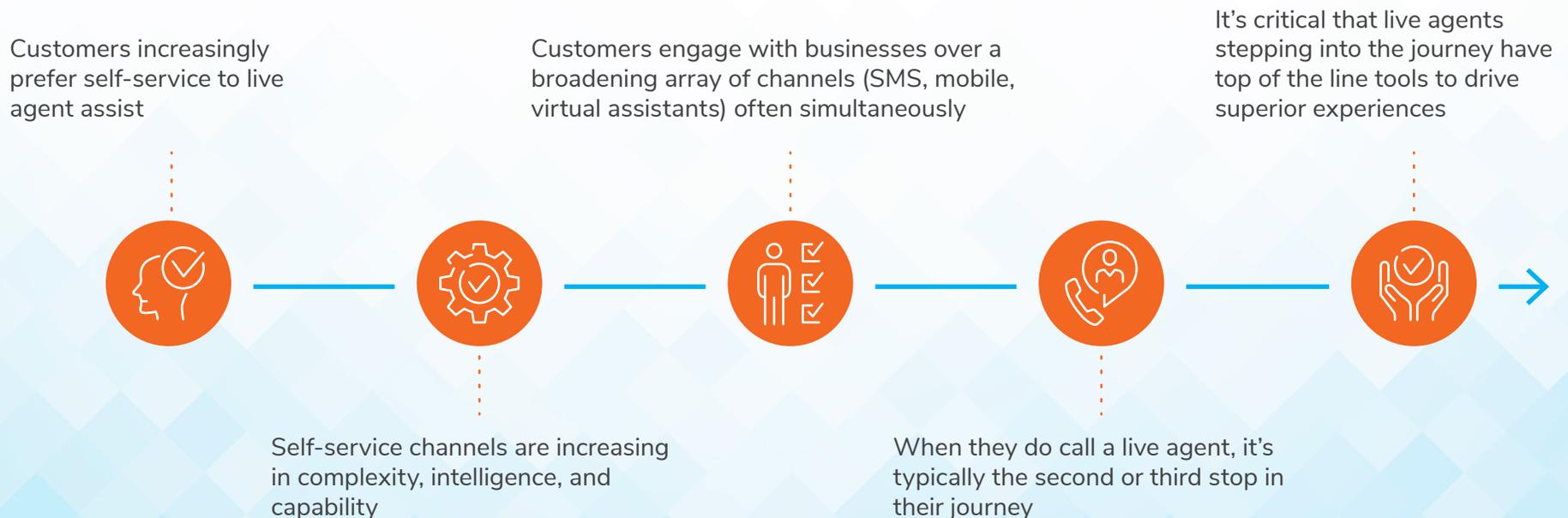
### What is most likely to reshape your CX capability in the next five years?



Source: Frost & Sullivan IT Decision-Makers Global Survey, 2021 Predictions— COVID-19 Accelerates CX Investments

## Customer Experience and the Human Touch

While customers increasingly embrace digital interactions, automation, and self-service, the voice channel has not gone away. In fact, it is more important than ever. The reality is when self-service fails, customers will call. At that point your live agents remain your most important asset.



Customers live on mobile devices, yet sadly accept and expect poor audio quality and spotty service. Calls dropped and reconnected are an everyday experience. Poor audio can turn a normal customer interaction into a drop in customer satisfaction, despite the content of the interaction. **Excellent audio quality is an imperative, and can elevate a normal customer call to a positive interaction.** Your agent's headset should not contribute to the angst that can degrade the customer experience.

When agents don't have to struggle, the conversation flows smoothly. Reliance on low-cost consumer-grade headsets delivers sub-par audio and leads to frustrating experiences. In addition, consumer grade headsets have questionable durability and performance and can't be supported or managed centrally.

## Audio Reimagined

A professional headset is a powerful tool that can impact both customer and agent experience.

- High quality audio that enhances not impedes communication.
- Elimination of distracting background noise
- A comfortable, personalized fit to reduce agent fatigue
- Style choices
- Protection for agents by eliminating unexpected audio spikes
- Noise reduction turns any environment, home or office, to a distraction-free space
- Reduction in agents asking customers to repeat what they just said

73% of consumers believe that live agent assisted channels provide the fastest response to service inquiries compared to 27% for assistance via social media, email, web self-service, mobile app and text.

Phone remains customers' top preferred channel for complex interactions because it's the fastest and most effective for issue resolution. Globally over 70% of customers prefer voice or in-person interactions for complex customer service issues.

Post-pandemic many customers have **INCREASED THEIR USE OF PRIMARY CHANNELS**—there has been a 34% increase in use of voice calls for customer service.

### IN A GLOBAL SURVEY OF USERS A DOMINANT PERCENTAGE OF RESPONDENTS INDICATED THEY WANT TO INTERACT WITH A LIVE AGENT



Source: PwC Future of Customer Experience Survey 2020; The State of Customer Service Experience, 2020, Northridge Group; NTT Global customer experience Benchmarking Report, 2020

## The Remote Agent Experience and Price of Poor Audio

The ongoing shift to any time, remote work means employees can work from anywhere: in-office, home or a coffee shop. This is doubly true within the realm of customer contact. Agents and supervisors can in principle work as easily from home as in a brick and mortar contact center and customers can now contact them in myriad ways from anywhere in the world.

Remote work is clearly here to stay. It will drive more businesses to be better prepared for business continuity while enabling them to reduce costs and acquire global talent. The dramatic shift to remote work has highlighted many challenges that have emerged.

- **Background noise is a growing pain point.** Contact center agents working remotely are often faced with unexpected noise and disruptions in an uncontrolled work environment. From noisy pets and kids barging into home offices, to background chatter, poor audio can have a negative impact on agent productivity as well as the quality of customer interactions resulting in lower satisfaction scores and agent turnover.
- **Flexibility and comfort is top of mind.** Remote work requires flexible and easy to use tools that work with user preferences in diverse environments while enhancing productivity and focus.
- **Anytime anywhere work requires effective monitoring** and management of distributed resources. IT wants a single pane of glass that allows it to remotely manage and monitor agent usage and performance including product upgrades and proactive problem resolution.



There are approximately **15 million** contact center agents across the world.

= 1 million

### DURING THE PANDEMIC

Remote work burgeoned

WAHA agents



with many leading outsourcing contact centers averaging at **60-70%** remote agents

### PRE-PANDEMIC

Remote work for agents were rare



7x

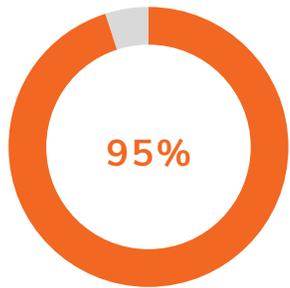
### POST-PANDEMIC

Growing acceptance of anytime, anywhere work

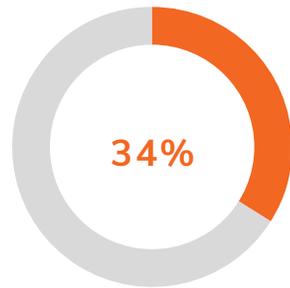


Source: Frost & Sullivan

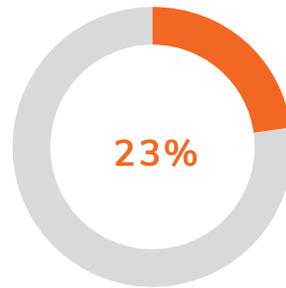
Bad audio has significant cost repercussions. In a survey, decision makers and users reported that bad audio leads to:



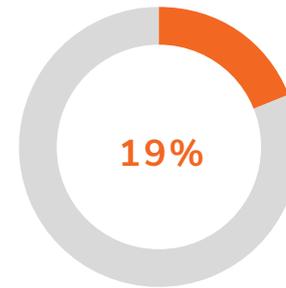
Loss in concentration and efficiency



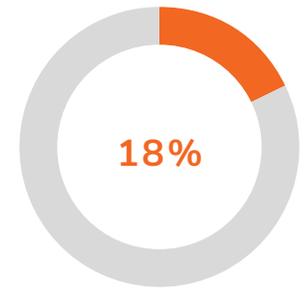
Frustration from asking for information to be repeated



Loss of a key piece of work or a deal



Dissatisfied clients



Loss of pitches

With so much at stake companies need to focus on tools that can reduce agent effort, enhance productivity while offering IT ease of monitoring and management. Thankfully, one of the most familiar tools for an agent is one they depend upon the most—the headset. Empowered with **advanced professional headsets, modern contact center agents have dramatically improved productivity no matter where they work.** Headsets with intelligent noise reduction filter out unwanted noise, enhance audio and boost agent efficiency enabling them to tune out the distractions and reduce fatigue. Furthermore, with clear busy light, noise dampening ear pads and easy call management agents are able to focus on their calls. All this while smart management software allows IT to support agents remotely and get insights to allow their businesses to make better decisions.

## Excellent CX Starts with Agent Empowerment

Greater automation and digital transformation often requires contact center agents to have even more complex interactions—which means they must remain fully focused to address customer needs and resolve any issues in the quickest way possible. The time is now to adopt the latest technologies and work practices that optimize operational capabilities.

Businesses must ensure they invest in next generation professional headsets that allow their contact center employees to communicate without compromise in a range of different environments. **Headsets that offer disruption-free communications with best-in-class noise cancellation technologies are a must-have for concentration and productivity.**

Contact center employees who feel energized and empowered are more likely to stay engaged and deliver improved CX.

### AGENT ENGAGEMENT RESULTS IN



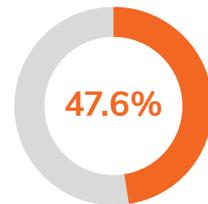
**Reduced churn**, with less costs for agent hiring, training



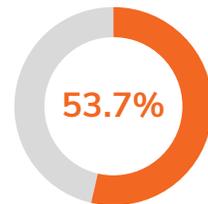
Greater **job satisfaction**



Higher rapport with customers resulting in **increased CSAT, loyalty and revenue**



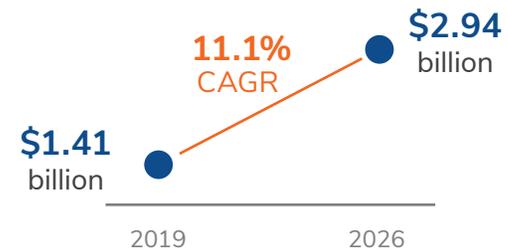
of businesses **evidence a relationship** between improved CX and enhanced employee experience (EX)



say that they see **increased customer loyalty and value**

The professional headset market is witnessing **rapid growth** powered by ongoing workplace and workforce transformation trends and rising use of software-based communications.

#### THE GLOBAL PROFESSIONAL HEADSET MARKET



Source: Frost & Sullivan, NTT 2020 Global Customer Benchmarking report

## Allow Every Customer to be Heard and Appreciated

In recent years, the immense productivity benefits associated with pairing professional headsets with next-generation contact center software and cloud services has created a firm foundation for delivering better CX. **Crisp and clear audio experiences are foundational to ensuring customer engagement and better business outcomes.**

Businesses must ensure they invest in next generation professional headsets that offer:

### HIGH QUALITY

Noise reduction headsets tune out all background noise to offer crisp, clear, stereo sound and a natural distraction-free experience on both sides of the call.

### NATURAL COMMUNICATIONS

The right audio technology fills the gap with flexible, user controlled, natural experiences that mirror in-person interactions and do not drain the agents that spend their entire work day on phones.

### EASY TO DEPLOY

Contact center agents want plug-and-play, easy to deploy headsets that intelligently pair with multiple cloud communication solutions.

### ERGONOMIC DESIGN

Long hours of headset use means agents need superior lightweight comfort with a choice of wearing options that work with flexible work styles.

### PERSONALIZATION

Diverse user requirements must be addressed through

a variety of right-fit headsets that allow the agents to customize language preferences and feature settings based on their job role and location.

### FLEXIBLE CONNECTIVITY

A comprehensive line of wired and wireless headsets allow for greater choice. Wired headsets offer simple, plug-and-play functionality while mimicking more traditional work environments, lessening the chance of a headset getting lost or run out of battery. Wireless

connectivity gives the freedom to move away from the desk for special teams like supervisors that need to walk the floor, QA, back office and management teams.

### ANY-TO-ANY COMPATIBILITY

Turnkey headsets that are tightly integrated and configured for leading Contact Center and Unified Communications software and cloud services, deliver a significantly better experience than pieced-together off-the-shelf multi-vendor solutions.

### UNIFIED MANAGEMENT AND ANALYTICS

A single pane of glass that allows IT to remotely manage and monitor technology usage and performance including product upgrades and proactive problem resolution.

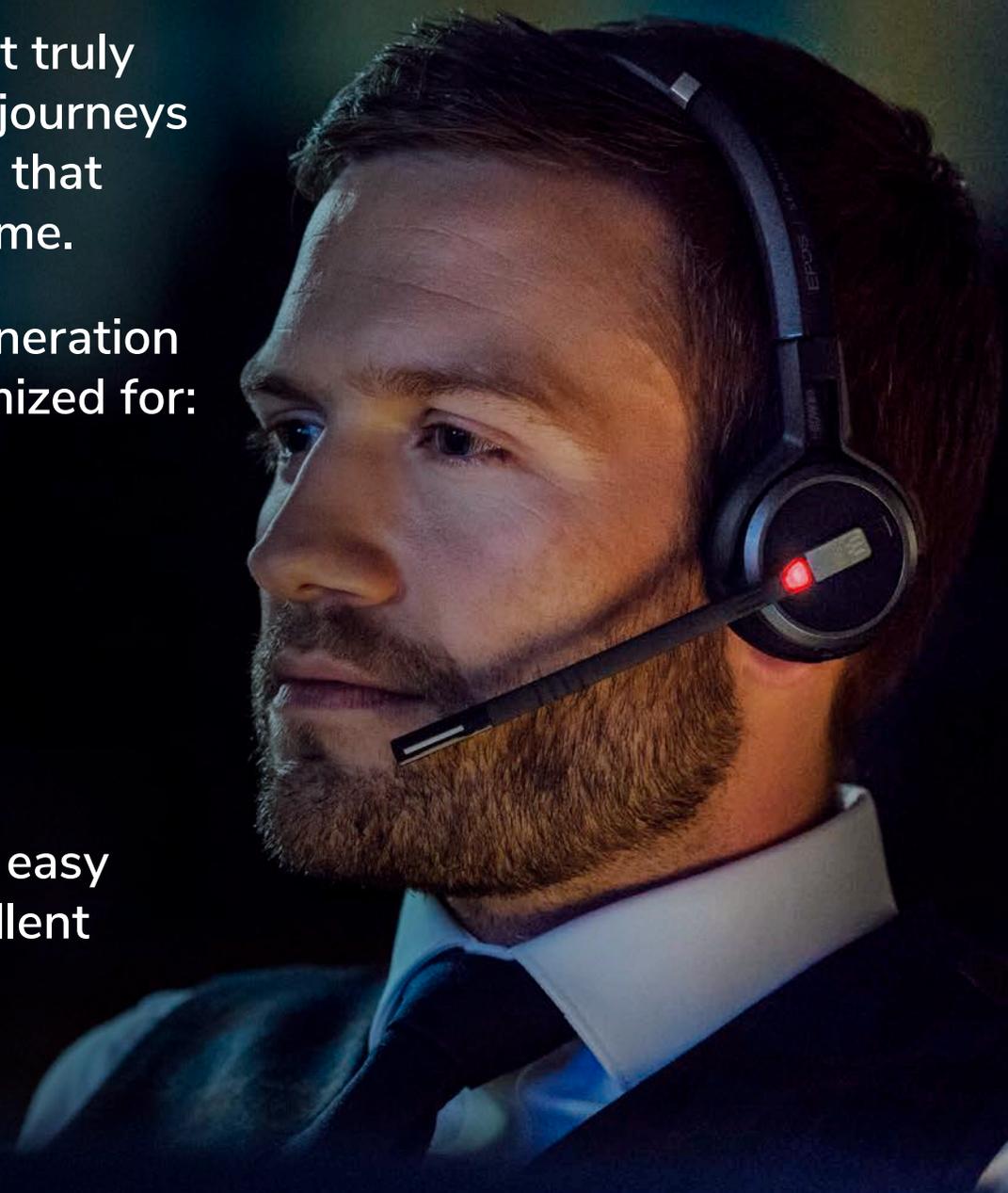
### POWER OF AI

AI-infused headsets leverage deep neural networks that separate human voices from other extraneous sounds enabling smart audio experiences no matter where the agents are.

Successful businesses are those that truly commit to understanding customer journeys and invest in tools and technologies that delight customers each and every time.

Empower your agents with next-generation professional headsets that are optimized for:

- ✓ Their environment,
- ✓ Filter out unwanted noise,
- ✓ Enhance speech clarity,
- ✓ And offer optimal comfort and easy call handling to deliver an excellent customer experience.



## Vendor Spotlight: EPOS

### Crafted to Last, Designed to Excite

EPOS is an audio and video solution company developing and selling devices for business professionals and the gaming community. Part of the Demant Group, a world-leading audio and hearing technology group, EPOS builds on more than 115 years of experience of working with innovation and sound.

EPOS' industry leading audio communication solutions span a complete portfolio of easy to use, flexible, and affordable end points, native integration, unified management services, and AI and analytics capabilities. Its comprehensive line of wired and wireless noise-canceling headsets is allowing businesses around the world to empower their agents communicate and collaborate better.

#### **IMPACT Line** When Talk Matters

- ▶ Headsets for professionals working in contact centers and office environments who spend a significant amount of time talking with customers.



#### **ADAPT Line** Work From Anywhere

- ▶ Headsets for remote agents and professionals who work away from their desks and need devices that are as flexible as their daily routines.



#### **EXPAND line** Seamless Collaboration

- ▶ Flexible plug-and-play speakerphone and conference solutions for professionals having collaborative meetings with co-workers, customers and other stakeholders anywhere.



## EPOS Technologies

### EPOS Manager

- ▶ Optimize performance with a free, flexible and secure cloud-based tool that allows IT to centrally manage audio devices and analyze usage to improve productivity.

### EPOS Connect

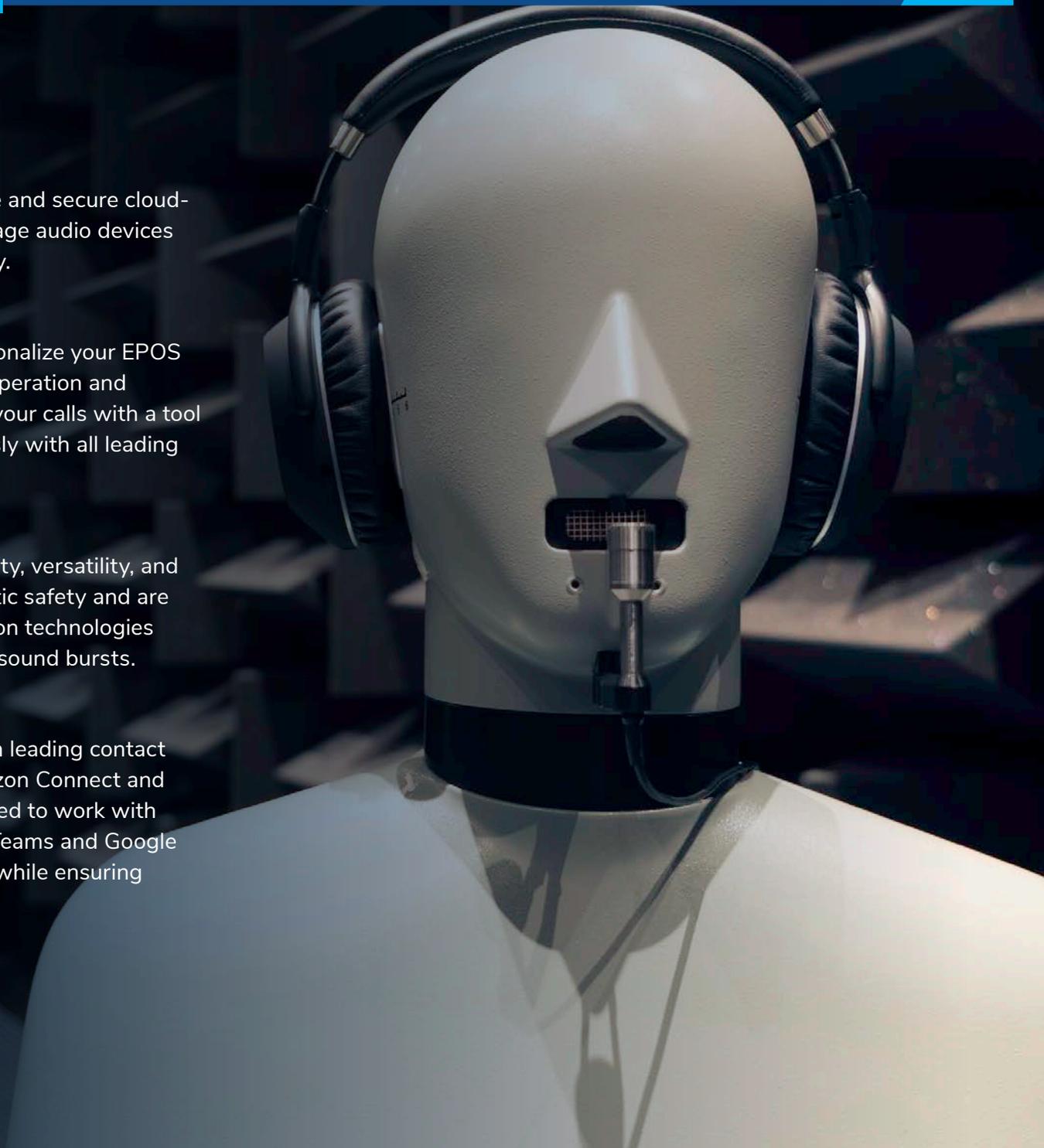
- ▶ Update with the latest firmware and personalize your EPOS audio device settings to ensure flawless operation and maximum productivity. Stay in control of your calls with a tool that keeps your devices working seamlessly with all leading softphones.

### EPOS ActiveGard

- ▶ In addition to robust sound, comfort, quality, versatility, and compatibility, EPOS headsets offer acoustic safety and are equipped with advanced hearing protection technologies against acoustic injury caused by sudden sound bursts.

### Compatibility

- ▶ EPOS headsets are tightly integrated with leading contact center platforms including Genesys, Amazon Connect and Nice inContact. EPOS headsets are certified to work with leading collaboration tools like Microsoft Teams and Google Meet offering plug and play functionality while ensuring crystal clear audio.



## Embrace Change and Stop doing Business as Usual

If you are ready to win the CX wars and create a sustainable competitive advantage, **the time is now to empower your employees to deliver nothing less than the best customer interactions.**

A no-compromise, rich communication experience is essential to ensuring that customers not only walk away delighted but also remain loyal for years to come. Invest in advanced professional headsets that harness the power of anytime, anywhere work.

### Act now to empower your agents with a unified set of audio solutions that offer:

- ✓ Ease of use with exceptional user experience
- ✓ Cost effectiveness for digital transformation across the organization
- ✓ Flexibility and scale to evolve with your business needs
- ✓ Any-to-any capability and compatibility with leading cloud contact center software
- ✓ Consistent user experience across all devices, work environments and spaces
- ✓ Remote device management and control for IT admins

It is time to **CREATE A CONTACT CENTER THAT EMPOWERS**, rather than hinders great experiences.



For more information visit  
[eposaudio.com/contact-center](https://eposaudio.com/contact-center)



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