unified communications (UC)
Advanced Hunt Group
vs Contact Center Assessment

Businesses can manage customer communications with Advanced Hunt Groups (AHG) or a Contact Center (CC). AHGs may suffice for some businesses, while others may need Contact Center's advanced capabilities.

ASK THE FOLLOWING QUESTIONS:

If you answer 'YES' to the first two or any two of the four, contact your REV account representative to schedule a Contact Center discovery session.

1. Do you need to manage more than one channel to communicate with your customers besides voice calls (e.g., SMS, webchat, email, and WhatsApp)?

2. Do you need advanced call routing based on phone number, queue, caller location, or customer-supplied information?

3. Do you need self-service options for customers to independently address issues like bill payments, FAQs, status checks, and account info?

4. Do you need detailed performance metrics by communications channel based on service levels, customer feedback, and supervisor evaluations?

QUESTION EXPLANATIONS:

1. **What communications channels do your customers use to reach you?**
   Businesses with multiple channels where customer interaction is not limited to just inbound voice (but includes email, chat, SMS, etc.), that need a consistent, integrated customer experience are better served with a Contact Center solution – not an Advanced Hunt Group.

2. **Do you need to be able to route calls based on customer-supplied information?**
   Calls in UC are routed by a basic hunt group (e.g., next available front-line user/agent), whereas a Contact Center uses a more advanced routing process that utilizes prompts and supplied info (e.g., account number, DOB, location, last rep/agent interaction, etc.) to route calls based on (agent) skill and/or priority.

3. **Do you need self-service options for customers to independently address issues like bill payments, FAQs, status checks, and account info?**
   Self-service allows customers access to the information they need quickly and easily, without having to wait on hold or speak with a front-line user (agent). It also enables Contact Centers to reduce the number of calls they receive, freeing up staff (agents) to handle more complex issues. Reducing call volume and automating tasks results in both (labor) cost savings and the reduction of other expenses associated with handling customer inquires. Self-service also allows customers to get the information/service they need whenever, even outside of normal business hours.

4. **Do you want to know the number of calls received, answered and missed, etc. or do you need more detailed info such as Avg. Handle Time, First Call Resolution, CSAT scores, and other performance metrics for your front-line users (agents)?**
   Hunt group reporting typically provides basic information such as the number of calls received, answered, and missed by a group, as well as the average wait time and talk time for each call. Hunt group reporting is more focused on call volume and basic metrics. Hunt groups also include (limited) real-time and historical reporting capabilities.

   Contact Center reporting is more advanced, provides detailed info (e.g., Avg. Handle Time, First Call Resolution, CSAT scores, and front-line user/agent performance metrics. Contact Center reporting can also provide insights into customer behavior, such as which channels they prefer to use and which issues they commonly encounter. Contact Center reporting also includes realtime reporting [e.g., supervisors can monitor call volume and agent performance in real-time], and historical reporting, which provides a comprehensive view of performance over time.

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