



Let's Start the MiCloud Connect CX Conversation

- **How much visibility do you have into your contact center's performance?**
- **How do customers reach you?** (Note: The contact center is the primary link between a company and its customers)
- **Do you know how many calls you receive a day and more importantly, do you know what each call is about?**
- **Is your contact center tied to your CRM?**
- **Are you able to track things like how many times you call a prospect before they become a customer? Or how many times a customer has to call before an issue is resolved?**
- **Do you have the ability to see your call abandon rate?** (For example, how many callers hang up before they talk to someone and how long do they wait before they hang up?)
- **What happens when your customers call your main number? What do you want to have happen when they call that main number?**
- **How do your current customers interact with your company?** (For example, phone, chat, email or SMS)
- **Are your customers' demands shaping the way you interact with them? And, are you able to offer them what they demand?** (For example, phone, chat, email or SMS)
- **Does your company experience seasonal volume spikes? And if yes, how do you handle those?** (For example, a flower company will experience a huge increase in calls around Valentine's Day)
- **What does your customer journey look like?**
- **Do you strategically use your customer experience to differentiate yourself from your competitors?**
- **Do you have any way to measure customer satisfaction (CSAT) after customers interact with your company's representatives?**
- **Do you use Net Promoter Score (NPS), Customer Effort Score, or any other CSAT metric to gauge your success with your customer base? How do you measure up?**
- **What are your Customer Experience (CX) and Support priorities?** (For example, speed to answer, first call resolution, CSAT/NPS)
- **What technologies does your company's cloud strategy touch?** (For example, CRM, ERP, UCaaS, Contact Center)
- **Does your company's investment in cloud technology positively impact your customer's experience?**
- **Is your contact center tied to revenue?**

mitel.com/micloud-connect-cx


Powering connections



Let's Start the MiCloud Connect CX Conversation

- **How much visibility do you have into your contact center's performance?**
- **How do customers reach you?** (Note: The contact center is the primary link between a company and its customers)
- **Do you know how many calls you receive a day and more importantly, do you know what each call is about?**
- **Is your contact center tied to your CRM?**
- **Are you able to track things like how many times you call a prospect before they become a customer? Or how many times a customer has to call before an issue is resolved?**
- **Do you have the ability to see your call abandon rate?** (For example, how many callers hang up before they talk to someone and how long do they wait before they hang up?)
- **What happens when your customers call your main number? What do you want to have happen when they call that main number?**
- **How do your current customers interact with your company?** (For example, phone, chat, email or SMS)
- **Are your customers' demands shaping the way you interact with them? And, are you able to offer them what they demand?** (For example, phone, chat, email or SMS)
- **Does your company experience seasonal volume spikes? And if yes, how do you handle those?** (For example, a flower company will experience a huge increase in calls around Valentine's Day)
- **What does your customer journey look like?**
- **Do you strategically use your customer experience to differentiate yourself from your competitors?**
- **Do you have any way to measure customer satisfaction (CSAT) after customers interact with your company's representatives?**
- **Do you use Net Promoter Score (NPS), Customer Effort Score, or any other CSAT metric to gauge your success with your customer base? How do you measure up?**
- **What are your Customer Experience (CX) and Support priorities?** (For example, speed to answer, first call resolution, CSAT/NPS)
- **What technologies does your company's cloud strategy touch?** (For example, CRM, ERP, UCaaS, Contact Center)
- **Does your company's investment in cloud technology positively impact your customer's experience?**
- **Is your contact center tied to revenue?**

mitel.com/micloud-connect-cx


Powering connections