

Video Transcript

Contact Center vs Call Center: What's the Difference? by Nextiva

Hey, this is Tom with Nextiva. In this video, we're going to talk about the key differences between a contact center and a call center.

As companies continue to grow and need to support a larger customer base, many of them set up contact centers and call centers to meet the rising customer needs.

A call center is a communication platform dedicated to handling inbound and outbound calls to communicate with customers, leads, and internal staff. Companies use call center agents or representatives for telemarketing, customer support, and information gathering.

A contact center is similar to a call center, but it handles several digital channels of communication. These channels include live chat, email, support tickets, SMS, and phone calls. Contact centers use customer relationship management software, often known as CRMs, alongside cloud phone systems to improve customer communication.

Using both of these, you can have the context full activity history available to view alongside their information.

Now let's talk about some of the advantages of both of these.

Call centers have the ability to handle a high volume of calls because cloud phone technology has a stronger and more reliable connection to cell lines. They also tend to be cheaper overall, since the scope of their tools and function is more focused. This makes it the popular option for smaller businesses with less sophisticated needs. Another huge advantage of call centers is that cloud phone systems work great in an office or at home. Your agents can be spread across multiple buildings or even continents, and there are no extra charges to speak with your customers via your call center. Most platforms allow access to in-depth voice analytics. You can get detailed information about your calls including real-time performance of agents and calling trends. You can also make business choices based on the data.

Now what about contact centers? Contact centers provide much more customer data on the person you're talking to than a call center. Inside contact center software, you can see previous interactions with that person across multiple channels, not just over the phone. This can include email, text, chatbot, or website chat. It can be frustrating to explain your issues

over and over again to different agents. Contact centers help solve this by providing a complete view of the caller for your agents to see while they're on the phone with them.

If you're ready to learn more about how call centers and contact centers can help improve your business communication, check out the blog posts linked in the description below. Also, if you found the information in this video helpful, remember to subscribe to the YouTube channel and turn on notifications to stay in the loop.

Again, this is Tom with Nextiva and we'll see you next time.

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