

# Designing the Contact Center of the Future

## What Does this White Paper Cover?

Contact centers play a crucial role in connecting the credit union with members. As contact centers evolve beyond call centers, experts predict credit unions will use them more holistically to provide high quality member experience in a variety of delivery channels.

This white paper shares examples and case studies from several credit unions and identifies opportunities for preparing the credit union's contact center for what lies ahead, including:

- Technology that will help credit unions streamline interactions.
- Advances that could transform call center expectations.
- Options for adding video interactions to contact center capabilities.
- Improvements in contact center security through voice biometrics and other approaches.
- Exploring ways to support employees to use outsourcing and outbound calling effectively.

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## Top 3 Takeaways

- 1 Expanding channels beyond telephone allows members more options in how they interact with staff.
- 2 The pandemic made the contact center more visible, opening up opportunities for increased collaboration and innovation.
- 3 The increased profile of the contact center has highlighted the importance of recruiting, training, and retaining talented contact center employees.