B204: MEETING DIGITAL CUSTOMER EXPECTATIONS WITH AN ANALOG BUDGET

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Customer Contact Industry Trends

DIGITAL INTERACTIONS GROWING

• Digital interactions account for 42% of all interactions.

• Growth in almost every digital channel contrasts with a 12% shrinkage of phone interactions.

• 31% of businesses have digital capability now
  • Projected to grow to 57% in 2017.

• 40% of businesses say their digital technology isn’t meeting business needs.
MOBILE USERS OUTNUMBER TRADITIONAL TECHNOLOGY

Billions

Mobile users

PC users
MOBILE SEARCHES OUTNUMBER TRADITIONAL TECHNOLOGY

Billions

- PC users
- Smartphone users

2014: PC users - 70, Smartphone users - 60
2015: PC users - 75, Smartphone users - 80
2016: PC users - 80, Smartphone users - 110
MOBILE C/S USERS OUTNUMBER TRADITIONAL TECHNOLOGY

63% of U.S. adults use smartphone to seek customer service or sales support
CONNECTED CONSUMER – DELIVER A COMPELLING, INTEGRATED CUSTOMER EXPERIENCE

Reach customers virtually wherever they are

Drive sales and store visits by delivering targeted mobile campaigns and rich mobile app capabilities.

Elevate service and engagement levels

Empower associates with mobile apps and deliver relevant content and messaging throughout the customer journey.

Enhance the experience

Deliver the latest in functionality and experience, with highly secure, reliable hosting and management of your eCommerce applications.

Help customers connect, when, where and how they want

Expand your support options to include phone, chat and texting. All through a single, streamlined, consistent and responsive contact.
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OMNI-CHANNEL IS CONNECTING THE CUSTOMER JOURNEY ... BY DESIGN

• Customer journeys combine nine different contact channels.
• Full channel integration (i.e. omni-channel capability) will dominate the next two years.
• Customer journey mapping and analytics will grow, but only 17% can now locate problem hotspots.
USE OF MULTIPLE CHANNELS OF COMMUNICATION

Source: Ovum Reports

52% of consumers use 3 or 4 channels
25% of consumers use 1 or 2 channels
22% of consumers use 5 or more channels

N=8,000
COST PER CONTACT PER CHANNEL

- 72% of customers prefer self-service to resolve their support issues over picking up the phone or sending an email Customer Service Channel*

*Forrester’s North American Technographics Customer Experience Online Survey
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**CX RECOGNIZED AS A CLEAR DIFFERENTIATOR**

- CX is now the top reason for offering digital service channels, ahead of cost.
- 80% of businesses in all verticals recognize CX – and the contact center – as a competitive differentiator.
- CX is the most important indicator of strategic performance for boardrooms, followed by NPS.
CUSTOMER USE OF SELF-SERVICE

- 91% of people said they would gladly use a self-service knowledge base if one were available.
- 40% of respondents check for a self-service knowledge base before calling a support number.
- 75% of people consider a self-service knowledge base a convenient way to resolve a support issue.

Source: Ovum Reports
CUSTOMER SATISFACTION BY CHANNEL
WHY WEB CHAT IS PREFERRED

- I got my questions answered immediately: 79%
- Because I can multi-task: 51%
- It's the most efficient communication method: 46%
- Once I used live chat I realized how well it...: 38%
- Because I'm in control of the conversation: 29%
- Better information than if I emailed: 29%
- I don't like talking on the phone: 22%
- Because I can chat while I'm at work: 21%
- Better information than if I called: 15%
WEB CHAT IS VALUABLE TO CONTACT CENTER OPERATIONS

• **Operating cost reductions**
  – Decreased handle time and improved first contact resolution by using hyperlinks within web chat windows to automatically direct customers to appropriate web pages for self-service (e.g., profile registration).
  – Increased productivity due to web chat consultants engaging in 2-4 chat sessions simultaneously.
  – Reduced operating costs from reduced toll-free number usage.
  – Faster first-time resolution rates than email
    • Customer may wait several days or even weeks to have their issues resolved after Email thread is completed.

• **Employee satisfaction**
  – “I don’t get abused for my foreign accent”
  – “I can easily double-check things while I’m engaged in web chat, so there’s less pressure.”
  – Option to consult a supervisor or specialist (without putting a Customer “on hold”)

• **Reduced negative exposure**
CONTACT CENTER CUSTOMER EXPERIENCE TIMELINE

Caller Intent Determination
- Carrier prompt caller intent selection*
- ACD selection reports*
- IVR prompt reports*

Caller Segmentation
- ACD reason code reports*
- IVR selection*
- IVR query result reports

Customer Request Resolution
- CRM entry data
- Quality Assurance recordings

Customer Interaction Perception
- Voice of the Customer feedback
- Social media mentions
- Product/service reviews

Future Business
- Repeat business activity
- Willingness to recommend
- Net Promoter Score (NPS) impact

(*based on options offered)
DATA ANALYTICS INFORMS PERFORMANCE IMPROVEMENT

Capture transaction data

Unified Agent Desktop
- Automated Workflow
- Best Practices
- Unified Process

Workforce Optimization
(Quality management and WFM)
- Collaborate
- Coach
- Train
- Schedule

Unified Supervisor Desktop
- Evaluate and Optimize

Unified Management Cockpit/
Business Intelligence
- Real-time Alerts (OLTP)
- Performance Reporting (OLAP)

Business Data Sources
- IXC
- ACD
- IVR
- CRM
- WFM
- ERP
- SM
- VoC

BENEFIT – Reduced handle times
BENEFIT – Maximized agent results
BENEFIT – Increased productivity
BENEFIT – Increased C-Sat/Loyalty/NPS
NEW TECHNOLOGY INTRODUCTIONS INCREASE

• Analytics link impact of CX to revenue, cost reduction, customer loyalty, employee engagement.
• Proactive automation is third, behind phone and email, for initiating contact on service inquiry updates (17%), sales and marketing (21%), and default notifications (24%).
COMPLEX AND CUSTOM REQUIREMENTS ARE THE NORM

- Voice services (BVoIP)
- UC/Telephony platforms and services
- Network services (MPLS)
- SIP Trunking Integration
- Hosting services
- Data center services
- Security services
- Vendor management
- Steady state support
## Contact Center Conundrum – Look In or Look Out?

### Objectives
- Increase customer satisfaction
- Maximize services offered
- Improve customer experience
- Develop net promoters
- Reduce customer effort
- Reduce network costs
- Reduce staffing costs
- Improve agent productivity
- Minimize cost per contact
- Reduce talk time /speed to answer

### Expense Reduction/Control

### Retain/Acquire Customers

### Objectives In Conflict?
WHAT’S THE RIGHT APPROACH?
A COMPREHENSIVE STRATEGY IS REQUIRED

A comprehensive contact center strategy includes:

**Defined Service Categories**
- What services do you need to provide to customers?
- What business problems do the agents solve?
- What customers are you looking to acquire?
- What functions are needed for supervisors, analysts and executives to evaluate performance and success?

**What vendor platforms do you use today?**
- How are they integrated?
- What architecture models are best suited?
- Has a standard been developed that you intend to use?

**Transformation and Migration Plan**
- What, where and when are you planning to deploy?
- What migration phases are best suited to mitigate risk?
- What resources & staffing will you need?
- What is the operational support model?
- Who will manage the solution?
- How will new services and market changes be enacted?

**Detailed Solution Architecture**

**Defined Delivery and Support Model**
THANK YOU!

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