Are You Running Your Contact Center on Fake News?

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CAN YOU SPOT FAKE NEWS?

5 Top Fake Political News Stories On Facebook

“Obama Signs Executive Order Banning TV, Radio, All Allegiance In Schools Nationwide” - 2,177,000

“Pope Francis Shocks World, Endorses Donald for President, Releases Statement” - Ending the LIE!

“Trump Offering Free 2-Year Degrees To Those Who Were Expelled from KFC for breaking her 42-year-old son” - 144k

“Russia’s Military Recruitment: 566 New Members” - 961,000

YourNewsWire.com

Kim Jong-un: Poppy Fields in North Korea ‘Real Reason Putin Decided to Invade’

The Onion

STUDY: DOLPHINS NOT SO INTELLIGENT ON LAND

COUNTERFEIT NEWS

SORRY FOR THE FAKE NEWS

CNN.com

FAKE NEWS
How about in your contact center?
ARE BUSINESS DECISIONS INFORMED BY CONTACT CENTER DATA ACCURATE?
CONTACT CENTER CONUNDRUM – LOOK IN OR LOOK OUT?

Objectives In Conflict?

**Expense reduction/control**
- Reduce network costs
- Reduce staffing costs
- Improve agent productivity
- Minimize cost per contact
- Reduce talk time /after call work

**Retain/acquire customers**
- Increase customer satisfaction
- Maximize services offered (upsell)
- Improve customer experience
- Develop net promoters
- Reduce customer effort
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)
MATCHING CUSTOMERS TO RESOURCES BY CHANNEL

Customer Access Channels

- Self-service (web)
- Smartphone app
- Text (SMS)
- Video
- Point of sale
- Social media
- Visual IVR
- Voice
- Self-service (IVR)
- Web contact
- Paper mail
- E-mail
- Fax

Resources

- Automation
- Outsource
- Personal interaction
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
  - Performance Reporting

Business Data Sources

-Manage

BENEFIT - Reduced handle times

BENEFIT - Maximized agent results

BENEFIT - Increased productivity

BENEFIT - Increased C-Sat/Loyalty/NPS
CUSTOMER SERVICE MANAGEMENT SPECTRUM

Plan
- Contact volume
- Inquiries v customers
- Channel mix
- Segment growth
- Employee turnover
- Campaign win rates

Align
- Leadership alignment
- Workforce engagement
- Employee satisfaction
- Attendance
- Availability
- Adherence

Operate
- Speed of Answer
- Hold times
- First Contact v First Call Resolution
- Abandon rate
- Queue length

Improve
- CSR productivity
- Cost per contact
- Complaint volume
- Service levels
- Contractual commitments
- CSAT

Sustain
- Customer Engagement
- Program involvement
- Channel migration
- Self-service
- NPS
- Brand equity

Future planning  Execute  Maximize
1. Define KPIs matched to desired outcomes

**Mission Statement**
What does leadership define as success?

**Strategic Objectives**
How are all teams collectively driving to success?

**Business Initiatives**
What does each team do to drive success?

**IT Services & Support**
What specific activities ensure success?

**Business Requirements**
Foundational needs to enable success
1. Define KPIs matched to desired outcomes
2. Keep your KPI as key. Max 5.
BEST PRACTICES

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3. Share good news and bad news.
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4. Invest specifically with a thorough, conservative business case.
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5. Analyze with purpose.
1. Define desired outcomes to match business goals.
2. Capture data from all prudent sources.
3. Identify and monitor KPIs matched to desired outcomes.
4. Invest specifically with a thorough, conservative business case.
LET’S TALK!

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Thank you