C205: A 2023 Vision of the Contact Center & CSRs

Pierre Marc Jasmin
VP Strategic Development
pmjasmin@servicestriad.com
SERVICES TRIAD supports organizations in achieving excellence in customer service

- FOUNDED IN 1996 IN MONTREAL
- REACHING OUT TO CUSTOMER CONTACT CENTRES
- EXECUTION OF MORE THAN 250 MANDATES
- PUBLICATION OF OVER 150 BENCHMARK STUDIES
Benchmark (June 2018) : 17 survey questions

Of the 25 organizations that participated in this survey we observe the following segmentation:

<table>
<thead>
<tr>
<th>Activity sectors</th>
<th>Participant distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Insurance (Health/Liability)</td>
<td>4</td>
</tr>
<tr>
<td>Banking and Financial services</td>
<td>9</td>
</tr>
<tr>
<td>Institutional Services</td>
<td>3</td>
</tr>
<tr>
<td>Telecommunications</td>
<td>2</td>
</tr>
<tr>
<td>Technical Support</td>
<td>2</td>
</tr>
<tr>
<td>Consumer Services</td>
<td>5</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>25</strong></td>
</tr>
</tbody>
</table>
What will be the key roles of your CCC in 2023

90%: Complex resolution problem solving
84%: Inbound transactional contacts assistance
68%: Proactive outbound
64%: Complaint management
52%: Suite of omnichannel solutions offering
What would you modify in the CCC to meet your new service strategies

- **Increase Contact Channels**: 96%
- **Introduce Virtual Support**: 92%
- **Redefine quality**: 88%
- **Review Process**: 80%
- **Update Training**: 72%
- **Adapt KPI’s**: 72%
Which channels will be managed in your CCC by 2023

- Video: 36%
- Social Media: 67%
- Texting/SMS: 68%
- Chatting Messenger: 84%
- Outbound Calls: 88%
- E-mail: 96%
- Inbound Calls: 100%
What will be the skills required to recruit the agent of the future

- Empathy: 72%
- Customer Service: 72%
- Collaboration: 76%
- Oral Communication: 80%
- Critical Thinking: 84%
- Creative Problem Solving: 85%
- Customer Experience: 89%
- Multitasking: 92%
Indicate way(s) you want to change coaching and supporting agents by 2023

- **82%**: More real time coaching
- **76%**: More planned offline coaching time
- **71%**: More group coaching
- **71%**: Use of mentoring or senior agents techniques
- **47%**: Use of online methods or self-learning software
- **35%**: Use of virtual reality tools
Are you planning to make changes to the environment of your CCC by 2023?

- Refurbishing or adding rest/play areas
- Using an open concept approach
- Improving canteens
- Adding coaching pods
- Changing computer stations
- Replacing furniture
What choices will you make to improve agent experience by 2023

- Personalize work schedule
- Create telecommuting hubs
- Rethink benefits
- Optimize job development
- Adapt wage to task complexity
- Work sharing with other departments
What new technologies/platforms should be implemented by 2023:

- Virtual reality tools (44%)
- Workforce with predictive algorithms (60%)
- Speech Analytics (70%)
- Knowledge management tools (76%)
- Chatbot (84%)
What tasks will chatbots perform to enhance your operations in 2023:

- Decision support for agents (57%)
- Partial or complete interaction with customers (48%)
- Agent training (36%)
- Recruitment support (32%)
What are the metrics you may use in your CCC in 2023

- Omnichannel First Contact Resolution 84%
- Contact Resolution 84%
- Sentiment Index 50%
- CSAT on Customer Journey 85%
- CSAT 65%
- Journey Abandon Rate 84%
- Queue time 72%
- Service Levels 80%
- Response Time 76%
- Customer Effort Score 36%
- NPS 48%
- Transfer Rate 48%
- Complaint Rate 52%
- Contact Handling Time (all channels) 72%
- Self Service Success Rate 44%
- Queue time 72%
- Customer Effort Score 36%
Seven Tips for Success to Prepare the CCC of the Future

1. Give your customers options to connect in a multi channel world
2. Empower customers to answer simple questions on their own
3. Make the customer experience priority number one
4. Challenge process on hold times and transfers
5. Simplify the agent’s desktop and knowledge base
6. Tear down old IVR barriers
7. Ensure consistency of service with empathy

......and don’t forget CHANGE MANAGEMENT
Pierre Marc Jasmin
VP Strategies and Development
Services Triad
pmjasmin@servicestriad.com