Contact Center Strategy: Increasing Efficiency through Enablement

Robert Lamb
Practice Director, Contact Center Services
AT&T Consulting Solutions, Inc.
Agenda

• Changing contact center
• Hot technologies:
  – Social media
  – Multi-channel
  – Mobility
  – SIP
  – Remote or Home based agents
  – Intelligent routing/virtualization
  – Contact Center as a Service (Cloud)
Executive Summary

• Contact Center transformation enables:
  – New or enhanced customer services to provide a competitive edge and enhanced image.
  – Productivity enhancements
  – Expense reduction
  – Revenue increase
  – A justification opportunity for larger initiatives or obsolescence avoidance.
The New Customer

The Era of the Empowered Customer + The Evolution of Word of Mouth = The New Reality of Customer Service
Customer Contact is Changing Dramatically

Customers are everywhere

Support staff are anywhere

Communication devices abound

Voice

Social Media

E-mail

SMS

Video

Web

Fax/Mail

Mobility
Does Customer Experience Affect the Bottom Line?

2007-2010 Stock Performance of Customer Experience Leaders, Laggards and S&P 500

- CxP Leaders: 19.0%
- S&P 500 Index: -3.3%
- CxP Laggards: -46.3%

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What is Social Media?

• Definition - Any method of using the internet to facilitate a “one to many” conversation.

• Includes:
  – Blogs
  – Wikis
  – RSS feeds
  – Product reviews
  – Online communities
  – Podcasts
  – Message boards/forums
  – Social networks
Social Media Potential Benefits

**Improve your company’s competitive advantage**
- Insight into customer perception of my company’s products and services to improve internal processes.
- Insight into customer perception of my competitor’s competitive advantages and disadvantages to find our competitive advantages.
- Identify symptoms of dissatisfaction or poor performance to perform root cause analysis or product bundling improvement.

**Increase revenue by higher profitability through increased customer satisfaction**
- Interact with dissatisfied customers to address resolvable issues.
- Educate customer base of unknown features or benefits available or correct misperceptions.

**Market with targeted demographics**
- Opportunity to market products via new channels.
- Heighten image of brand to target demographics.

**Enhance company image with improved customer loyalty**
- Promote interaction between community members (customers, employees)
Deliver consistent customer experience

Customer Access

- Fax
- Web contact
- E-mail
- Social media
- Self-service (IVR)
- Point of sale
- Voice
- Smartphone
- Self-service (web)
- Text (SMS)
- E-mail
- Mobility
Interactions are Changing
Use of multiple channels of communication

52% of consumers use 3 or 4 channels

25% of consumers use 1 or 2 channels

22% of consumers use 5 or more channels

Source: Ovum
Published 10/2010

N=8,000
Mobility
Explosive Growth

Wide Penetration

• Mobile device have replaced the PC as primary channel of communication
• >303M mobile subscribers live in the US. Source CTIA, Dec 2010.
• >96% of Americans had mobile phones in 2010 Source CTIA Dec 2010.
• Smartphone penetration tops 50% in (some) mature markets. Source CA Feb 2012
  – 44% of Americans Source Nielsen Co.
• 1 M+ mobile apps available Source Mobilewala
• 91 of the top 100 brands have mobile apps Source Distimo
• 26.6% of American households are wireless only. Source CITA Dec 2010.
• 99% of all mobile phones can send and receive text messages.
• Over 187.7B texts are sent each month in the US alone. Source CITA Dec 2010.

…but 84% of U.S. adults had problems with mobile transactions in 2011 Source Ibid
Texting Applications

A texting solution delivers precise target communication for multiple campaigns and notifications, including:

- Responses to Inquiries
- Real Time Alerts and Messages
  - Balance alerts
  - Recent transactions
  - Fraud alerts
  - Specific credit card use cases
- Real Time Messages
  - Payment notifications
  - Payment reminders
  - Payment received notifications
  - Targeted offerings
- Rebates and Promotions
- Polling and Voting
- Quizzes, Contests and Sweepstakes
SIP - The Multimedia Enabler

• Location Independent - Communications are moving mainstream
• Multimodal Communications offer much needed flexibility
• Common Industry - Standard Open Protocol
What SIP Provides

• Multimedia touch-points to conduct business
  – Voice, Video, IM, Web collaboration.
  – Mobile 3G Services
  – Video Kiosks

• New media services
  – Branding opportunities
  – Face to face meetings anywhere
  – Verification opportunities.

• New ways of doing business
  – Rapid relationship building (via video contact)

• Targeted treatment and best access
  – Media independent
  – Language
  – Presence
  – Location Informed Service Customization

• Business flexibility - real time communication
Benefits of SIP in the contact center

**Location independence**
- Retain local talent and better leverage SMEs – wherever LAN QoS is available
- Load balancing across centers allows for improved handling of surges in call volume

**Enhance the customer experience**
- Provide expanded channels: Voice, Email, Web, Chat, Fax, Video
- Reduced average cost per transaction
- Grow revenues through intelligent and segmented customer pre-routing

**Accelerate application development & speed to revenue**
- IP facilitates the re-use of code across channels
- Enables growth and scale at a reduced cost
- Promotes a more consistent experience independent of channel

**Reduce operating costs**
- SIP trunking reduces network OpEx
- Deploy and maintain one (converged) network
SIP Integrations in the Contact Center

• SIP provides a more efficient integration of peripherals and channels.
• CTI info delivered in the same network stream w/o additional CTI link.
• Restrictions
  – Basic CTI applications can be supported by data delivered directly to the phone (or the screen pop application) via SIP.
  – Any application that requires third party call control, monitoring of switch resources other than extensions, or agent capabilities does require CTI middleware.
  – Majority of SIP switch manufacturers not standardized.
  – Proprietary extensions create incompatibilities.
• Past investments in H.323 integrations or PRI gateways will become obsolete.
Mobility/Remote Workers

VoIP

Route

Store

Manage

Access

Internet

GSM/GPRS

Voice

Fax

MMS / SMS

U.C. gateway

Web

HTML

Desktop clients

Instant Messaging

Corporate Access

WAP / i-mode

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Common Complaints about Experience

- Counter-intuitive Service experience
- "I saw something different on your website"
- Poor usability, e.g., "voicemail jail"
- Agent doesn’t know who I am
- "I can’t find what I need done"
- Agent not trained to handle my problem
What can you potentially know about your customer before you interact with them?

What else could you know?

- Dialed phone number
- Priority account (via CRM database)
- Caller’s area of origination (DNIS)
- Business Unit accessed (from DNIS)
- Language choice (via CED)
- Buying preferences or patterns (via CRM database)
- Demographic info (from CRM or Social)
- Time of day called
- Caller’s phone number (ANI)
- Buying history (via CRM database)
- Account size (via CRM database)
CCaaS (cloud based) models for contact center

**Private**
- IT capabilities are provided “as a service,” over an intranet, within the Enterprise and behind the firewall

**Hybrid**
- Internal and external service delivery methods are integrated

**Public**
- IT activities/functions are provided “as a service,” over the Internet

- **Enterprise Data Center**
- **Managed private cloud**
- Third-party operated

- **Enterprise Data Center**
- **Hosted virtual private cloud**
- Third-party hosted and operated

- **Enterprise**
- **Shared “community” cloud services**
- **Users**
- **Public cloud services**