

Automation in the **Customer Journey**

When, Where, How?



Today's 'Customer Journey'

Dynamic

Continuous
'always-on'

Highly
accessible

Frequently
re-evaluating
their
decisions

Why use Automation?

The prime motivators for automation are:

- Lower costs without losing customers!
- Offer more choice to customers
- Extend customer access times
- Manage agent resources effectively

What's the best channel to use?

- Giving your customers a choice is essential
 - Web self service
 - Telephone self service
- They can work well independently or jointly

When should I use automation?

- To accurately signpost callers to the appropriate agent / service
 - Once and done
 - Reduce avoidable contact
- To enable callers to self-serve
 - 'Total' or 'Partial' transaction
 - Extended opening hours

What not to automate

- Emotional interactions that require empathy
- Long or complex interactions
- Collection of ad hoc information

How can I implement it?

- Push Button (DTMF)
 - Simple menus
 - No more than four options
- Speech Recognition
 - Many choices
 - Alpha-numeric input
- Data-driven
 - Intelligent routing
 - Complete transaction

How should I go about it?

- Step 1 - Define the problem areas
- Step 2 - Select the Technology
- Step 3 - Decide on the payment model
- Step 4 - Choose deployment

How can I do it well?

- Keep prompts the same volume and voice
- Be predictable
- Allow repetition of prompts
- Have an escape route
- Don't try to sound like a person
- Be conservative and formal
- Use a professional to design your interfaces

In Summary

- ‘Customer Satisfaction’ is directly correlated to achieving their goal with the minimum effort
- Automation used wisely can save money *and* retain customer satisfaction
- Choose the most appropriate technology – Push-button or speech recognition?
- Use data integration to empower your IVR solution
- Don’t block callers from reaching human agents
- Don’t confuse the deployment method with a cost model
- Monitor, Measure, Review and Improve

*Customers contact you with a goal in mind
Satisfaction only comes from achieving
that goal*

THE CUSTOMER ENGAGEMENT REVOLUTION

