



## Use of Technology in Delivering Customer Experience

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Chief Strategist, NewVoiceMedia

# NewVoiceMedia Quick Facts

- Company
  - ContactWorld platform launched 2006
  - Customer retention rate 97% since launch, 100% in 2011
- Company Structure
  - UK based sales, marketing, service delivery and development teams
  - Trust Site - Performance, availability, security are in our operational DNA
- Customer base
  - 150+ customers
  - 300 Call centres in 14 countries
  - 5,000+ Agents
  - 150m minutes billed in FY'2012



Denplan  
At the heart of dental care



QlikView



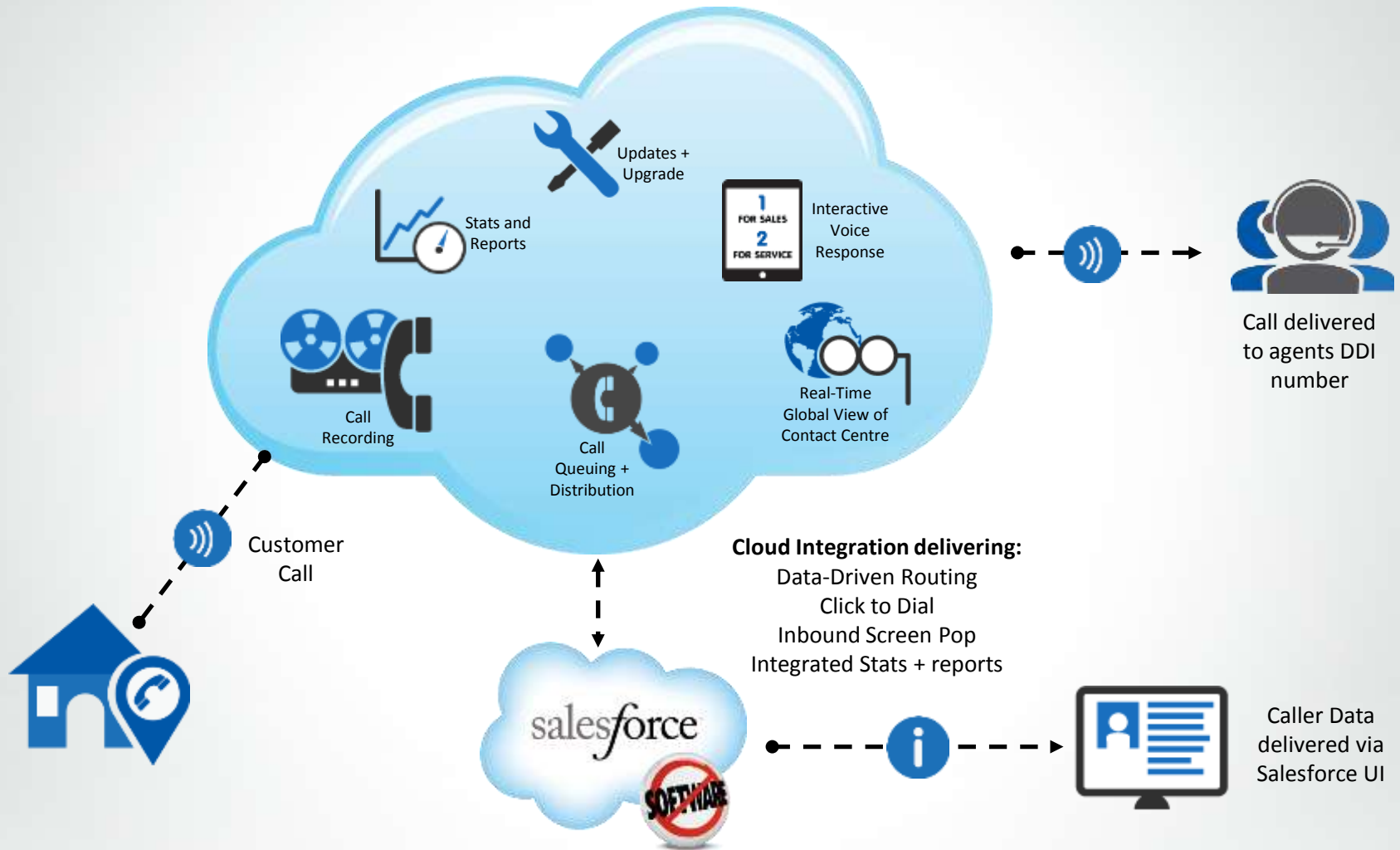
Cruise118.com



AppExchange Program  
**PARTNER**



# ContactWorld for Salesforce Technology Overview



# The problem

Virtually every company around the world deals with the voice channel poorly, regardless of spend

The result is reduced opportunities for sales and lost customers, who then share their bad experiences with the world.

Improving Customer Experience is now the number 1 priority for CEO's across the world in 2012\*



\*Gartner CEO Report

# Voice is still the channel

**80%+**

of UK/US consumers select voice as their preferred channel for communications with businesses

AVAYA/BT CONSUMER RESEARCH 2011

**70%**

of online consumers had phoned a call centre over the previous eight weeks

AVAYA/BT CONSUMER RESEARCH 2011

Between  
**80%-90%**

of global consumers prefer to use the phone as the way to resolve problems with an organisation

AMEX GLOBAL CUSTOMER SERVICE BAROMETER 2010

**48%**

of consumers call contact centres to seek advice after they've looked things up online or tried serving themselves

AVAYA/BT CONSUMER RESEARCH 2011

**80%**

of EMEA consumers prefer to use the phone to interact with customer service centres

FORRESTER - CONSUMER PREFERENCE REPORT 2011

**60%**

of UK consumers were dissatisfied with their phone interaction with a customer service centre.

GENESYS GLOBAL SURVEY 2009

Phone traffic represents  
**80%**

of all inbound traffic in UK & US call centres

CONTACTBABEL TRENDS IN MULTI-CHANNEL CONTACT 2012

**70%**

of US consumers used the phone as a means of accessing customer support over the last 12 months

FORRESTER - HOW TO CREATE A SOCIAL CUSTOMER SERVICE STRATEGY 2010

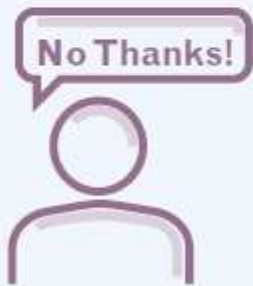
## 3 ways technology can help

- One Agenda across the business where customers interact
  - Un-silo your business information
- Gather data
  - Understand your customers
  - Learn from them
- Move to the Cloud

# It is important because...



**84%** OF PEOPLE  
WOULD WALK  
AWAY FROM A COMPANY  
THAT 'DOESN'T LISTEN'



**52%** From a company that tried to sell them something they had already said they weren't interested in



**36%** From a company that were offering them products they have already refused



**45%** From a company that contacted them in a way they have been asked not to

# One Agenda

- Join up your customer experience across the major touch points:
  - Marketing
  - Sales
  - Service
- Requires your business to:
  - Develop a common view of the customer
  - Do joint business planning
  - Merge customer analytics
- Challenging but achievable milestone in a much larger journey towards what some are calling the ‘Social Business’.
- Operating in silos means you ignore the opportunity and are ignorant of the combined impact



"By having a cloud based service that has intelligent routing at the heart of it, our customers will experience a more joined up and personal service. Building great relationships with our customers is paramount to our service, so it makes sense to deliver a unique experience via our customer support team."

**Carole Pitts, Head of Global Customer Support**



# Know and Understand me!



**74%** OF CONSUMERS WOULD RESPOND POSITIVELY TO COMPANIES WHO 'UNDERSTAND THEM'



**57%** Of consumers would actively recommend the organisation

**45%** Of consumers would tell people about their positive experience

**44%** Of consumers would actively sign up for more marketing

# “Know and understand me”

## Focus on information and data

- Collect it
  - Post call surveys
  - Contact history
  - Social media prominence
- Gather insights about customer situations
- Prioritise
- Act on it
  - Start with a few. Track impact on customer experience through post call surveys. Measure both before and after
  - Establish a plan to get as close to 100% personalisation as you can manage over the next 12 months
- “Let them know you know”
  - An automated message as soon as they make contact
  - A live “welcome” once they have been routed to someone

## QlikView

“We had previously outsourced our customer support, but decided to bring it in house to improve the service to our clients.

ContactWorld for Salesforce ensures that the team has all the information they need at their fingertips to serve our customers efficiently.

Furthermore, as our sales personnel work across several markets we saw the benefit of extending the solution to this team also so that all sales leads are handled correctly. As an IT organisation, we understand the power of delivering business applications in the cloud and establishing a cloud contact centre was a very appealing proposition.

NewVoiceMedia’s solution not only provided us with an enterprise-level contact centre, but delivered a smooth transition and an instant improvement in our level of service across all our geographies.”

**Mark Child, VP Information Systems**

# Cloud

- No capital expenditure
- Quick time to benefit
- Complements existing technology
- Scales easily – only pay for what you need
- Technically capable without being taxing
- DR included



"We use management information to continuously improve our customer experience and manage resources, so having the extra granularity of the reporting suite NewVoiceMedia provides as standard has enabled us to improve our overall delivery. One of the biggest enhancements is the way we can act in a disaster recovery scenario or lack of access to our main facility. For the first time we can switch calls to another site or allow any agent with broadband connection and a pc to work from home and manage them remotely."

**Mark O'Doherty, Head of Customer Service**



## Contact me

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