

How to fix broken processes in the contact centre



Agenda



- **Top tips to identify broken processes**
Jonty Pearce,
Editor, Call Centre Helper



- **How to fix broken processes in the contact centre**
Peter Massey
Budd



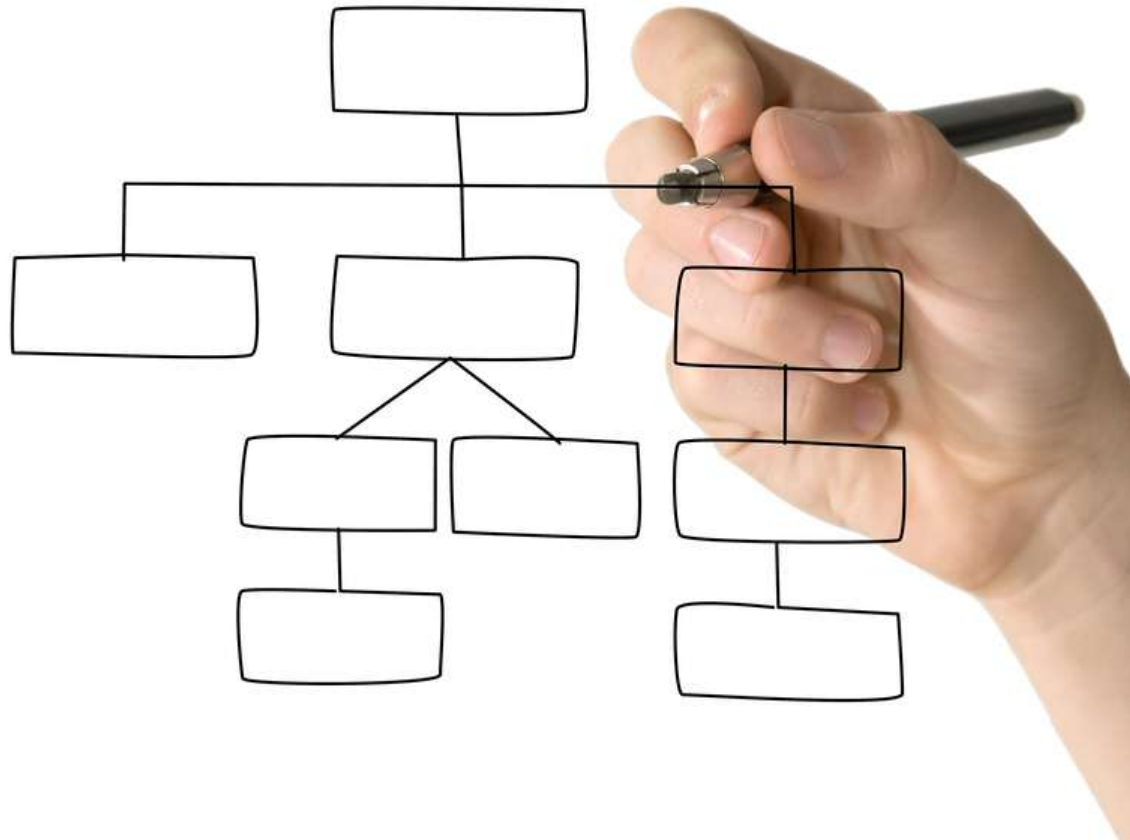
- **Process Automation Technology**
Conrad Simpson
Regional Practice Manager, Interactive Intelligence
- **Interactive Q&A - Live questions from the audience**

5 tips to identify broken processes

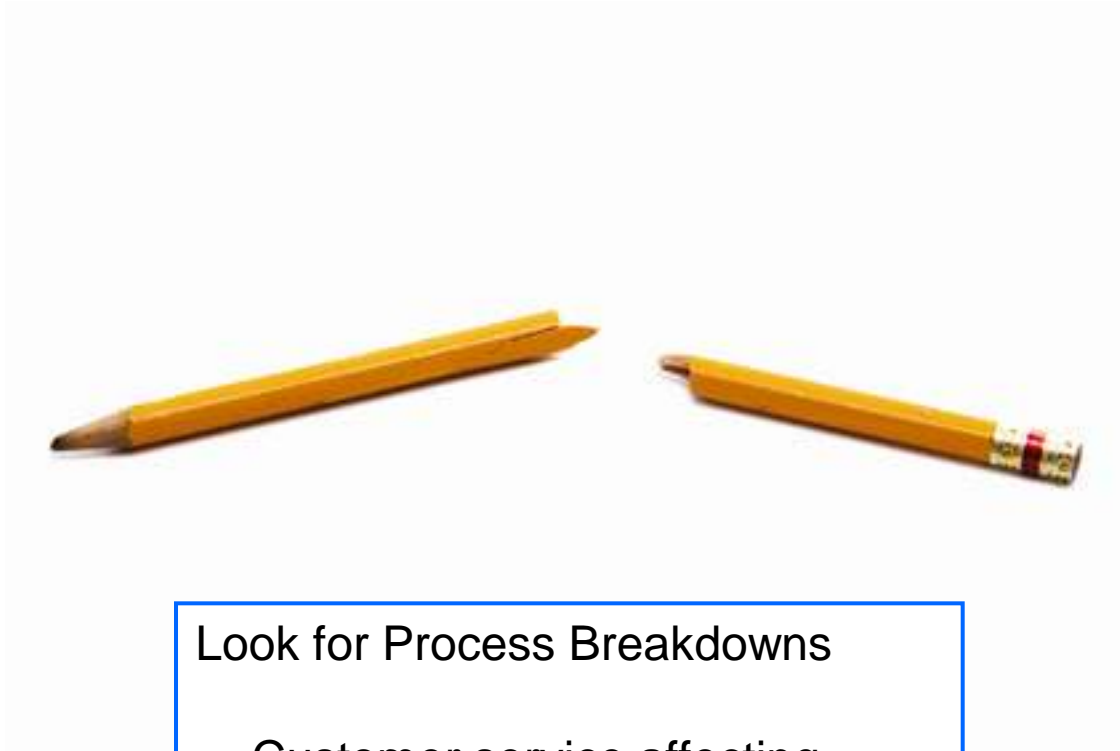
Jonty Pearce
Editor



Identify your manual processes



Look for your 'crunch points'



Look for Process Breakdowns

- Customer service affecting
- Manual workarounds
- Inefficient processes

Listen to what your callers are telling you

- Put a CD of calls in the car
- Sample calls for broken processes
- Use speech analytics to help quantify numbers

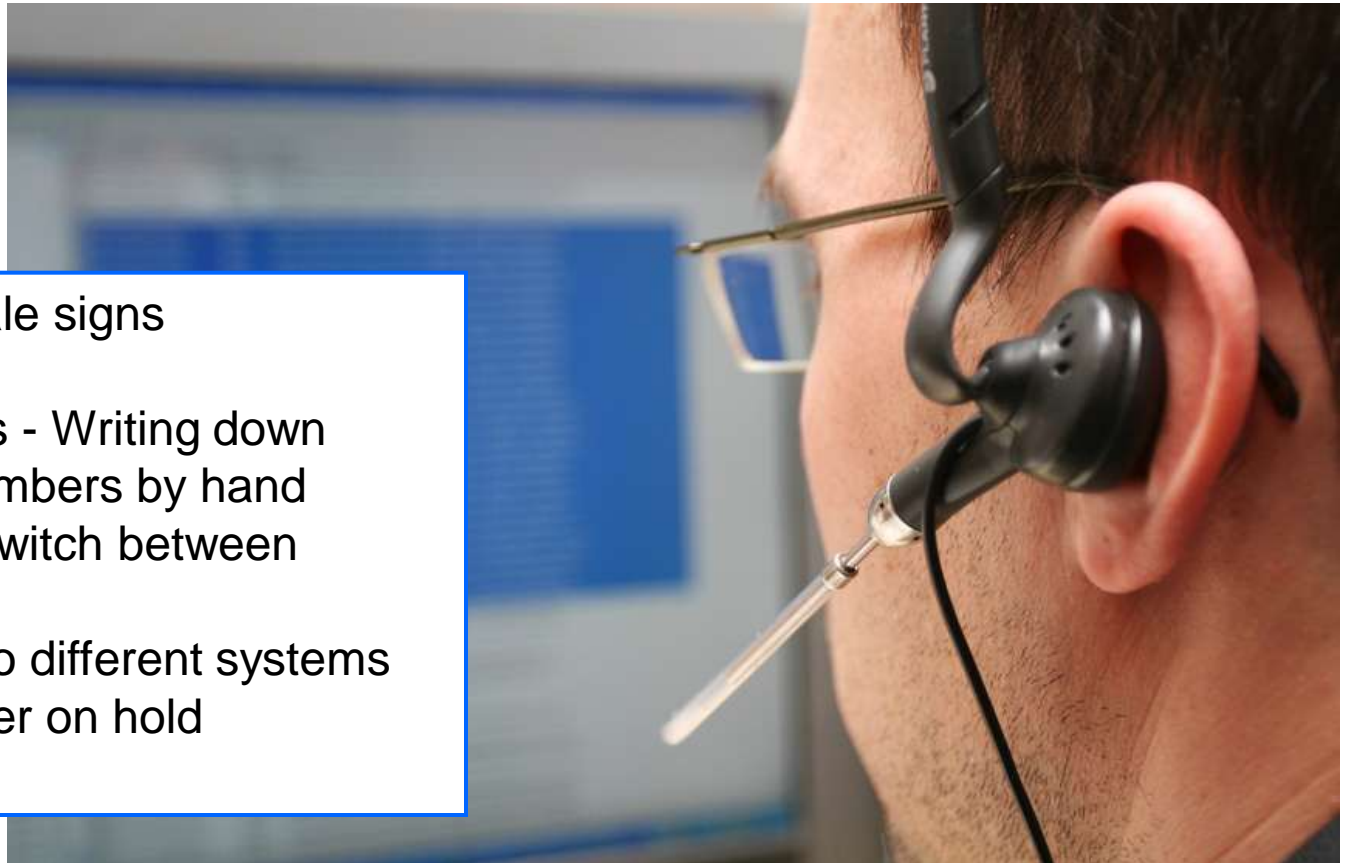


Analyse real time desktop usage

- Manually
- Video Camera
- Screen Capture

Look for tell-tale signs

- Desk jotters - Writing down account numbers by hand
- Alt-Tab to switch between screens
- Logging into different systems
- Putting caller on hold



Look on Social Media for clues

<http://search.twitter.com>



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JontyPearce ▾

See what's happening right now

Tip: use operators for advanced search.

Search

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Look on social media for clues



Dr_Kiwi_Girl Chandra Harrison

O2 customer service is so poor. I've been in store now for an hour and a half to sort out their errors. ANGRY

21 hours ago



parsandhu par

@O2 customer service fail for not unlocking my phone despite repeated requests...you take nearly a grand over a contract and can't sort it.

15 hours ago



Lorenz_Gerber Lorenz Gerber

@O2 I have been waiting for 96 hours to hear back from one of **customer service** managers... Can someone please get in touch with me.

10 Jan



JoeBloggs2791 Joe Bell

"**@BiigJimmy**: Appalling **customer service**. waiting 10 mins on hold to tell them that they are wrong and I have paid my phone bill!" **@O2**

9 Jan



Sundip Sundip Meghani

Just requested an itemised phone **bill** from **@O2** for the 5th time in 2 months. **O2** staff unable to deliver the most basic of customer requests.

6 Jan

Look on social media for clues

Greglarr's Customer Service Review


FRIDAY, 6 JANUARY 2012

O2, West Quay, Southampton

This blog is about O2 in West Quay Shopping Centre, Southampton.

I'm a regular shopper in West Quay and notice that this store is regularly shut far earlier

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Ten minutes later a colleague of mine also went into the store to enquire about texts she had been receiving from O2 saying her bill was ready, even though she had cancelled her contract with them some time ago. She also said that he was rude and that her query

It was a recent trip to the O2 store in West Quay that confirmed to me that when my 24 month contract is up, I will certainly be changing my service provider. The ridiculous part is that I was only in the store for a few minutes.

greglarr

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▼ 2012 (1)

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O2, West Quay, Southampton

Thank You

