

The Industry Struggle

Efficiency

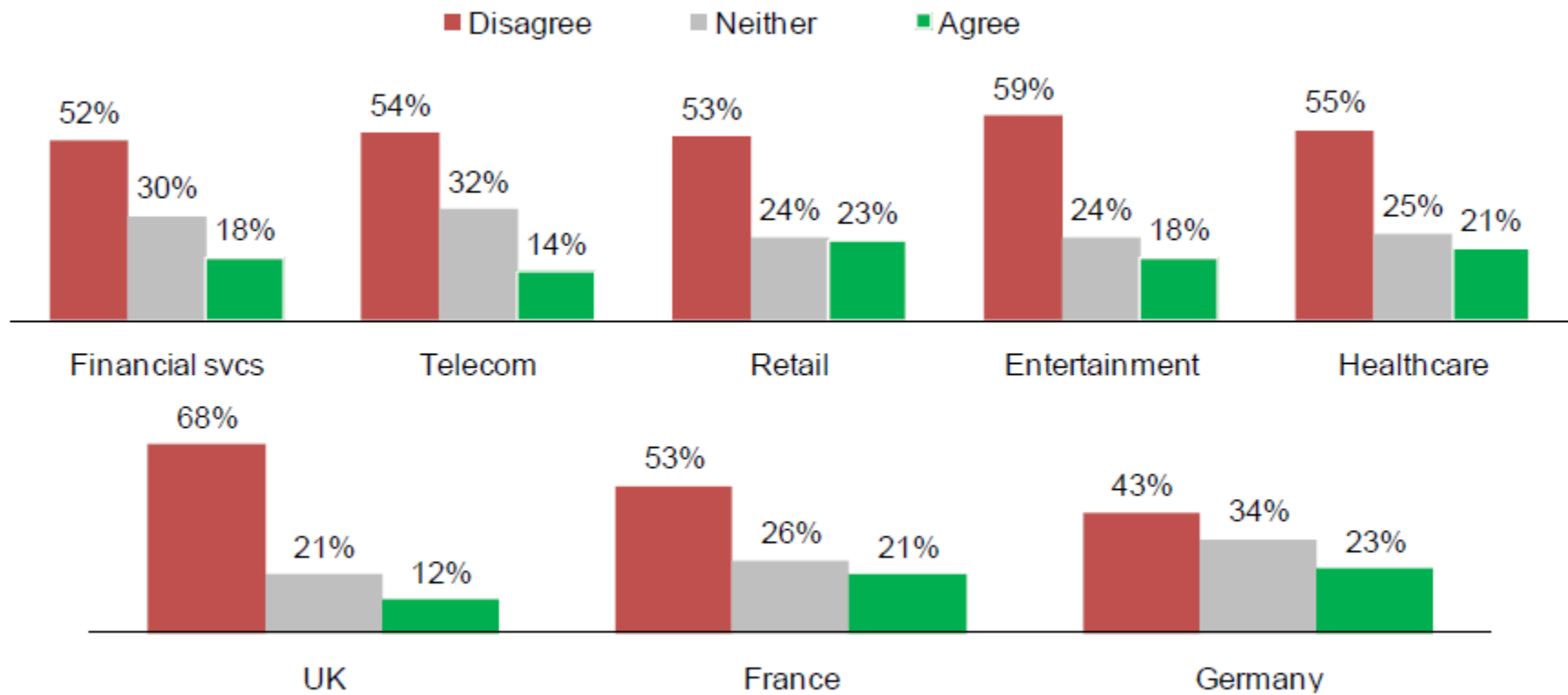
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Effectiveness



The Result Of That Struggle

“Please rate the level to which you agree or disagree with the following statement:
Customer service centres always provide excellent customer service.”



Base: 1,500 consumers who had contacted a customer service centre in the UK, France, or Germany in the last 3 months
 (percentages may not total 100 because of rounding)

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2011 Consumer Preference Report
 CONTACT CENTRES
 EMEA

Consumer Psyche

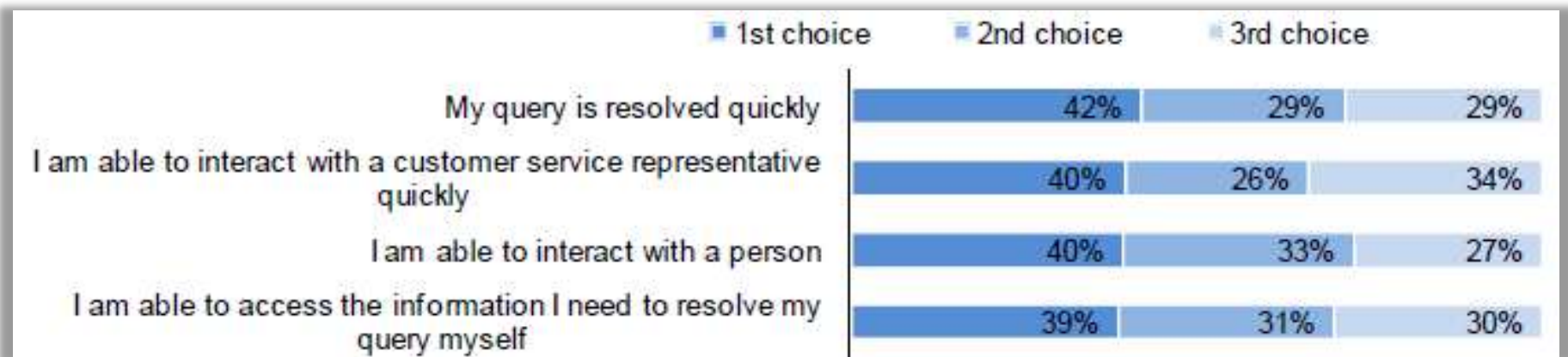


- ⌘ UK Consumers that are **irritated**, **furious** or **annoyed** with Customer Service
 - ⌘ 2003 -**15%**,
 - ⌘ 2006 -**17%**
 - ⌘ 2010 -**27%**
- ⌘ Those rating phone service as *poor* or *very poor* has almost trebled in that time
 - ⌘ **8%-23%**



What's Wanted

**Ideally,
what should a company's customer service centre offer you
in order to rate your experience as truly excellent?**



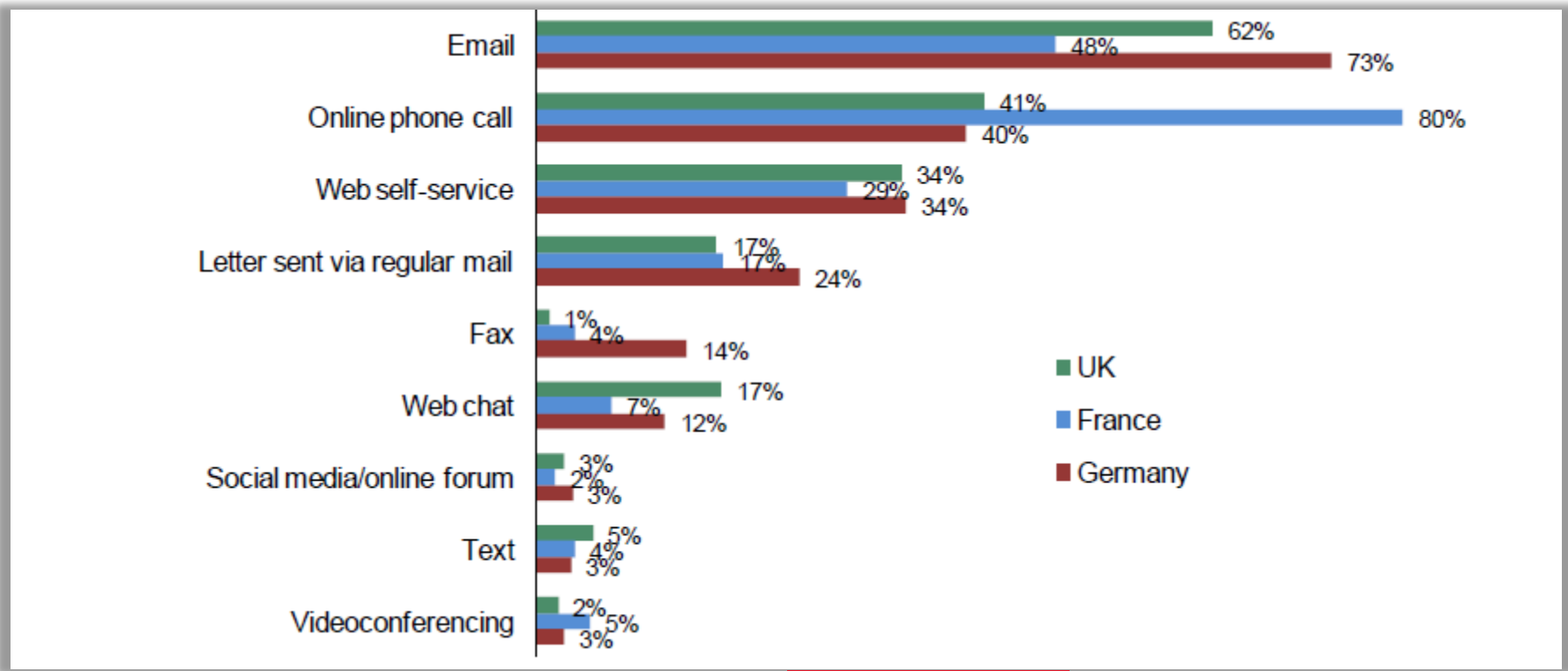
Base: 1,500 consumers who had contacted a customer service centre in the UK, France, or Germany in the last 3 months (500 per country)

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In Which Channels

Which of the following contact methods do you think you will use regularly to contact any company's customer service centres in the next 1-2 years?

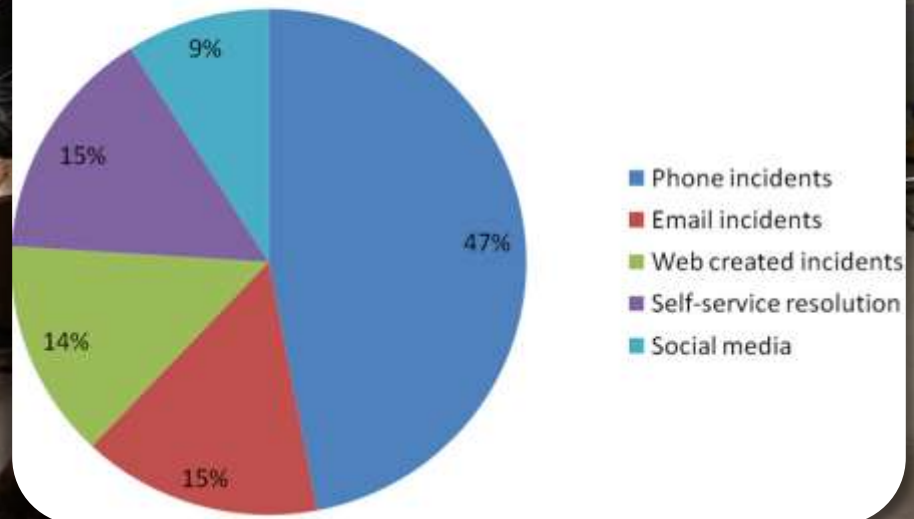


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Use Is Sector Specific

Interaction Volume by Channel: 2011 Estimate



SUPPORT CHANNELS OFFERED TO CUSTOMERS

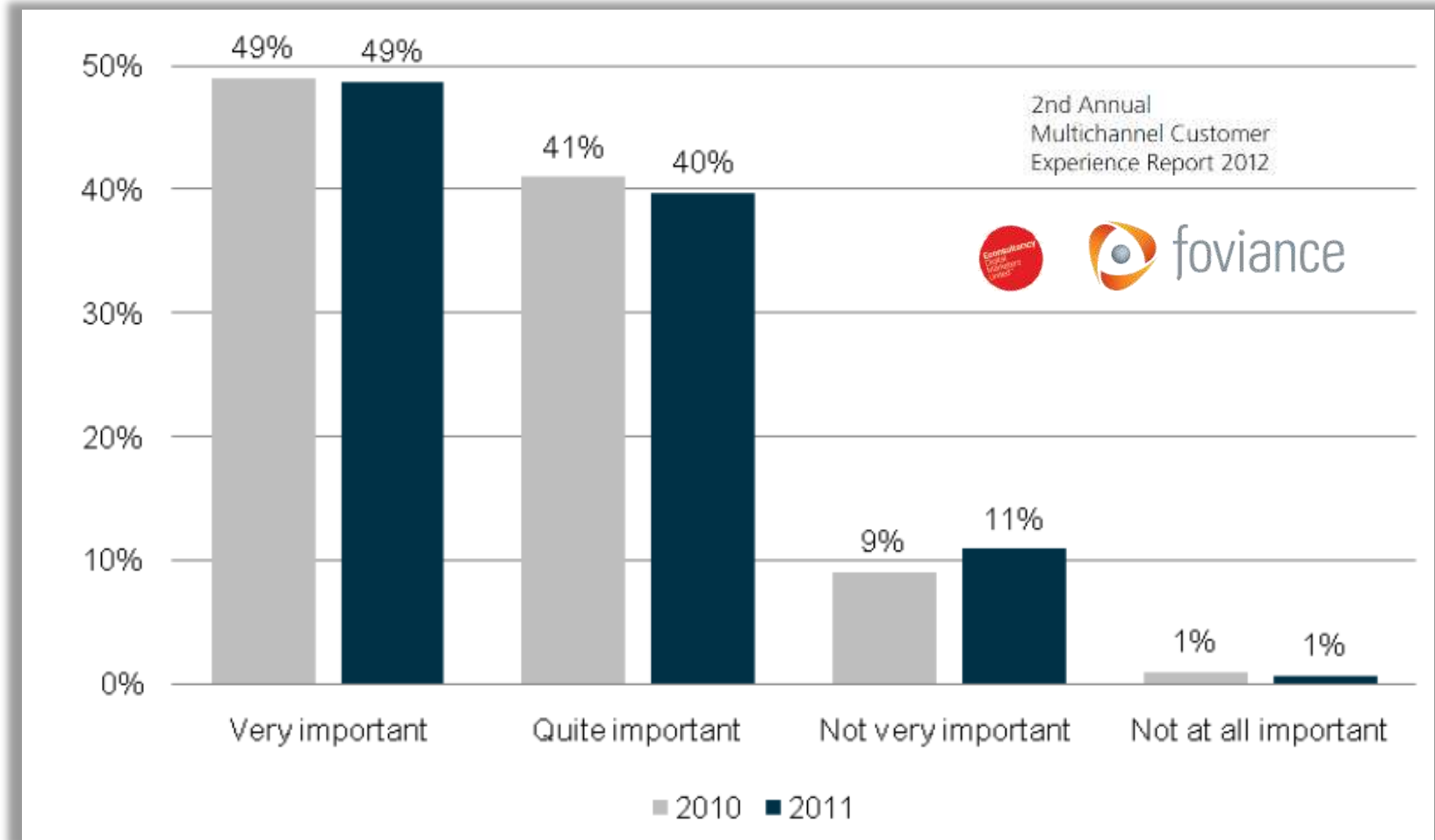
Choice	% of Respondents
Phone	95.2%
Knowledge management/knowledgebases	62.5%
Dynamic FAQ	22.1%
Email autoresponse/suggest	61.5%
Text Chat/Instant Messaging	26%
Screen sharing	45.2%
Remote control	43.3%
Remote diagnostics	26%
Electronic case submittal on web	50%
User Forums	30.8%
Webinars	32.7%
Other	5.8%

Source: SupportIndustry.com

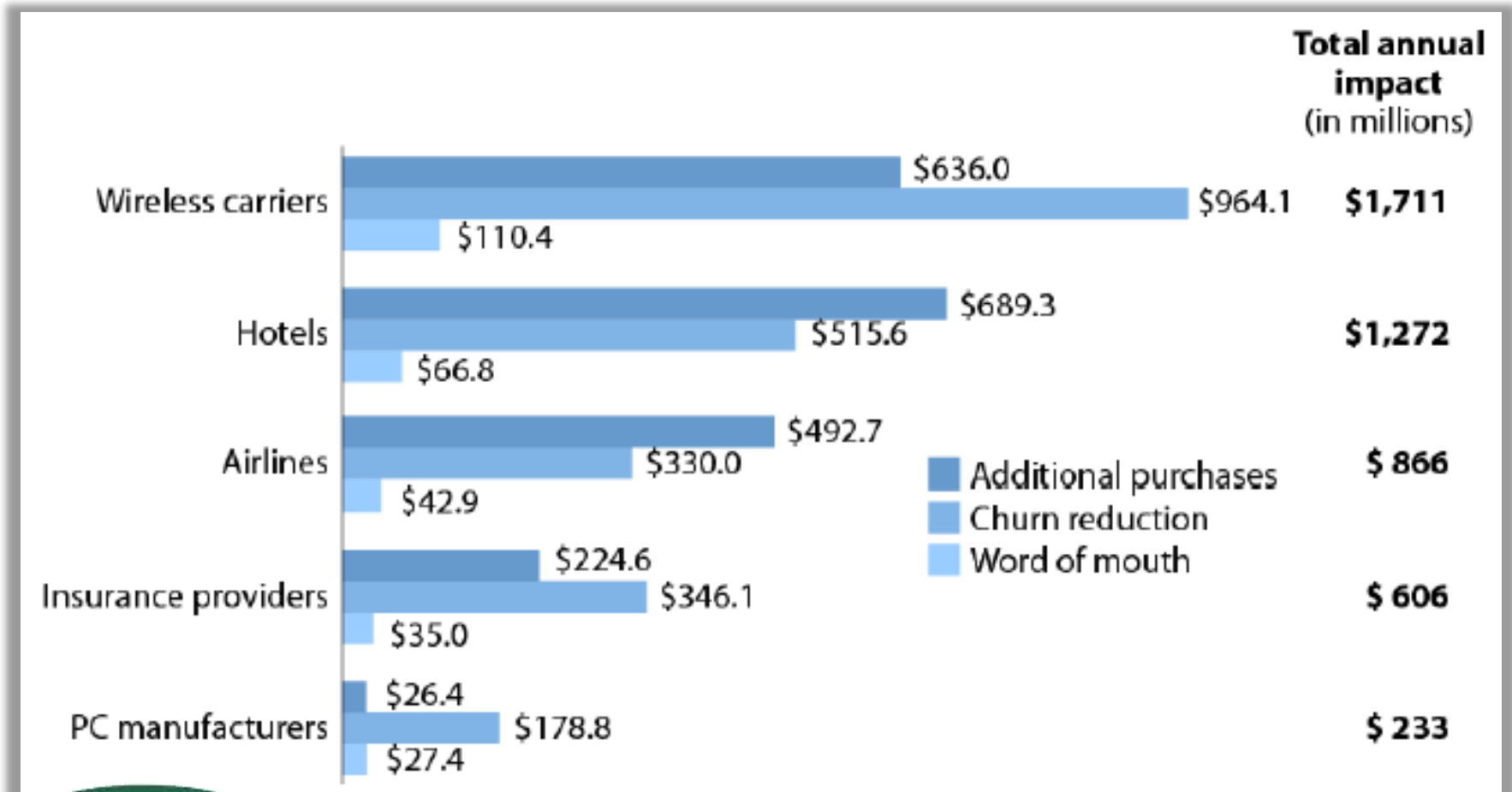


Slowly, Slowly

How important is a joined-up multichannel customer experience to your organisation?



Why It Matters

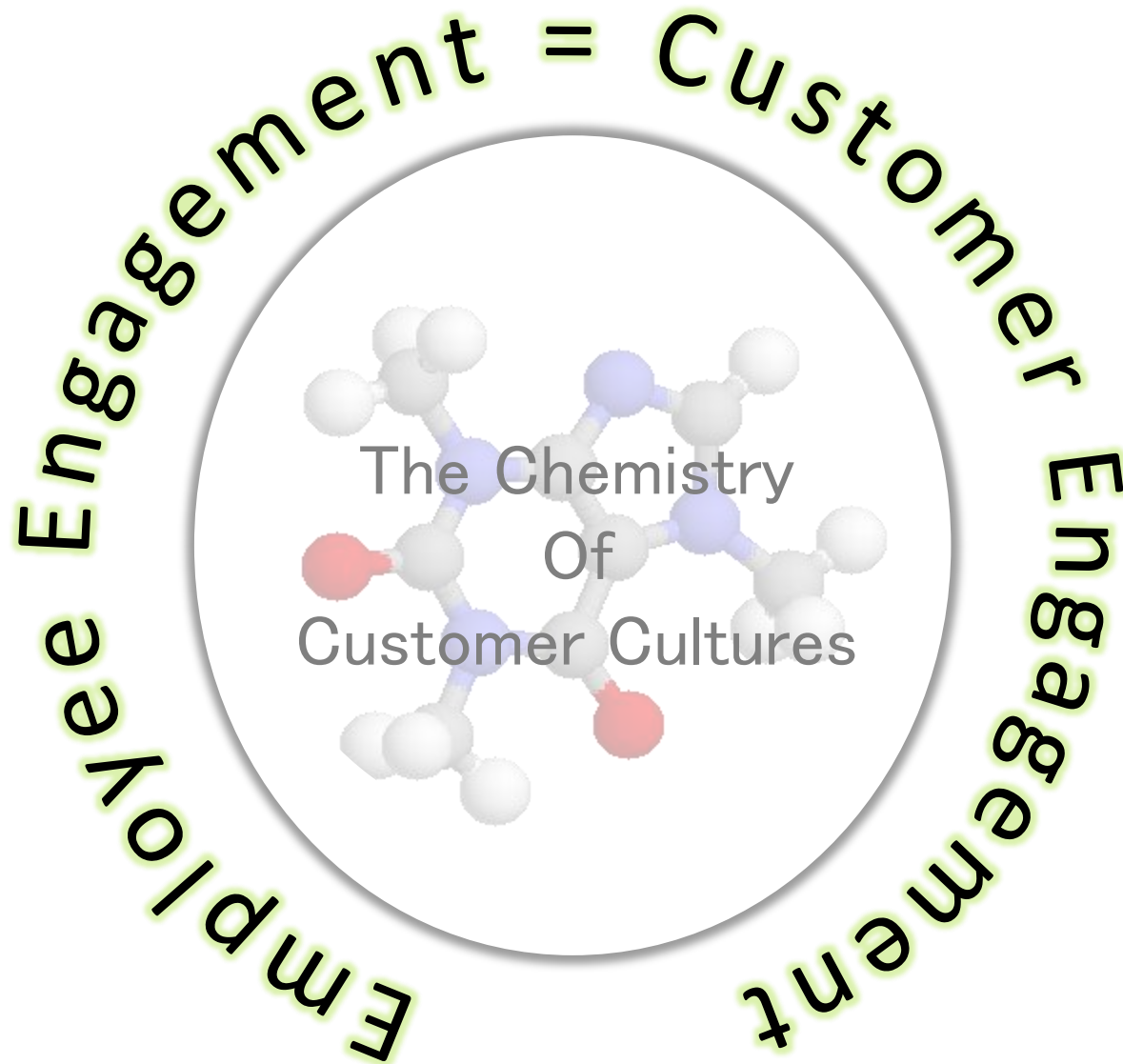


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Source: November 19, 2010, "The Business Impact Of Customer Experience, 2010" Forrester report



The Catalyst

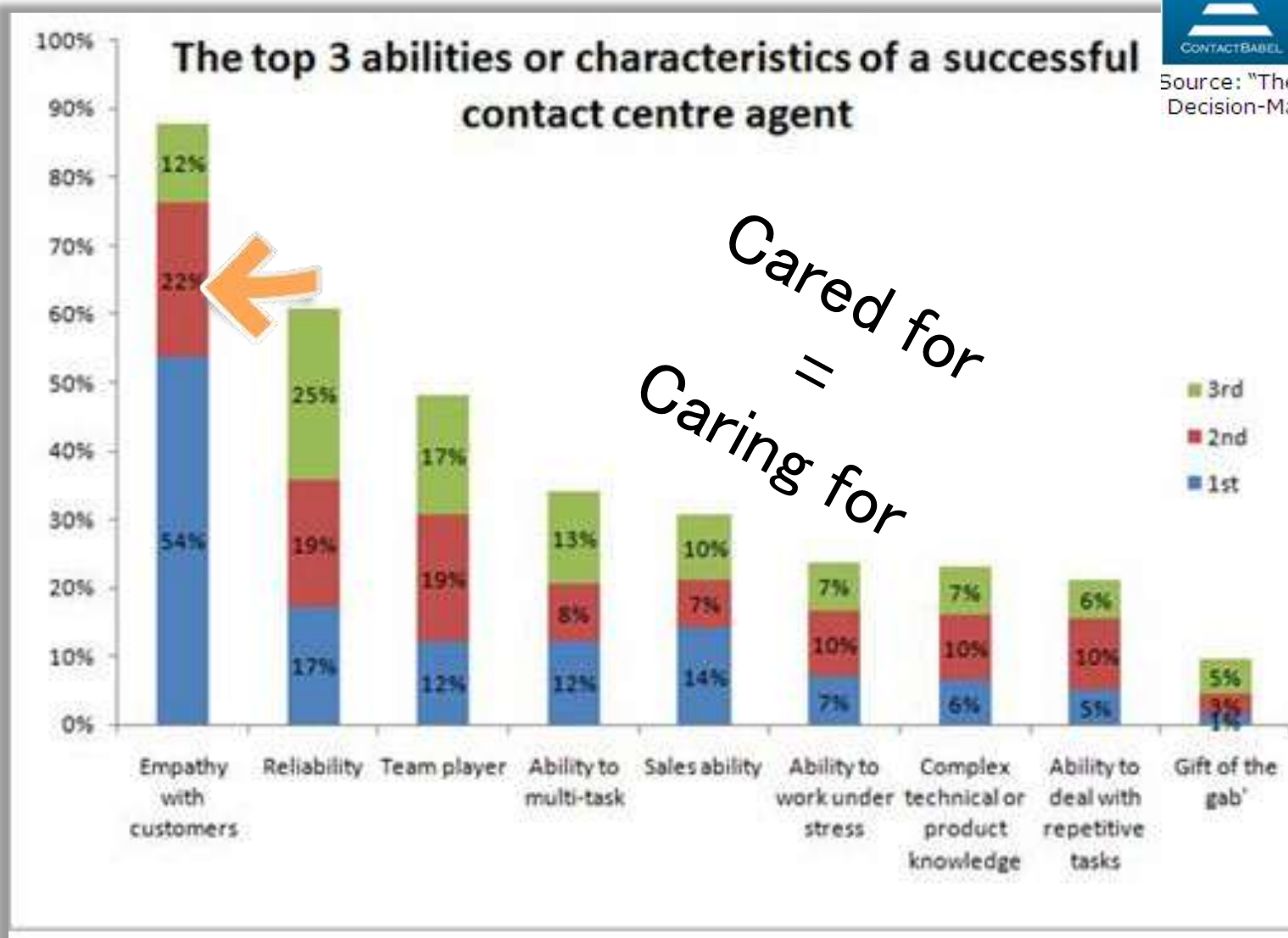


The Approach



Source: "The UK Contact Centre Decision-Makers' Guide", 2009

Cared for
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Caring for



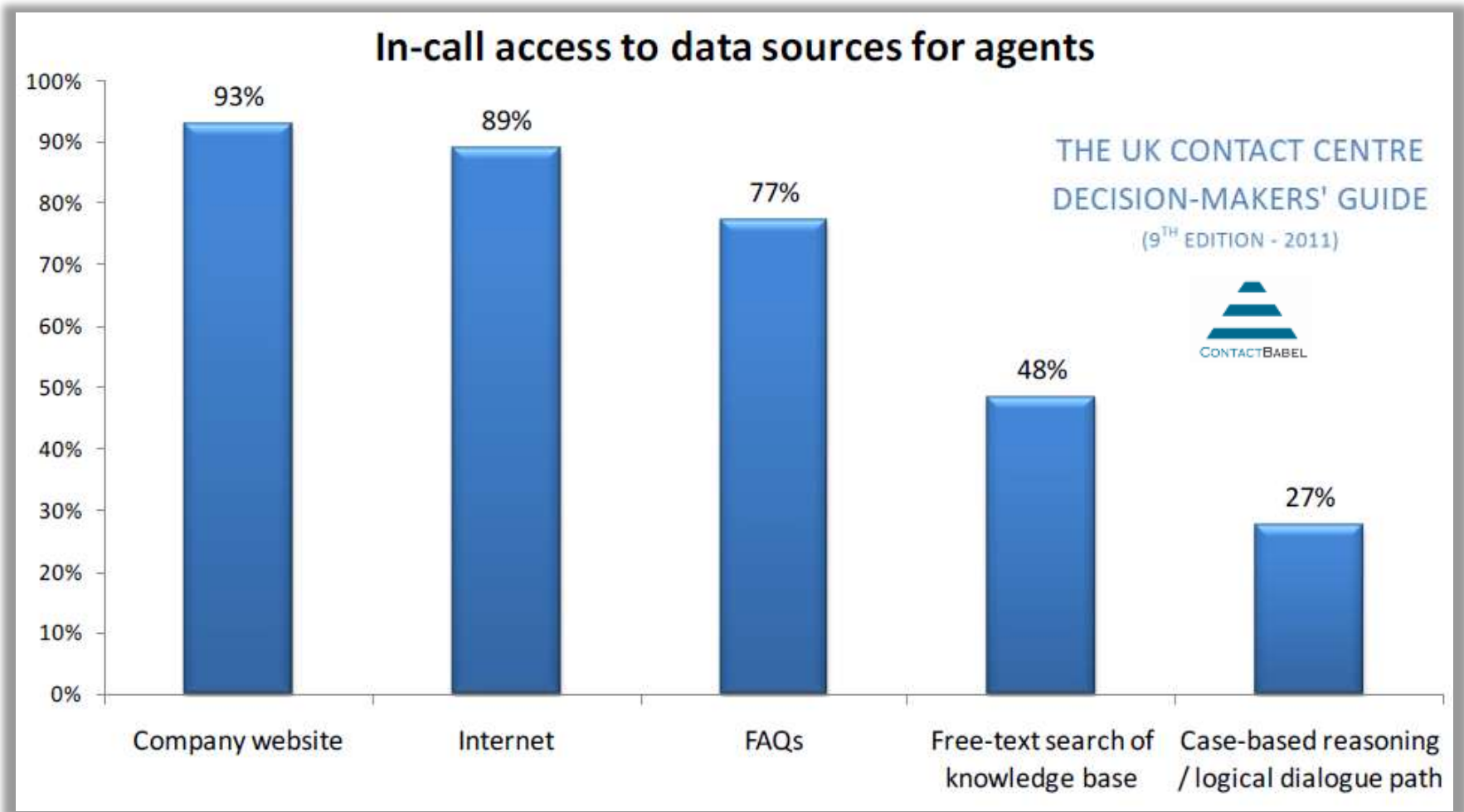
The Competency

SINGLE MINDED

CONCENTRATION



Most Are Distracted



Next Gen Thinking



The Goal



Fixed

1st Time

KI

KI

KI

KI

Cross Channel Knowledge

