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Enabler or obstacle?

How technology can help improve customer rapport

Antony Ryan – Customer Solutions Consultant

Using technology to enable customer rapport

- Is technology an enabler – or does it get in the way of – customer rapport?
- Convert positive customer experiences into sales
- Poor customer experiences leads to lost revenue
- Do conversations with your customers *flow*?



Using technology to enable customer rapport

- By 2020, Walker predicts that **customer experience will overtake price and product as the key brand differentiator.**
- Just think about that for a second
- Implications for the contact centre?
- Your own role in your organisation?



The complex nature of customer contact

83% of consumers believe that speaking to a customer service representative *on the phone or in-store* will always be important.

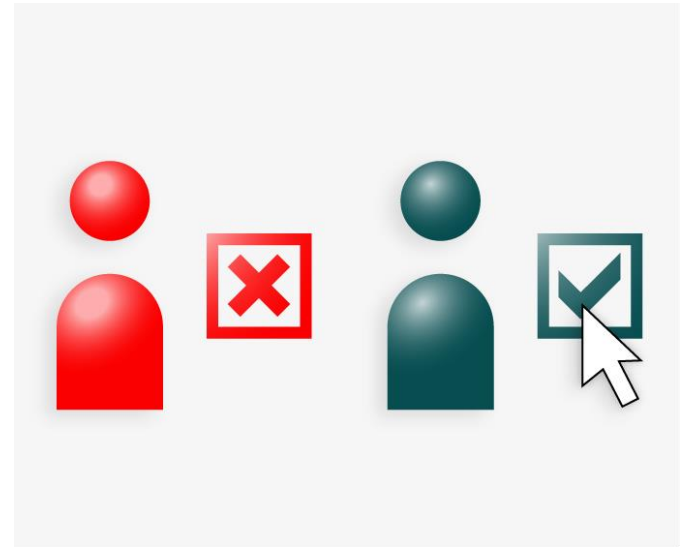
But are we recognising as an industry that *the nature* of these conversations is becoming more complex?

And that technology can play a *valuable* role here?



Where does the customer journey start?

- Way before the voice call
 - Designing the contact centre *workflow* and scripts
 - Understanding what the customer wants
 - Build processes around customer needs
- ... a lot of lip service paid to this, but it rarely happens



Build a seamless dialogue over multiple channels

88% of contact centre decision makers expect digital interaction to overtake voice calls by 2020 or sooner

- Customer needs for **webchat**
- Customer needs for **self-service**
- Customers shouldn't be angry when they contact you, if they are, it means something has already gone wrong!



Mobile support

Provides customers with the support they need on their platform of choice

Live chat

Connects customers with agents, often when they're most in need of help

Self-service

Provides online resources that save customers time and effort

Social support

Enables companies to help customers and demonstrate great service

Omnichannel support

Yields data companies need to improve and refine CX

Are you satisfied that ‘my contact centre meets my needs as a customer’?

Less than half of contact centre decision makers strongly agree they are satisfied that ‘my contact centre meets my needs as a customer’

- We all know what customers want
- In fact it’s very simple ... their issues resolved in as short a time as possible
- As Christine said “in the quickest, most convenient and most enjoyable way”

So why do we find it hard to provide this?

Technology



Technology as an obstacle

- Not enough thought is being put into the experience we deliver to the customer
- Think about voicemail jail, or IVR hell, or being held in a contact centre queue
- Technology doesn't always seem to be designed with the customer in mind ... and that is the problem

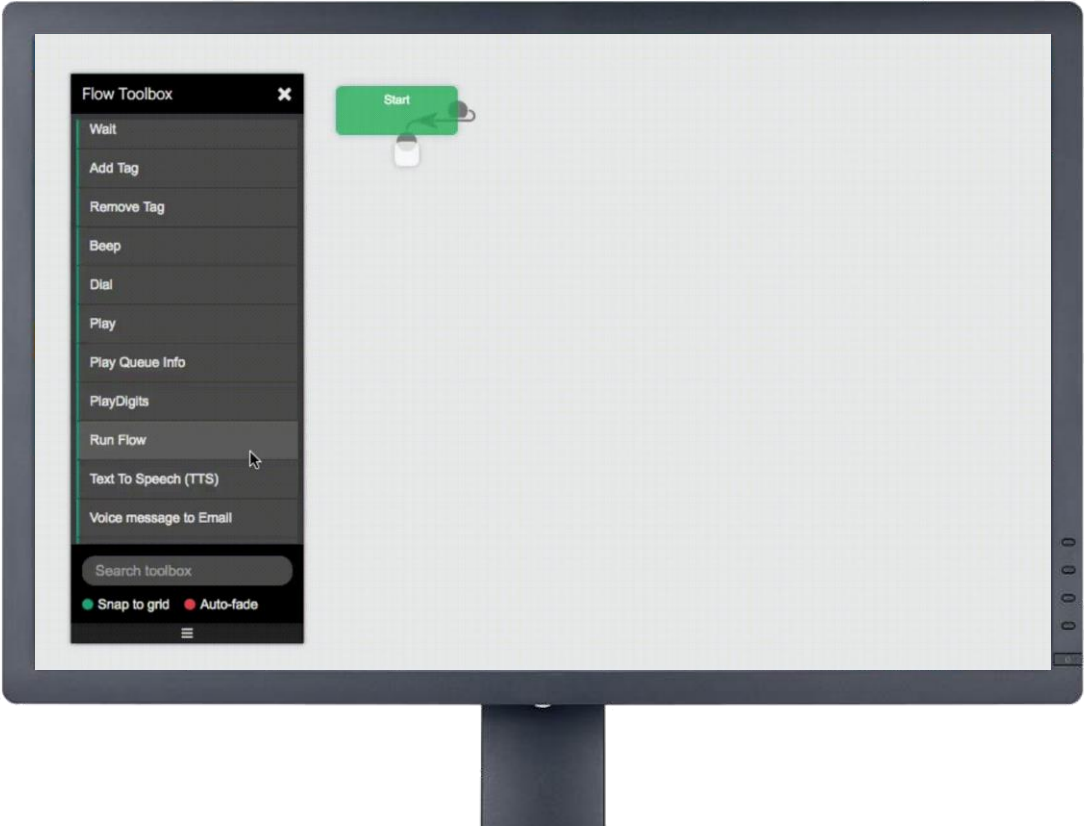


Empowering agents – enabling technology



Skill-based routing	Voice	Email	Webchat
Contact Flow Editor	Agent Scripting (flexible & dynamic)	Data-directed routing	Callback in queue
Preview, progressive, predictive outbound	Multichannel blending	Network Routing	Remote Queuing
Standalone Scripting	Voice and screen recording	Quality monitoring and coaching	Forecasting and planning

Contact Flow Editor



Technology can do wonderful things

- Rapid development of cloud technology can do wonderful things
- Technology is now available to design joined up customer experiences
- Do we want unified customer experiences to be more than a buzz word?
- If so, the onus is on us to act



Summary

Five tips to bear in mind:

1. **Understand changing customer behaviours** – build your processes around them
2. **Think about the customer journey** – across multiple channels
3. **Re-assess legacy technology** – don't be afraid to change and adapt
4. **Empower your agents**
5. **Plan for the future** and focus on the changes that will make the most difference to the customer





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Thank You