Building a Business Case for New Technology

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77% of organizations say it is very important to improve the way they engage with customers. 21% say it is important and 1% say it somewhat or not important.

- 73% Improve training & Coaching
- 63% Invest in contact center applications in the cloud
- 44% Invest in communication systems in the cloud
- 36% Invest in on-premises systems
- 36% Use more knowledge workers to handle interactions
Barriers to Adopting New Applications

- **35%** NO BUDGET
- **32%** Not a business priority
- **29%** Not a strategic objective
- **26%** No plans to change
- **26%** Unfamiliar with technologies
- **26%** No resources
Barriers to Adopting New Communications

- **NO PLANS TO CHANGE (43%)**
- **37%** No budget
- **35%** Not a business priority
- **28%** Unfamiliar with technologies
- **21%** No resources
- **17%** Not a strategic objective
Measures to Use in Building a Business Case

Operational costs
ROI
Agent Utilization
TCO
Adherence to SLA
Queue times
Sales values
Agent turnover
Training costs
Measures to Use in Building a Business Case

- Operational costs: 74%
- ROI: 69%
- Agent Utilization: 69%
- TCO: 62%
- Adherence to SLA: 56%
- Queue times: 46%
- Sales values: 36%
- Agent turnover: 33%
- Training costs: 31%
Benefits of Deploying Cloud-based Systems

- 69% Less capital costs
- 69% Innovation of CX
- 59% Less internal resources
- 56% Less demand on IT
- 54% Better support for home agents
Involvement in Selecting New Systems

Selecting New Technology

- Advise
- Recommend
- Evaluate
- Decide

- Business analyst team
- Contact center team
- Dedicated team created for the task
- Executives
- Individual assigned to carry out the task
- IT
- Multifunctional team
- Preferred vendor partners
- Technology (communications) team
- Third-party consultants
Recommendations

1. Get your plans into the corporate business plan to ensure budget is set aside for 2017

2. Remember the CFO will have a big say in the final decision

3. Case needs to be built on a (cost to deploy) vs (cost savings + revenue generation)

4. Think beyond the obvious e.g. new technology can improve agent satisfaction which will improve CX
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