

Managing Multichannel Customer Contact in the new Social World

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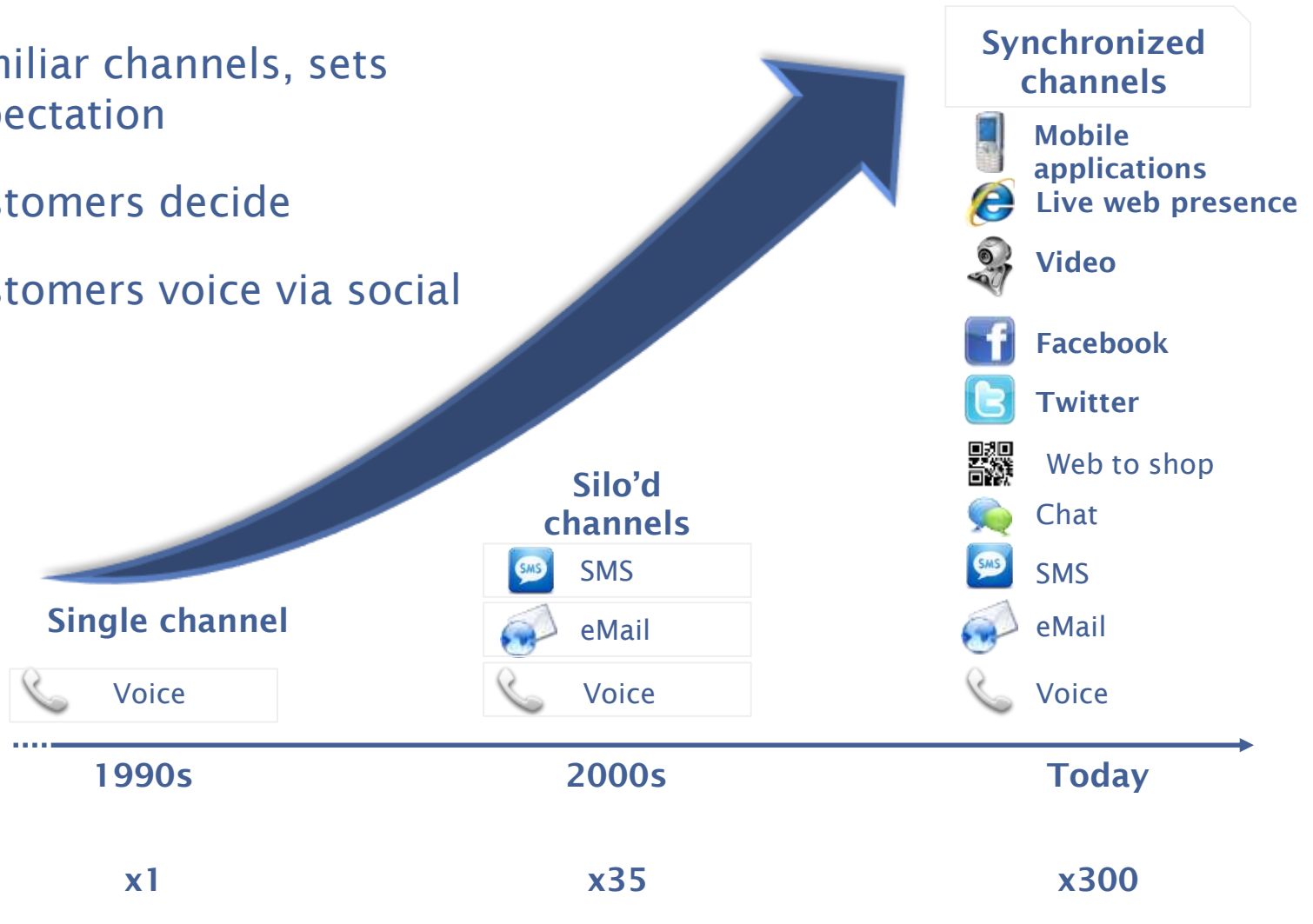
AppExchange Program
PARTNER



Partner
Network

Customer demand for new channels

- Familiar channels, sets expectation
- Customers decide
- Customers voice via social





Twitter

- 500 million+ users
- 208 avg followers
- 400 million tweets p/day

- **The opportunity**
 - “Room full of people”
 - Engage, empathize, manage
 - Competitors, customer ideas, challenges, excitement
 - More informed business decisions
 - Organize, filter, route and respond
- **Improved customer care**
 - Respond to customer ‘massive voice’
 - Be engaged, offer value and be counted
 - Improve awareness, protect brand



Facebook

- 1.15 billion users
- 10 million apps
- 50 million pages

- **The opportunity**
 - “Through **ONE**, connect to **MANY**”
 - Targeted audience, by invite only
 - Provide compelling ‘offers’
 - Realize **significant ROI**
- **Improved customer care**
 - Market in ‘**their**’ social space
 - Offer value to customers, **their friends**
 - Improve awareness, **protect brand**



Web Customer Care

- Preferred customer channel
- Cost effective business channel

• Key trends

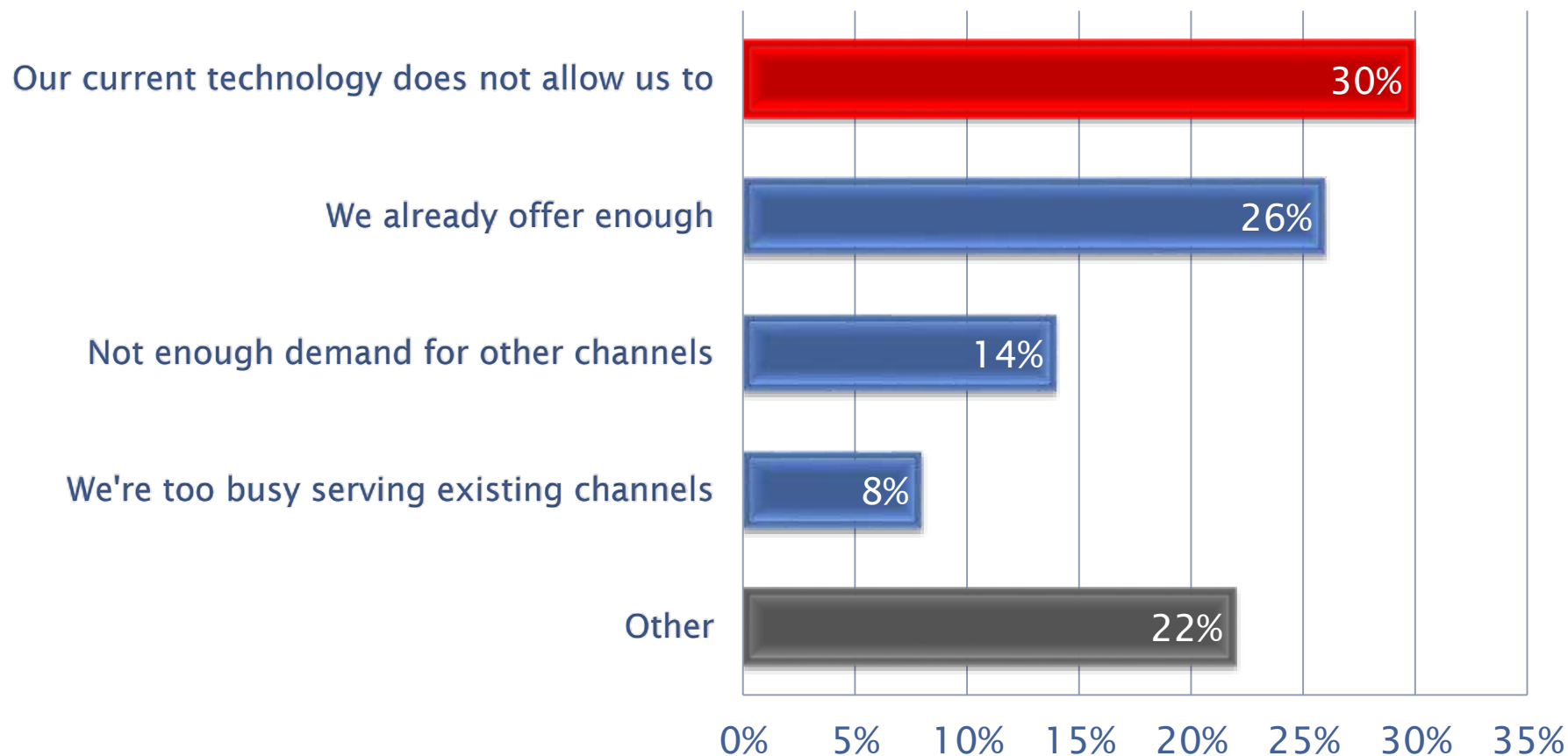
- 72% customers prefer using a website to find answers, only 52% actually do *
- 62% would buy more online with live customer support **
- 15% ROI on reactive click to chat *
- 105% ROI on proactive-chat *

• Improved customer care

- Recognized as competitive differentiator
- Complimentary to social channels
- Act as a sales or customer support assistant in a normal store
- Backup to online transactions

Multichannel survey – perceived business obstacles

What prevents offering more channels?

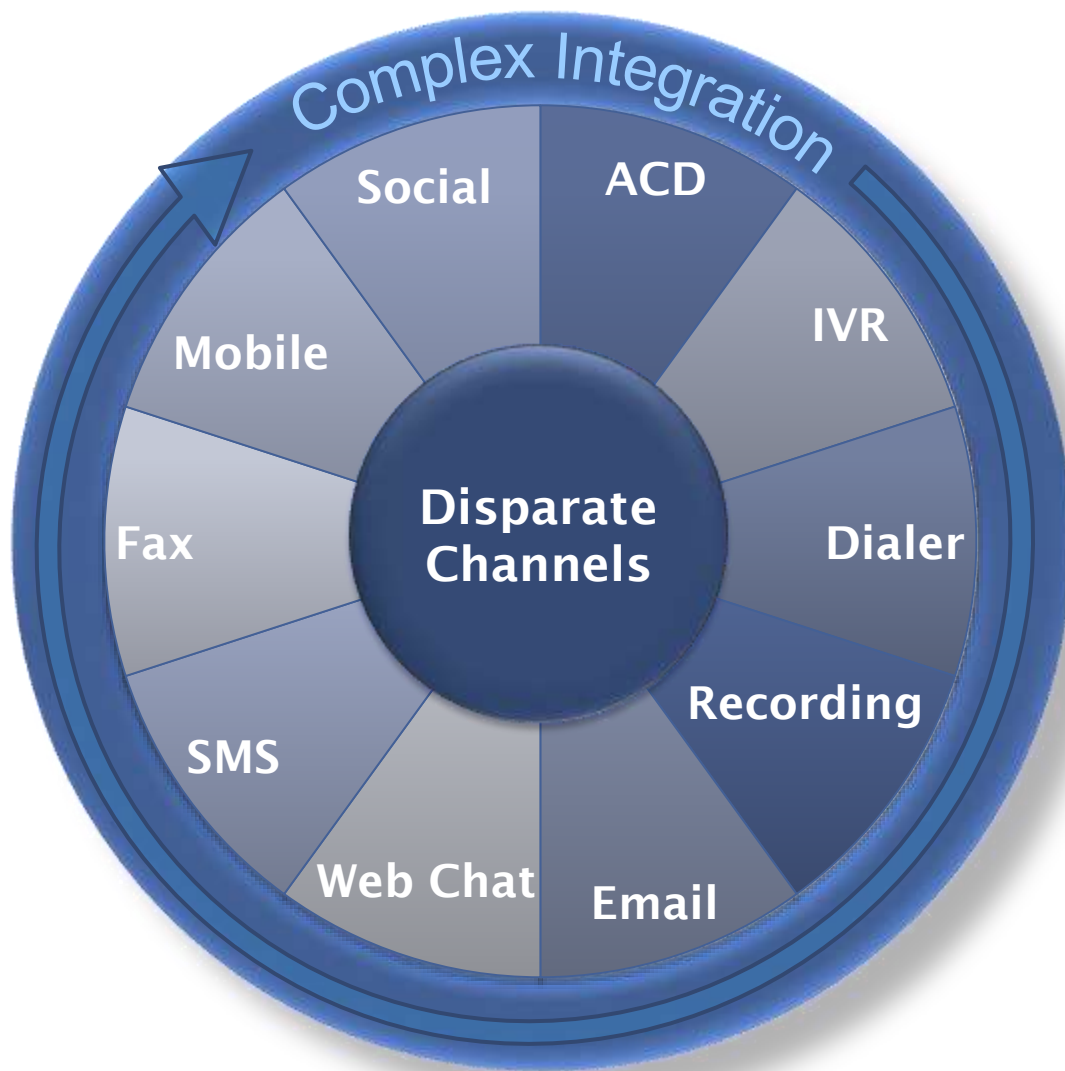


Disparate channel 'technology' challenge



- Complex management information
- High TCO
- Configuration repetition
- No agility

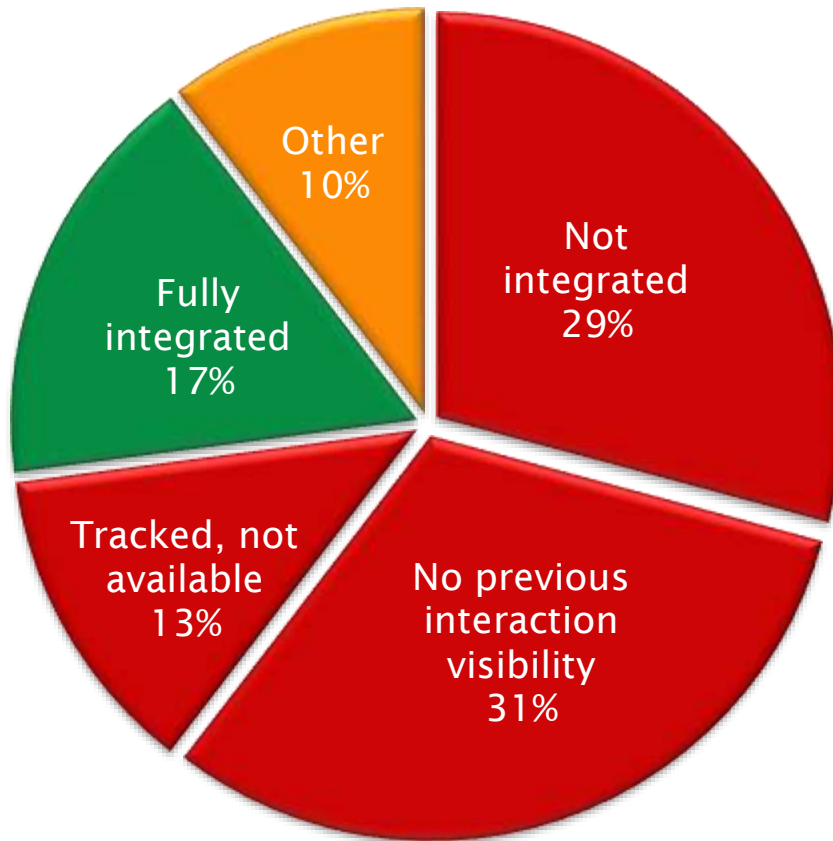
Disparate channel 'technology' challenge



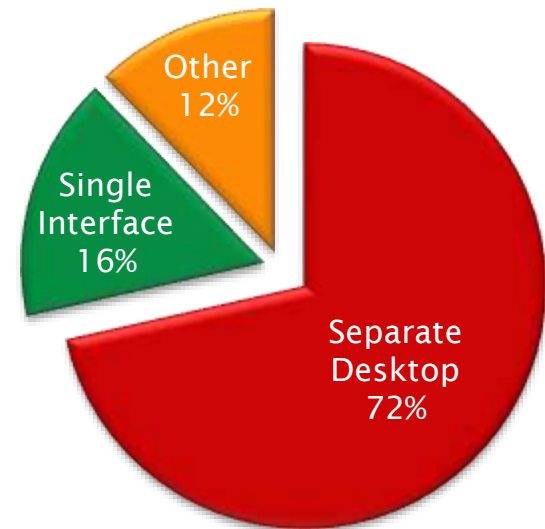
- Software version conflicts
- Every integration is an IT project
- Lack of resource flexibility

Multichannel survey – how support has evolved

Lack of integrated channel support



Separate agent applications



Multichannel Agent Workspace

- ✓ Intuitive, single agent interface for all channels
 - Instant, consistent data / application access at the agents “finger tips”
 - Screen (pop) scripts, CRM ‘connection’, workflow

The screenshot displays the Vocalcom Agent Workspace interface. The central focus is a sales script titled "Vocalcom Inbound Sales Script" with the following text:

VOCALCOM
Vocalcom Inbound Sales Script

Hello my name is Jeremy Greenwood from Vocalcom.

Can I take your name please.

How can we help you today?

Below the script is a red circular logo with the text "CONNECTING TO CUSTOMERS by Vocalcom".

To the right of the script is a "Customer data" form with the following fields:

- Firstname: Simon
- Lastname: Harrison
- UserID: [empty]
- Phone: 87545 258186
- Email: s.harrison@vocalcom.com
- Home_no: [empty]
- Street: [empty]
- Town / City: [empty]
- County: [empty]
- Postal Code: [empty]

Below the customer data form is a "STATUS LIST" with the following options:

- Sold product
- Sold Services
- Customer Complaint
- General enquiry
- Not interested

Below the status list is a "SYSTEM STATUS" section with the following options:

- busy
- wrong number
- absent
- answering machine
- personal callback
- callback

Below the system status is a "COMMENTS" section with a "CLICK HERE TO QUALITY" button.

On the left side of the interface, there are several panels:

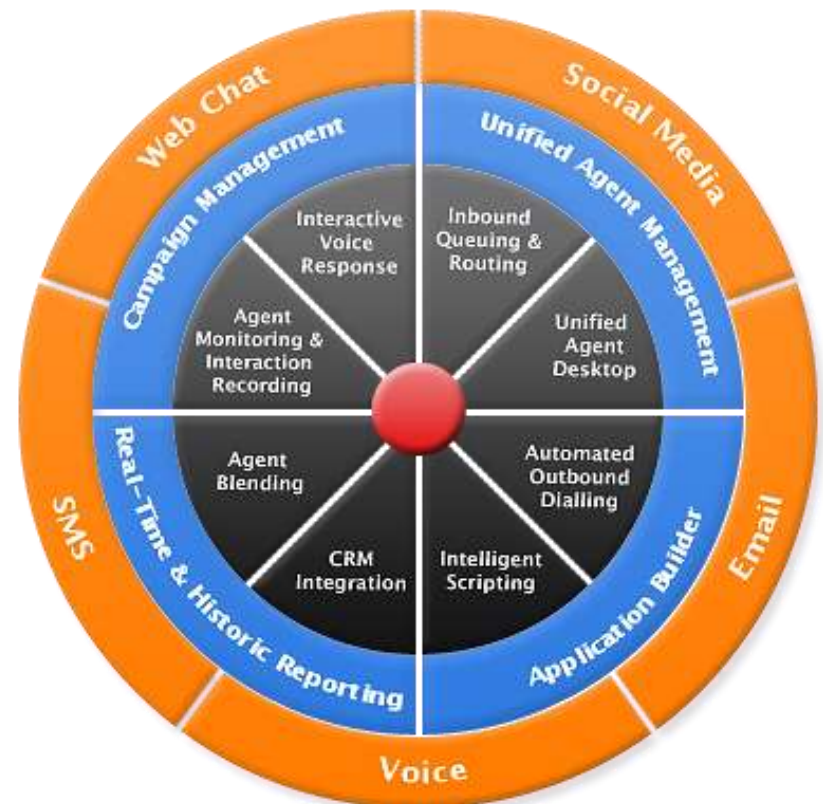
- Production statistics:** A warning icon and text: "You can select on which queue numbers will be displayed." Below this is a "Current queue" dropdown and a "Filter on supervisory group" dropdown.
- Hit rate:** A bar chart showing 0% hit rate for Agent and 100% for TEAM.
- Health / H:** A bar chart showing 0% health for Agent and 100% for TEAM.
- Argued / H:** A bar chart showing 0% argued for Agent and 100% for TEAM.
- No argued / H:** A bar chart showing 0% no argued for Agent and 100% for TEAM.
- Media information:** A list of media types: Outbound Call, Voicemail, Email, Chat Session, Social Network, and Inbound Call.

On the right side of the interface, there are several panels:

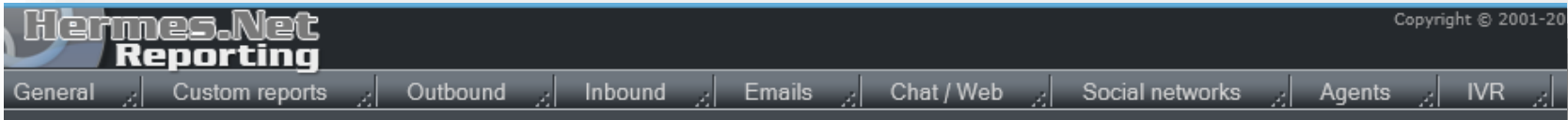
- Callbacks:** A warning icon and text: "Select which callbacks to display". Below this is a "CALL" button and a "Current media" dropdown.
- System Status:** A panel showing system status for the current media.
- Contact information:** A panel showing contact information for the current media.

The interface also features a top navigation bar with tabs for "Inbound calls", "Outbound calls", "Missed calls", "Voicemails", "SMS", "Chat", "Email", "Fax", and "Social Network". A top status bar shows "00:00:42" and "100% in progress".

- ✓ Single, COMPLETE multichannel platform
 - Blended voice, PCI compliant dialing, sms, live pro-active chat, email, social, mobile apps, video
 - Cost effective, unified platform
 - Expand, extend, add channels easily



Multichannel Performance Reporting



- **Infinite Contact Intelligence**

- Complete report layout customization
- Add your own media
- Define pages, chapters, headers, footers and data
- Unlimited data reporting including customer, channel, IVR, agent and more
- Schedule and send by email
- Unrestricted date and time reporting



Qualifications	Occurrences	Percentages	Avg. conv.	Avg. wrap.	Avg. hand.
Positive					
Tweeted	8	61.5%	0h04'28	0h01'34	0h06'02
Re-Tweeted	2	15.4%	0h01'48	0h00'09	0h01'57
Posted on FB wall	0	0.0%	0h00'00	0h00'00	0h00'00
Spoke with Facebook user	0	0.0%	0h00'00	0h00'00	0h00'00
Spoke with Twitter user	0	0.0%	0h00'00	0h00'00	0h00'00
	10	76.9%	0h03'56	0h01'17	0h05'13

- ✓ **Single customer journey view,**
 - Coach, listen, take control, IM, record
 - Real-time voice, social, chat, email, web, fax, IVR and agent monitoring

The screenshot displays the 'Hermes.Net Supervision' interface. At the top, there are navigation tabs for 'Line', 'Listen agents', 'Record', and 'Actions for agents'. Below these are various control buttons like 'Login', 'Call', 'Listen', 'Whisper', 'Conference', 'All', 'Agent', 'Customer', 'Message', 'Start sharing', and 'Interaction'. A secondary row of tabs includes 'Users', 'Agents', 'Surfers', 'IVR', 'Contexts', 'Inbound calls', 'Outbound calls', 'Voice mails', 'Chats', 'Emails', 'Fax', and 'Social network'. A 'Screens' button is also visible.

The main content area features a 'Queues list' window with the following table:

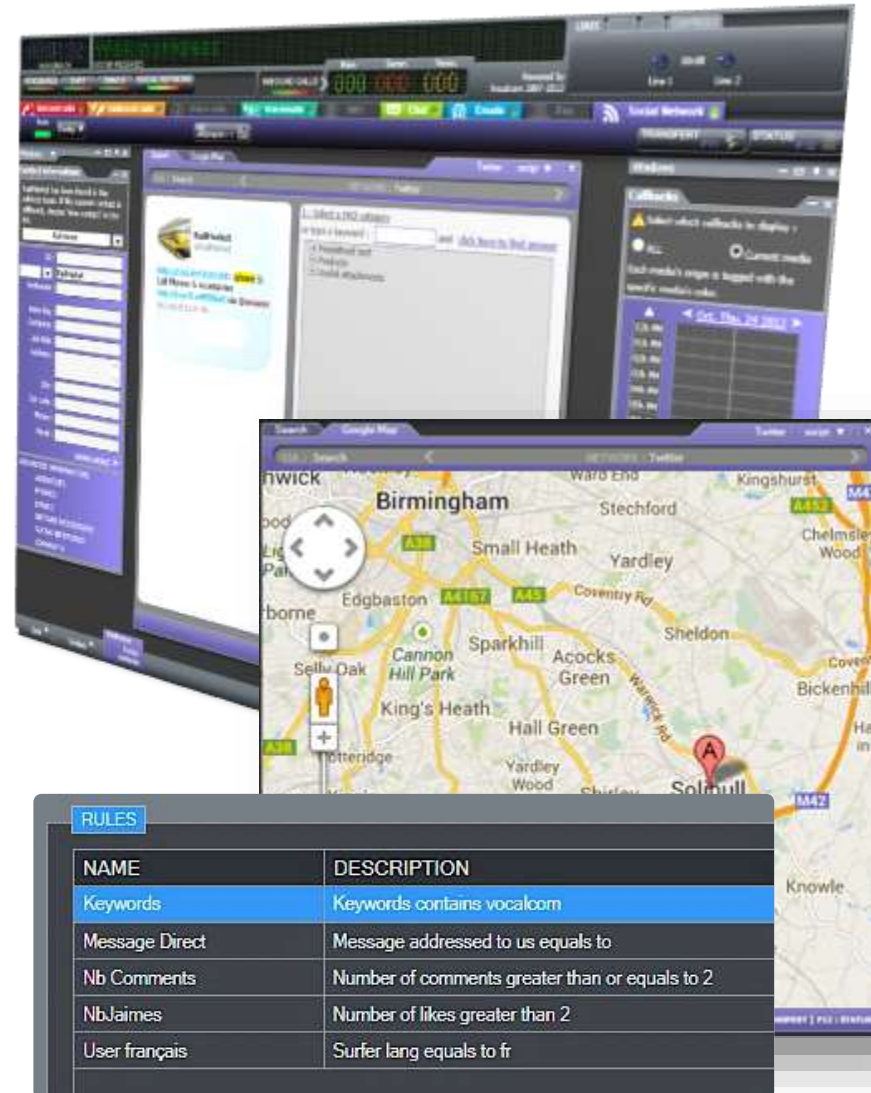
Code	Name	Waiting	Social network	Avail. agts	Connected agts
504	Facebook Queue	0	2	1	1
506	Twitter Queue	0	2	1	1

Below this, another 'Queues list' window is partially visible, showing a different set of queues:

Code	Name	Waiting	Chats	Avail. agts	Connected agts
505	EDQueue	0	0	0	
502	EMAIL QUEUE	0	0	0	
503	CHAT QUEUE	0	0	0	
501	INBOUND SPANISH	0	0	0	

- Real-time blended social
 - Engage customers on social networks **real-time**
 - Help agents to **answer correctly, with the right resources**
 - Ensure ‘**precisely**’ the right tweet is presented to agents
 - Organise by **string, hashtag, account**
 - Manage by exclusion
 - Offer ‘cherry picking’, view, respond

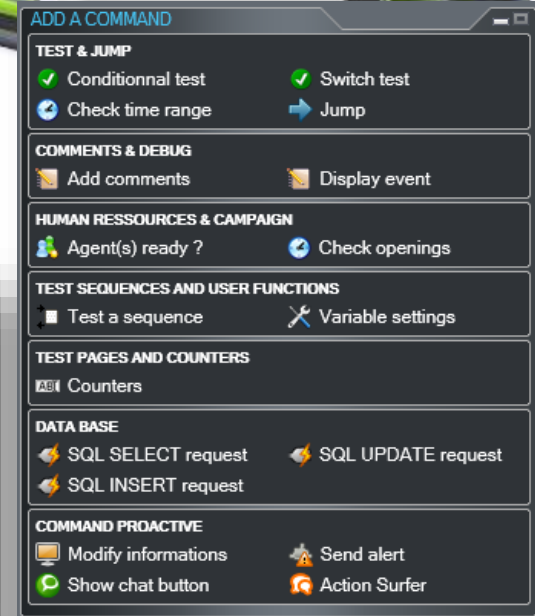
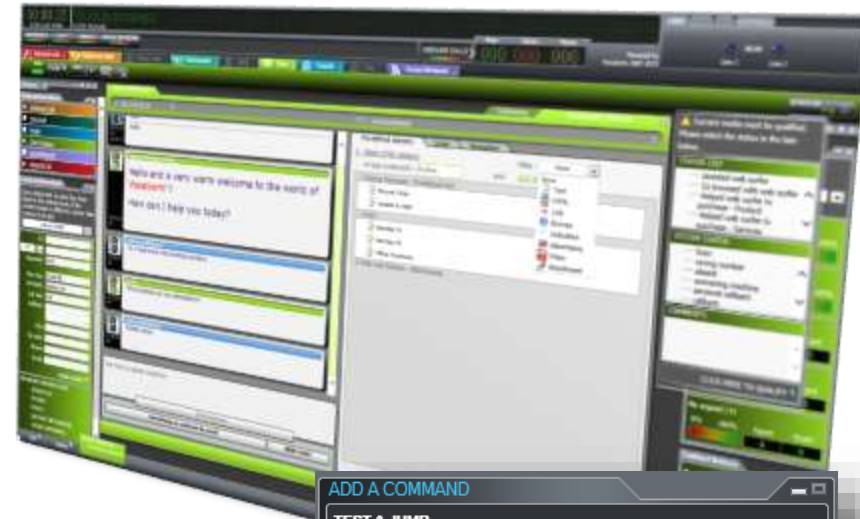
“Handle the second real-time channel in the Contact Centre. Protect brand, **provide exceptional customer care**”



RULES	
NAME	DESCRIPTION
Keywords	Keywords contains vocalcom
Message Direct	Message addressed to us equals to
Nb Comments	Number of comments greater than or equals to 2
NbJaiimes	Number of likes greater than 2
User français	Surfer lang equals to fr

- **Vocalcom pro-active live web chat**
 - Web call back, click-to-call, co-browse, video conferencing
 - Chat requests routed by **agent skill**
 - Dynamic **screen scripts, workflows**
 - Offer relevant **media, resources**
 - Offer at **precisely the right time**
 - **CSAT and conversation send**
 - **Handle entire context transfer from social channels**

“Offer a seamless customer journey from social to web contact, increase online sales and improve customer care”



- Respond **real-time** on **social channels**
 - Protect brand,
 - Build customer relationships
- **Tightly control social queues**
 - Ensure agents are **not** replying on marketing's behalf
- Transfer conversation from **social to web customer care**
 - 'Click' a link from social to video-chat, co-browse or chat easily
- Transform your **customers' experience**
 - Offer **compelling products**
 - Provide the **best customer service**
 - **ONE seamless customer journey** across all web channels



Innovating Customer Service Through Twitter



Enjoy Your Call Center's Social Life with Facebook

Thanks for your time

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AppExchange Program
PARTNER



Partner
Network