



# SuperAgent 2020:

## The Evolution of the Contact Centre

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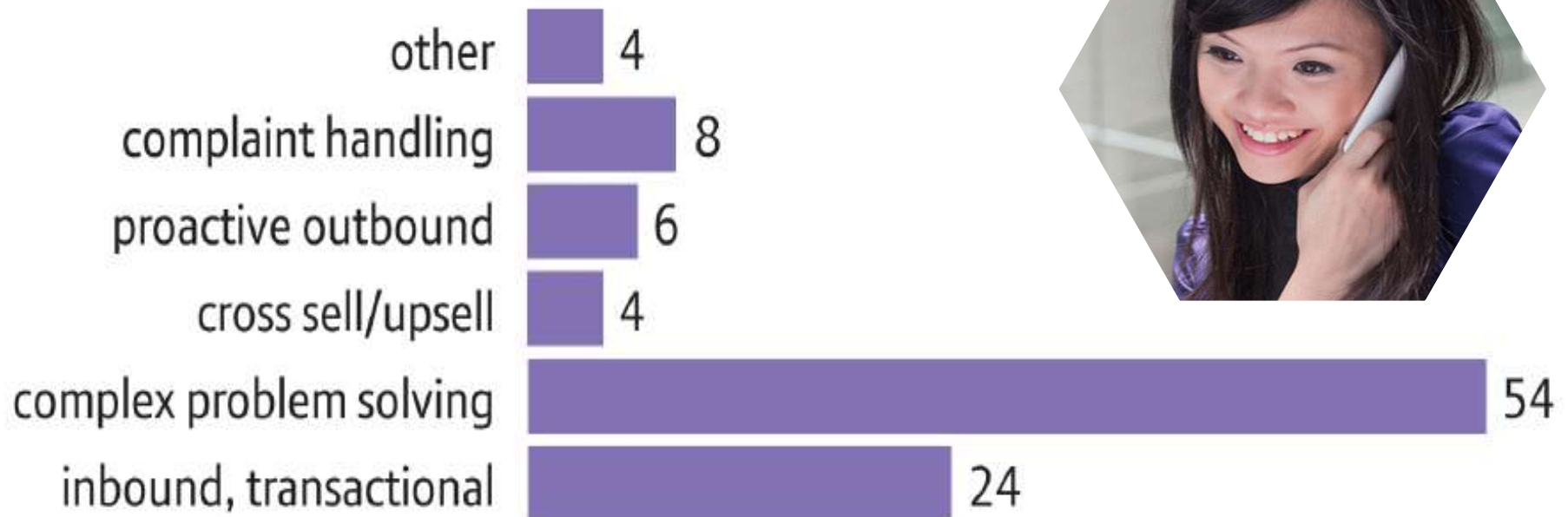
# Future visions: contact centre 2000 (from 1995).



Thanks to Andy Gower, BT.

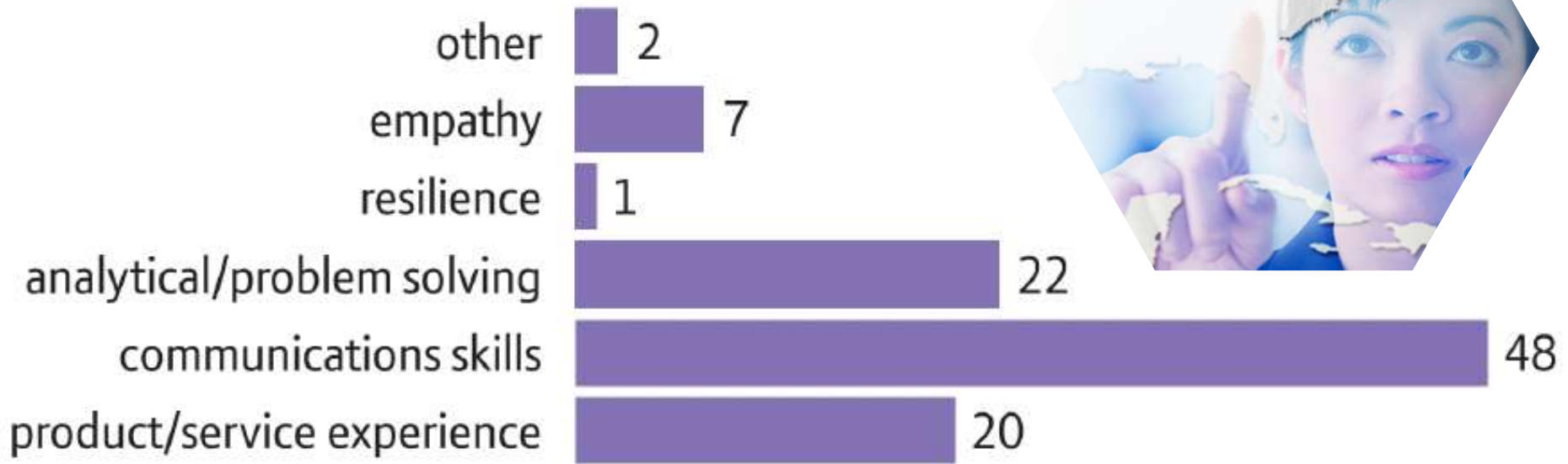


## Primary function of contact centres in 2020.



*"I don't foresee anything replacing customers calling for help, but their contacts will become more complex. We may also have to reach out to them more often",*  
 Manager, CCMA Ireland.

# Super agent skills 2020.

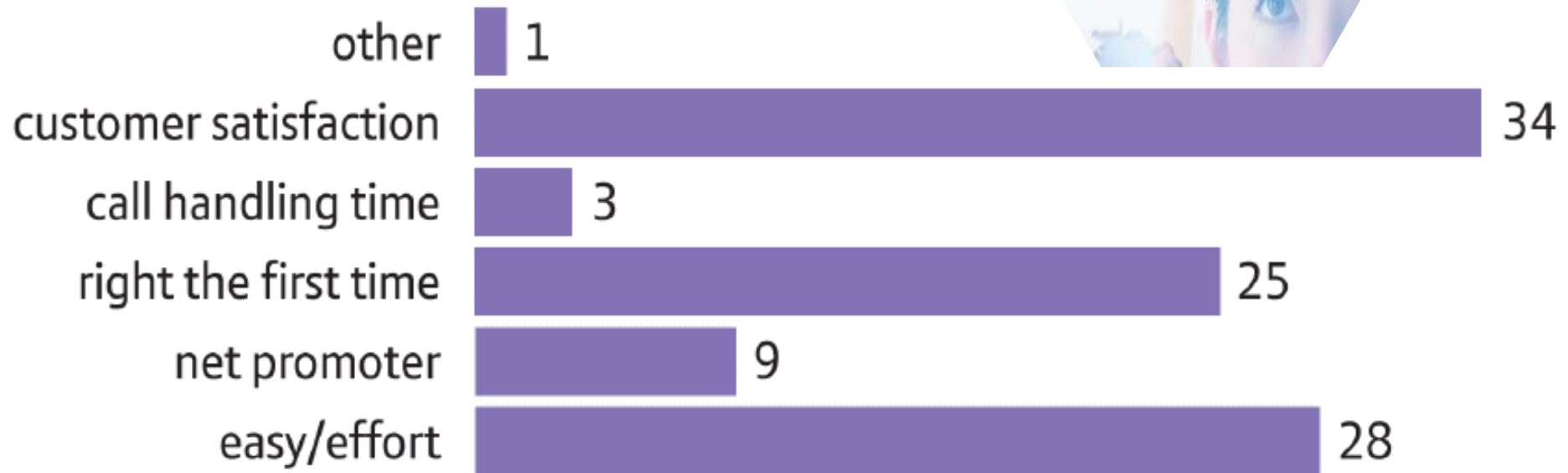


*"Customers are calling us about an issue because of the complexity of the world we are living in. We have termed this a 'contact centre job' – with people being paid the same wage as ten years ago. That is unsustainable – you will not get expert problem solvers who are shifting organisations in six monthly cycles – they are call handlers – we need expert problem solvers",*  
 CCMA UK, Contact Centre Strategist.



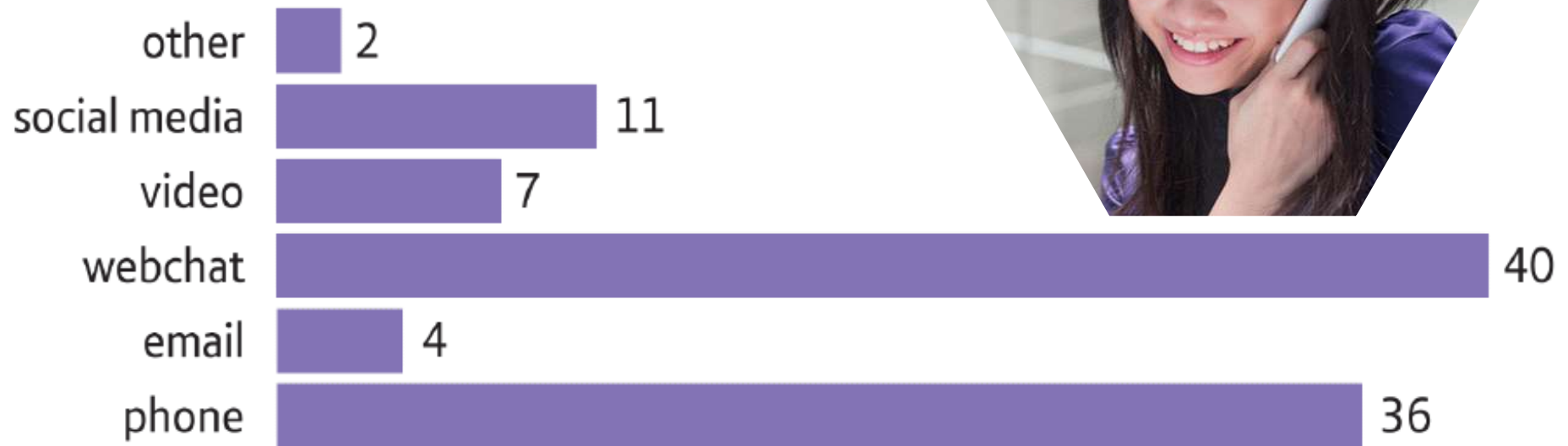


## Primary measures 2020.



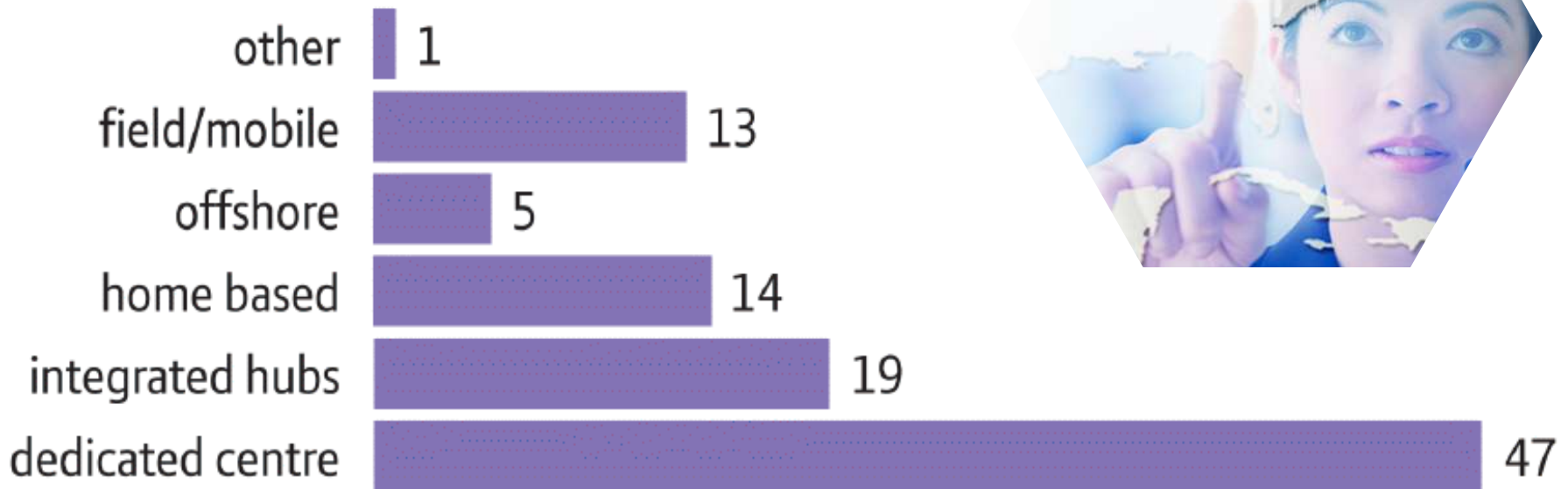
Customer satisfaction key, followed by new kid on the block, customer effort & right first time. Net promoter's popularity is waning. Traditional resource optimisation measures like call handling time are viewed as less important.

## Core channels 2020.



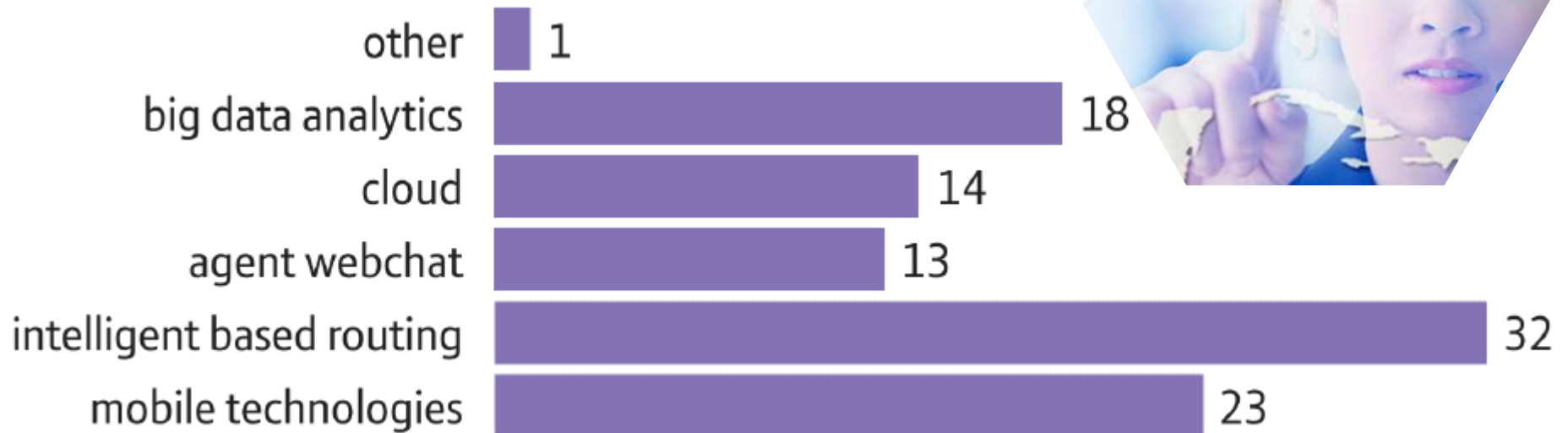
Webchat ranked as the core channel of choice for 2020, followed closely by phone. New channels such as social media & video are growing & email is ranked lowest.

## Location of centre 2020.



*“Whilst customer contact will certainly move to a more devolved model - infrastructure investment will dictate that the change will not happen by 2020”, Manager, CCMA UK.*

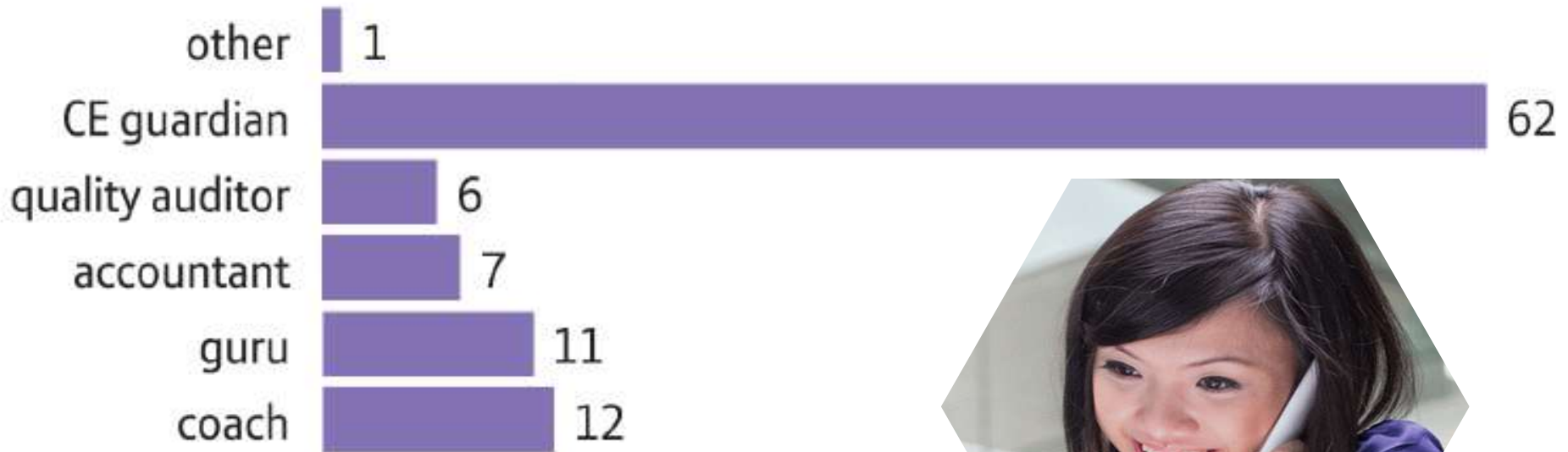
## Key technologies 2020.



Intelligent skills based routing regarded as vital to get customers to the person with the right skills. Cloud and big data analytics are regarded as less important but are key (and often hidden) technologies underpinning flexible contact capabilities & intelligent call steering.

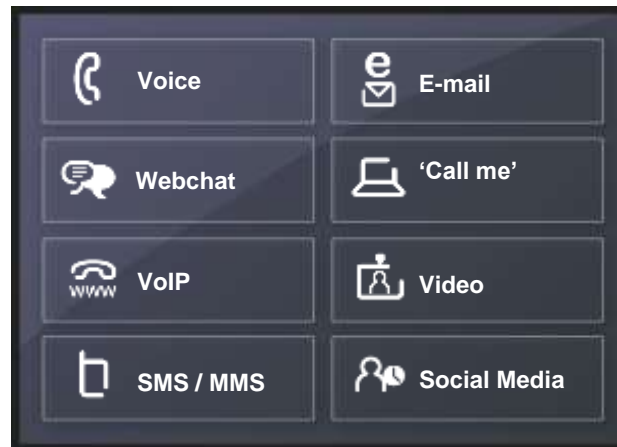


# Principal role of the “super manager” 2020.



*“The skilled manager will become an even scarcer commodity for contact centres. This means that to manage successfully, you will have to move past standard people management practices”, Call Centre Helper.*

# Contact centre or relationship hub?





# Thank You!

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