

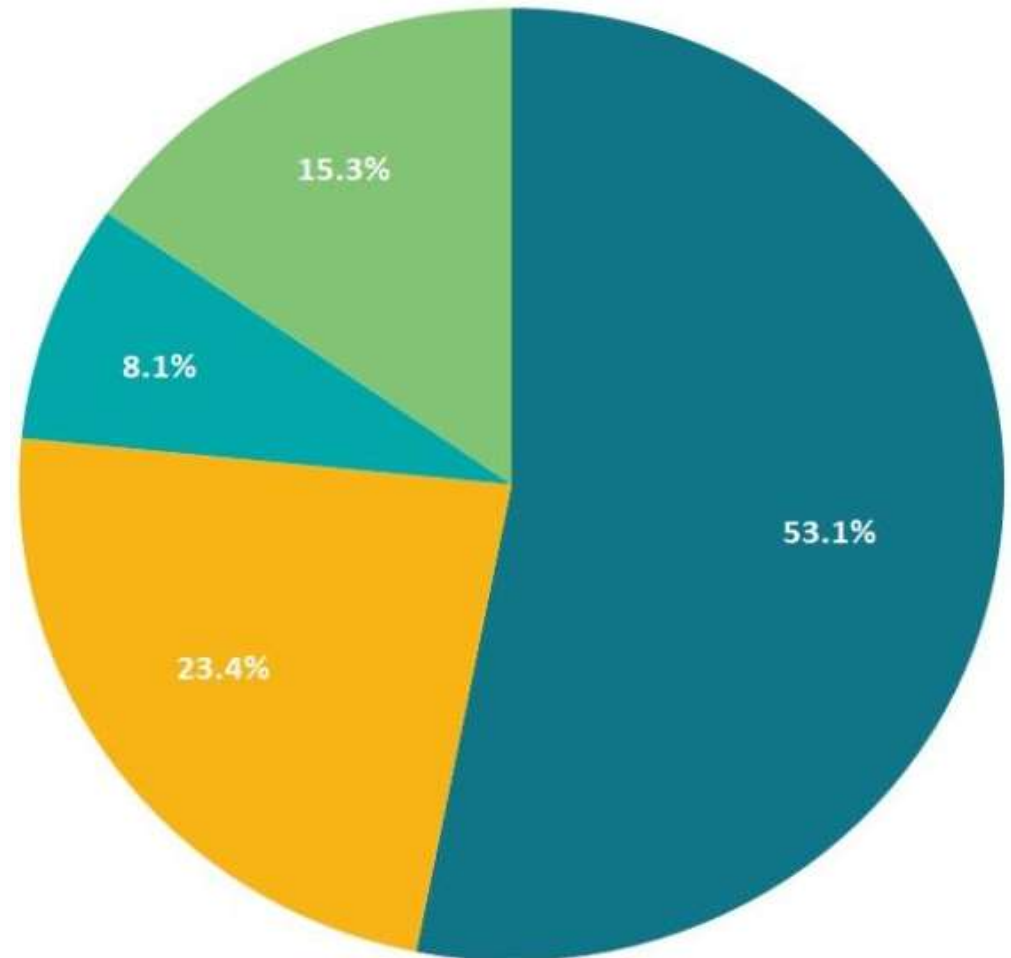


# Latest Trends in Multi-Channel Contact Centres

Luke Talbot - Azzurri

- 124 Responses
- Whole of UK
- No single sector

- Small (0 - 50 agents)
- Medium (51 - 200 agents)
- Upper medium (201 - 500 agents)
- Large (501 + agents)

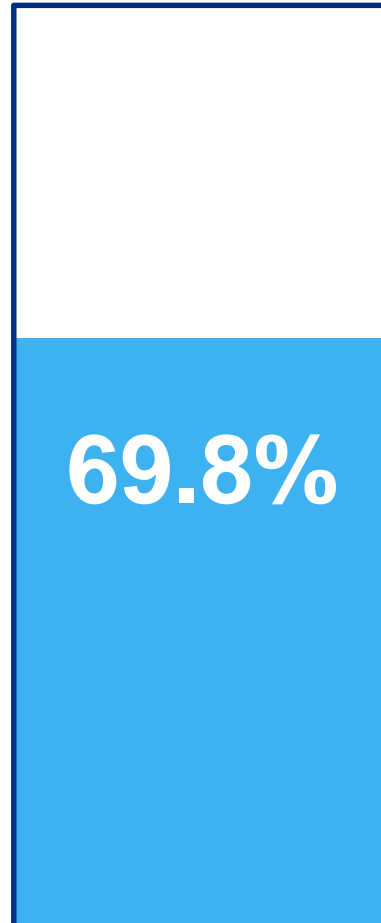


**Have implemented a fully integrated, Multi-Channel solution**

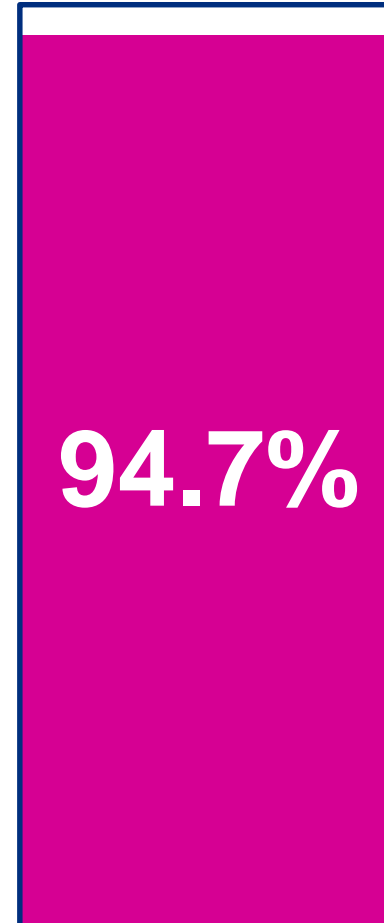


# Do your agents 'do' multi-channel?

Agents respond to multiple contact channels

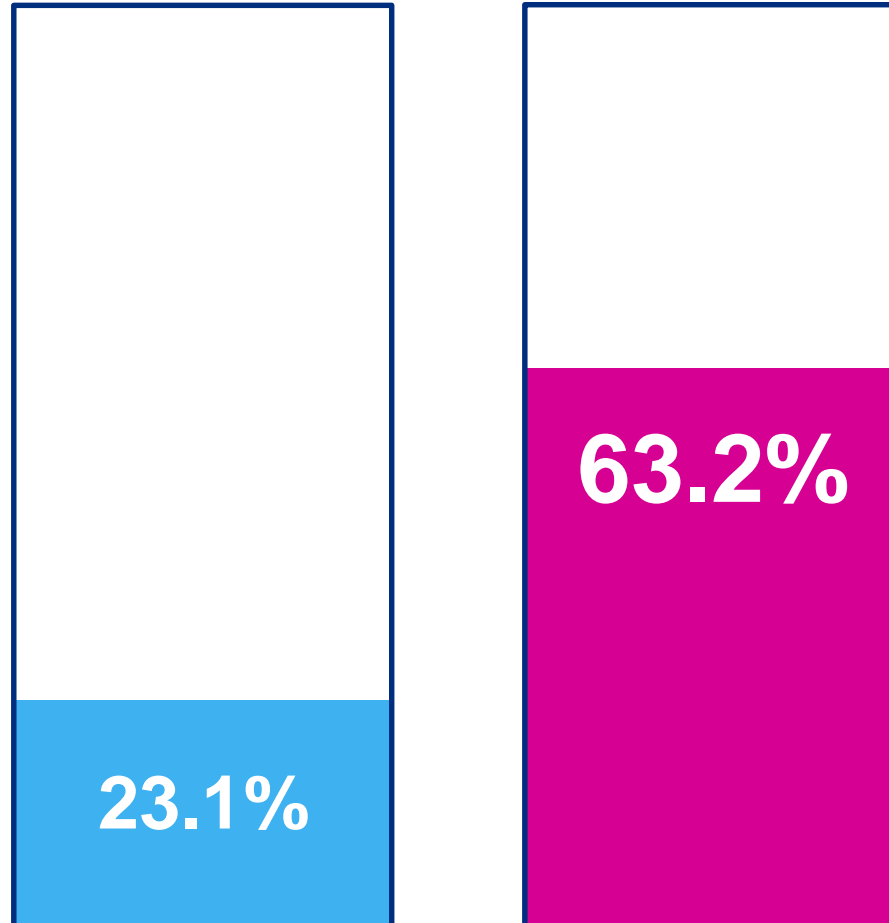


Separate Systems



Integrated system

Agents  
answering emails  
can see  
interaction  
history across all  
channels



Separate Systems

Integrated system

# Mapping the Customer Journey

Able to map a customer journey, no matter what channel they use

Able to do this in real time

0%

34.1%

92.9%

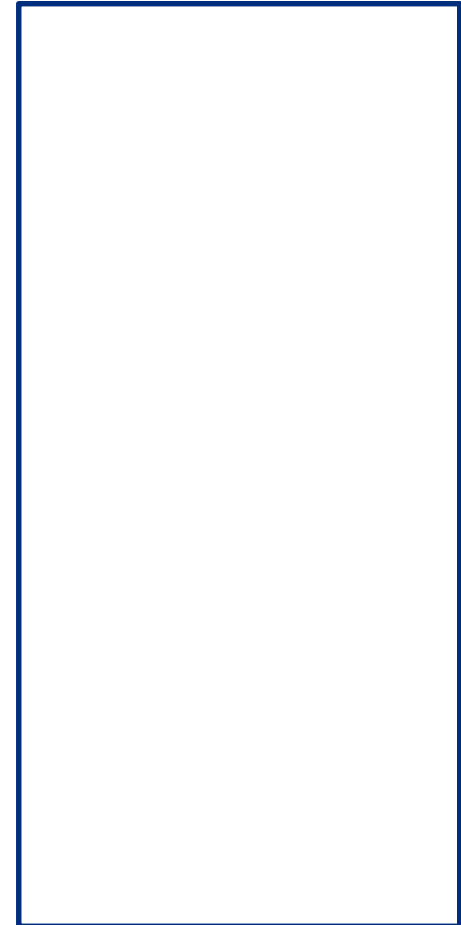
Separate Systems

Integrated system

It's very hard to predict demand for multiple channels



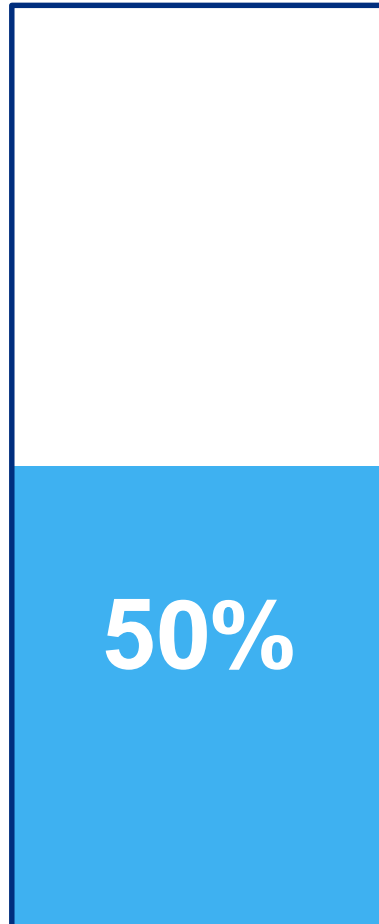
**Separate Systems**



**Integrated system**

It makes people happy...

Benefitted from  
increased morale



50%

Separate Systems



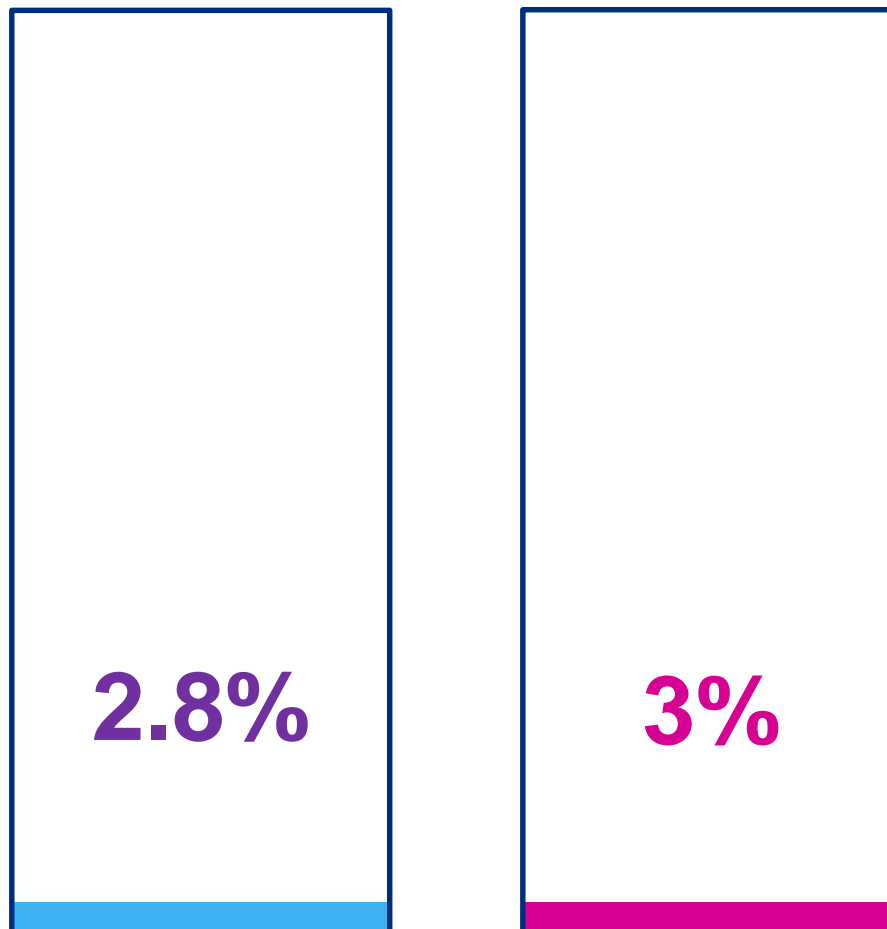
100%

Integrated system



...but that happy

Decrease in  
attrition



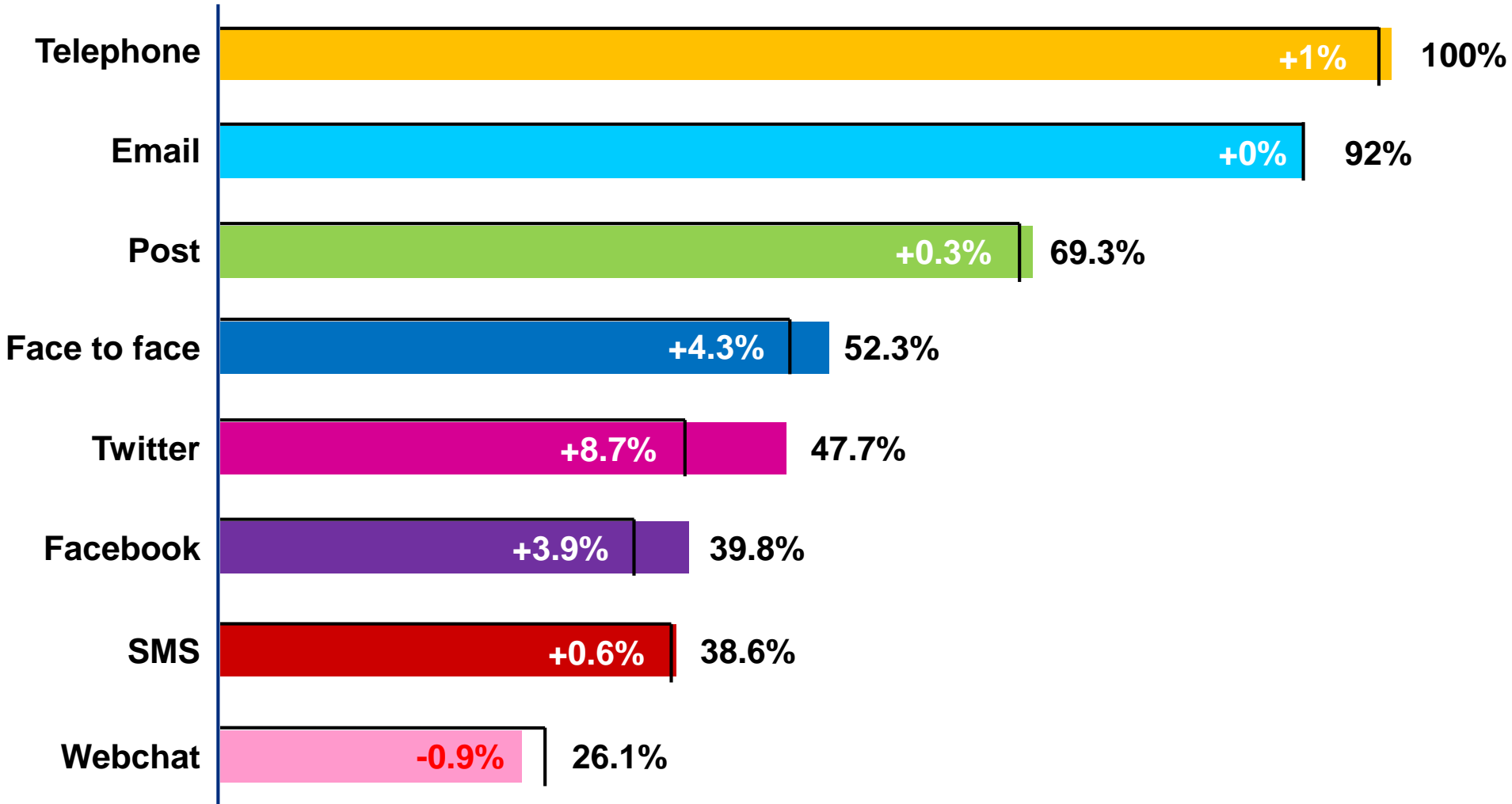
Separate Systems

Integrated system

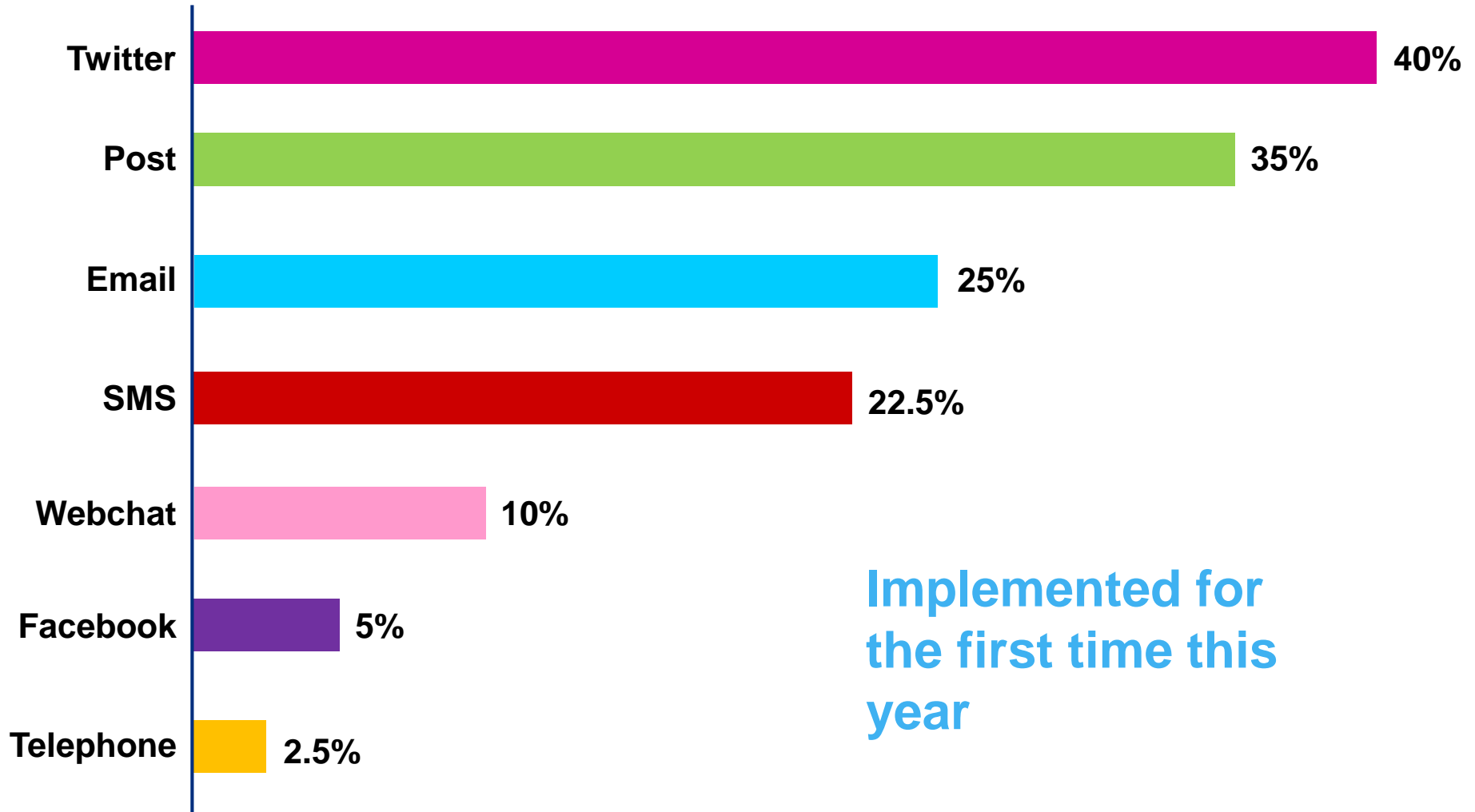


# Are we getting more 'Social'?

# Channel use in 2013...



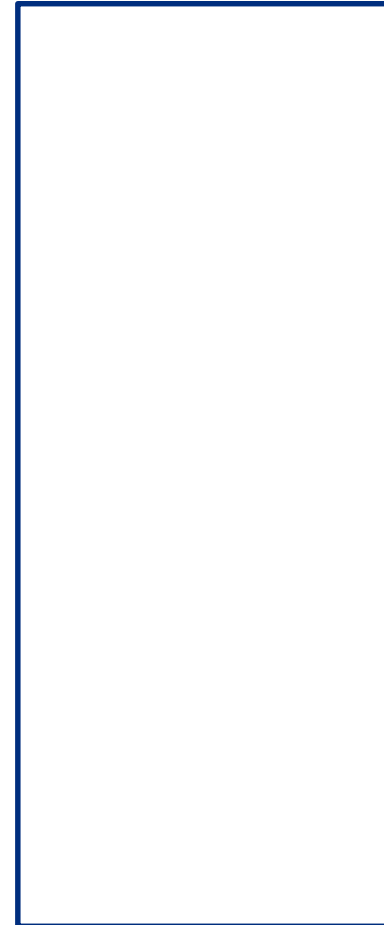
# New Channels in 2013



**It is “not very” or  
“not at all” time  
consuming to  
report on Social  
Media  
communications**

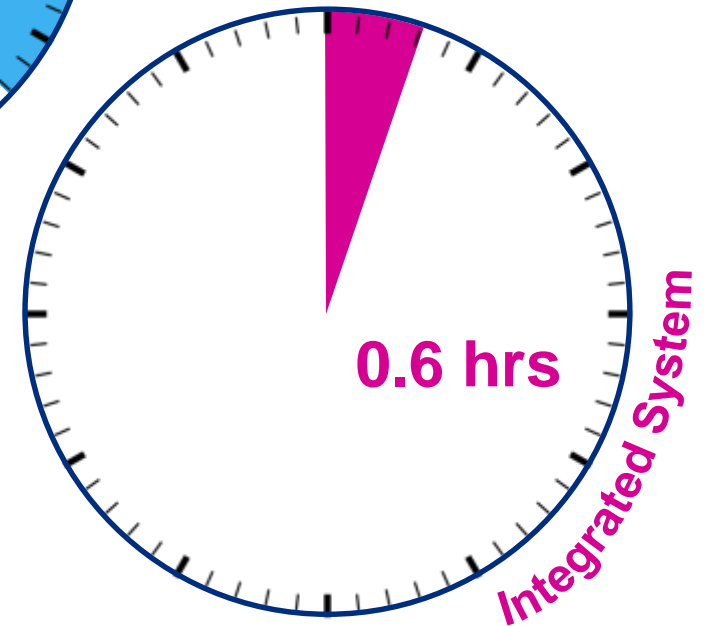
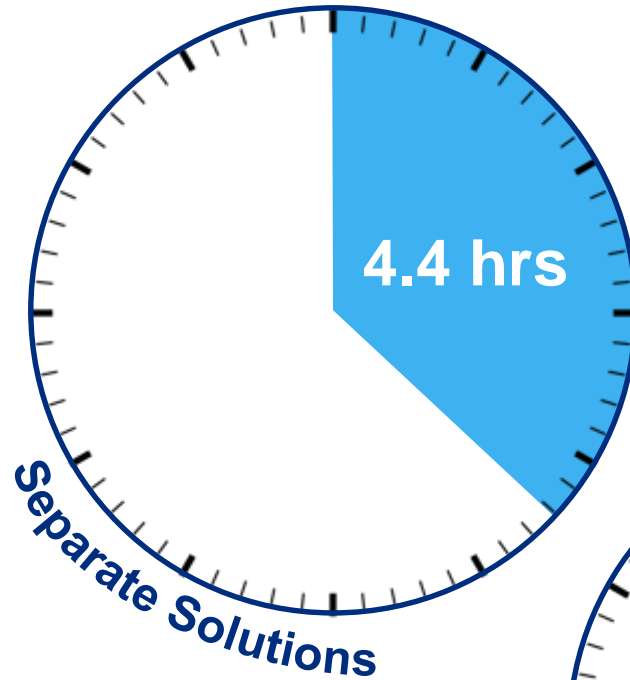



**Separate Systems**



**Integrated system**

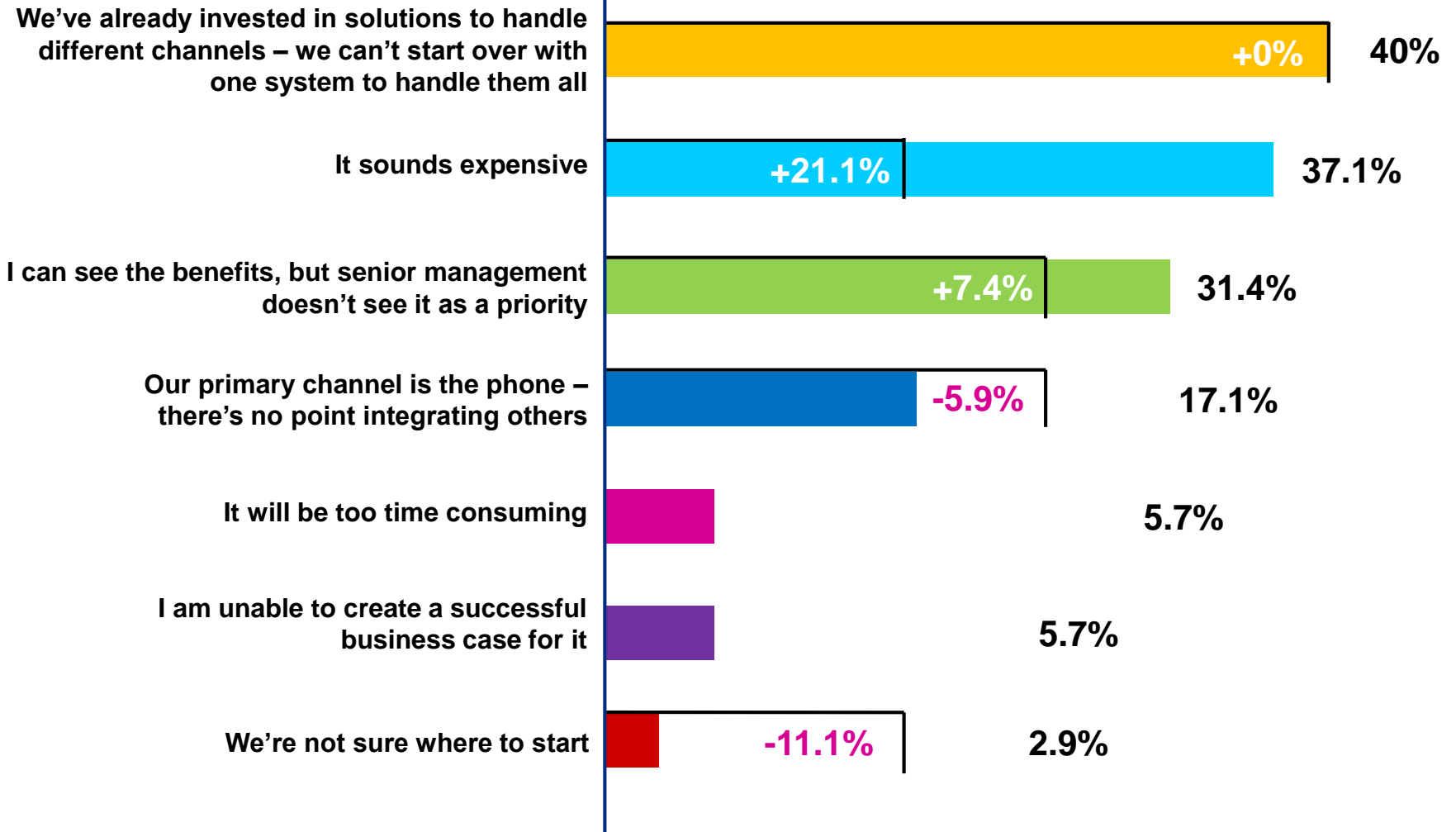
## How long does it take to respond to a Tweet?





**What's holding  
people back?**

# Not adopting a single platform, because...





# “It’s too expensive!”

How long we think it will take to recover the initial investment:



How long it actually took:



# “Too complex and time consuming!”

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How long we think it's going to take to implement an integrated system:



For those that have, how long it actually took:



# Conclusions...

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- Over **two thirds** of UK contact centres have agents who handle multiple contact channels
  - **< 1/3** do so in a managed way
- Twitter use is up **20%**, Facebook **10%**
- Twitter is the **fastest growing Channel**
- An integrated solution has a dramatic effect on Twitter response times

To get to a fully integrated, Multi-Channel solution:

- The ROI is **20%** quicker than expected
- The deployment time is **17%** quicker than expected