



## “ Better customer service over Multi-Channel”

Paul Cooper



*“This is an age of change. Never before in the history of mankind have so many and so frequent changes occurred.”*

- B W Huebsch, Sociologist 1922

# Changing Pace Of Change

## Time To 50m Users:

- Radio 38 years
- TV 13 years
- Internet 4 years
- iPod 3 years
- Facebook 5 months
- Grand Theft Auto 5 2 days

- BT Research 2009 + me 2013

# Multi-channel

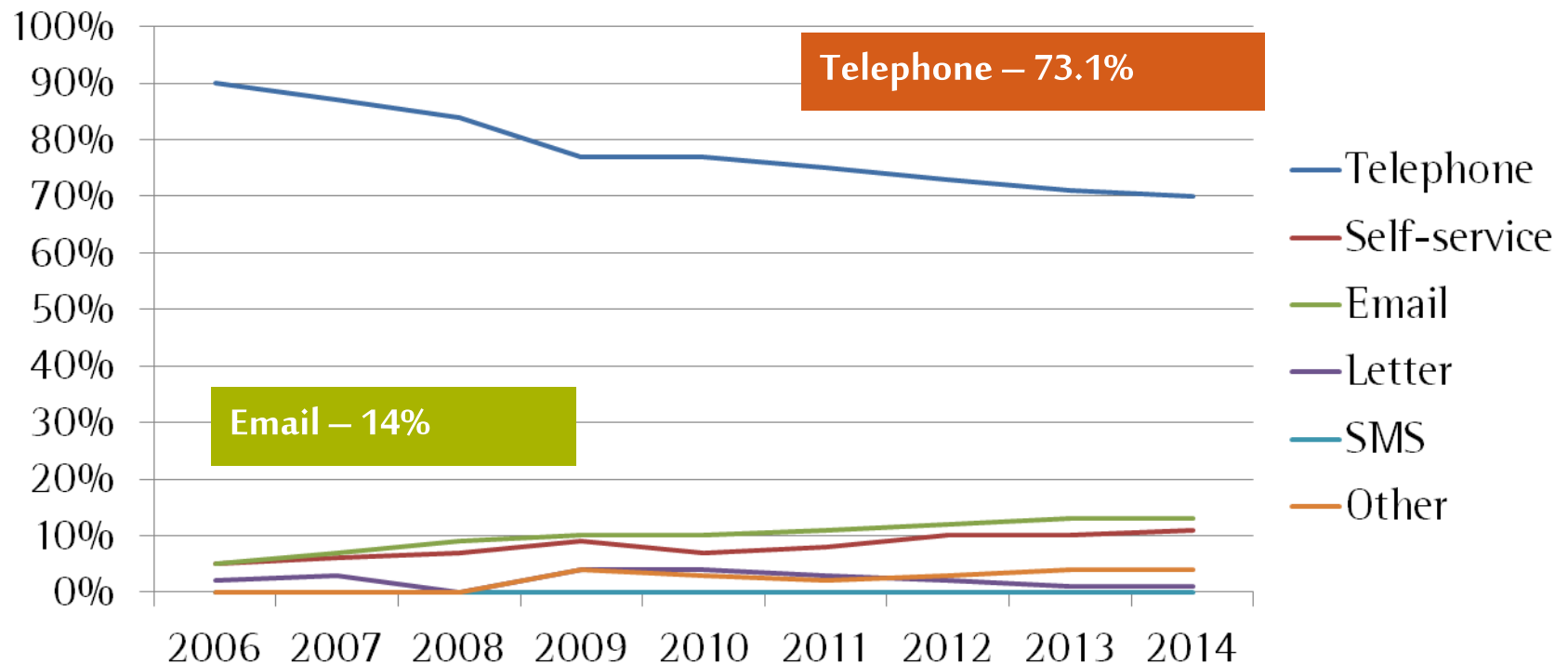
- Inbound telephone
- Document (email, fax, letter)
- Web contact forms
- Call-back
- Chat
- SMS
- Outbound telephone
- IVR self-service
- Internet self-service



# Email volumes are growing ...

Contact Babel

## Contact centre inbound interactions by channel, 2006-2014



## Social media



# Preferred communication channels by generation

Source: DMG Consulting survey

Cultural Generation	Birth Years	Communication Preferences
Matures	Prior to 1945	Landline phone
Baby Boomers	1946–1964	Landline phone, IVR, Web self-service, cell phone, email
Generation X	1965–1976	Cell phone, email, IVR, Web self-service
Generation Y	1977–1994	Smartphone, text message, chat, instant message
Generation Z	1995–present	iPhone, text message, chat, instant message, YouTube, wireless

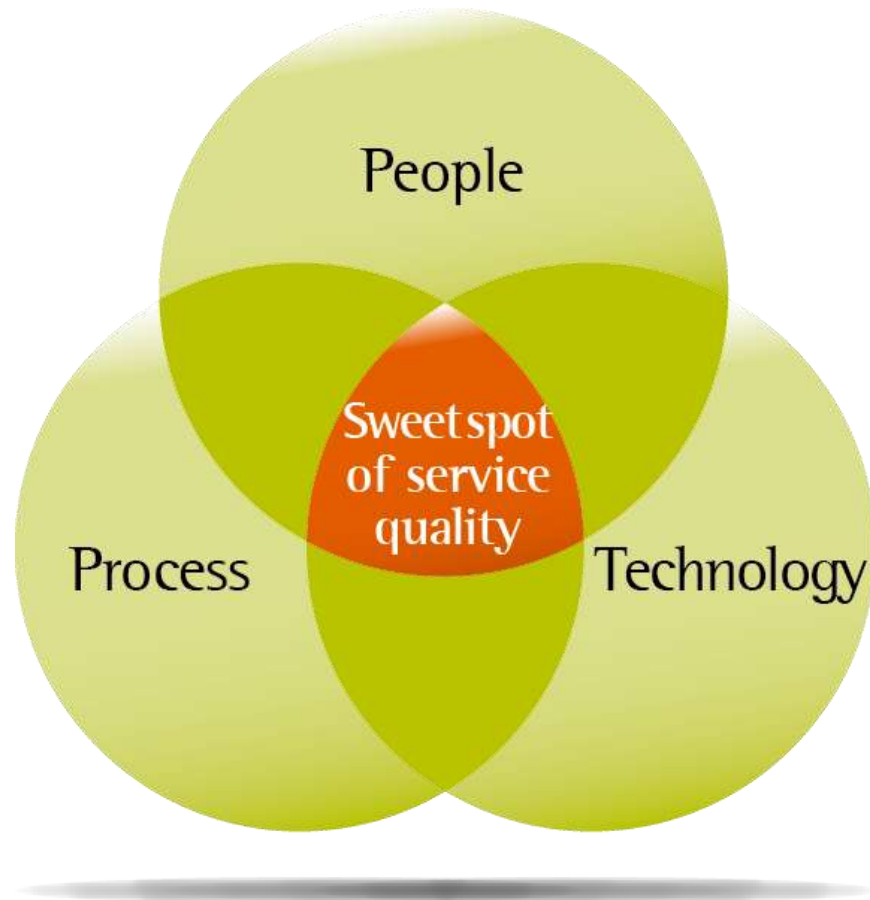
# The conversation has changed

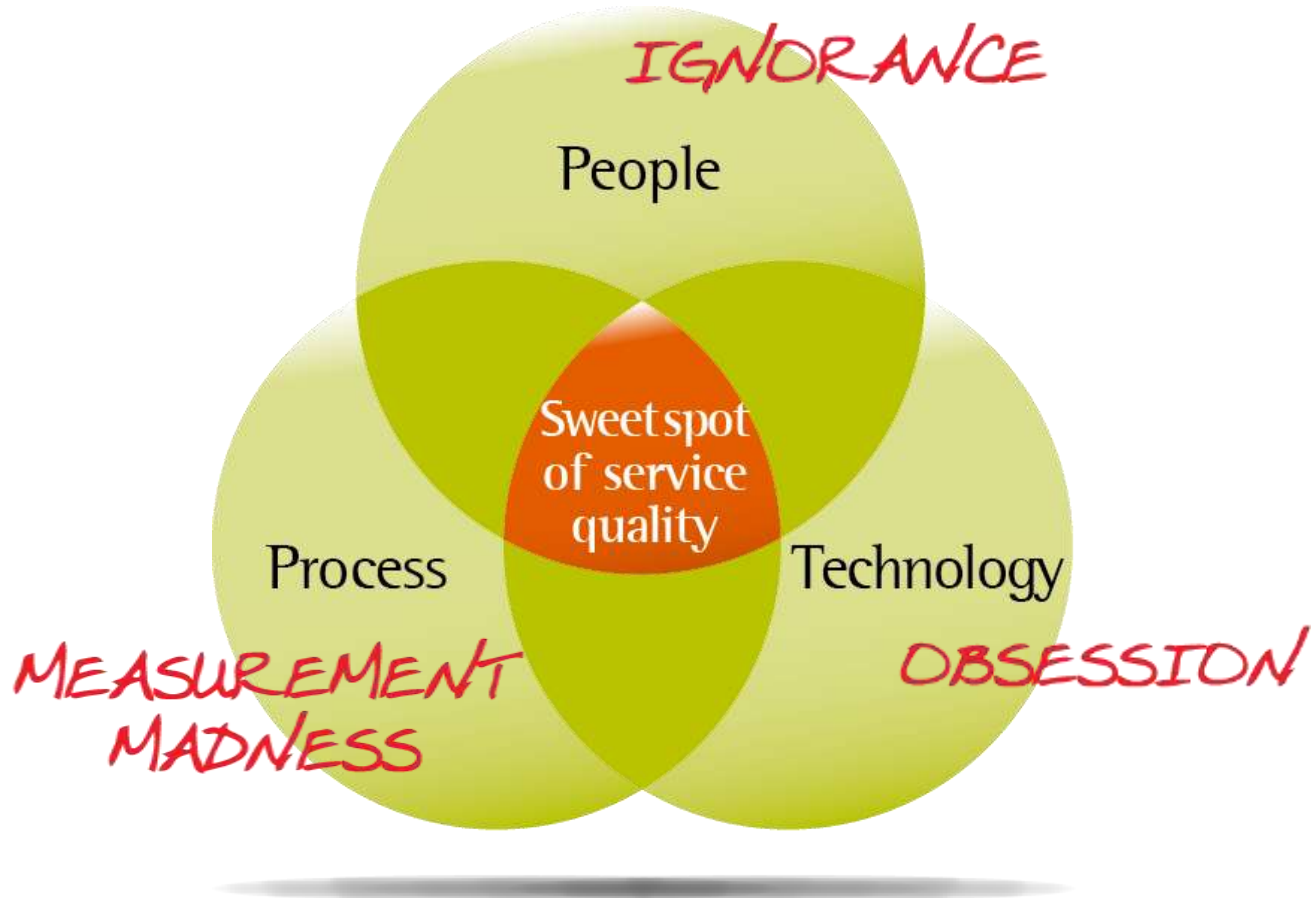
*It used to be - "What's my balance?"*

*Now it's - "Why is that my balance?"*

*RESULT – Change from information provider to expert*







*Customer service call centres are most annoying. A different operator deals with ongoing problems every time one occurs. Explaining a situation many times over is extremely frustrating.*

*Calling customer service and getting automated responses and a menu to chose which option you want and having to listen to a list of options before getting through to the one you need.*

*Treating you as a number rather than an esteemed customer*

*Numerous headaches have occurred due too many departments dealing with a case and losing information or failing to process documents. Good customer service is very very thin on the ground”*

## Why? - The Customer Effect

*“86% of people say that a good experience with a contact centre agent impacts positively on their loyalty to an organisation”*

- BT Research - Dr Nicola Millard – BT Futurologist

*“83% of people want organisations to make it easier to deal with them”*

- BT Research - Dr Nicola Millard – BT Futurologist

# What do customers really want

- Efficient/effective service
- To be treated as a human being, not a problem
- To be listened to, not talked at
- To get clear and accurate information when they want it, and how they want it
- To speak to a human being when needed - agile
- To communicate with someone who knows what they are talking about, with authority - empowered
- Reassurance of the buying decision - VFM (value for money)
- Kept promises
- Easy access to all of the above

SAME ANYWHERE IN THE WORLD

# How can you add value?

- Be easy to contact
- Respond professionally
- Use the 'phone – both ways
- Listen to customers
- Focus on interpersonal skills
- Keep your promises
- Close loops and see things through
- Be good at the detail
- Show you are interested – take time
- Do it right the first time
- Do it very right the second time - and fast/faster