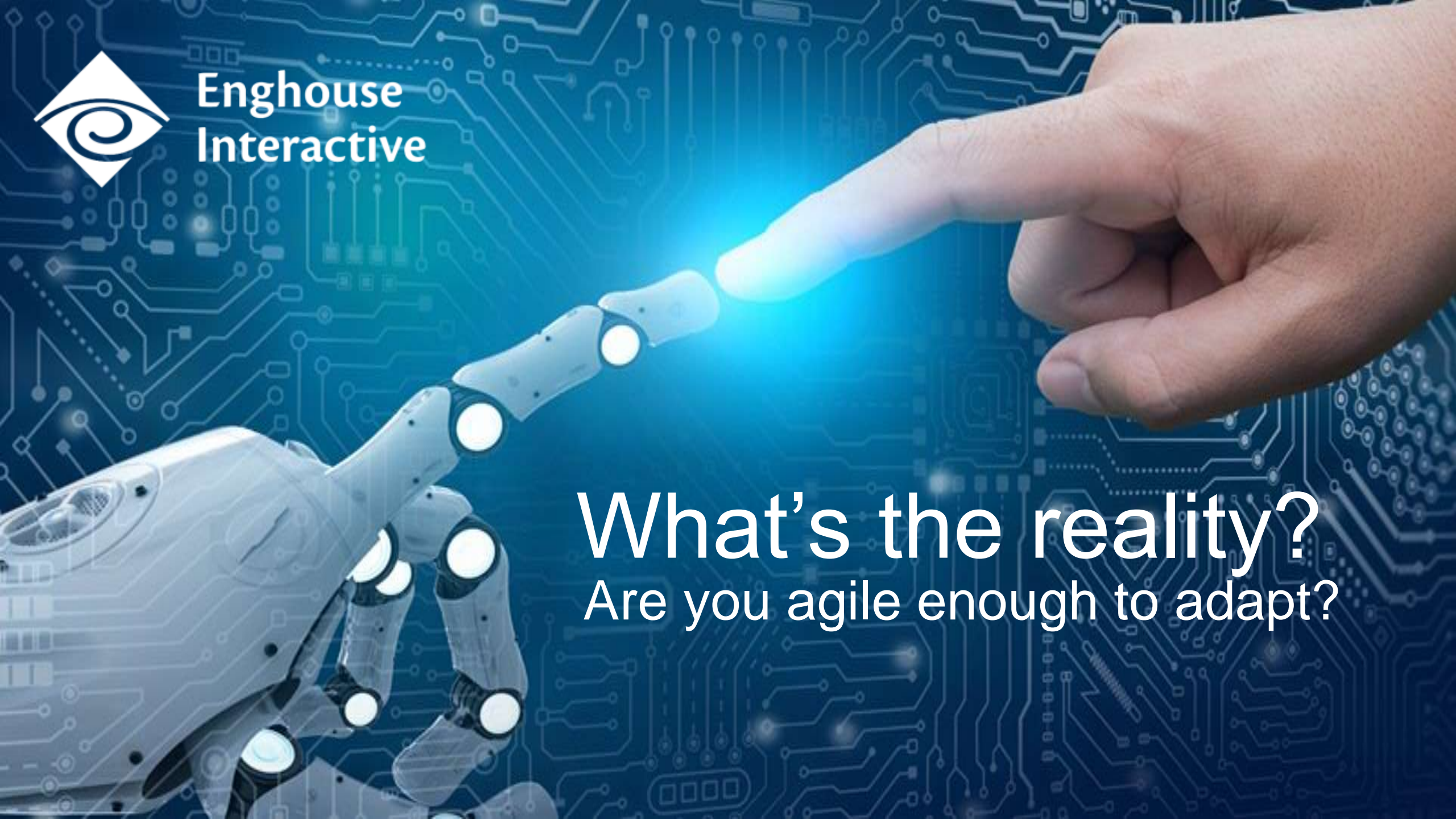




Enghouse  
Interactive



What's the reality?  
Are you agile enough to adapt?

What's the reality?

# The shape of the market



85% of all customer interactions will be handled without a human agent by 2020



9/10 people say Collaborative services have improved productivity



Digital transformation top of the CEOs agenda \*



Cloud and consumption mind-sets



New Super Agent  
Complexity and empathy

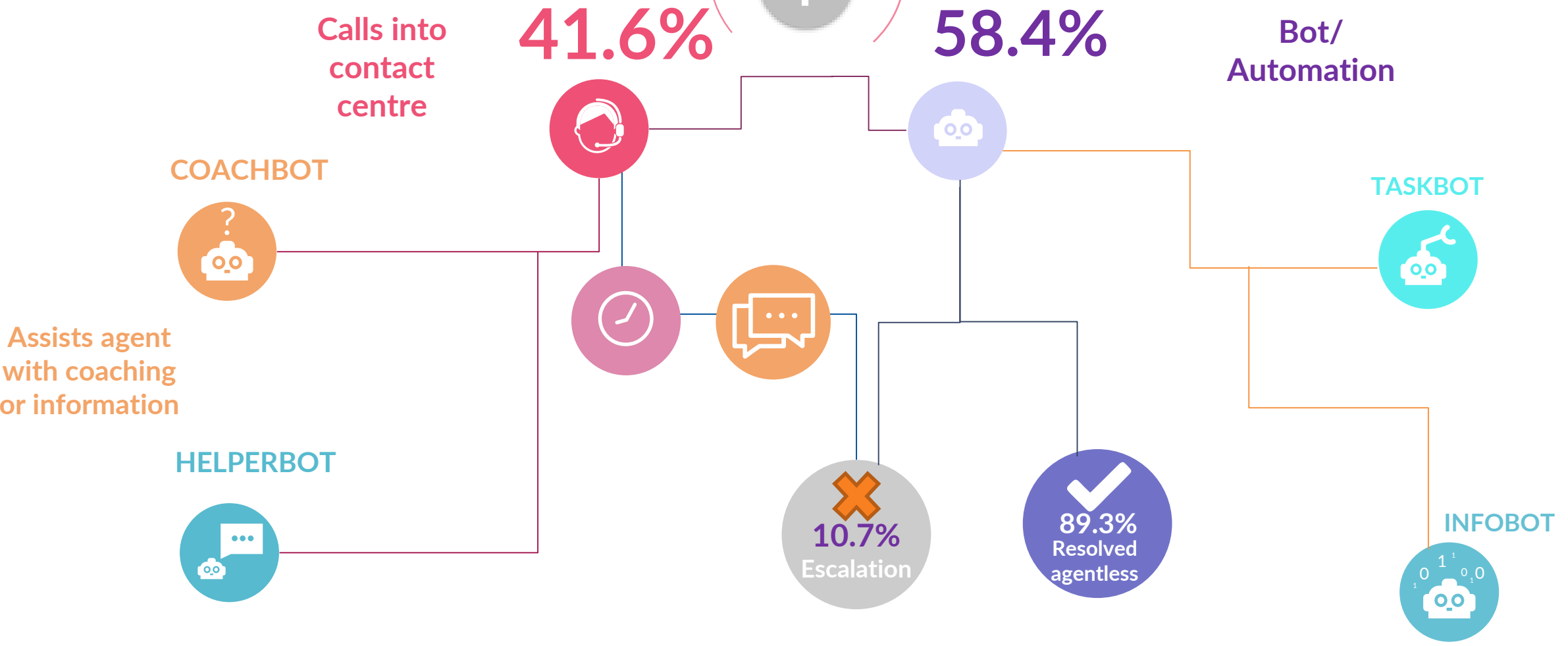


Data is gold - Integration



What's the reality?

# The Customer Journey





What's the reality?

# Digital Transformation

## Collaboration



- Digital engagement with customers
- Collaboration ability across the business

## Bots and Agents



- Social Command Centre - mix of Bots and Agents
- Managing for multiple clients

## Notifications



- Proactive Notifications - Contact Avoidance
- Rent Arrears, repairs reminder
- Outbound escalation

## Automated



- Traditional IVR moving to Bots
- Available 24x7, 365 days every year
- Need to make changes to paths immediately

The reality - back to basics

## Understand your Customer journeys



What's the driver? – cost, revenue, and compliance

- What's the interaction type – complexity



What's the persona/ profile of the customer?

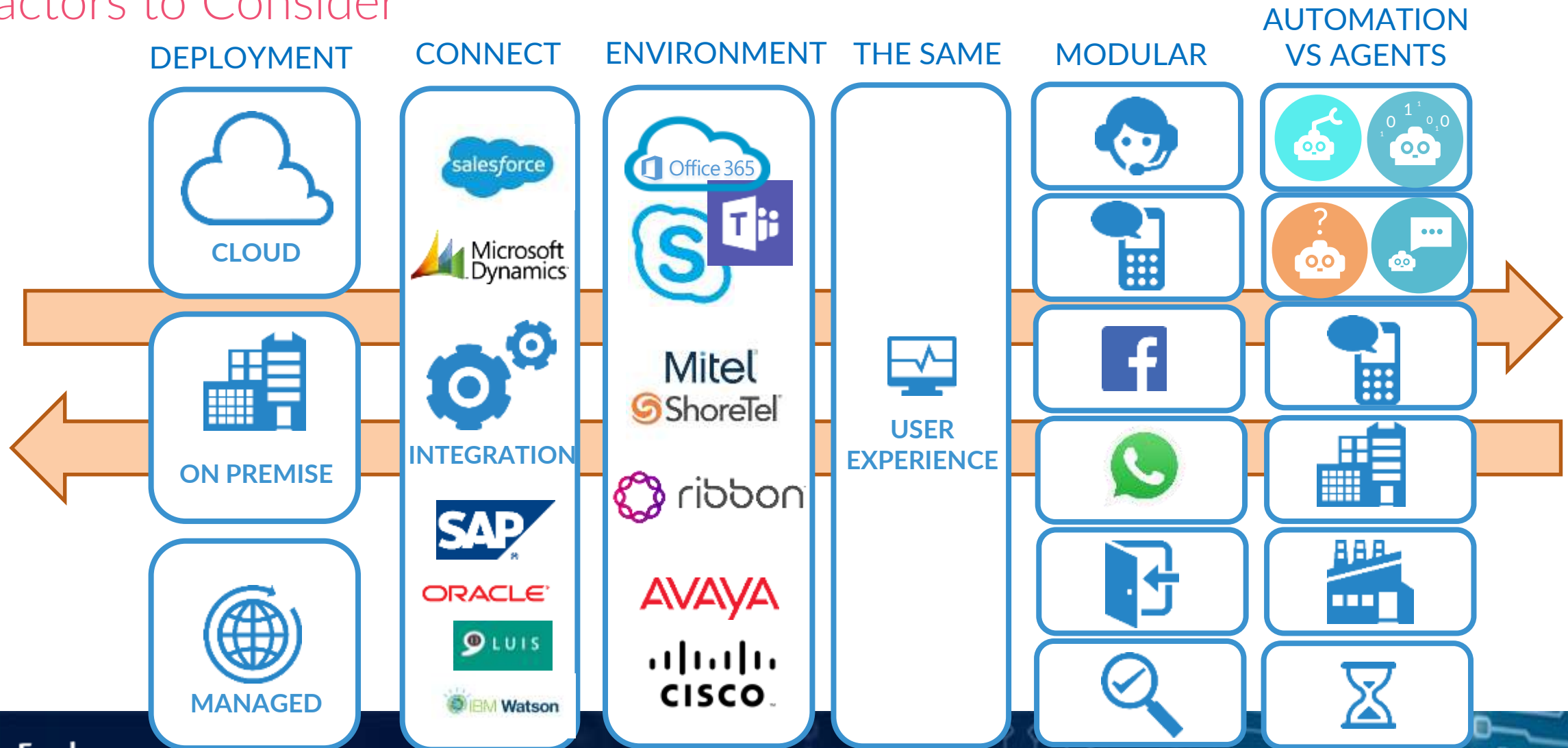
- What's the preferred customer/ business communication channel



Model out your top 5 optimal journeys

Are you agile enough to adapt?

# Factors to Consider



Are you agile enough to adapt?

# The Journey with Enghouse

**Enghouse Interactive**

## UNIFIED COMMUNICATIONS & CONTACT CENTRE MIGRATION

LET'S MAKE THE JOURNEY

**9/10**  
employees say mobile tools and collaboration services have improved their productivity.

**88%**  
of people consider it important to speak to an expert quickly when they contact an organisation.

**CONTACT CENTRE COLLABORATION**  
Businesses of all shapes and sizes are moving from



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Thank you  
Speak to Enghouse for a demo  
and to learn more