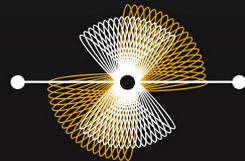# 10 Contact Centre Technology Tips

Mike Murphy – Interactive Intelligence

INTERACTIVE INTELLIGENCE®

Deliberately Innovative

11. Go hosted

- Maintain total control
- Maximum flexibility
- Enhanced reliability
- Reduce security risks
- Migrate from cloud to on premise
- Trend is now reality;
  - 2009 5% of our orders CaaS
  - 2011 25% of our orders CaaS

- Multiple platforms ACD, Dialing..
- Disparate reporting tools
- Multiple data bases
- Conflicting definitions of a call
- Undermine reporting accuracy;
  - Not the real picture
  - Make wrong decisions

13. Give control of the customer experience to the business, not IT and not an outsourcer

- Who in your company owns Customer Service
- Define and launch the interactions experience
- Easy to use "business" tools
    - Respond immediately
    - No waiting for other depts
   - 3rd parties
    - Change processes etc.

14. Blend your website with your contact centre

- When IVR gets too complex
- IVR change proposals too costly
- Reduce your reliance on costly speech applications
  - o vs. Website investment
  - o Knowledge base tools
  - o Easier to use
  - o Less likely to conflict with the agent
  - o Better overall experience

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15. Track customer satisfaction better by requesting a post call customer survey

- Before selecting an agent, ask the customer to take part in a survey after the call
- Agent un aware so un biased feedback provided
  - Real-time and Historical reports on results
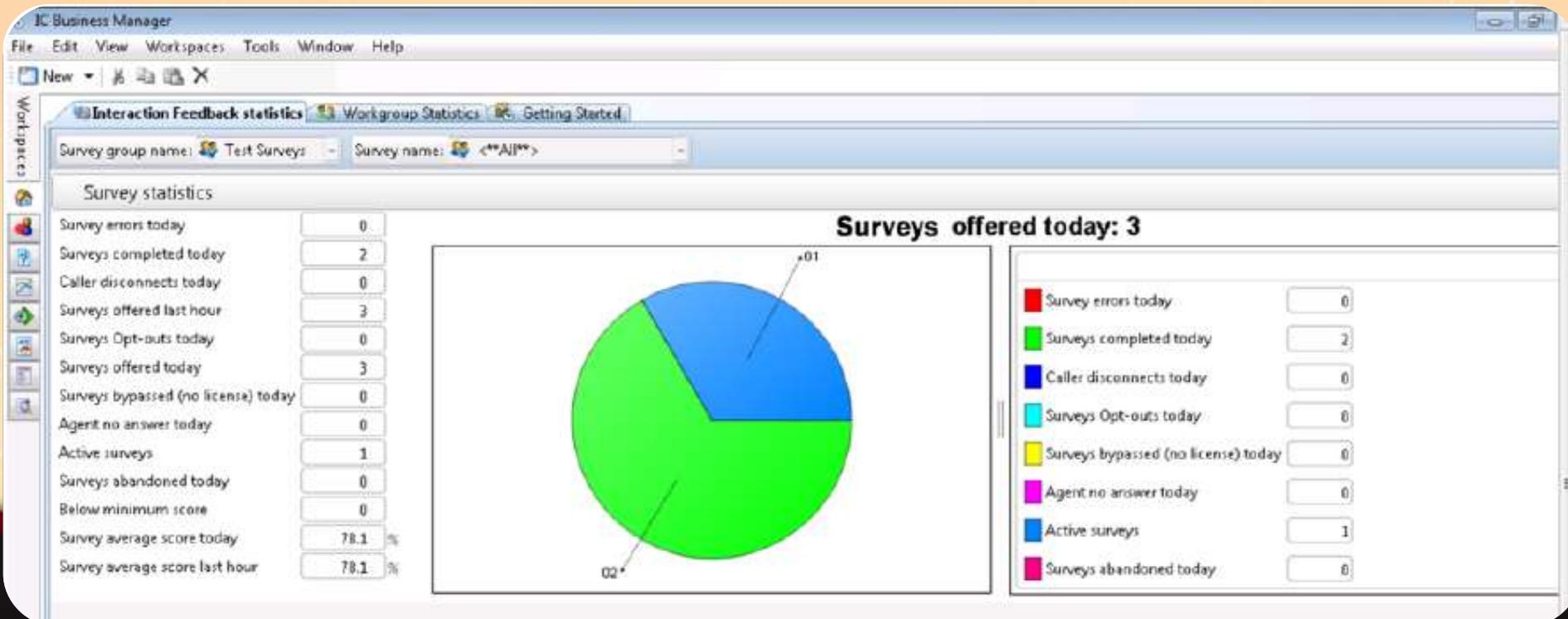
16. Use real-time speech analytics to identify immediate customer satisfaction issues

- Happening as the customer and agent are speaking
- Real-time alerts to supervisors
- Assist prompts to the agents to help recover / resolve
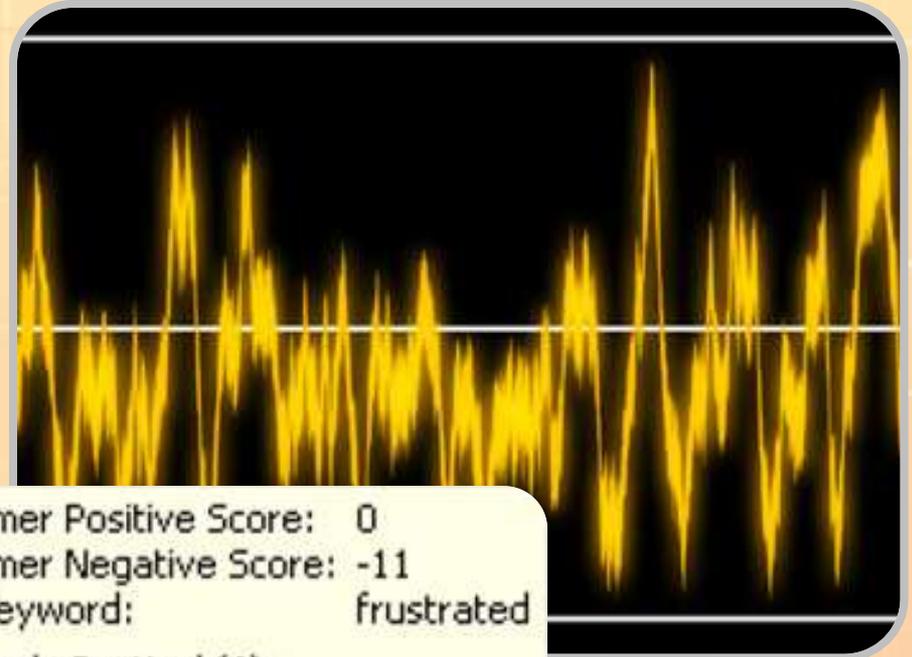
Customer Positive Score: 0
Customer Negative Score: -11
Last Keyword: frustrated

Keywords Spotted (6):
  money back
  money back
  you people
  money back
  money back
  frustrated

17. Use homeworkers to fill call peaks

- Not only calls but Multi Channel
- Although remote still measured and managed as if local
- Reporting
- Quality Management
- Assist / help /
- Silent monitoring / coaching

INTERACTIVE INTELLIGENCE®

18. Do away with the telephone on the desktop - use a softphone

- Reduce costs
- Less training time
- More desk space

Photos not actual size, but are proportionate in dimension

Interaction Client

Connection | Options | Other

☐ Use Windows Login Authentication

User ID: Mike.Murphy
Password: ••••••••••••••••
☑ Save Password

Host: UKIC.emea.inin.com

Station Type: Remote Number ▾
Workstation:
Remote Number:

Help me connect   ☐ Persistent

Default.i3client

Save As   Open

Connect   Cancel

19. Blend emails with phone calls

- Agent utilization improved
- Job more rewarding
- Knowledge base with prepared corporate responses
- Private / personal response tablet
- What about Social Media events, SMS as well....?

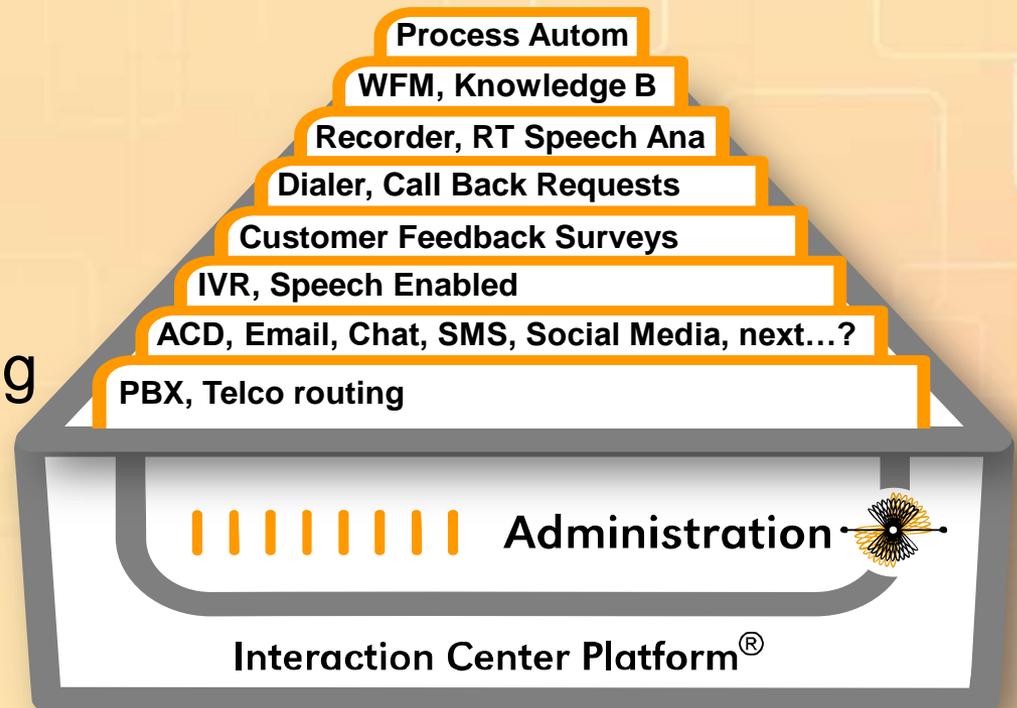# 20. Avoid building it in-house, custom or a one off just for you

- New innovations not always dictate new platforms
- Custom built can become unwieldy to manage
- Expensive
- Time consuming before ROI
- Difficult and costly to change
- Supplier locked in forever
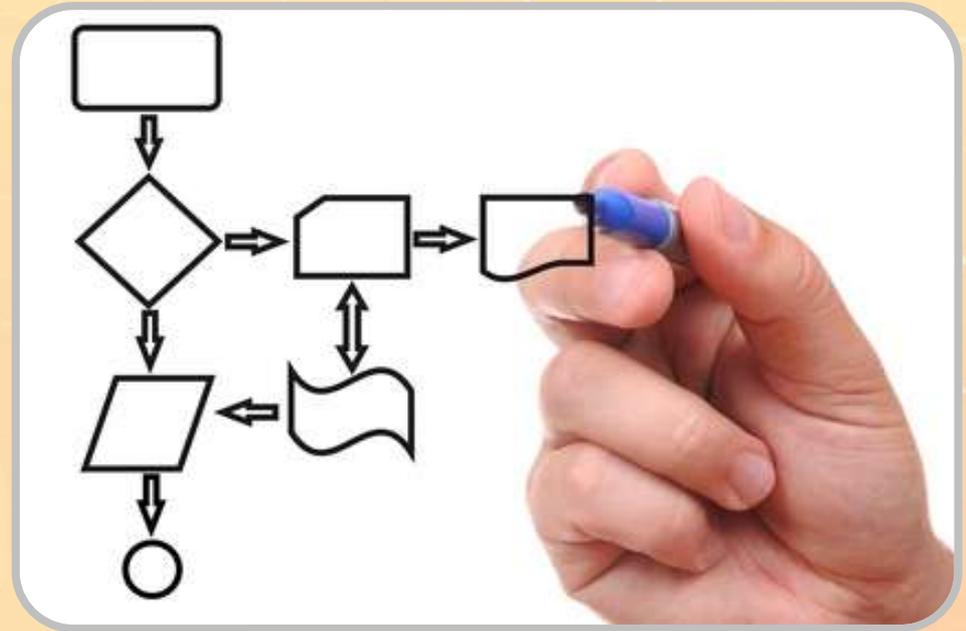
20. Avoid building it in-house, custom or a one off just for you

- Off the shelf software
- Single platform
- License only what you need
- On Premise or Hosted
- Easy to use for administration / reporting
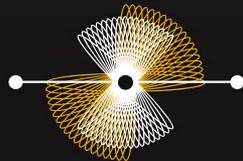- Easy to integrate with CRM apps
- Lowest TCO

Interactive Intelligence Customer Interaction Center

Process Autom
WFM, Knowledge B
Recorder, RT Speech Ana
Dialer, Call Back Requests
Customer Feedback Surveys
IVR, Speech Enabled
ACD, Email, Chat, SMS, Social Media, next…?
PBX, Telco routing

Administration

Interaction Center Platform®

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