



Self-Service- How to Remove Calls from the Contact Centre

Paul Weald

Thought for the day....

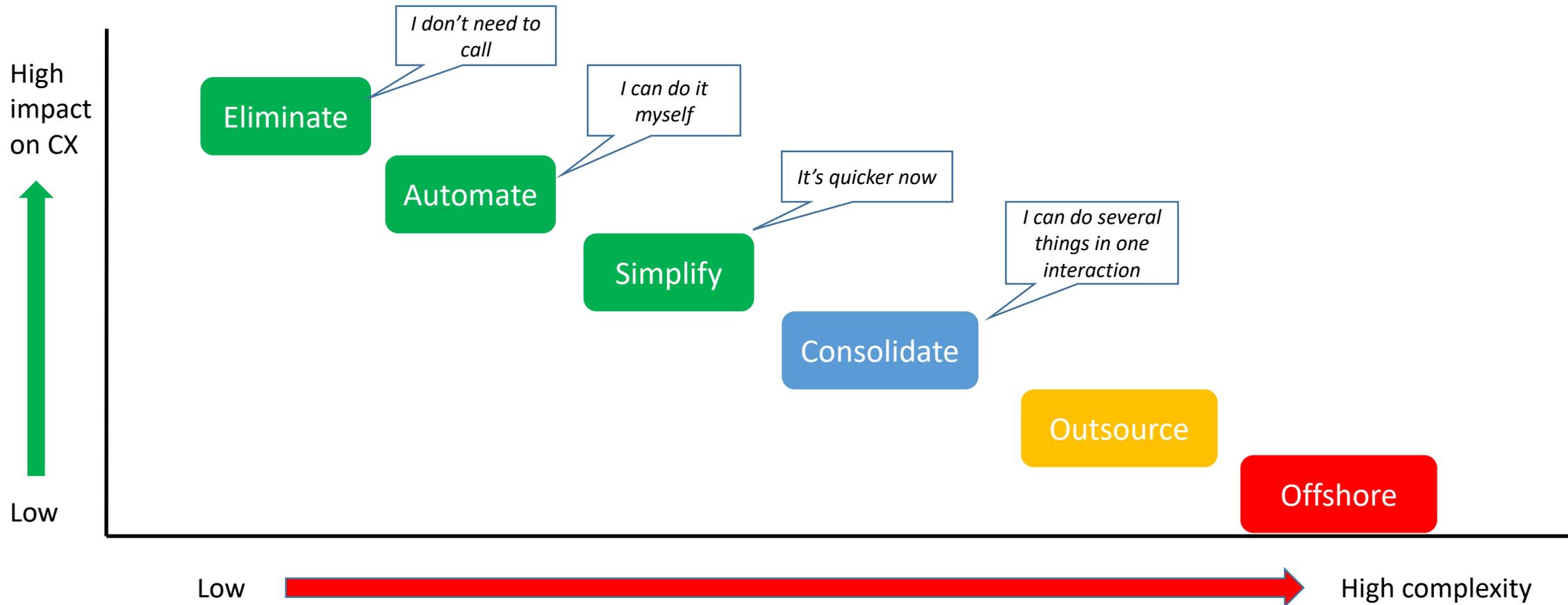
According to Warren Buffet, one of the most successful investors of all time:

- *“In a chronically leaking boat, energy devoted to changing vessels is more productive than energy devoted to patching leaks.”*



The hierarchy of business improvements

Self-service: what are your options?

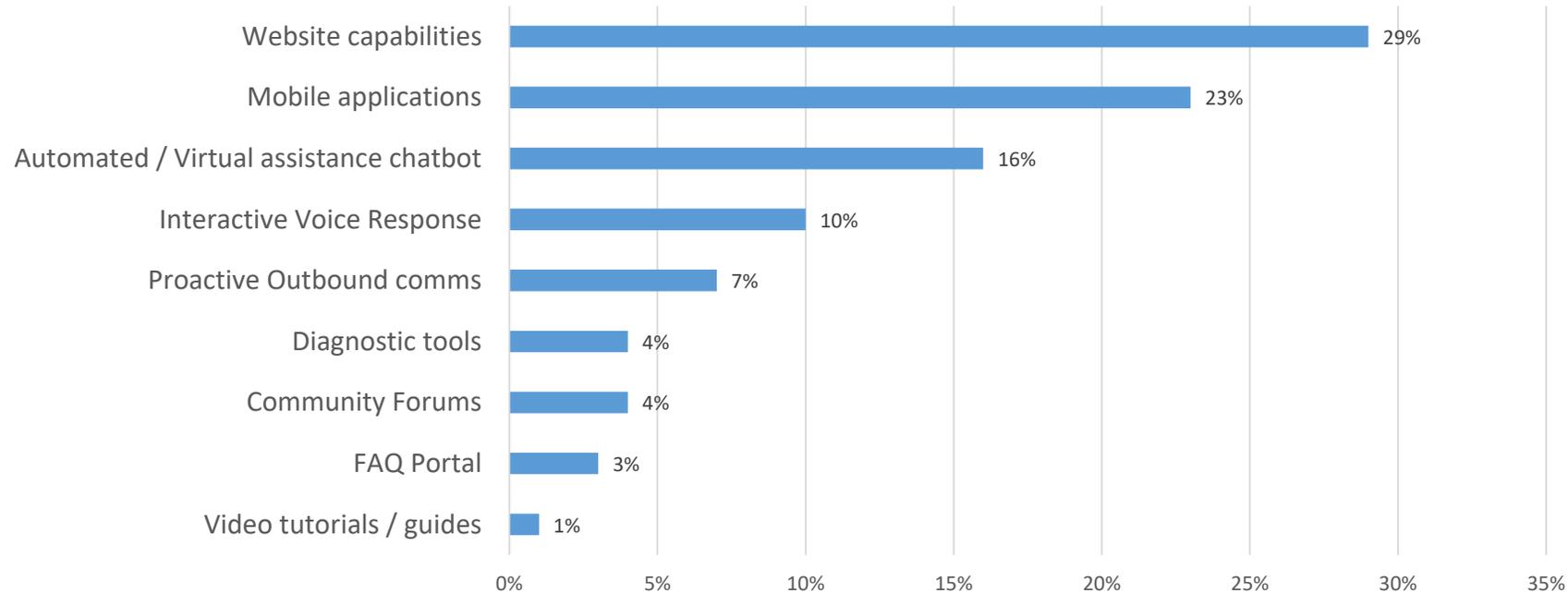


Where should you invest in digital self-service?



Are you changing vessel or patching leaks?

Where will you get maximum ROI?

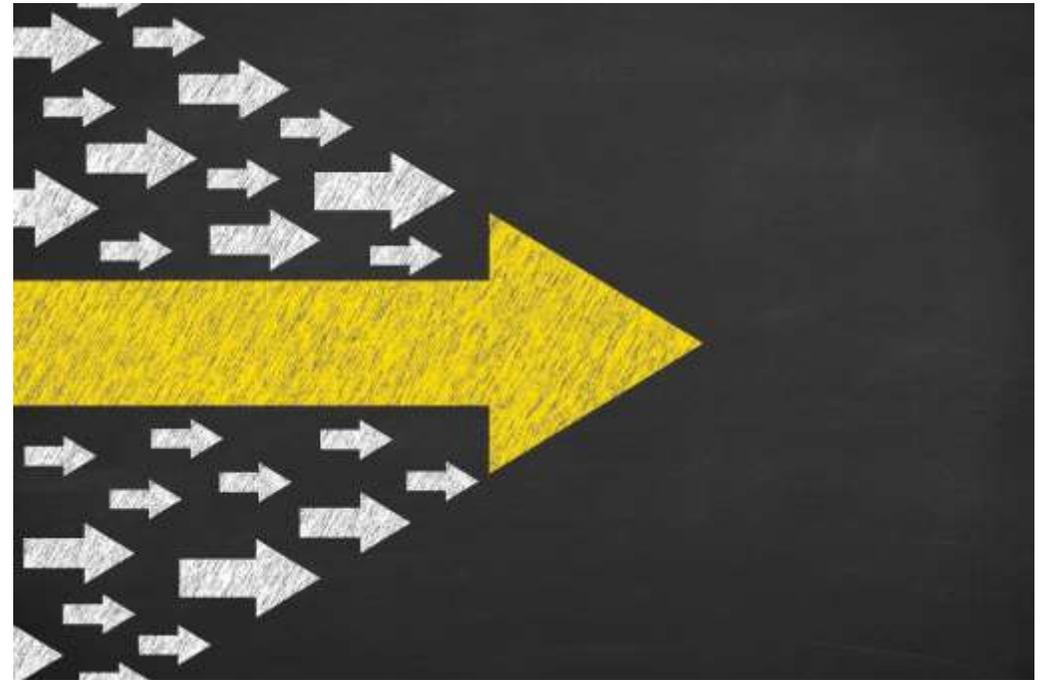


Reference: Deloitte 2017 global contact centres report

Website capabilities

Three key steps

- **Customer journey:** understand the context of why the customer is visiting
- **Functionality:** provide the right information to resolve the customer enquiry
- **User experience:** make it intuitive and simple



Supporting mobile customers

Which contact escalation options should be included?

- Google research showed that 73% of consumers will switch from a poorly designed mobile site to an alternative mobile site that makes purchasing easier
- Contact Babel found in 2019 that 46% of survey respondents offer mobile functionality for customer service, with a further 23% having definite plans to doing so
- Optimal support must include personalisation & context



How support is currently provided for mobile users



Create an effective user experience

Context retained

➤	75% provide a telephone number	No
➤	48% provide an email address	No
➤	40% provide a hyperlink to the full website	No
➤	33% click-to-chat	Yes
➤	19% click-to-call	Yes
➤	15% request call back	No

How to retain context

Exploit the inherent capabilities of mobile devices

- **Customer identity:** app users have already ID&V'd
- **Geographical information:** smartphones are GPS-enabled
- **Historical activity:** customer browsing info available
- **Collect information:** the mobile device may also be used to capture and share information with the business
 - Use camera to take photos
 - Automate a two-way interaction: scan a QR code
 - Enhance routing – virtual IVR choices

Measure the results

How to track the success of your self-service systems over time

- Map the benefits to KPIs
- Measure 'before' and 'after'
- Be prepared to continuously improve
- Ensure the results are sustained



Measuring digital effectiveness

Example from a UK challenger bank

- Just because self-service functionality is available doesn't mean that customers will use it
- Drive an improvement programme promoting sign-up, raising awareness and providing real-time support
- Work with product team to prioritise service enhancements
- Continuously improve to reduce sources of failure demand

