

The Latest Developments in Contact Centres

Martin Jukes

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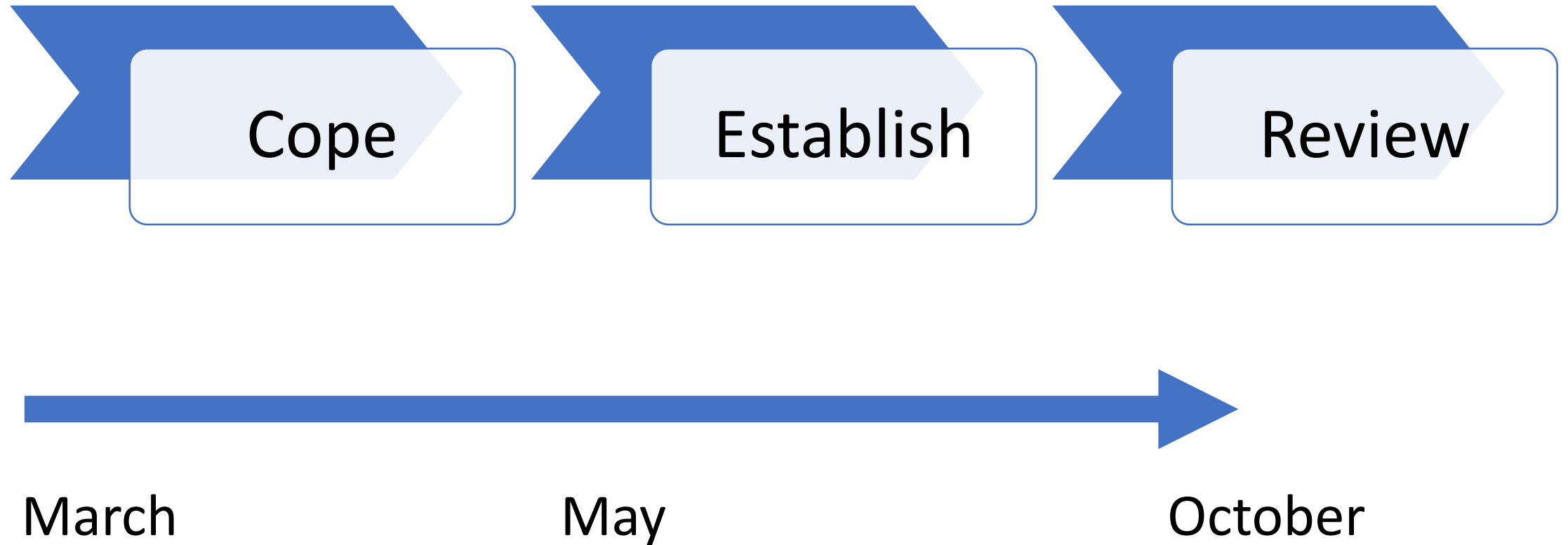


2020 – a year of change

2020 predictions did not include Covid-19!!!



Stages of development

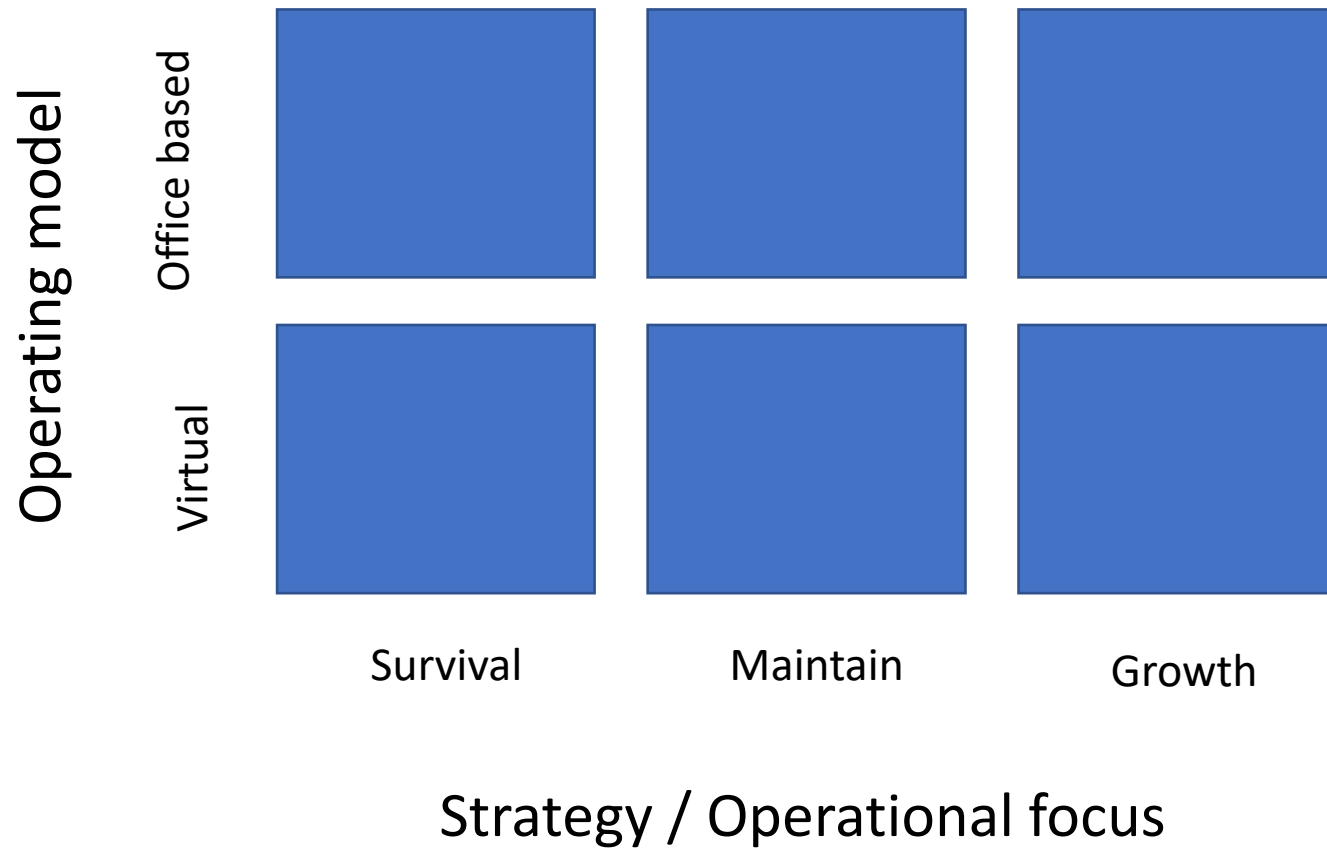


Is the current mode of working sustainable?

- Customers acceptance
 - Honeymoon is over – frustration with excuses
- Homeworking is not for all
 - Not all homes are suitable
 - Not all environments are suitable
 - Socialisation
 - Teamworking
- Business environment changing
 - Products and service developments
 - Some products no longer appropriate



Interesting times



Interesting times

Other Layers

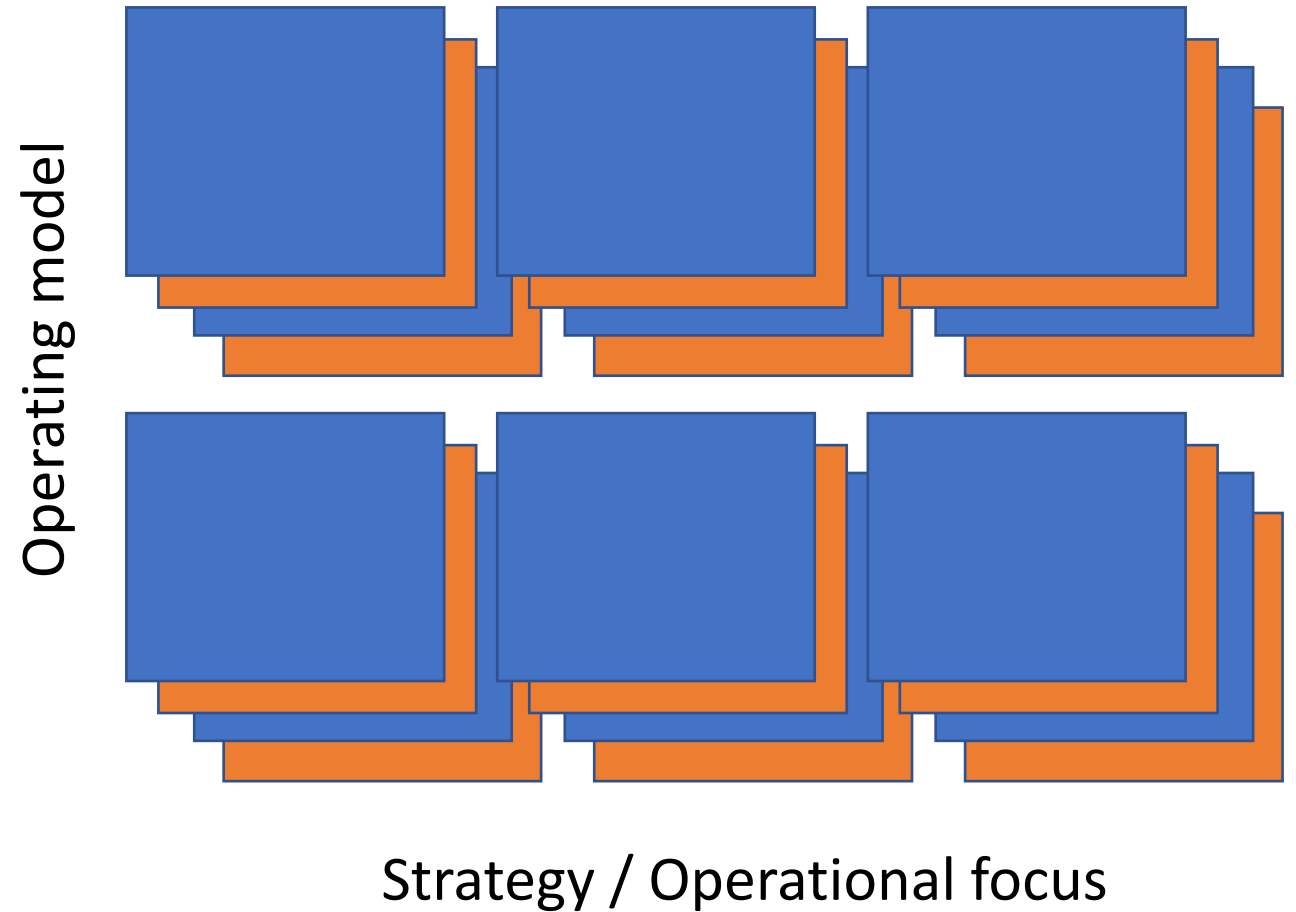
Products/services

Customer needs

Financial

Process change

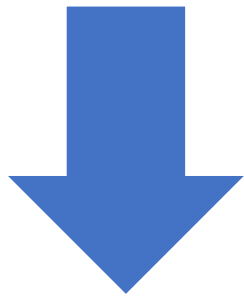
People



Where do we go from here?



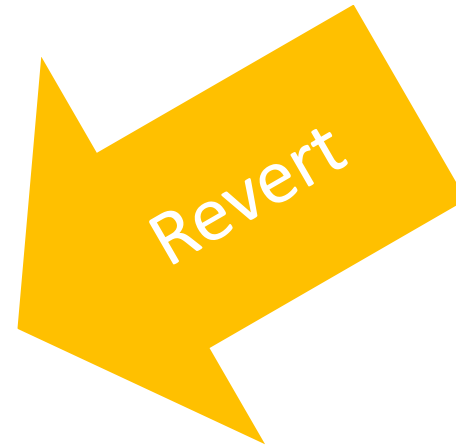
Can't
cope



Can't
deliver



Stay

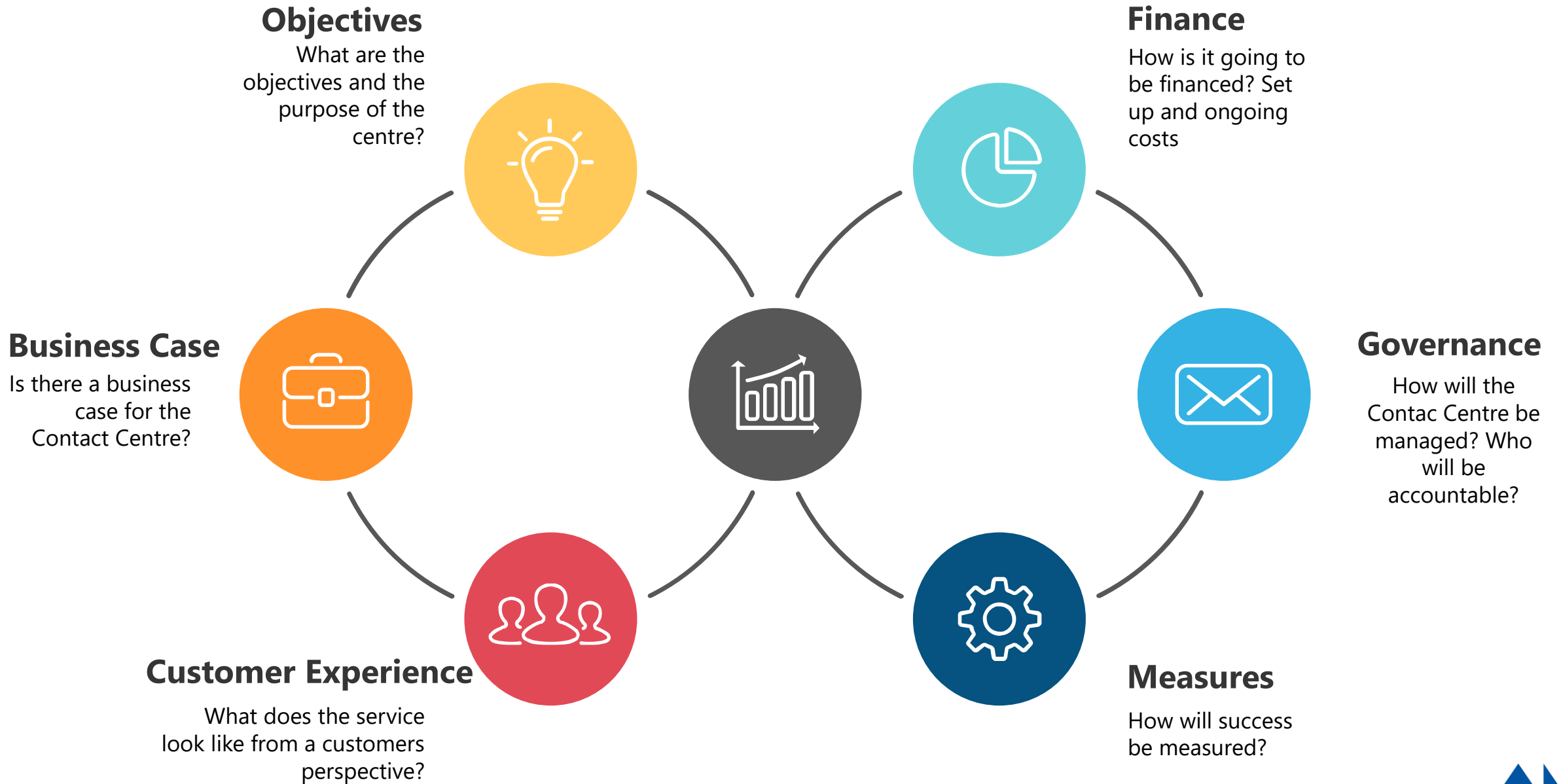


Revert

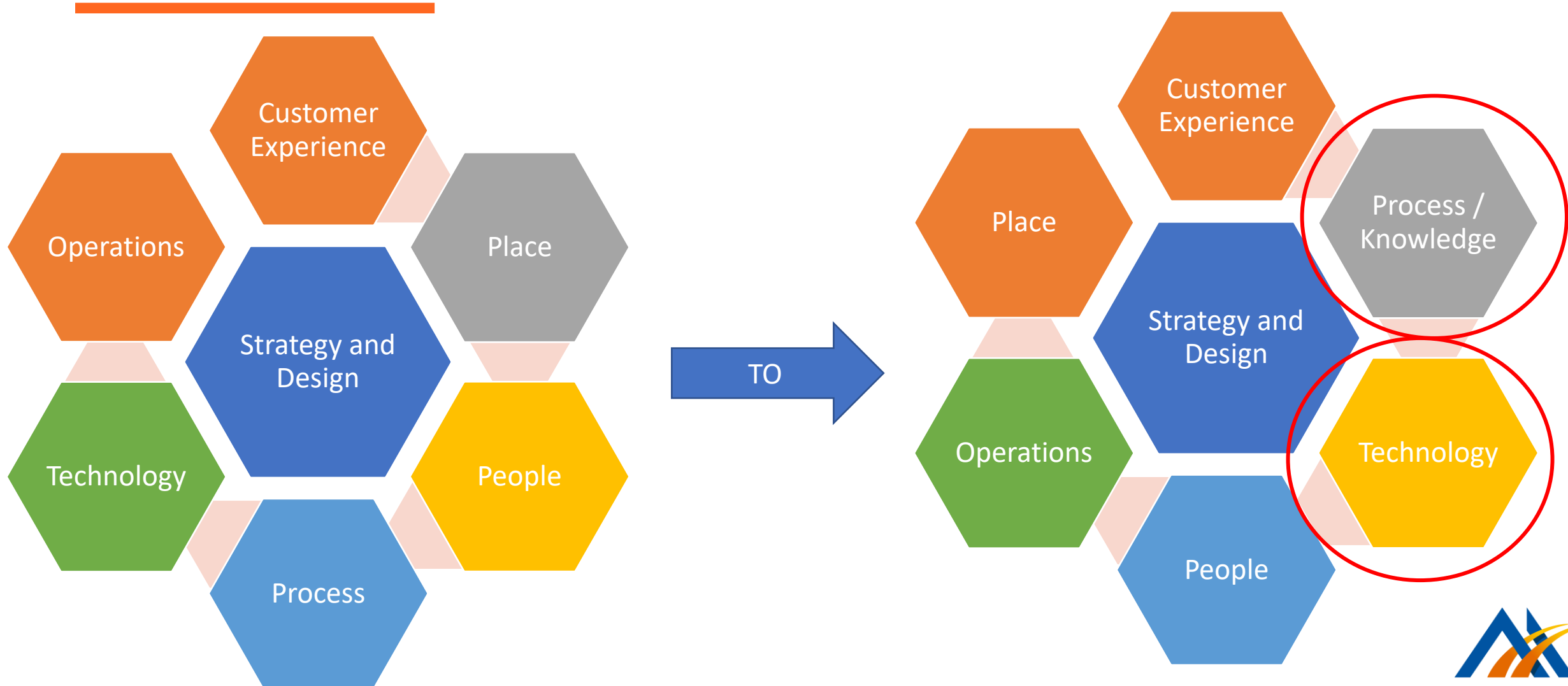


Change





Design around the Customer Experience



Customer expectations have changed

Customers have different wants and needs

- Online shopping
- Telephone consultations
- Individual preferences

Increasing Adoption of Technology

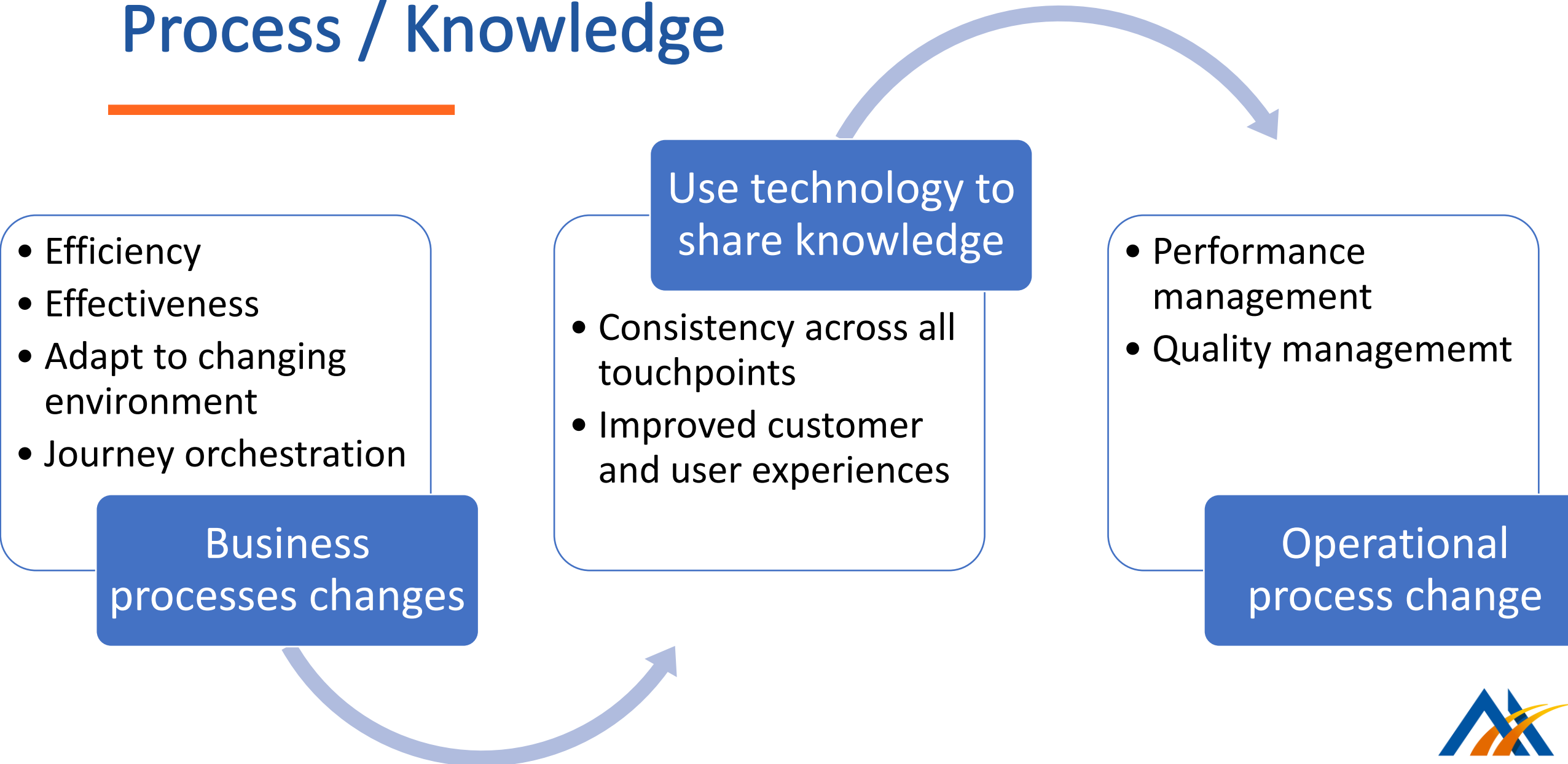
- Choices removed
- Forced channel shift
- Self service
- Video

Experience management

- Good for some but not all
- Vulnerability increasing
- Organisations responsibility to customers? Or is it?



Process / Knowledge



Technology

Technology enabled
and supported
solutions

- AI
- Chatbots
- Virtual assistants
- Self service

Developments and
projects – proceed
or delay?



People

How do we look after them?

- Increased management/supervision overhead
- Customer behaviours not always positive
- Wellbeing – mental and physical

What support and tools do they need?

- Feedback
- Knowledge
- Communication/inclusion

What skills do they need

- Empathy
- Access to knowledge rather than all knowledge
- Solution driven



Place

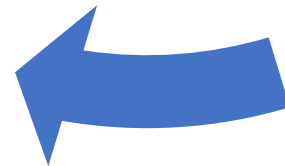
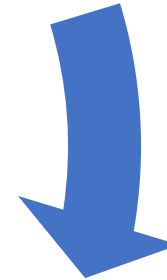
Agile working
– hot desking

Office
consolidation



WFH is not
good and
suitable for
everyone

Financial
decisions not
always
considering
full picture



Summary

- Developments need to be appropriate
- Review strategy and ensure Contact Centre delivers
- Think about Short, Medium and Long timescales
- Find out what matters to customers
- Design around Customer Experience
- Continuous Review is more important than ever



Thanks for listening



martin@mpathyplus.co.uk

www.mpathyplus.co.uk

08450 569800

