Contact Centre of the Future

Paul Weald

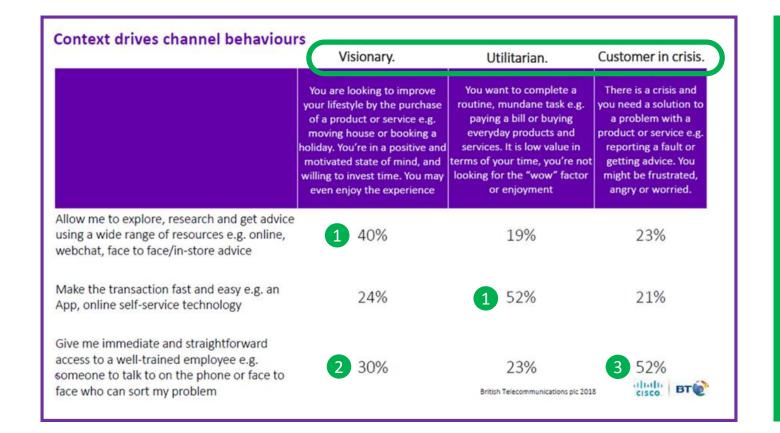# Paul Weald – the contact centre innovator

How do you join up all your channels and deliver excellent customer service for less?

> It start's by **understanding intent** – recognising different needs between visionaries, utilitarian's and customer in crisis – and guiding the user to the right channel / solution

> What does **good look like** – learn from the Award winners

> **Keep it real** – a Mystery Shopping example

Understanding intent

Why is this important?

Context drives channel behaviours

	Visionary.	Utilitarian.	Customer in crisis.
	You are looking to improve your lifestyle by the purchase of a product or service e.g. moving house or booking a holiday. You're in a positive and motivated state of mind, and willing to invest time. You may even enjoy the experience	You want to complete a routine, mundane task e.g. paying a bill or buying everyday products and services. It is low value in terms of your time, you're not looking for the "wow" factor or enjoyment	There is a crisis and you need a solution to a problem with a product or service e.g. reporting a fault or getting advice. You might be frustrated, angry or worried.
Allow me to explore, research and get advice using a wide range of resources e.g. online, webchat, face to face/in-store advice	① 40%	19%	23%
Make the transaction fast and easy e.g. an App, online self-service technology	24%	① 52%	21%
Give me immediate and straightforward access to a well-trained employee e.g. someone to talk to on the phone or face to face who can sort my problem	② 30%	23%	③ 52%

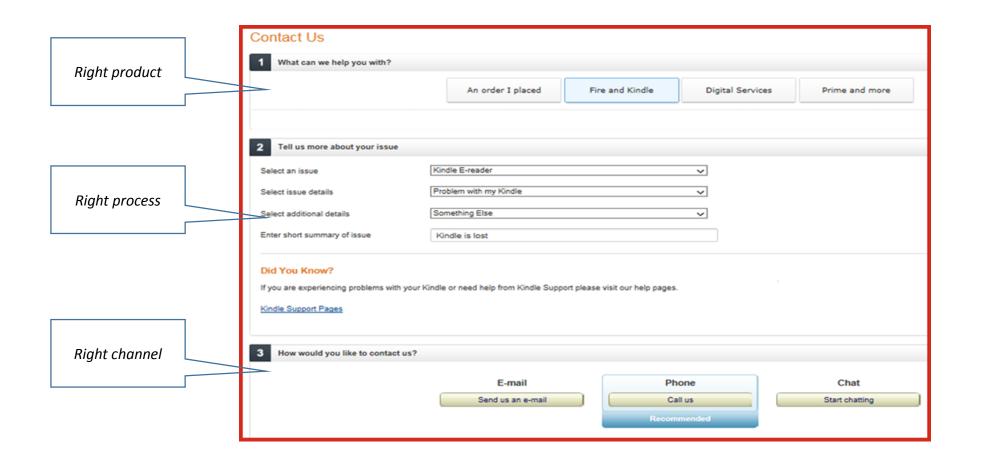British Telecommunications plc 2018   cisco | BT

Smarter routing

Triage enquiries to the right resource based on the nature of the request:
1. Self-service knowledge
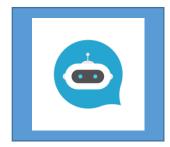2. Customers helping customers
3. Contact centre agents

The origins of self-service

Understand customer intent and use knowledge to triage to the right place

Right product

Right process

Right channel

From:

To:

Alternative sourcing models

Customers helping customers

From:

> Pioneered some 10 years ago by giffgaff using a business model that exists thanks to the power of its community

> Now evolved into GigCX as an 'on demand' messaging service where customer enquiries are routed to a crowd of advocate customers

> Faster response times – typically 2-10 mins – than asking a community with multiple use cases across service, digital coaching and sales

Best practice example

Sellers helping sellers

To:

▶ At the start of UK lockdown in 2020 eBay saw a marked increase in new sellers at the same time as their offshore agents transitioned to working for home

▶ They turned to experienced sellers using a GigCX platform from Limitless to help their peers

▶ As well as tapping into an on-demand resource pool, eBay have since found that peer-to-peer support improves new seller onboarding rates generating incremental revenues

Agent assistance

The ability for agents to do more within the call

➤ Boosts the performance of your agents by assisting them in real-time, during live customer interactions

➤ Automate routine 'copy paste' information between systems

➤ Provide knowledge based on context of where the agent is in the process

➤ Present 'next best action' prompts for cross-sell / up-sell

Example from Nice NEVA

Best practice example

Using AI to multi-skill agents across different languages

> Microsoft's English-speaking agents deliver email and chat support across multiple product lines in eight languages, including the five key European languages, Russian, Chinese and Japanese

> The impact on Microsoft's CSAT is that experienced agents using Unbabel outperform agents working in their native languages - can be 10-20 points higher

But does it always work?

Mystery Shopping:

My wife ordered a mirror – it didn't turn up – the business seller then emailed that they could no longer supply the goods and would provide a refund
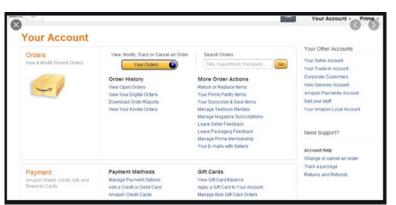
But does it always work?

Mystery Shopping: Stuck in a self-serve loop

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No refund received – went onto Amazon site to check order status. Used an automated process to escalate the request for refund.

Still no refund – back to Amazon site – all customer journey flows led back to the chatbot (to request a refund)

But does it always work?

Mystery Shopping: Reputation saved by the contact centre

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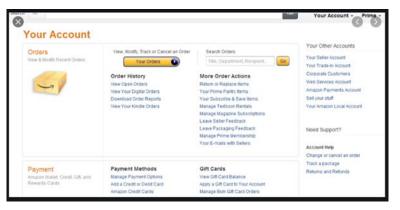
Still no refund – back to Amazon site – all customer journey flows led back to the chatbot (to request a refund)

Used a third party complaints resolution site (Resolver) to find a phone number to call

Rang Amazon – spoke to an agent who had full access to the account – could see the repeated request for a refund – and that the seller was yet to respond. Immediately authorised credit payment. Email confirming received instantly, whilst still on the phone to Amazon.

Questions

The Contact Centre Innovator