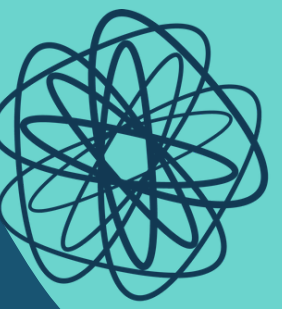


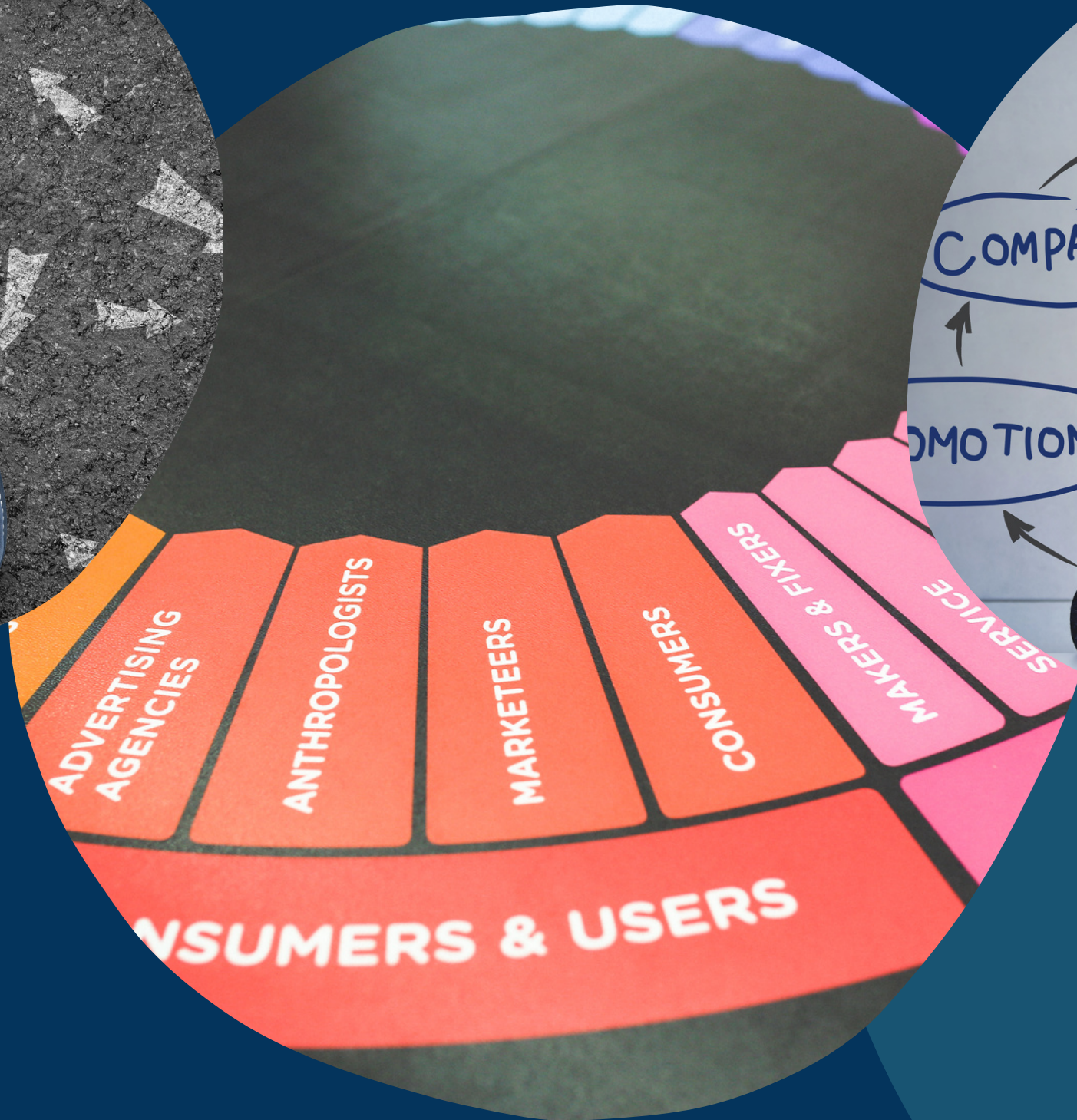
Luceat  
Consulting



# REDUCING CONTACT INTO THE CALL CENTRE

SARAH MORGAN - LUCEAT CONSULTING









## **SELF SERVICE**

Supports the customer journey

Omni-channel

Mobile First

Effortless

# PREVENTION IS BETTER THAN CURE

Continuous Improvement

Process Excellence

Employee Engagement



Further Reading: Matthew Syed – Black Box Thinking



## **PROACTIVE PROBLEM MANAGEMENT**

Operations focussed on resolving before it impacts a customer

Outreach to the customer before they need to contact



## REDUCE REPEAT CONTACT

During quiet times, follow up

Recognise Employee Experience links to Customer Experience

Update regularly and keep your promises

Contact is often the only interaction – use it to wow your customer





## **SELF SERVE**

Customers want effortless and seamless ways to resolve issues without needing to interact



## **PREVENTION**

Have a culture of Continuous Improvement and ensure Psychological Safety



## **PROACTIVE**

Early Warning systems and proactive communications to pre-empt contact



## **RIGHT FIRST TIME**

Focus on Employee Experience and balanced metrics to ensure minimal repeat contact