Automation Solutions

To Dramatically REDUCE call load and delight customers.

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VP Innovation – Treadmill Communications

Reduce your call

- What is the strategy
- Put the phone off the hook
- They can call back another time.
- Customer Satisfaction will fall.
- This is not a once off quick fix
- Adding band-aids here and there
- This won't work

How do I Reduce my call load

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Improve your call

- Automatic call back solution
- Call handle 24/7
- First Call resolution (FCR)
- No transfer - FCR
- No Call Backs
- Solution Found
- Autodialing.
- Knowledge base FAQ
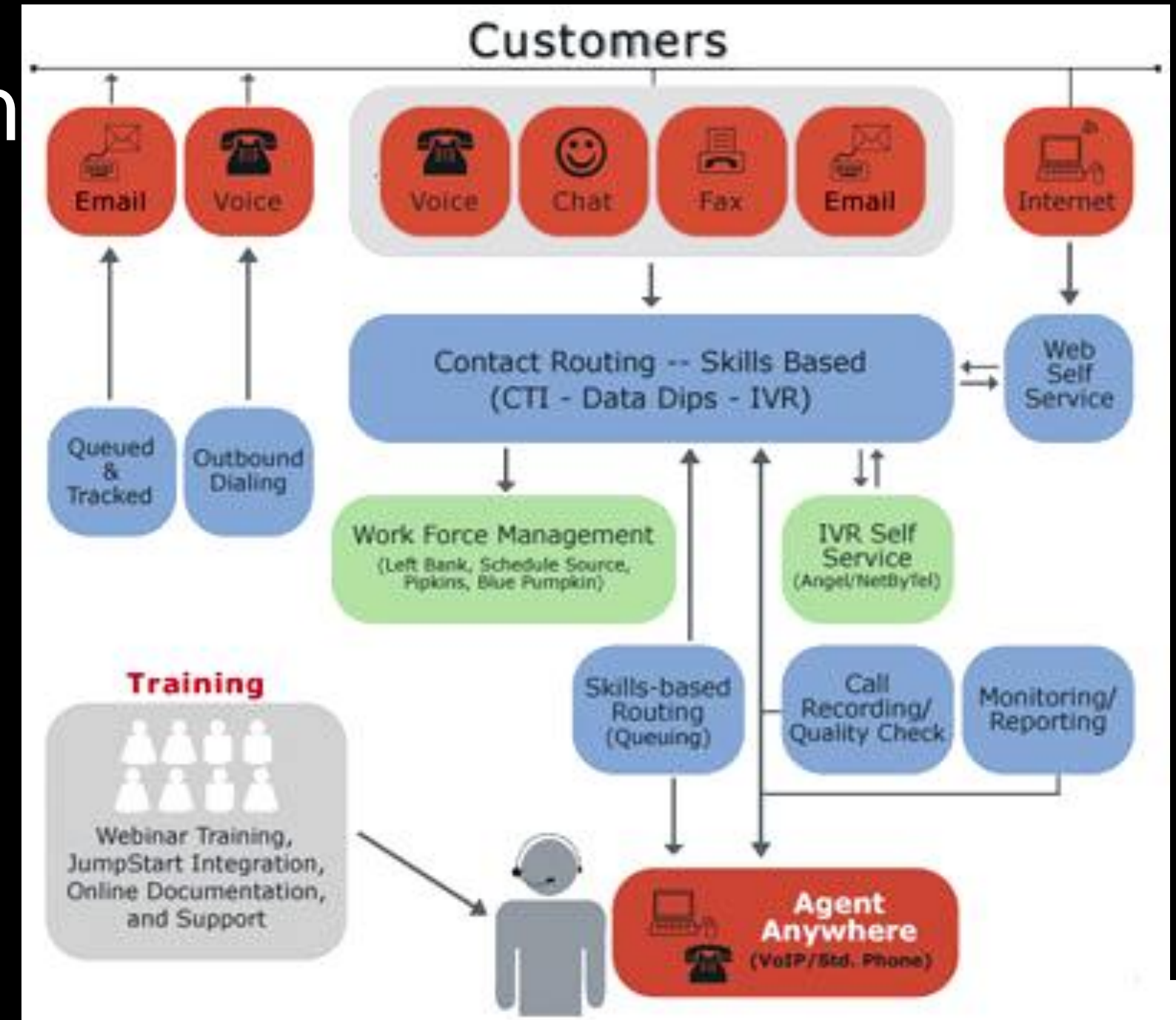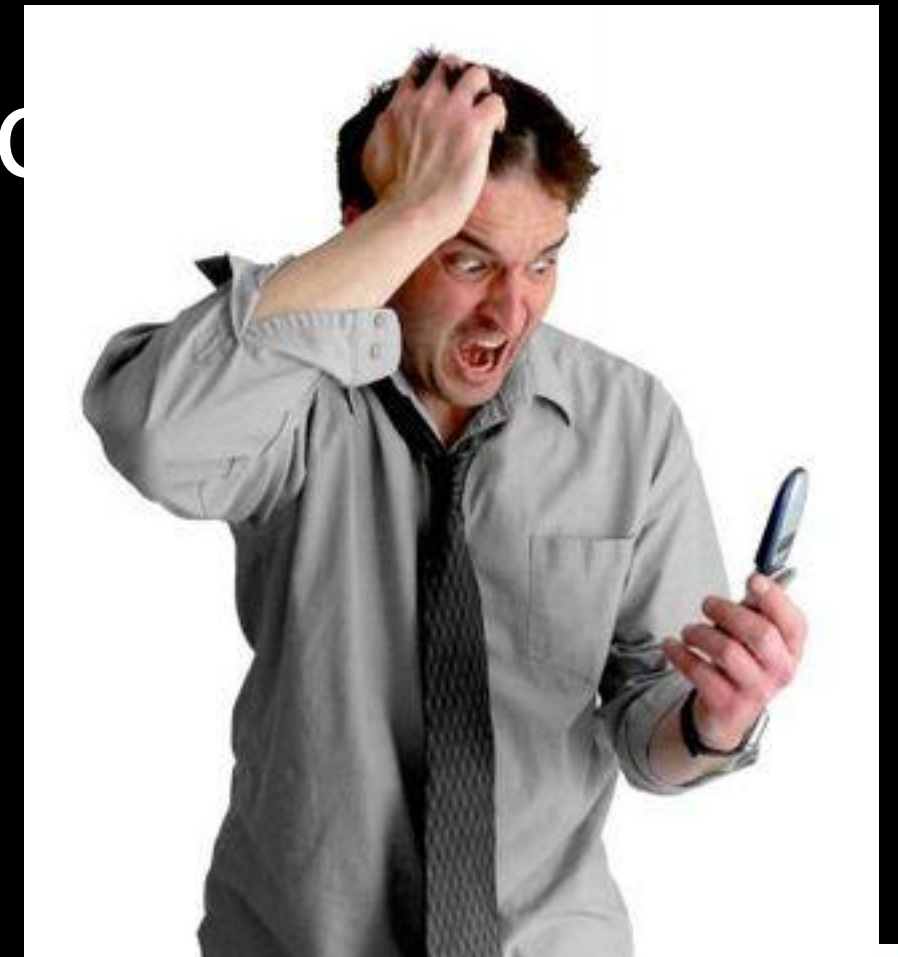
What Channels are you using

What would your customers say?

- Do you know are they satisfied
- Can you predict the calls
- Are you analysing the calls for repetiti[on]
- There is software in the cloud to help
    - Eg service next, predictor

Steps to Reduce

- Reducing the call load
- Is this your number one objective
- Adding software to do this huge costs
- Add More CRM???
- No
- Or better Process

Do you know why calls are delayed

- Look for the delays
- Look for the bottleneck
- Identify the root cause
- Analyse , Analyse – get the stats
- Look at what is your consumer doing
- Use other media to help

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Contact Center Topology

Gateway Servers
- IP
- Other

Web Servers
- Internet backbone

App Servers

CRM/sales/servicing	eLearning
Workflow	Coaching
KM	Scripting
Search	Web crawling
Recording	Other
QA	Security
WFM	

Unified Communications Servers

Presence Mgmt.	Fax
Inbound/outbound PBX	Video
eMail	SMS
Chat	ACD
IM	Dialer
Collaboration	IVR
Messaging	Security

DB Servers
- Databases
- CRM Repository
- KB
- Marketing data warehouse
- BI data
- Security

Analytics App Servers
- Speech
- Real-time
- Web
- Customer value
- Customer feedback
- Predictive
- CCPM
- Security

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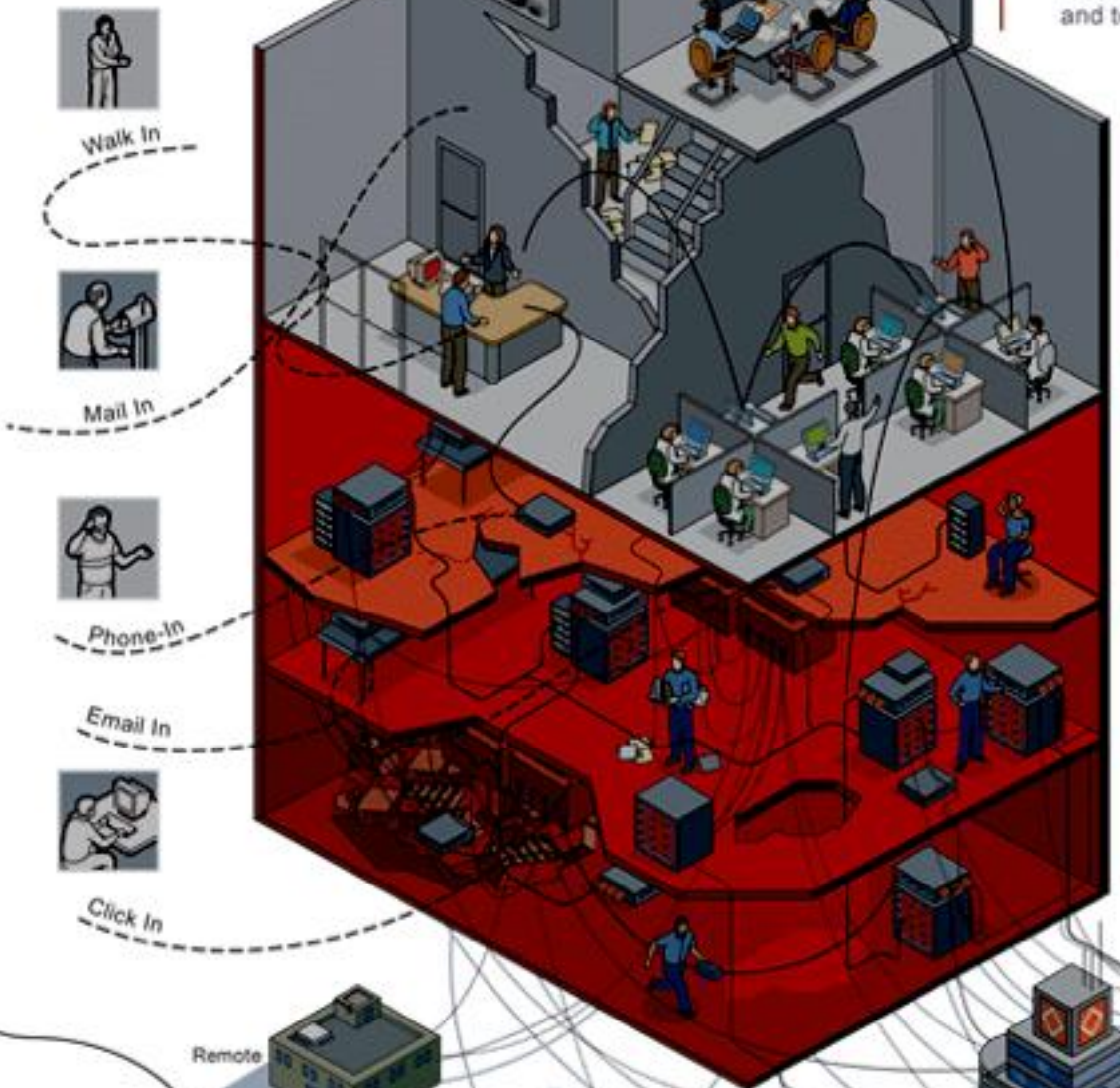May 12-13, 2010 - Dubai, UAE

Top List of Problems

- Dropped calls
- Passed around
- Tracking your calls
- How many time repeat the same thing
- What is the aim of the customer
- Where am I
- How real time are you

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What is your Process like

Looking at the process
- Analysis on how long through the call
- Analysis the experience
- Leverage the customers current information
- Its not the CSR it's the Process.

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Walk In
Mail In
Phone-In
Email In
Click In

MISCOMMUNICATION
Confusion amongst Operations and between Operations and IT has created multiple and misaligned channel strategies and technology purchases.

BROKEN PROCESSES
Misaligned and replicated processes across Operational departments creates redundant activities and process breakdowns.

SILOED TECHNOLOGIES
Multiple channel technoligies (voice, web, e-mail, etc.) have created complexity, inflexible processes and enormous expense in integration and maintenance.

REGULATORS

New Regulatory Requirements?

Remote

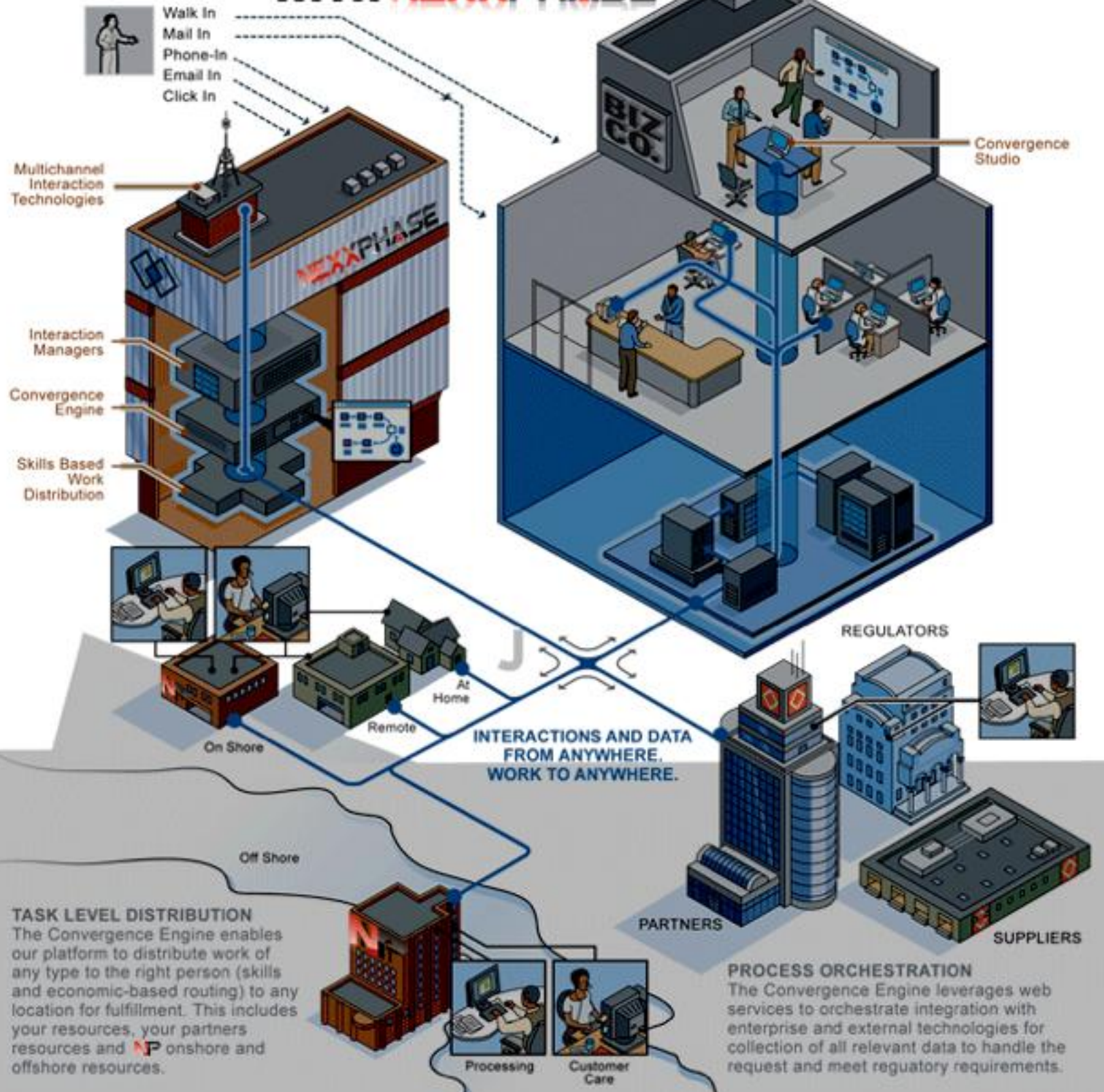At Home

PARTNERS

SUPPLIERS

Off Shore?

UNTAPPED OFFSHORE OPPORTUNITIES
Inability to incorporate flexible and inexpensive labor (offshore, at-home, etc.) into business process because of technology constraints.

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business process management suite that includes the Convergence Studio and Convergence Engine. The Studio enables Operations and IT to collaboratively model desired processes and the technology that supports it. The finished model is then deployed to the Engine for execution. Modeling enables processes to be easily reconfigured for events such changes in strategies or new regulatory requirements.

provides the Business Convergence Infrastructure, a complete and converged platform of world class interaction management channel technologies, powered by our Business Convergence Suite. Making the Platform available On Demand enables a client to offer any and all channels to their customers and pay for the capability by the transaction.

WITH NEXXPHASE

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BIZ CO.

Convergence Studio

Multichannel Interaction Technologies

Interaction Managers

Convergence Engine

Skills Based Work Distribution

On Shore

At Home

Remote

INTERACTIONS AND DATA FROM ANYWHERE. WORK TO ANYWHERE.

REGULATORS

Off Shore

PARTNERS

SUPPLIERS

TASK LEVEL DISTRIBUTION
The Convergence Engine enables our platform to distribute work of any type to the right person (skills and economic-based routing) to any location for fulfillment. This includes your resources, your partners resources and NP onshore and offshore resources.

Processing

Customer Care

PROCESS ORCHESTRATION
The Convergence Engine leverages web services to orchestrate integration with enterprise and external technologies for collection of all relevant data to handle the request and meet reguatory requirements.

Empower your People

- Analyse what do your staff say.
- Analyse the calls - weekly daily
- Are you firefighting or drowning
- Trained are your staff
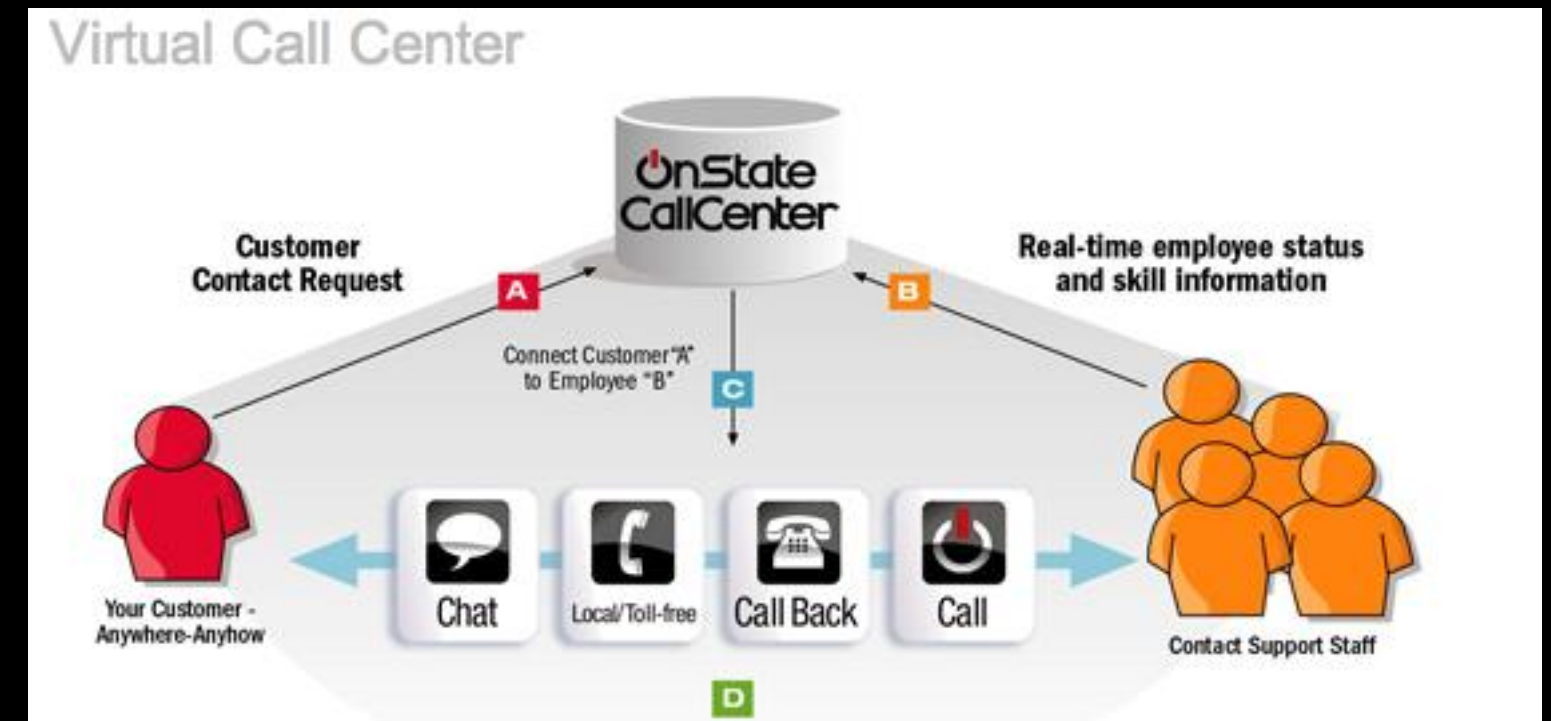- Do they know what to do.

What to Do

- Analyse & define the current process
- Are you using all the channels
- What is your 360 of the customer
- 24/7- only if you need to be

- Set the Goal.

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The Call Center Today

- How do you work - Telephone

- Web - live chat

- Technology ?

- What is your aim

Call Center trends

- Not just customer service

- Moving to marketing, financial Call Analytical Enterprise centers

- Customer Retention programmes

- Call Recording to enhance quality

- With Rise of Social Media, Call Centers at the hub of new technology

Call Center Challenges

- Customers Expections

- Service different customer needs

- Managing so many channels and infrastructure

- Customer satisfaction is now on the Agenda

- With technology the world is smaller and faster

Call Center solutions

- Handle peak loads

- Shared knowledge repository

- Adopt a Standard process

- Tools baselines

- 360 customers

- Anticipate calls predict the peak times

- Empower your agents

Summary

- Know your process
- Indentify Employee strength
- What tools do you have
- Identify the bottlenecks
- Common Call.