

IS IT TIME TO REVIEW YOUR CONTACT CENTRE STRATEGY?

OVER THE PAST FEW YEARS, CONTACT CENTRE TECHNOLOGY HAS EVOLVED SIGNIFICANTLY, DRIVEN PRIMARILY BY COST-SAVING REQUIREMENTS, EFFECTIVE CUSTOMER ENGAGEMENT EFFORTS AND STREAMLINED WORKFORCE MANAGEMENT PROCESSES. ADVANCES IN CLOUD COMPUTING, VIRTUALISATION, UNIFIED COMMUNICATIONS AND CUSTOMER EXPERIENCE MANAGEMENT HAVE GIVEN A NEW OUTLOOK TO THE CONTACT CENTRE INDUSTRY. ORGANISATIONS NEED TO ENSURE THAT THEIR CONTACT CENTRES KEEP UP WITH THESE EMERGING TECHNOLOGIES. IF THEY DO NOT, THEY RISK BEING OVERTAKEN BY THEIR COMPETITION. IS YOUR CONTACT CENTRE IN NEED OF TRANSFORMATION?

IS IT TIME TO REVIEW YOUR CONTACT CENTRE STRATEGY?

1 CONTACT CENTRES ARE MOVING INTO THE CLOUD

According to Ovum, over the next five years, the number of cloud-based contact centre agents will experience a nearly tenfold yearly growth rate compared to in-house agents. The growing pervasiveness of cloud contact centres in the recent past is driven by two major factors:

- **pay per use:** Enterprises can move away from high up-front expenditure to a more manageable operational expenditure approach
- **operational flexibility:** Business growth and erratic call volume on account of seasonality, new product launches and sales promotions necessitate that enterprises rapidly scale up or scale down their contact centre operations. A cloud-based service model offers the flexibility to meet such demands.

Security still remains a concern with cloud-based contact centres; however, organisations can address the challenges by selecting suppliers who provide customised, private cloud solutions that can be integrated into their existing IT infrastructure.

2 VIRTUALISATION-ANYWHERE, ANYTIME, ANYPLACE

Labour costs constitute nearly 80% of a contact centre's total cost, according to an ICMI whitepaper. Downsizing and off-shoring are the traditional measures for cutting costs. However, neither of these options is ideal—both often lead to increased customer queue time and dissatisfied customers. An alternative to these options is the employment of home-based agents who can optimally balance cost and efficiency. Further, with the help of intelligent call handling systems, enterprises can create a central queue that includes agents with

different skills, located in multiple centres. Incoming requests can be quickly allocated by the system to an expert.

Some may argue that virtualisation compromises enterprise security and confidential information. To mitigate such risks, confidential data can be encrypted and role-based access can be granted to users.

3 UNIFIED COMMUNICATIONS (UC)

The implementation of UC solutions that integrate technologies, such as phone, email, chat and voice mail can improve call centre operations significantly. Functionalities such as instant messaging, desktop sharing and inter-agent call hand-offs aided by presence capabilities can help eliminate the discontinuity that often occurs in customer servicing. By integrating multi-channel calling, a UC environment helps achieve 'first-call resolution' — an important factor for driving customer satisfaction.

4 CUSTOMER EXPERIENCE MANAGEMENT TRENDS

The role of contact centres has transformed into that of a powerful enterprise resource that mines and monitors customer experience in dealing with products and services. A number of new technologies have emerged, either to integrate customer interaction channels or to make customer interactions more personalized:

- **harnessing customer location to target local demography:** Location-based services can be leveraged to increase sales through targeted marketing. These services can also assist in identifying problems clustered in a particular area
- **offering immersive customer experience:** Video/web chat enables contact centres to offer

richer and more personalised customer interactions

- **integrating social media:** Text mining software for monitoring and responding to publicly posted consumer grievances on social media presents tremendous opportunities at various levels of customer management;
- **implementing speech analytics:** Voice analytics searches keywords and key phrases in thousands of recorded calls, revealing patterns and trends in the subject of the calls, to quickly determine exactly why customers are calling and examine spikes in call volumes; and
- **deploying intelligent management systems:** Contact centre analytics solutions enable supervisors to gauge their most important indicators, such as first-call resolution and call handling times.

5 CONCLUSION

New generation contact centres are expected to play a significant role in improving customer experience, helping companies to retain their customers and save costs. Organisations need to investigate emerging technology trends and ensure that they have a contact centre strategy in place that addresses how they are going to stay aligned with the rapidly changing contact centre market.

ABOUT US

Wavestone is an international consultancy that provides connected thinking, insight and capability to industry leading organisations. We work collaboratively with our clients to plan strategic business transformation and seamlessly turn strategy into action.

IS IT TIME TO REVIEW YOUR CONTACT CENTRE STRATEGY?

FIND OUT MORE

If you'd like to find out more, please contact us by calling at +44 20 7947 4176, or via email at enquiries@wavestone-advisors.com or visit our website at www.wavestone-advisors.com

WAVESTONE

www.wavestone-advisors.com