The Omni-Channel Customer Experience

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Contact Center Trends

- Sourcing options – increasing cloudiness
- New capabilities
  - Mobile apps
  - WebRTC
  - Video
  - Social software
  - Omni-Channel
  - Platforms
- Focus on the Customer Experience
  - Customer Journeys
  - Moments of truth
  - Building loyalty
  - Personas
- Organizational goals and priorities
Inbound Interactions by Channel

2012

Source: ContactBabel

2013
Measures of Customer Engagement

- What to measure
  - “Customer Satisfaction”
  - Net Promoter Score
  - Customer Effort
- “Effort” is the best predictor

Source: Corporate Executive Board
Discussion of these Trends

- Social software
- Mobility and mobile apps
- Unified communications capabilities
Social Software in the Contact Center

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Social Software in the Contact Center

• Service customers the way they want to be serviced – not just the phone
• Monitor what is being said about the company & products
• Act upon negative comments and complaints
• Deliver marketing and product information
Challenges

• More social posts requiring engagement, but ccs still not engaging
  – “We don’t have enough volume to support it”
• Biggest barrier – who owns social?
• How to integrate social into cctr platform
  – Lots of “free” tools
• Few best practices
• Not as simple as it looks
Helping Customers Get Ready

- Engage with Marketing – not just contact center group
  - Marketing owns social in most organizations
- Start with a pilot or proof of concept
- Start by monitoring and listening – Do a simple twitter search
- Then move to responding & taking action
Opportunity

• Get the basics right first - multichannel
• Sell more licenses – monitoring tools, multichannel routing & queuing, analytics
  – Tie in reporting, scheduling/WFO
• Prof services - Go beyond the technology
• Help develop strategy, guidelines & policies – Don’t Be Stupid!
• Bring in other specialized technology partners, consultants, and vendors where necessary
Contact Center Analytics

Calls

Emails

Surveys

Social Media
## Types of Analytics

- **Speech**
  - Capture real-time and recorded conversations

- **Text**
  - Capture and evaluate text, chat interactions

- **Social**
  - Monitor what’s being said on social media

- **Other**
  - Desktop, IVR, Web, VoC
Identify issues, patterns, trends

Insights into customers, agents, contact center operations,

Insights outside of cc: business processes, products/services
Benefits of Analytics

- Improve Agent Performance
- Reduce Costs/Increase Revenues
- Ensure Compliance
- Enhance Customer Experience
- Improve Business Processes
Getting Ready

• Understand what analytics is all about
• Talk to analytics vendors - expand
• Start talking to Customer Experience folks, not just contact center
  – These are your new customers
Mobile Customer Interactions

Mobile customer self-service applications offer new UC opportunities for VARs, SIs, and consultants

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Trends For Mobile Customer Service

- More flexible access to personalized self-services
  - Mobile online apps - Replace limitations of IVR
  - Choice of voice or visual user interfaces
  - Contextual access to online apps

- UC flexibility for live assistance
  - Smartphones/tablets provide contact flexibility
  - Customer choice of interaction mode
  - Contextual customer information for agents from mobile apps

- Increased opportunities for proactive outbound services
  - Timely personalized and contextual notifications and response options
  - Personalized user control over automated notifications (mode, source)
What’s New In Mobile Customer Services?

- “Cloud” implementations and Big Data storage bring all end users together (Mobile Customers, Agents, Experts)
- Mobile apps and APIs connect customers with live assistance via browsers and IP for voice/video (WebRTC)
- Integrations between mobile apps and contact centers
- Mobile customer choice of mode for all interactions
Mobile Customer Self-Services
Need UC-enabled Live Assistance

- Self-service opportunities ("Mobile Apps")
  - Information access
  - Transactions
  - Notifications when there is a time-sensitive situation

- Customer assistance needs
  - On demand whenever the customer runs into a problem with self-services
  - Mobile customer will need greater flexibility of contact choice, based on need
  - Mobile customer will be more accessible for customer assistance response
  - Skills-based routing of available assistance based on current interaction context
  - Customer can select available assistance based on current availability and expertise

Satisfying the above requires multi-modal communication flexibility and integrations between self-services, CRM, and routing
Mobile, Multimodal Customers Can Do More!

- More online self-service applications
- Multi-modal contacts
- Inbound and Outbound
- Multi-media application interfaces flexibility
- “Click-for assistance” flexibility
- Contextual contacts – Customer information, History
Mobile Customers Bring Big UC ROI

- Increased use of efficient, self-service visual “mobile apps” (Less voice)
- Mobile accessibility shortens response times in business processes
- Mobile accessibility also means more effective use of “virtual queuing” and “call return” options
- Flexible, contextual “click-for-assistance” means giving more control to customers based on personal mobile situation or preferences
- Unified customer contact history (self-service, assisted) enables agents to be better prepared and faster to interact flexibly with customer
- Benefits are:
  - Faster customer revenues, greater satisfaction, retention
  - Lower agent support costs, lower communication costs
Big Implementation Challenges

- Identifying high-value “use cases”
- Redesigning online Web applications for mobile consumer devices (“Customer BYOD”)
- Complexities of UC and different UIs for different mobile devices/OSs
- “Cloud” implementations (Private, Public, Hybrid)
- Business process application integrations
- Trialing mobile customer apps
- Determining cost/benefits
- Tracking, centralizing, and reporting all interactions and contacts
- Security and privacy issues
- Most internal IT staff have little experience with mobility
- New software tools and services starting to become available for knowledgeable experts
New Roles for VARs, SIs, Consultants

- Working Together

- Helping define and prioritize mobile customer service requirements for different vertical market environments (“use cases”)
- Consultants can help justify planning for “cloud” implementations
- Working with “mobile app” developers to UC–enabled “click-for assistance” (e.g., using WebRTC for voice/video)
- Integrating multi-modal customer contacts with desktop agent interfaces
- Define network infrastructure support required for mobile, multi-modal self-services and live assistance access
- Provide analytic and reporting tools (Big Data) for evaluating customer service performance
- Insuring privacy and security requirements for customer information
- Bring in other specialized technology partners and vendors where necessary
Reselling New “Cloud” Services and Support

- Opportunities for new, ongoing revenue generation
- Requires ongoing support relationship with clients
- Requires partner relationships that provide technology tools and expertise for customized self-service application development and management
What You Need To Do Now!

- Fully understand how multimodal mobile apps for different vertical markets and UC-enabled “click-for assistance” can add more customer service value and operational cost efficiencies than legacy telephone call centers.
- Partner with technology vendors and channels who have the new tools and skills for implementing and integrating mobile, multi-modal customer assistance, as well as visual, mobile self-service applications for specific vertical markets.
- Be prepared to educate business management about the benefits of Mobile UC and self-service applications for customer care.
- Be prepared to help clients identify and integrate customized mobile customer services to existing contact center capabilities.

Fill in the new Mobile Customer Interaction “Holes!”
Polling Questions
UC in the Contact Center

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## Trends

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<th>Current deployments</th>
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<th>Future</th>
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| • IM within the center  
• Challenges in extending outside | • Expert access and collaboration  
• Collaborative customer interactions  
• Seamless omni-channel | • Customer portals  
• Direct connection outside the center |
Opportunities
Lead with Professional Services

- Extend current UC tools into the contact center
- Add UC with restructured processes
  - Outside experts
  - Omni-channel
- Re-imagine customer interaction strategies
  - Think about “reducing effort”
Get Ready

- Learn new skills
  - Understand how UC affects business processes
  - Understand customer interaction strategies and relation to overall corporate direction
  - Link UC tools to these strategies
- Engage different decision makers
- Create solutions for specific vertical markets
Questions and Discussion

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