



PORTFOLIO : HOSTED CONTACT CENTRE

CALABRIO™

TECHNOLOGY WHITE PAPER: THE CONTACT CENTRE FOR THE DIGITAL AGE

THIS TIME IT'S PERSONAL - CREATING THE
ONE-TO-ONE CUSTOMER EXPERIENCE

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THE FUTURE HAS ARRIVED

Digital transformation hasn't just changed the way enterprises do business, it has also transformed everyone's expectations. Customers expect and demand easy access and engagement with your enterprise. And if you're not delivering on those expectations, or you're not helping your agents answer your customers' queries in real time, you're in danger of being left behind.

With the advent of new technology, it's no longer enough to offer 24/7 service - you have to be able to let customers connect in the way that's convenient to them. Another factor to keep in mind is that people want freedom of choice. Forrester Research has found that 95 percent of customers use more than one channel to communicate with organisations. They don't just want to be able to get in touch via their medium of choice, they expect it to be seamless across all channels - whether voice, video, chat, email or social media.

The opportunities are compelling. Cloud technologies mean that it's now possible to deliver a common experience for end users across the world, to any device of their choice. It's not just the end users who stand to benefit from the changes. By creating a full end-to-end digital experience you'll be able to harness big data to understand more than ever before about your contact centre and your customers.

Greater expectations

It's time to get personal. Because that's what your customers, suppliers and employees expect. When people contact your business, they don't just want a speedy response. They want an interaction that treats them as an individual, with a personal and human approach.

They also want a response to problems as soon as they report them, so you need to be able to offer true real-time support. And because customers also want to be able to access you via any device, you're going to have to offer everything from voice, video and chat to text, data and screen sharing.

With an intelligent contact centre, you can meet these demands by delivering an excellent, integrated experience with omnichannel connectivity so your enterprise is always just a click away from any device.

So what does an intelligent contact centre look like?

At Tata Communications, we believe there are five key components that are must-have for any intelligent contact centre:

- **Richer communications**
- **Convenient touchpoints**
- **Live customer knowledge**
- **Cost-effective touchpoints**
- **Smarter interactions**

By getting these components right, you can start to create the optimum experience for your customers. But that's only half the journey. As customers' needs and enquiries become increasingly complex, you need to empower your contact centre workforce by giving them the tools and freedom to be able to resolve customer issues.

With better information, your agents will be able to build a 360-degree view of your customers. Timely feedback will help them see their own quality scores, giving them the freedom to take control of their own improvement, while a scheduling platform gives them the flexibility to manage their own time and shift preferences.

WEBRTC: A MORE ENGAGING CUSTOMER EXPERIENCE

Launched in 2011 by Google as a new open source project, WebRTC has become a game changer for contact centres, enabling fast, easy and secure real-time two-way communication between enterprises and end users. The result is an online experience that is more personal, productive and engaging than ever before, with multiple streams unified into a single application.

- **Real time** - WebRTC enables person-to-person collaboration and communication without plug-ins or app downloads
- **Revolutionary** - WebRTC is set to become the most important breakthrough in online communications in the last decade
- **Device and service independent** - truly agnostic, the browser-based technology works with any device
- **Secure** - advanced encryption technology protects every communication between the data centre and the end user

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Let's take a look at each of those five crucial contact centre components.



1. Richer communications

Statistics show that 50 percent of organisations don't share contact centre intelligence across their business. Yet by using this rich source of information, you can give stakeholders real-time response to any demand, offering support right at the time of need. By offering a personal response through functions like online chat, you can provide that all-important human touch.

For an even more immersive and supportive experience, you can add screen-sharing technology. Service representatives can then carry out co-browsing, offering real-time solutions and one-on-one guidance.



2. Convenient touchpoints

As Forrester has shown, 95 percent of customers use more than one channel to contact companies. Regardless of how your customers are reaching you - via desktop, laptop, smartphones or tablets - if customers and employees can access your contact centre over any device then you're creating a better end-user experience.

You can also use the technology to provide contextual support to solve end user challenges when they arise, through smart agents and bots. The happier your customers are with your service, the more likely they are to purchase again, and to recommend you to others.



3. Live customer knowledge

In the digital era, knowledge is power. An intelligent contact centre has analytics tools in place to take each customer's pulse and build a picture of their needs and desires. Research by Calabrio has found that 34 percent of contact centre agents feel that the lack of customer data available to them at the time of a customer's request means they are unable to fully deal with their query.

The evolution of predictive and prescriptive analytics tools enables next-level insights, helping a business see where its customers and opportunities will be in the future. These analytic insights hold transformative potential, empowering a business to proactively improve the customer experience, confidently invest in innovation and build a future-proof strategy.

You can carry out behavioural analysis to offer truly personalised support, and use social analytics to monitor and manage your business's reputation. Your customers will appreciate the personal approach and response, creating more positive word-of-mouth marketing which is much more valuable and trusted than paid marketing communications. When you consider that nine out of ten customers have switched allegiances to companies at least once in the past year*, that means you have more chances of stopping the attrition and retaining valuable customers.

Analytics solutions also help contact centres increase operational efficiency by identifying trends and bottlenecks - from lethargic systems to cumbersome processes. You can seize opportunities to streamline workflows and extract insights that drive better, faster service.

*NewVoiceMedia



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4. Cost-effective touch points

An enabled and empowered workforce is more productive. And by developing AI bots and virtual agents, you can give agents the chance to find answers to complex questions and other needs quickly and easily – reducing the wait time for customers.

That can pay dividends for your organisation, as it costs up to 25 times more to acquire a new customer than to keep an existing one†. So by enhancing the efficiency of your customer responses, you can retain their business and keep costs down.

Intelligent technologies like chat and speech bots can free up your agents from handling simple ‘self-service’ calls, enabling them to deal with your customers’ more complex and detailed queries. With every touch point your enterprise is learning and fine tuning, as Big Data and the Internet of Things (IoT) enable you to build a bigger picture and better responses to workforce requirements.

†<https://hbr.org/2014/10/the-value-of-keeping-the-right-customers>

5. Smarter interactions

NewVoiceMedia estimates that poor service costs US companies \$41 billion every year. If customers are getting in touch with queries that are not being dealt with quickly or efficiently, it will cost your business dearly. Speech recognition can provide speedy and effective responses, freeing up your agents to deal with more complex calls and requests. The technology now allows for intuitive, voice-based identification of customers, and can create active conversations in natural language.

Your customers will have the same experience as if talking directly with a customer service representative, but will be able to access support extremely quickly and right at the point of need. And thanks to biometric security checks based on each customer’s unique voiceprint, their identity and data stay safe.

Sophisticated speech and text analytics unlock the goldmine of intelligence buried in your contact centre, helping you free the voice of the customer. New predictive and prescriptive analytics tools deliver next-level insights by helping you anticipate customer needs and deliver more personalised interactions.



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What it means – by industry

E-Commerce

The intelligent contact centre transforms the customer buying experience:

- Harvest customer data over time to automatically present customers with purchase suggestions based on their transactions
- Regular purchase suggestions help reduce buying cycles to deliver a more evenly distributed sales pattern
- Your business can also proactively give customers real-time price and product comparisons as well as tactical offers when needed

Banking

By delivering proactive communications across channels and platforms, you can vastly improve the end user experience:

- Deal with any customer complaints speedily, efficiently and effectively
- Give customers complete transparency when problem solving or handling their account
- Use WebRTC to give high net worth individuals enhanced services such as financial meetings via online video

Insurance

Stand out from the competition by delivering a made-to-order service focused on the end users:

- Segment products to offer personalised solutions and experiences depending on individual customer profiles
- Set up automated compliance procedures
- Develop omnichannel communications for customers when setting up policies and during any claims, for efficient, always-available contact

Travel & Hospitality

In the hospitality sector, customers demand a truly personal service. Deliver to their requirements with an intelligent contact centre:

- Offer a range of ticket buying options based on your knowledge of individual customers and their preferred means of purchase
- Give airline passengers more notifications at every touchpoint, and enable them to experience a true omnichannel solution for check-in

WORKFORCE MANAGEMENT

It's no longer enough to rely on spreadsheets and statisticians to plan the workload in your contact centre. Manual management of staffing isn't just time-intensive and manual, it's often not sophisticated enough to predict the increasingly complex requirements of your contact centres and customers, who are demanding a more personalised, multi-channel experience.

With **Calabrio Workforce Management (WFM)**, you can generate fast ROI and seize competitive edge via improvements in four key areas:

- **Accuracy** – enable forecasts and schedules to be run more frequently and easily, helping contact centre leaders better assess future needs
- **Automation** – streamline and automate key tasks, and let the system and its auto-approval workflows do the work
- **Adherence** – gain a complete view of adherence data, enabling supervisors to address any concerns
- **Analysis** – benefit from improved and expanded reporting and analysis that's way more powerful than any spreadsheet.

Unique WFM tools accommodate complex agent scheduling preferences and engage employees with timely feedback so they can deliver a consistent and outstanding customer experience.

Get personal with your contact centre

To stay in step with the enterprises already making the next generation contact centre journey, you need a powerful and scalable solution to help you move at speed. **InstaCC Global** from Tata Communications brings you a feature-rich CX suite, including voice, video, chat, WebRTC, email, co-browsing and social. Partnering with customer engagement experts Calabrio, we also offer Workforce Optimisation as a Service to give you a more accurate picture of your contact centre, more cost effectively.

With **InstaCC Global**, you'll be able to offer smarter interactions for your stakeholders – with a fully modular suite that makes it easy to migrate from existing legacy systems. It also comes with the strength and reach of Tata Communications' best-in-class global, multi-modal SIP trunk. That means an enhanced experience for your customers and your agents, and end-to-end performance management and visibility for your business.

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