White Paper: Call Centre – Trends of the Future

"HOW WE SEE THE FUTURE OF CUSTOMER SERVICE"

DEPENDABLE IT
CANADA & USA CALL CENTRES

White Paper - Contents

Trends in Call Centre Self Service - Introduction

All Contact Centre Organizations globally are being challenged to look across customer channels to enable:

- Self-Service – Right Channel for the Right Customer Need
- Channel Usability – Digital and Traditional Voice
- Superior Data Intelligence – Big Data gathering of customer insights
- Omni Channel Experience

Call Centres are no longer being compared to "like" experiences within their industry vertical; the experiences are compared for all industries. The challenge this represents is the optimal mix of both digital and non-digital channels and their ability to self-serve effectively.

Recently, call centre self-service trends have been given a "boost" by software providers which have presented a critical challenge for investment decisions. All call centre leaders are forced to make key investment decisions for the first time in a decade that will represent their growth for the future. In looking at moving forward, we must always consider the right mix of technology and customer service.

Customer Service Channel Impacts

Service in all channels impact the overall customer experience. On average 86% of all customers stop doing business with an organization after one bad experience. Of the ones that leave, 82% tell other people of their bad experience. Customers now expect a multi-channel experience along with preferences to fulfill their inquiry in specific channels. This means a seamless customer experience between channels.

In Canada, 80% of the companies recognize the importance of this expectation while only 30% deliver.

The below diagram illustrates the customer output expectation by channel:
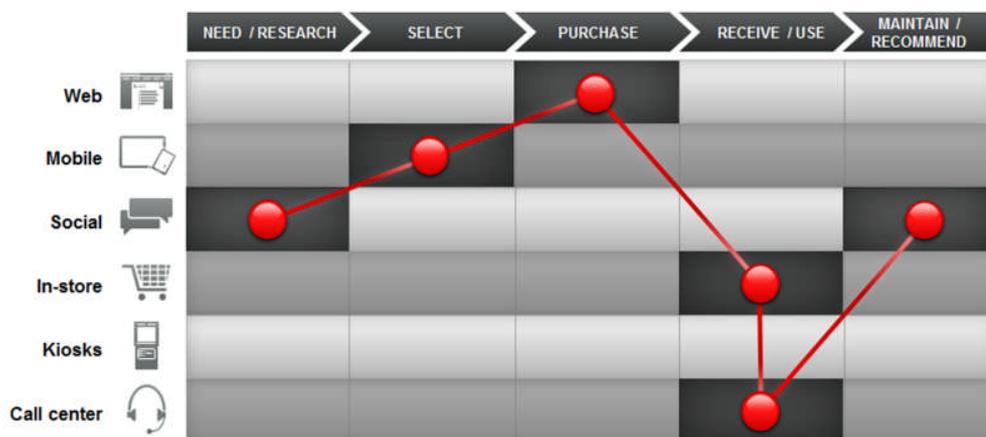
** Source – Oracle Customer Experience Research 2013

Trends in the Call Centre Industry – "As We See The Future"

Web continues to be the top channel for purchase while Mobile, Social and Call Centre continue to be the key channels for self-service. Organizations are undertaking customer journey mapping exercises to identify and analyze how customers interact with their brand. In many cases, an initial inquiry may start on the Web and carry through a number of channels prior to final resolution. We have developed proven methodology in identifying the optimal customer experience. Our Customer Experience Experts (CX) have assisted many clients in driving loyalty and increasing revenue for all channels.

Top Call Centre Technology Trends That Matter

Through multiple waves of changing customer behavior, industry watchers have predicted that call centres would disappear, leveraging the internet and the "touch less" digital age. While the prediction has been proven wrong, the rise in multi-channel, multi-device demand has increased the importance of the contact centre. Consumers are becoming savvy at a young age with the average household has up to 7 devices.

Top Trends in Customer Service

1. Channel Preference: 12% rise in web, 24% rise in chat, and 25% increase in community usage

2. Outbound Communication: Customer expectations are growing in notification SMS, Voice, and E-Mail

3. Knowledge Management – On average of 60% of customers use web self service

4. Customer Analytics – Holistic measurement of all channels to assess experience

Top Trends in Call Centre Technology

There are a number of trends as it relates to call centre technology and self-service disruptive applications. The trends identified in this document are a combination of industry opinion and IGS positioning given consumer behavior in Canada.

Top Trends:

The following are the top five trends identified in the call centre space:

1. Digital Self-Service – Mobile Applications

2. Knowledge Base Consumer

3. Voice Self-Service in the Cloud: Computer Cognitive Intelligence

4. Proactive Consumer Notification

5. Voice Biometrics – "The New Era of Biometrics"

Digital Self-Service

As smart phone and mobile devices continue to dominate consumer's lives, a growing demand is arising for mobile tools so customers to find the answers to their own questions. This is being termed as e-service by the industry and many have found this to be a complex puzzle in offering relevance between web and mobile.

For the purposes of this document, we have broken down Digital Self-Service into Mobile and Web.

Web Self-Service

1. Natural Language Query & Knowledge Management

Many companies are leveraging the latest in web self-service technologies. These questions to answer matching technologies go beyond the static FAQ pages and deliver much more in the realm of search results. The best self-service technologies enable both consumers and employees. They allow users to ask questions in conversational language, seeing through grammatical errors and spelling mistakes to find the right answer.

Knowledge Management Technologies for Call Centres has developed dramatically over the years. Most Technology Venders claim to reduce voice call volumes by 30-50% by implementing a robust knowledge Management platform

2. Web Avatar Self-Service

Use of personal Avatar's on organization web sites has been proven to improve the customer experience and increase self-service. Organizations are taking a step further and enabling consumers to customize their online Avatar making the experience more engaging and meaningful. Avatars or the Digital Agent can be configured to assist customers with the most simple to complex transactions.

3. Social E-Service - A Community of Self-Service

To provide customer service in line with consumer expectations, organizations need to first understand and then deliver customer service in the way consumers want to receive it. Clearly, there is a demand for engaging with customers over social channels. Companies must deliver the same quality of service over the social channels.

The launch and maintenance of on-line communities proves to reduce call volume and increase customer experience and satisfaction. Effective Communities have reduced voice channel inquires by 10-30%.

The communities are hosted and branded communities facilitating sales, queries, and resolving complaints.

Mobile Self-Service

There have been a significant number of advances in mobile e-service. Apps still seem to be the consumer choice over mobile web. Consumers are three times more likely to be using their mobile app than the mobile web.

1. Mobile Self Service

Consumers unlock their phone at least 175 times per day, check Facebook at least 5 times, and engage in self-service with their mobile applications at least once per day. Mobile customers want to self-serve on their device. According to a recent study, 50% of consumers would rather self-serve on their mobile application than contact the call centre.

Common ideas in mobile self-service are identified as follows:

- Picture capture for documentation submission (passport, driver's license)
- Cheque submission or return via mobile app
- Mobile marketing while on hold (video)
- Gamification – reward interactions as well as transactions

2. Mobile Click to Chat and Call Back

Most organizations are starting to adopt Mobile chat and digital click to call in order to facilitate a seamless experience for the customer to interact with a call centre representatives. Both levels of functionality offer the choice to engage in a dialogue through the mobile application.

Research has indicated that during the weekdays (except Monday) customer service representatives can expect to receive the most mobile chats from visitors. Most visitors are engaged in chat between 8am and 3pm. Consumers are increasingly expecting live help options in their mobile application.

Organizations are also moving towards digital call-back features through the mobile app. Call Back features are typically cloud based and offer a variety of additional features to enable the customer and agent.

3. Mobile Authentication – Creating a Seamless Omni Channel Experience

Most Mobile Devices do not pass through authenticated credentials to the call centre when enabling the voice channel. Consumers are made to re-authenticate in the IVR which causes issues and dissatisfaction on of the leading trends is to pass through caller authentication to the call centre agent in order to reduce AHT and repetitive credential questions. In addition, mobile authentication provides web click-through data for the customer service agent to note.

Cognitive Computer Intelligence

Cognitive Computing systems learn and interact naturally with consumers to extend what either humans or computers can do on their own They help experts make better decisions by penetrating the complexity of big data. To enable natural interactions between human and machine, cognitive computing uses image and speech recognition as their eyes and ears.

We are starting to see the launch of Cognitive Computing in IVR Self-Service and non-voice responses to customers.

Trends in Cognitive Computing:

- Automated Computer Response -
- IVR Virtual Agent
- Proactive Communication – Outbound

1. Cognitive Computing – Automated Response

The leader in this arena is the IBM Watson. Watson understands language – reads news and policies; interacts with language. Watson also learns with experience and practice. Watson is providing personalized self-service for clients by dramatically developing personal profiles from unstructured data. Pilot projects are currently underway with Retail and telecommunication firms.

IBM believes that Watson ushers in a third era of cognitive computing, after earlier eras of tabulating (that began in the mid-19th century) and programming (rules-based systems begun with mainframes and still dominant). In the Watson environment, researchers consciously decided to avoid rules (if X, then Y) to mimic the way people formulate and express thoughts. Watson uses natural language processing and machine learning technologies to make inferences and correlations about the content it ingests.

Banking clients at DBS will soon get investing advice from Watson, the same IBM technology that triumphed over human "Jeopardy!" contestants.

The Singapore based bank plans to begin using the tool, which can answer questions in conversational language and learn from responses, in the second half of 2014 to aid financial planners in guiding its wealth management's units affluent customers. Watson will analyze large volumes of financial data to help DBS, Southeast Asia's largest lender, offer more customized service.

Watson is currently also being used to respond to e-mail, IVR inquiries, and chat.

2. IVR Virtual Agent

In today's multichannel environment there are many different tools, processes, and technologies that can assist enabling in a customer journey redesign. One that's particularly fascinating and continues to gain popularity is the Intelligent Virtual Agents IVA. As more companies look to virtual assistants to better serve their customers.

As many companies look to add new technologies—including virtual agents—in 2014, now's the perfect time to take a look at how and why this technology can be used to empower both customers and agents, and improve the customer experience.

What really makes a well-designed IVA effective is that (many like humans) it has the powerful ability to learn, and can assist customers in the same way a live agent would.

IVA provides an open forum speech enabled application that customers could speak their inquiry. Some organizations have coupled this application with virtual humans to interpret customer dialogue and feed the machine intelligence.

3. Proactive Communication – Outbound Cognitive Computing

Outbound IVR's are the most efficient method of calling customers and can be used for providing information, special events, issues, reminders or right party contact screening. Outbound *Interactive Virtual Agents* adds IVR agents to the market leading Avaya Proactive Contact predictive dialler to provide a powerful method of contacting customers at reduced cost.

Most organizations are using outbound Interactive Virtual Agent for customers that have abandoned in their voice channel.

4. Proactive Communication – E-Mail, Text, Voice

Consumers have adapted to the era of text. Text is currently the #1 form of communication preferred by customers. This said, Text will only take the conversation so far until a call or an e-mail is required.

Proactive Voice brings artificial intelligence to the forefront to notifying customers. The common used cases are notification or a process transaction, enrollment into a program, and capture of e-mail addresses.
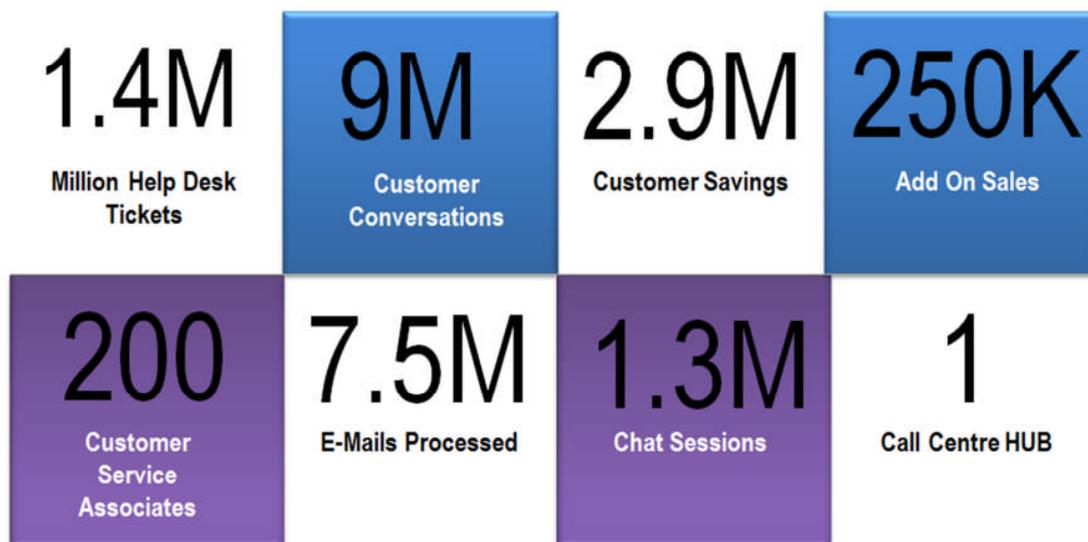
Summary & Conclusion

Although we continue to witness new technology enfacements in our industry, we also continue to strive to balance the needs of our customers with a live person and machine.

In our fifteen years' experience in being an Outsourced Provider, we pride ourselves on our ability to remain bleeding edge and offering the very best to your clients and their end customers. We strive for innovation, flawless execution, and superior customer experience.

We welcome you to take the journey with us. ☺

Dependable IT – Our Journey at a Glance:

1.4M Million Help Desk Tickets	**9M** Customer Conversations	**2.9M** Customer Savings	**250K** Add On Sales
200 Customer Service Associates	**7.5M** E-Mails Processed	**1.3M** Chat Sessions	**1** Call Centre HUB

About DependableIT

Designed with our clients in mind, we are a friendly and professional company that focuses on corporate organizational efficiency, productivity, growth, and profitability. We were founded in 1997, and have grown and flourished since then, with our extensive customer service experience improving our business every step of the way! Since our initial establishment, we have grown into an expansive business, and our services now feature multiple versatile forms of technical support, including outsourced call centre support, computer networking, and onsite computer service. We continue to strive to provide our clients with the best service possible, so we expect to continue growing and improving.

At DependableIT, our main focus is our premium contact centre services. Designed with our clients in mind, we support cable providers and Internet Service Providers, otherwise known as ISPs. Some of our services include top-rated customer support services, inbound sales, and technical support. Our goals are to help your business become more efficient and productive, and have a greater profitability overall. We want to lower your operating costs, enable you to extend your operating hours, and assist you in increasing the services that you are able to offer to your customers. We at DependableIT will provide you with the solutions you need to adapt and succeed to the ever-changing environments. Our experienced team accomplishes this by working closely with our clients, and making sure that you are 100% satisfied every step of the way.

What sets us apart from other companies is our years of experience, proven reliability, and complete dedication to customer service. We have over 15 full years of experience under our belt, and it has not gone to waste! Through our extensive years of running DependableIT, we have developed and fine-tuned the skills necessary to run a business like ours. We know what it takes to help you succeed, and we know the best methods in which to do so. One thing that we have learned throughout the years is how important customer service is. We value every single one of our clients as important individuals. We truly want to help you succeed, and with DependableIT on your side, you will!

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