Incorporating New World Contact Center Solutions Into Your Existing Call Center Infrastructures

Session ICS-105

Agenda

• Market and Technology Trends Effecting Call Centers
• Real-World Options for Incorporating New World Solutions
• Architecture for a Hybrid Environment
• Question and Answer
Why Is the Contact Center Strategic?

“Increased customer loyalty is the single most important driver of long-term financial performance.”

Thomas O. Jones and W. Earl Sasser, Jr.
Harvard Business Review

The ROI of Customer Loyalty

- US companies lose 50% of their customers every 5 years—Harvard Business Review
  
  Current customers generate 2x revenues of new customers—Alexander Group
- 66% of customers defect due to poor customer care—Yankee Group
  
  A 5% increase in customer retention can increase profits 100%—Harvard Business Review
- “Completely satisfied” customers are 6x more likely to become repeat buyers than “satisfied” customers—Harvard Business Review
  
  Cutting defections in ½ will more than double a company’s growth rate—Harvard Business Review
e-Business Cost Savings

How Contact Centers Have Responded: Migrating toward Internet Architectures
Market Trends

- Traditional “voice” still dominates call centers **but**
  - More intelligent routing and queuing is required
  - Intelligent contact management allows for distributed “virtual contact centers”
  - Focus is on less “custom” call center solutions and more on integration to overall customer relationship management solutions

Market Trends (Cont.)

- Web-enabled contact centers are seen as key to future growth
  - 90% of online shoppers want human interactions—Jupiter Communications
  - Lack of online support costs merchants $6.1 billion in 2000—Data Monitor
- Demand for IP telephony and “converged” networking solutions are accelerating
  - “17% of US businesses began implementation of IP LAN solutions in 2000”—The Phillips Group Infotech
Real-World Options for Implementing New World Environments

- Enhancing traditional “voice” call centers with:
  - Pre- and post routing
  - Moving to “virtual” contact centers
  - Integrating the “Web” with contact centers
  - Migrating to a converged network

Without Intelligent Call Routing

- Carrier costs
- Tie line costs
- Customer wait times
- Agent productivity
- Customer satisfaction

- Time of day
- % allocation
- Call counting

Lucent Switch  Nortel Switch  Aspect Switch

Boston  Chicago  LA

PSTN

Lucent Switch  Nortel Switch  Aspect Switch

Boston  Chicago  LA

PSTN
ICM System Operation: Pre-Routing

- "Intelligent" call routing information is constantly exchanged between systems
- Customer dials toll-free number 1-800- "Help"
- Call is held in the network and an "intelligent" routing query containing the dialed number (ANI) and caller-entered data is sent to intelligent routing software
- Routing software evaluates the request, compares to business rules, manages the "state" of agents and network traffic (ACDs, IVRs, etc.), then
  - Instructs the network to send the caller to the best-skilled resource
  - The network sends the call to the intelligent routing software specified destination; agent, IVR, etc.

Enterprise-Wide Post-Routing

- Routes calls that originate from private network, ACDs, PBXs or IVRs
- Utilizes pre-routing intelligence as defined by customers business rules
- Manages call flows between call centers
- Manages transparent transfers between agents in distributed network
- Manages transfers of call to or from IVR/queue points
- Constantly monitors and tracks calls and data transfer (CTI)
Intelligent Call Routing

- Routes customer (and associated data) to most appropriately skilled agent or answering resource

Cisco’s Intelligent Contact Manager

- Carrier costs
- Tie line costs
- Customer wait times
- Agent productivity
- Customer satisfaction

Call and Data Delivered to Best Resource

Customer Database

Unified Virtual Call Center

LA

Chicago

Boston

Lucent Switch

Aspect Switch

Rockwell Switch
Virtual Contact Centers

- EMC customer service used as a sales competitive advantage
- Investment center
- Philosophy of “guilty until proven innocent”

EMC Current Challenges

- Call back model creates service delays
- No load balancing of calls among support centers
- Manpower intensive on front-end
- Difficult to scale world-wide
The EMC Requirement

- To integrate all of EMC’s worldwide support resource
- To create a universal queue for voice similar to what they currently have for call tracking
- To automate the call front end
- To ensure that consistent service delivery throughout all of the support centers

EMC Customer Services
Pro-Active Hardware Support

- 100K dial homes per month
- 60K require attention from product support
- 8% require dispatch to field
EMC Support Call Infrastructure

EMC WWSC Opens Approximately 4000 SW Cases Per Month

New Global Support Model:

Callback vs. Real-Time 1st Call by SW Analyst
Results

- Transfer of calls between support centers has been transparent
- Standardization of processes and reporting across the enterprise—consistency of metrics
- Reduction of call queue times and increase in service levels
- Ease of access to available resources
- Enterprise wide real time view of activities—worldwide “follow-the-sun” customer contact

Enterprise-Wide I.C.M. Contact Routing

- Load balancing
- Skills-based routing
- Universal queue
- Virtual support center
Integrating “Web” Contacts to Call Centers

- Your call center provides information and conducts business
- Your Web site provides information and conducts business
- The requirement is to integrate them together

The Integrated Value Statement

- Puts your customers in touch with a live, knowledgeable representative—immediately
- Collaboration services allows customers to “zero out” of a Web site for improved satisfaction
- Allows customers to use existing ACD infrastructure to route/queue Web calls
The Customer Experience

- As customers browse your site they can at any point choose to talk to a customer representative—improves “stickiness”
- Within seconds a knowledgeable rep will be on the phone or engaged in text chat with the customer—improves response time to customer
- Customer satisfaction is increased as customers can reach a skilled agent who can answer their questions when they need them answered

G.M. Pontiac Sunfire Site

Note: The Second Page May Simply Replace the First—No Need to Open a Second Window
Collaboration Overview

• Collaboration allows agents and callers to
  Share Web pages
  Compare multiple Web pages simultaneously
  Share files
  Fill out Web-based forms together
  View and/or exercise any Windows-based application

Benefits of Collaboration

• Makes the Web a customer service vehicle, not just a customer “self-service” vehicle
• Increase customer satisfaction by getting to the customer’s root questions/issues more quickly
• Improve agent’s abilities to sell through visual comparison of products and services
• Simulate face-to-face sales process
Simple Collaboration Available in Both Single and Multi-session Agent Desktops

- **Page share:** Agent and customer can share Web pages to each other
- **Frame share:** When sharing frames no need to share the entire frameset
Complex Collaboration Available in Single-Session Agent Desktop Only

- **Follow-me browsing:** Allows one participant to follow wherever the other participant leads
- **Form share:** Agent and caller can fill out Web-based forms together
- **Remote control:** No need to “train the caller”, agent can work the caller UI remotely
- **Application sharing:** Share any Windows-based application
- **White-boarding:** Free hand drawing with custom drawing elements

Show Me

Existing Web Content Servers

Customer

Cisco Collaboration Server

Agent Station

Click Here to Jump to a Detailed Discussion on Dynamic Content and the DCA
Converged Networks in Contact Centers

Market Disruption

Network Convergence

CRM Platforms

Multi-Channel

Today’s Contact Center Agent—CTI

- Vertically integrated
- Dual administration of network and desktop
- Proprietary interfaces
- Custom development
  - Long time to implement
  - Expensive
  - Limited functionality
New World Contact Center Horizontal Integration

- Contact centers designed around the customer requirements
- Communications platform bridges old and new world
- Broad integration layer for multiple application solutions
- Distributed in nature

Today’s Contact Center Voice Only Networks

- Proprietary communications infrastructure
- Site based ACDs
- Separate networks for voice and data
New World Contact Center Network Convergence

- Standard network infrastructure (IP)
- Geographic independence
- Converged voice and data

New World Contact Center Multi-Channel Integration
Migration Strategy—Bridge between “Old” and “New” World

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