



"Collaborative Customer Care".

Presented by

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Agenda

- Key trends, dynamic forces and development that will shape your business
- Opportunities for integrating Collaborative Customer Care into their business plans
- Strategies for businesses to seize new opportunities to grow revenue and customer loyalty in today's global economy

Dynamic Forces: Infinite Touch Points

Increasing Customer contact

1990

Voice, Fax, Walk-in

2000

Voice, Fax, Walk-in
Web, Email

2010

Voice, Fax, Walk-in
Web, Email
Web-chat, Mobile Internet
Skype & VOIP
Social Networking

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Infinite Touch Points



Pre Digital Age:

Finite Touch Points

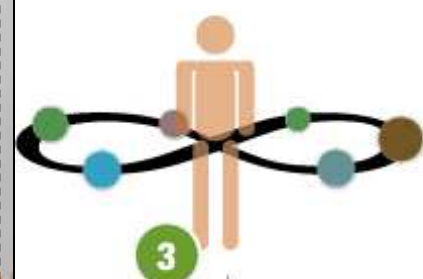
Touch points, the way we interact with companies and brands were limited to analog only. In person, phone, and in-store or branch were primary ways the customer "touched" the brand or company's service.



Digital Age + 2.0:

Multiple, Connected Touch Points

Individuals have more ways to engage with, transact and interact with businesses and brands than ever before. Ideal holistic experiences are connected. Digital and analog touch points are coordinated.



Post Digital Age +2.0:

Infinite Touch Points

The lines between digital and analog encounters blur all together. The volume of "social touch points" reaches critical mass. Ideal infinite touch points exist in a liquid state of flow. Fragmentation becomes the norm.

Trends

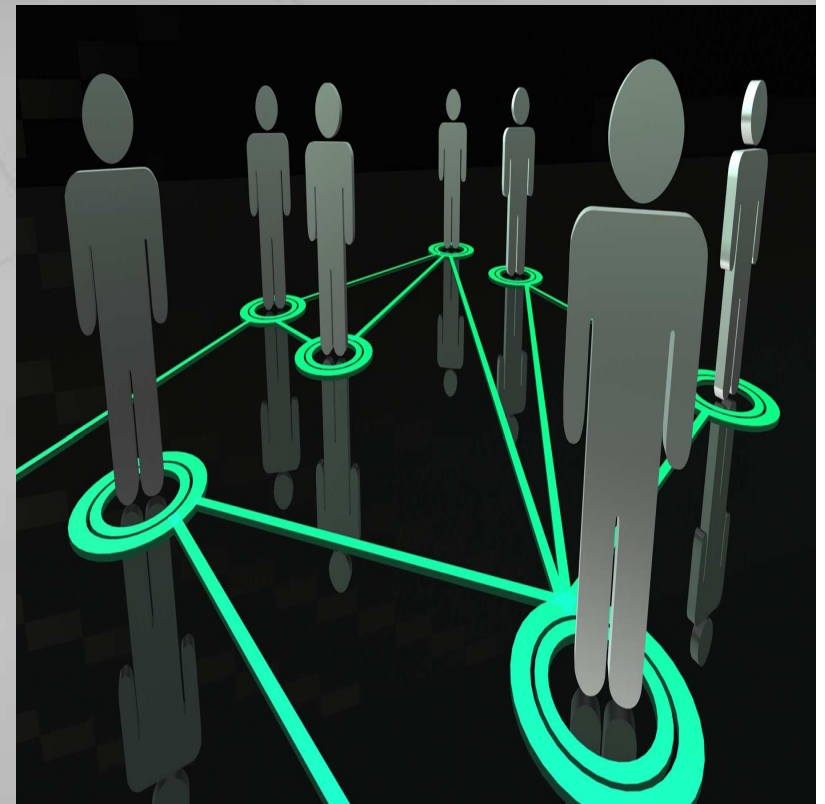
- Increase array of multi-media communication : quickly connect people, information and knowledge communities;
- Generation ‘Y’ employees are bring networking tools into the workplace;
- Need to develop organization capabilities to take best advantage of these new technologies;
- Need to make use of new collaboration possibilities or face a significant competitive disadvantage.

Your Customers are in Control

- Customer are sharing experiences online;
- Social Media gives you the ability to listen to customer, even when they are not calling you;
- Social Media has the power to significantly impact your business, so ignoring this channel is no longer an option.
- 400m+ Facebook Users; 2b + photos on FB/mth; 1b+ tweets on Twitter; 100m+ videos on Youtube; 200m blogs;

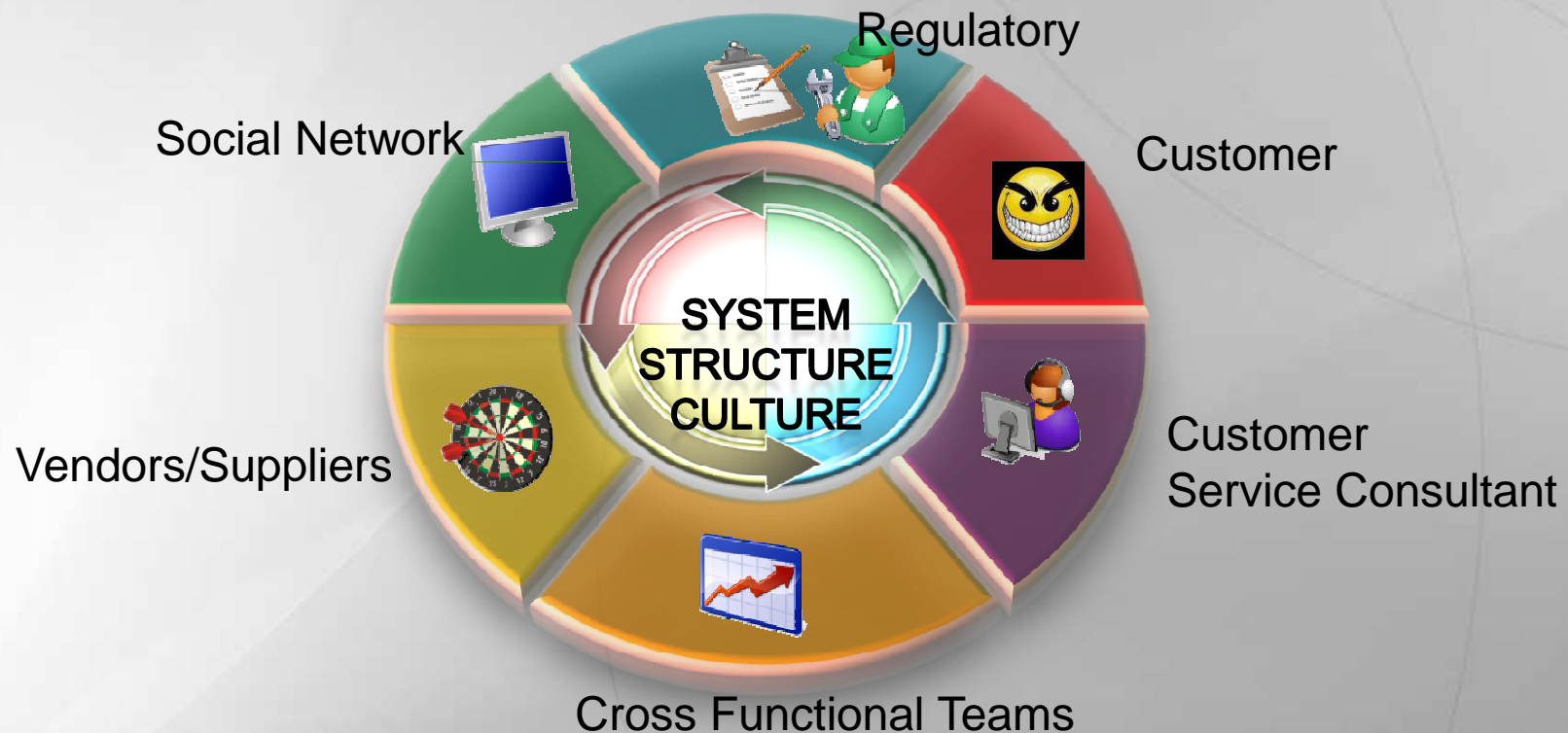
Collaboration will be the foundation for next generation business

- Role of Social Networking has changed the whole customer service delivery platform
- Social Media is having a big impact on customer care – ‘proactive customer care’ and brand management
- Evolution from Contact Centers to Customer Collaboration
- UC → UCC: Unified Communication & Collaboration
- Social Networking & Social Software → Integrating these capability with UC
- Need to bring customer care operational excellence to a new domain of proactive customer care
- Ford, Southwest Air, Dell, DirectTV, Microsoft, Ngee Ann Polytechnic are examples of Companies that use Social Media Tools to better interact with customers and help solve customer issues



What is Collaboration?

Collaboration is the act of **people working together** to reach a common goal. It involves getting the **right information** to the **right people** at the **right time** to make the **right decision**. Such well-informed and speedy decisions in turn help organizations get work done.



New Collaborative Experiences

- Build trust through rich, reliable customer interactions;
- Finding the right people, resources, and information we need, when we need it

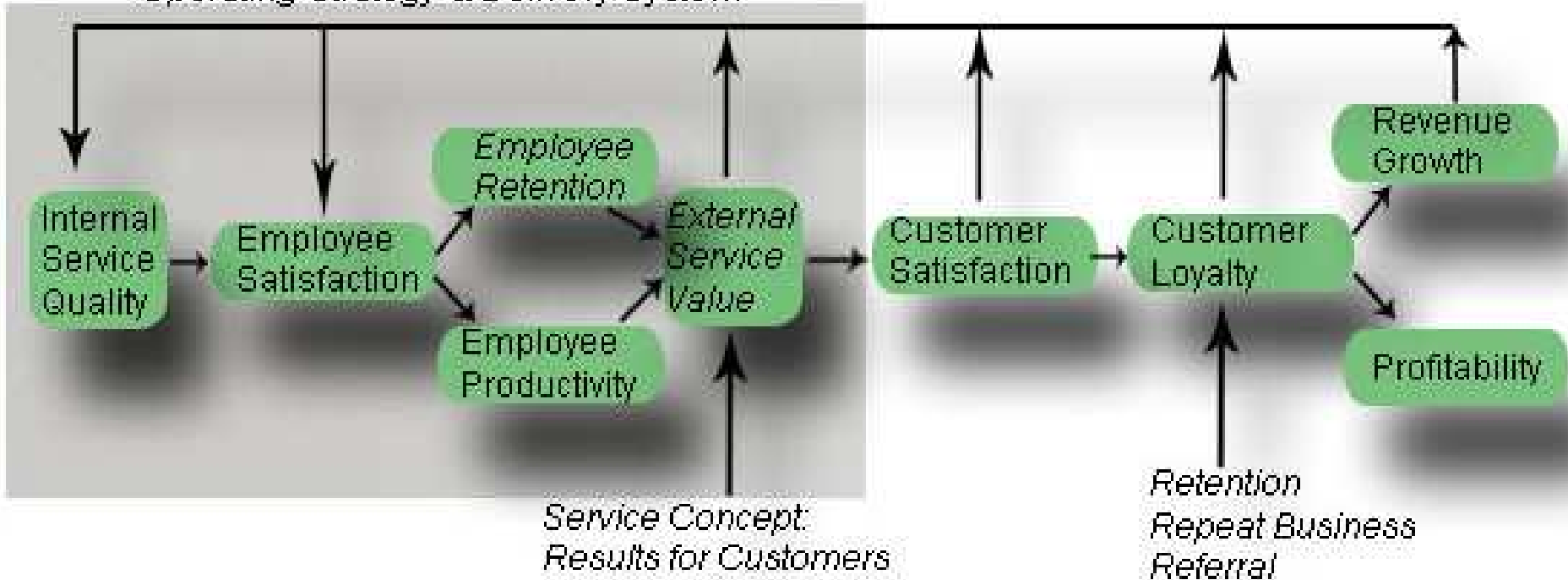


Collaboration is much more than just Technology.....

- Transformational journey and experience that integrates people, process & technology
- Holistic Approach – rethinking business, changing processes and adapting culture
- Link to the overall organizational strategic intent of building a branded customer experience
- Leadership coupled with Strategic Management - develop a collaboration vision and strategy.
- Make cultural, management, and process changes a priority
- Organizational assessment and readiness

Service-Profit Chain

Operating Strategy & Delivery System



**loyalty is built through the overall customer experience
and this is derived through the satisfaction with
various touch points within the organisation**



Collaboration Framework



PEOPLE

- Influence attitude & collaborative behaviors
- Leadership Expectations
- Management Practices
- Performance Measurement
- Incentives & Rewards
- Role Models



PROCESS

- Governance
- Decision Making
- Operational logistics
- Leadership & Mgmt Development Process
- Data Sharing policies
- Accountability
- Cross Functional Process Mapping



TECHNOLOGY

- Collaborative Network Infrastructure
- Teleconferencing capabilities with MM web applications
- Video capabilities
- High Fidelity communication to support collaborative tools
- Integration to internal system etc.