

# BRIDGE TO THE FUTURE

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# Delivering Innovative Solutions to Create The Ultimate Customer Experience

# Fact Finding in Contact Center Study

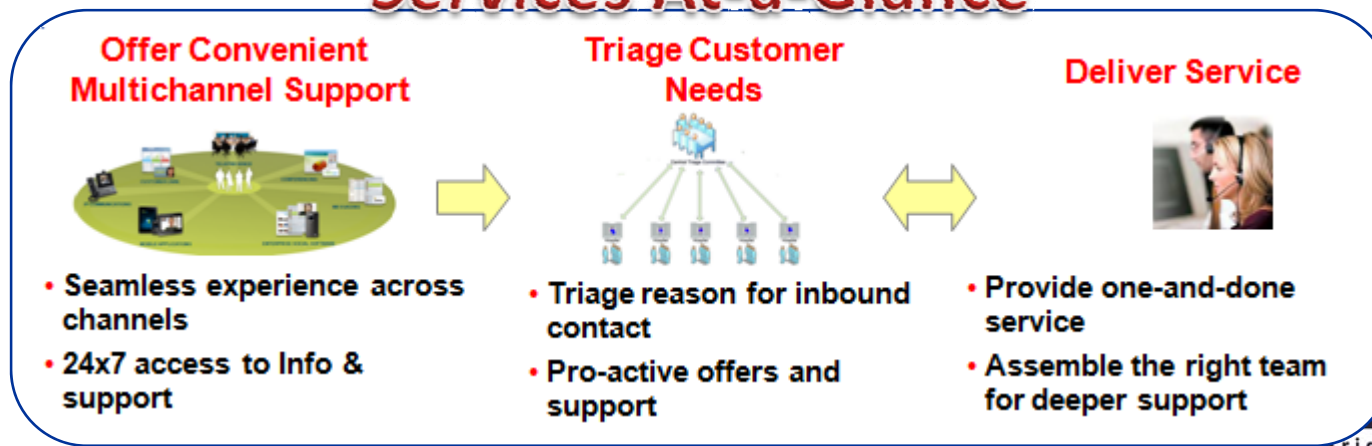
## CUSTOMER FACING

- Too long waiting on hold
- Inconsistent information experience across all channels
- Being asked to repeat information that already given
- Being Transferred because agent does not have info or authority enough

## AGENT FACING

- Do not provide agents with a 360° customer view.
- Unable to access to all relevant corporate information
- Involve complex workflows that span several different systems.
- No easy way to handle procedural changes.

## Services At-a-Glance



# Customer Behaviors Are Changing

Customer Value  
Drivers Segment

Gatekeepers Become  
More Guarded

Information  
Exposes All

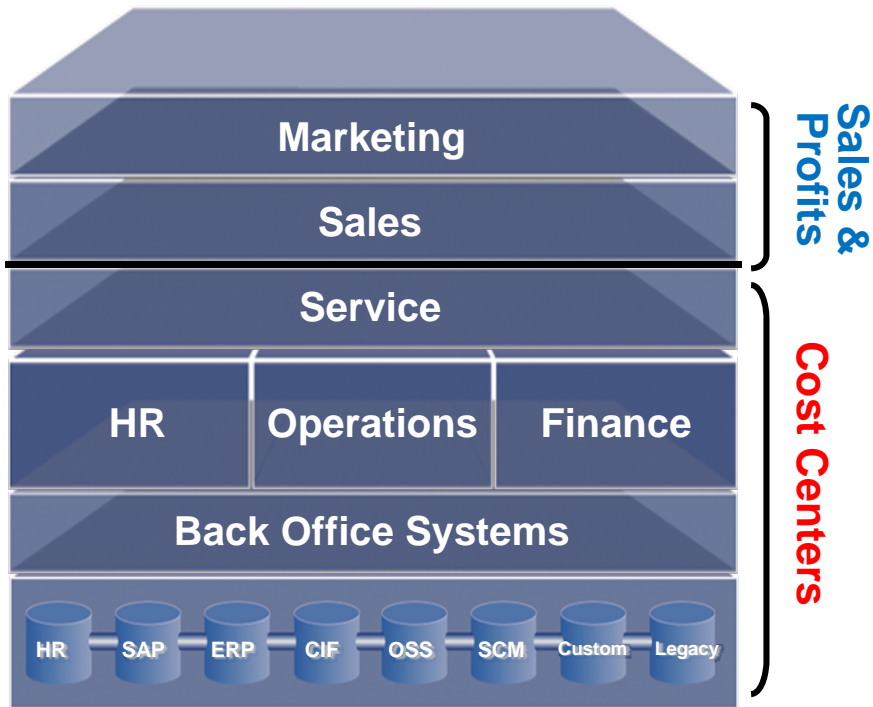
Mega Retailers Break  
the Boundaries

Partnering Becomes  
Pervasive  
“Value Network ”

## “Five Megatrends”



# Service Delivery Requires Extensive Collaboration Across the Organization

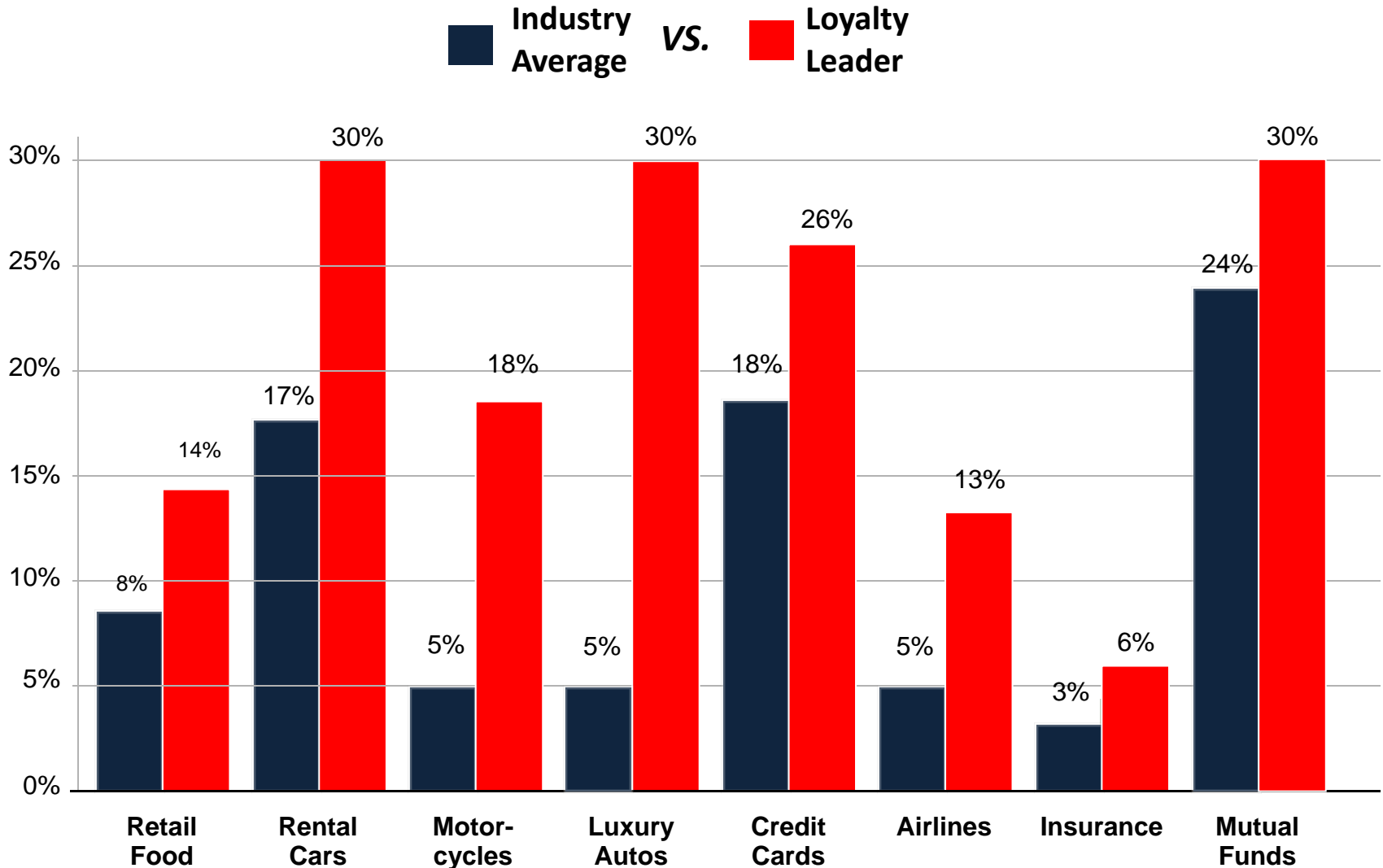


- ✗ Service organizations provide post-sales customer support
- ✗ Limited view of customer and their needs
- ✗ Focus tends to be on managing costs / reacting to customer requests

- ✓ Proactive service and support drive customer experience
- ✓ Deliver exceptional one-and-done service
- ✓ Service orgs partner with sales / marketing to attract, support and retain customers

# Customer Experience Builds Loyalty & Profitability

*“Boosts Revenue And Cost Savings”*



Source: Bain Consulting (Frederick Reichheld, "The Loyalty Effect", Harvard Business School Press).

# Business User's Perspective



## Customer Services

- Providing a 360° view of the customer and access to all relevant corporate information
- Ability to optimize service for improved resolution, proactive service delivery
- Real-time monitoring tools
- Ability to Enhance Customer Satisfaction



## Sales & Marketing

- Ability to understand & utilize Customer Information
- Providing Proactive Offer to targeted customer
- Ability to increase efficiency in sale & marketing operation process



## Executive Mgmt

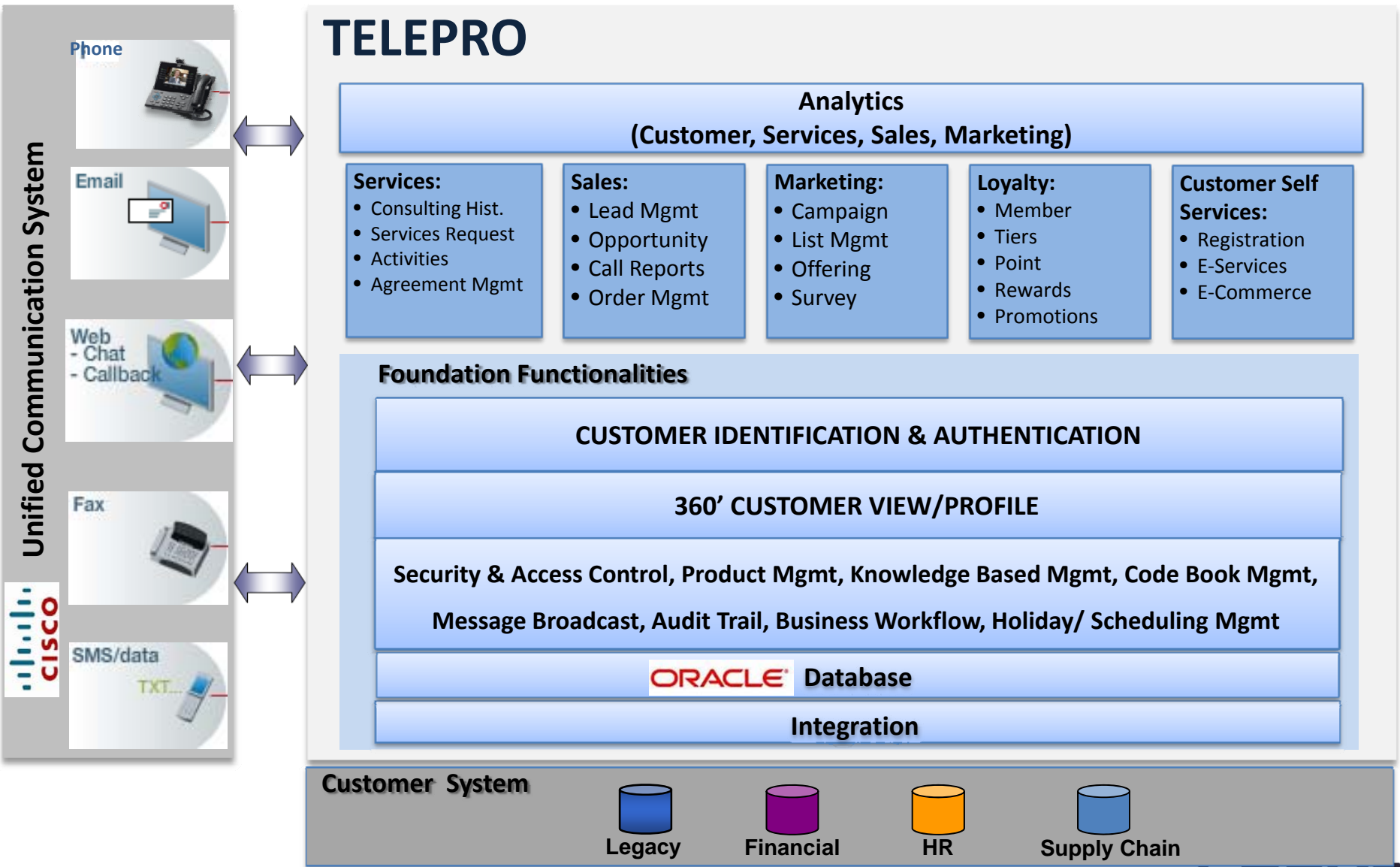
- **Providing the Business Insight for**
  - Decision Making
  - Monitoring Business Performance
  - Establishing a Sense of Urgency



## Information Technology

- Proving Security & Access Control
- Enable Single Sign-on for all the customer services representatives Software application use.
- Simplifying or customizing the user interface
- Providing Knowledge Base Management System

# Solution Framework



# LOCUS PROFESSIONAL SERVICES OFFERING

