



**ADDING VALUE TO THE
CUSTOMER
EXPERIENCE
WITH YOUR CONTACT CENTRE**

W H I T E P A P E R

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CUSTOMER EXPECTATIONS ARE

RISING



Shifts in digital are of course at the forefront of these expectations and how businesses are going to respond to them, but the vital question is: why? Customer experience is the pinnacle of the reason companies are commencing their digital transformation in the first place. It is the primary basis for competition at this very moment.

89%

OF COMPANIES EXPECT THAT CUSTOMER EXPERIENCE WILL BE THEIR PRIMARY BASIS FOR COMPETITION.

GARTNER

That's why this white paper will turn to the contact centre, the central place that has the potential to be made into a customer experience powerhouse. It's the first and last line of defence for when your customers want to engage with you, the window to your businesses soul and what you stand for.

We'll discuss key topics for customer experience leaders, business leaders and contact centre change-provokers like upcoming key trends for the next five years, how the contact centre is evolving and key technologies and best practice ways that will help to ensure the contact centre is adding value to your customer experience.

THE KEY TRENDS OF CX

This is the part where we look into our crystal ball. Although the landscape is always evolving, we can guarantee you these trends aren't going to be leaving any time soon. They will have the biggest impact on your digital transformation and wider encompassing customer experience projects.

INSTANT GRATIFICATION

Do you like waiting? (That was a rhetorical question). The answer explains many situations, like why your customers get so cross with you when they have to wait an extended period of time for a response, or why 53% of mobile users will abandon your website if the load time is over 3 seconds.

The fact is digital is fuelling the demand for faster, more efficient experiences. The pace is only set to get quicker, with emerging technology like 5G set to be rolled out across cities. This means instant gratification is a key player in the changing trends of customer experience.

Instant gratification can also play a role in helping to motivate agents. Rewarding them for achieving targets, objectives and other behaviours that lead to a better customer experience means that they are more likely to continue to remain focused. It's all a cycle, happy agents = happy customers.

THE BLENDED WORKFORCE

With technologies like automation and the use of webchats on the rise; it is clear that the new workforce will be blended, one that works in harmony with technology. Job roles are changing, contact centre agents for example will in future become empowered by new tech to be more specialised and focus less on repeating mundane enquiries. Leaving them to respond to and deal with higher value and more complex customer service actions.

Digital transformation is an opportunity; technology starts to take away a lot of the administrative work that people currently do in their job roles day-to-day.

SELF-SERVICE

Since the first implementation of those self-service counters within supermarkets years ago, we're now expecting to be able to serve ourselves elsewhere. From using chatbots, to emerging online banking services, to the kiosks you use when you check-in for a GP appointment. It is closely linked with our point about instant gratification. If you provide your customers with a way they can simply 'help themselves', then you're far more likely to eliminate frustration in certain situations.

REVIEW SITES AND SOCIAL MEDIA

We know that you should take what you read online with a pinch of salt, but customers will often take to review sites and social media to get a response from your company. Usually to a negative experience!

Social is also becoming key in providing a better customer experience. It's now a key channel that customers will go to have their questions answered and their enquiries solved. And that's only set to become more and more widely spread.

DATA MANAGEMENT

As we're becoming more digitally advanced, the question will always be is my data secure? Because when technology evolves, so do the faceless hackers that try and gain your precious customer data.

The key CX trends not only highlight data from a security importance, but also from a service level. We know from experience that you likely have more than one system that manages your customer service journey. Businesses need to look increasingly at how they can leverage their data to improve the customer experience as well.

HYPER-PERSONALISATION

















First, there was personalisation, soon there will be hyper-personalisation implemented in many organisations to enhance CX. So, what is it? Well, hyper-personalisation leverages artificial intelligence (AI) and real-time data to deliver more relevant content, products and service information to each user.

A great example of hyper-personalisation is Amazon. They use predictive analysis to create a personalised homepage for each of their customers. Based on factors like their historical shopping habits, wish list and shopping cart. The shopping experience is therefore quick and seamless for their customers, with the ability to check-out with their items at the touch of a button.

THE STATE OF CX IN THE CONTACT CENTRE

Over the years, the role of the contact centre has changed. It's not just a place now where reactive customer service happens. Successful organisations understand that a great customer experience goes beyond reacting and simply answering incoming calls.

The contact centre is now the customer experience powerhouse; it's the central hub of all customer interactions. Whether the contact centre is inbound, outbound or a combination of inbound and outbound; the customer experience is the single most important factor. The diagram below helps to explain to shifts in the expectations of the customer experience.

THE PAST		THE FUTURE
Technology makes the experience worse		 Technology makes the experience better
Open 9-5 x 5		 Open 24/7
Company is in control of the communication channels		 Customer is in control of the communication channels
Customer repeats information on every channel		 Company knows information on every channel
Contact centre call volumes are high		 Contact centre chat notifications are high
Agents work through ten systems		 Agents work through one system
Manual processes clog up human resources		 Manual processes are automated
Longer timescales		 Shorter timescales

Whereas in the past there were some negative connotations with technology, it's now a positive and seen to really improve the customer experience. The customer is far more in control of their experience through the channels they choose to utilise and contact centres are working always to deliver a more efficient service through trends like the blended workforce and self-service.

CONTACT CENTRE MODERNISATION

Digital transformation is the key driver of change in the contact centre. We know; everyone's on about it. But it does play a crucial role in the reason why the CX shifts we spoke about earlier are happening. We won't bore you with anything more than the definition of it; CX and contact centre are the stars of the show here (we have got an entire [white paper dedicated to digital transformation though!](#))

DIGITAL TRANSFORMATION

[dij·i·tl – trans·fer·mey·shuhn] *adj.*

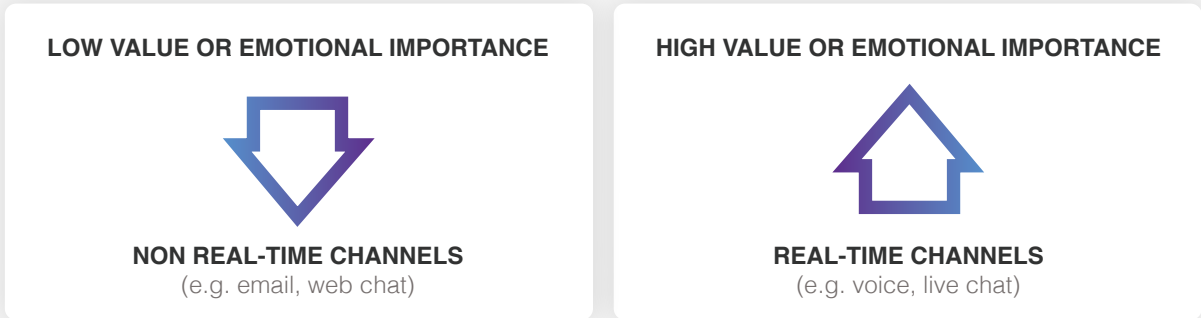
The realignment of business through technology, to drive new value to customers, employees and the organisation; it is critical to completing in an economic landscape that is constantly changing as technology evolves.

As part of this, naturally, some businesses are starting to move their contact centres to the cloud, into a hosted environment, or private cloud in order to modernise. This comes with many benefits like the ability to easily scale according to demand, integrate with other core systems like CRMs, reduce costs and quickly incorporate emerging technologies. However, that's not to mean that other routes to modernisation aren't as effective. Some businesses might choose to combine a mixture of the cloud and on premise (hybrid). And some might choose to keep their existing old contact centre infrastructure on premise (for now at least) and overlay it with modern technology. The phrase if it isn't broken, don't fix it comes to mind; our **B•CONNECTED** platform modernises older technology and helps you leverage new technology too!

CHOICE VS. DIGITAL NOISE

Whereas previously customers were limited in the ways they could engage with your company, now they have a vast array of choice. This presents both opportunity and challenges for organisations.

Customers will alter the channels they use to interact with the contact centre based on the time of day, their location, the urgency and their emotions.



Irrespective of their chosen channel, your customers will expect all interactions to be joined up and frictionless! This is where digital noise presents itself as a challenge. It's important to be able to communicate with customers in the way that they want to, however the customer experience still needs to be seamless.

Digital noise means that sometimes we forget voice communication is still vital. For instance, how many times have you gone to Instant Message (IM) your colleague, when you could've simply called or gone downstairs to speak with them. How much time could you have saved by elaborating context vocally?

YOU ARE

24

times more likely to get the outcome you want from a voice call vs email

40

times more likely to get the outcome you want from face-to-face communication vs email

There are many ailments that come with digital noise such as; email overload, always on 24/7 negative culture, social media distractions, silos, increasing digital channels and a deep impact on productivity. Those that modernise their contact centre successfully will ensure their communications are joined up. So that out of one interaction, the wider customer experience is captured.

ADDING MORE VALUE TO THE CUSTOMER EXPERIENCE

If you're not thinking about how you can add more value to the customer experience in the contact centre, you're missing out. The reality is, it shouldn't have to matter which channel your customer communicates with your business, the level of service they receive should always be to your (high) standards.

THE WINNING BLEND

It's a simple equation. The winning blend helps businesses to disrupt and undertake their digital transformation.



Considering these three components helps your business understand how your customers want to engage with you, what the digital experience is like and whether it's easy to use. This helps organisations to create the winning strategy in response and helps to prevent implementing solutions like digital platforms that are poorly thought out and just not friendly for your customers. Remember, [workplace modernisation](#), don't implement tech that you don't need or that isn't suitable for your audience!

CARRY THE BRAND THROUGH ALL CHANNELS

Branding, that's something associated with marketing, right? Wrong. The customer experience carries your brand heavily, it's what people will remember you for. Either in a positive or negative light (or possibly even worse, not at all!)

For example, supermarket brand Waitrose have established themselves in the market as being a luxurious supermarket. Their service is unique in comparison to the likes of Asda and Tesco and this is translated right through from the products they sell to the service that is delivered by their staff. Waitrose used conversation based emotion analysis and emotion channel modelling, to rapidly improve their customer experience. They set up an External Quality Assessment (EQA) test point to find out the quick wins they could make by understanding the sentiment of their customers better. It essentially assisted Waitrose in helping to create their high quality in-store service over the phone in their contact centre.

AGENT MOTIVATION AND TRAINING

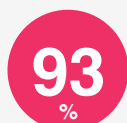
It's very well known that the happier your agents are, the more likely they are to deliver a higher level of customer experience. That's why new technology in the contact centre is starting to focus on ways that we can help raise agent motivation levels.

Take, **REWARDS**, for example, it's a gamification solution that will enable you to set appropriate targets for all staff in the contact centre. Using **REWARDS** means that you'll be able to host tournaments, reward agents with points, money and bonuses and map user performance. It's a modern way to help engage and motivate contact centre agents!

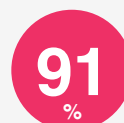
Solutions like this also help to discover areas where your workforce might need training. By reporting on KPIs like credit card conversions, customer feedback and resolved queries.

FEEDBACK AND REVIEW SITES

We know that customers have never been shy in sharing their opinion on the service they have received and even more so now it's much easier. Review sites and the encouragement of companies for their customers to share their thoughts through feedback mean that it's never been more vital to act on what your customers say about you.

A red circular icon containing the number 93 and a percentage sign below it.

of people say online reviews impact their buying decisions call vs. email

A red circular icon containing the number 91 and a percentage sign below it.

of consumers trust online reviews as much as personal recommendations

IGNIYTE

Contact centre technologies like **INBOX** enable businesses to feed the reviews they receive online through to the contact centre for an agent to respond. Using this technology means that the business can route the review before it hits the contact centre, sending it to the right team for follow up. If you were a travel company for example, you'd be able to distinguish good or bad reviews about distinctive hotels and follow up on the actions accordingly.

AI, AUTOMATION AND ROUTING COMMUNICATIONS

In the busy digital times we live in, it's about creating the blended workforce, the CX trend we spoke about earlier. This means that increasingly AI, automation and routing communications are going to have a key role to play in making businesses function effectively.

The future is humans and machines working in harmony together. Solutions like our **INBOX** will be at the forefront of this in the contact centre. **INBOX** is like the contact centre's best most needed sidekick. With all the communications that are incoming it works to help organise and categorise your digital communications before they hit the contact centre. This means that any spam is filtered away and binned so your agents don't need to wade through it and any specific interaction can be routed to the correct team. The interactions can be organised by context, sentiment or channel if preferred. This leaves agents to do the important bit; respond! **INBOX** can also be utilised to automate the next action, using the rules, you could raise a ticket or create a request without any human intervention required.

SOCIAL MEDIA AS A SERVICE

It's been one of the most growing methods of contact customer service in recent years. We use social media to actively shop, browse and now engage the businesses we want to interact with. Whether we've already made a purchase or are thinking about it, we usually turn to social media at some point in the buying journey.

Since most people are now actively engaging with organisations like yours on social media; it's time to be more proactive about responding and directing your customers to your content. Tools like **Social CRM** can be utilised to monitor, respond to and deduce the sentiment of all your interactions on social media. You can even monitor your competitors and how they are doing, target customers based on geographic location and search for context-based communications to organise all social media interactions. Social media as a service is all about creating experiences that are more tailored to your customers using your social media channels.

MANAGING CUSTOMER DATA

The world is becoming increasingly data driven. So, this begs the question, how do you manage all your customer and supplier data effectively? It's likely that as you modernise, you'll start to realise the scale of the systems your business has acquired over the past however many years. But part of this process is about either limiting the number of systems you have or finding a way to make them end-to-end so that they are all connected.

FORMS empowers contact centre and customer service employees to build contextual forms and screens to simplify the process of data capture and access. It essentially enables businesses to collect, curate and update data for customers and suppliers quickly and easily. It's fully-integrated with all your systems down to a field or grouped-field level; meaning any data you input (or your customer inputs) into the form will update in real-time within your CRM, contact centre, marketing systems and so on.

The more data you have not only helps to tell us more about your customers but empowers your contact centre agents to deliver a better customer experience.

TO SUMMARISE

Inevitably, the way we deliver customer experience in the contact centre is going to have to change. As your customers demand the key trends we're seeing like a higher level of personalisation, more ways to self-serve and instant gratification.

It's all about joining the dots and ensuring that the new technology you implement is not only adding value to your contact centre, but also that it's well integrated with the infrastructure you already have in place. This way you'll be able to leverage the data from every system and deliver an experience that really is seamless.

It's all about **helping you communicate your way.**

ABOUT BRITANNIC

Britannic Technologies are award-winning specialists in business communications, systems integration, digital transformation and managed services. Our technical expertise and consultative approach have helped hundreds of mid-sized UK businesses with their digital requirements.

Working with customers to understand their business goals, processes and culture, Britannic develop digital strategies, tailored to each client's needs. As leaders in innovation, Britannic are proud to bring disruptive technologies, such as artificial intelligence, web real time communications and business process automation to customers.

Britannic partners with industry-leading vendors such as Mitel, Avaya, Bizvu, Red Box and ComputerTel. Trailfinders, North Herts District Council, Markerstudy Group and the Kennel Club are just a few of the customers that have transformed their business with Britannic. Hit the ground running with your digital transformation project.

GET IN TOUCH TODAY.

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