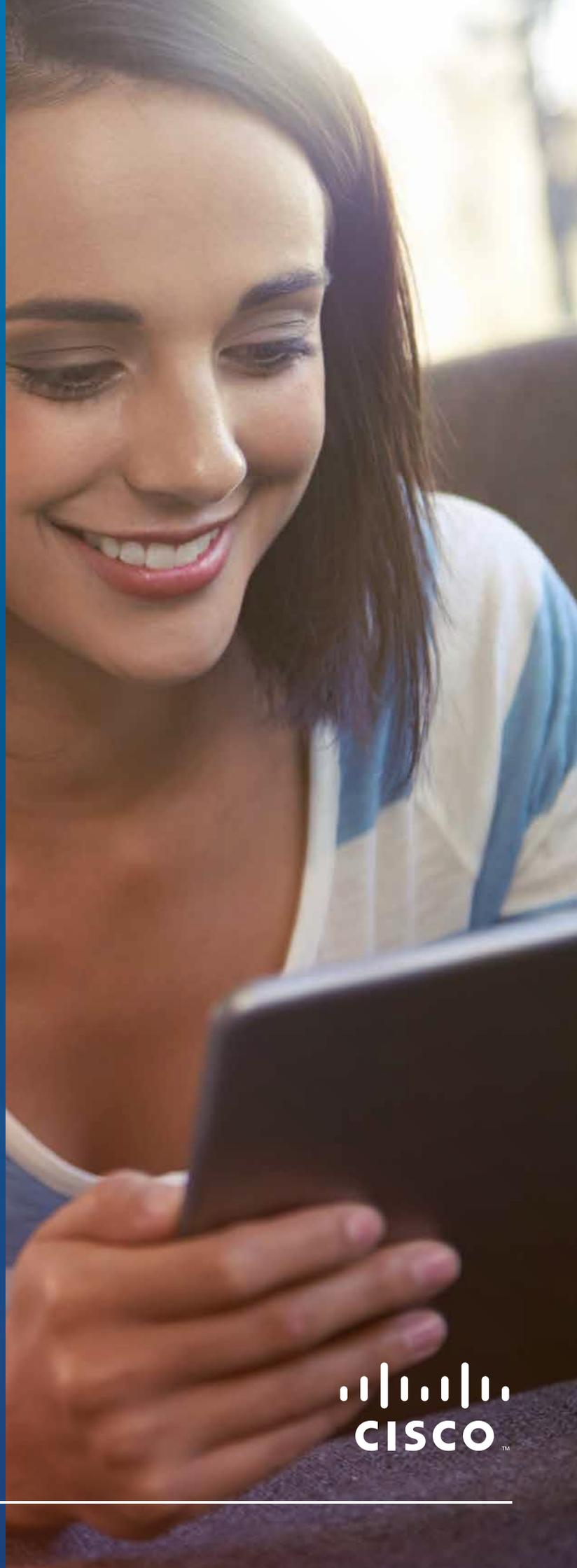


Creating A Connected Omni-Channel Customer Experience

What Factors
Should Be
Considered When
Introducing New
Channels Of
Interaction



What We Will Discuss

93% of UK Contact Centre managers ranked 'Customer Experience' as their number one priority in our Tomorrow's Contact Centre research¹.

But what does this mean? How does this relate to interacting with customers across an ever expanding range of media and how do contact centres turn intent into action?

This discussion paper will explore omni-channel and its impact on Customer Experience. It will focus on what we term "the connected customer journey" and how contact centres need to connect the channels and place the customer at the heart of everything they do.

The intention of this paper is to stimulate thinking on how to evolve your contact centre, embracing the technology that is available to deliver an experience that truly delights your customers.

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Introduction

Why Is Customer Experience So Critical To Businesses

According to Harris Research, UK Businesses are losing £15 billion annually due to poor customer service. This is backed-up by the Accenture Global Consumer Pulse Survey that showed that in 2013 62% of consumers switched service providers as a result of a poor experience.

The experience you deliver has a direct correlation to the retention of customers and this in turn has a significant impact on revenue, profitability and business growth.

Impact On Business Performance – reducing customer defection rates by 5% can increase profitability from anywhere between 25% and 125%¹. In fact, increasing customer retention by just 2% has the same effect as reducing costs by 10%¹.

Service as a Differentiator – it is predicted that by 2020, Customer Experience will overtake price and product as the key brand differentiator². According to Forbes, today 86% of buyers will pay more for a better experience.

Reputation – It can take 12 positive experiences to make up for one poor experience³. Getting Customer Experience right some of the time is not good enough. Organisations have to be consistent with the experience they deliver and this spans all of the channels of interaction.

¹Leading On The Edge of Chaos, Murphy & Murphy

²Customers 2020 Report

³Parature

Multiple Channels of Interaction

Email
Text
Web
Chat
Social

Why it is no longer just about the telephone

According to Gartner, by 2020 the customer will manage 85% of the relationship with an organisation without interacting with a human. Not only does this indicate a significant increase in self-service apps, it also shows the importance of non-live interaction methods such as email, text, social and chat.

Today, when asked what media they would use to obtain service from a provider, 61% included the phone, 60% included emails, 57% included live chat, 51% included online knowledge bases and 34% included a click-to-call facility¹.

Consumer behaviour has changed significantly. With over 70% of mobile subscribers in the UK using smartphones, the majority of your customers have continuous access to text, email, the web and, not to forget, a device from which they can call you.

It is not about making a conscious decision to switch interactions to new channels, it is about offering customers choice and enabling them to interact with you and have access to service over the medium that they prefer at that particular moment in time.

Multi-Channel Vs Omni-Channel

From Reactive To Proactive.
From Silo To Customer Centric.

The interaction or the experience

Many organisations have been reactive in adding new channels of interaction to their Contact Centre. As such, these channels are often added a silos, an email team, a social team, etc and in some cases these functions have been taken out of the Contact Centre and operate within different departments or functions.

The result is a multi-channel strategy that focuses on delivering a particular channel of interaction but that has missed the point of delivering a consistent and connected experience for the customer.

An omni-channel approach starts with the customer. It understands their preferences in the way they wish to interact with you and recognises that this changes as they progress through the customer journey. It does not create competing channels of interaction, but focuses on how these different channels complement each other to deliver exceptional service.

Multi-Channel Approach	Omni-Channel Approach
Cost or functional focused	Customer Centric
Siloed in nature	Integrated across and intra-channel
Little tracking of customer journey across functions	Focused on supporting the customer through the entire journey
Measured on a per interaction basis	Measured on a customer satisfaction basis across the entire journey
Focus on improving that particular interaction	Focus on improving the holistic service to the customer
Reactive in nature	Proactive in nature

Creating The Connected Journey

Be personal, be relevant, be effective

70% of their experience is based on how the customer feels they are treated¹. However, this is not necessarily going above and beyond in terms of delighting the customer. It is about making it easy for them to do business with you.

Reducing customer effort is key when considering the connected customer journey. You want customers to be able to connect with you by their preferred channel, you want to be highly responsive, and most importantly, not to waste their time by asking them to repeat information.

There are four factors that are critical in designing your connected omni-channel experience:

Be Personal – regardless of the channel, you need to know the customer and make your response or interaction personal to them and their need.

Be Relevant – not only relevant to that customer, but also relevant to where they are on their journey. Know that they have been on your website; know they have completed a form; know they spoke to someone yesterday; and focus your interaction accordingly.

Be Timely – know when is the right time to offer help to the customer. If they are on your website, don't randomly ask them if they want to chat. Instead, base your options on their behaviour. If, for example, they abandon a shopping cart, ask if you can help. If they seem to be spending far too long on a form, ask if you can help.

Be Proactive – understand customers, what they want, how they want to communicate and proactively guide them on their journey. Don't pester, but definitely be proactive in offering support and exceptional service.

¹McKinsey

How To Leverage Technology

To connect the customer journey

The terms “Call Centre” and “Contact Centre” are sometimes used interchangeably, but a true Contact Centre is one that embraces all of the channels of interaction together. For this, you need more than a ‘call’ or ‘telephony’ platform. You need a Contact Centre platform that enables you to embrace every channel of interaction and integrate them together to support delivery of a connected customer journey.

Embracing the Channels – at Cisco we are very conscious that Contact Centres need much more than a voice platform. This is why we have led the market in delivering solutions that embrace new media such as social and web-chat and have built a strong solution that leverages eco-system partners to deliver a comprehensive omni-channel capability. For our clients, they have the ability to continually add capability to their Contact Centre platform to embrace new channels of interaction at a pace that works for them and their customers.

Integrating the Channels – rather than take a siloed approach, we believe that each channel should be an integral part of your Contact Centre platform. You should be able to blend agents across multiple channels, operate the same principles of queuing and routing across channels and, more importantly, deliver consistency in usability to your agents.

Single View of the Customer – it is at the agent desktop that we connect the channels together to deliver a seamless customer journey. We provide a single view of the customer that captures every interaction they have had with you, regardless of the channel. We provide a “single pane of glass” onto your key systems that presents a holistic view of the customer journey.

Innovating
The Way We
Collaborate
With
Customers

Cisco Customer Collaboration

Businesses around the world are using Cisco solutions to improve contact centre and financial performance. Cisco retained its position as highest in “Ability to Execute” in the 2014 Contact Centre Infrastructure Magic Quadrant, making Cisco the smart, safe choice for customer collaboration.

Simplified

Customers want it to be easy to connect with you and interact with the right person, first time. Contact centres want a single, familiar and intuitive system to deal with any type of customer interaction. IT wants a single enterprise-wide infrastructure that embraces the needs of the contact centre.

Agile

Customers want the flexibility to connect with you using whatever method happens to be convenient for them at that particular moment in time. Contact Centres need the ability to drive efficiencies and the agility to rapidly respond to changing customer needs, behaviours and expectations. IT needs flexibility to deploy solutions quickly and in the manner they choose – on-premise or in the cloud.

Connected

Customers want a consistent experience across all interactions and all media. Organisations want to deliver a consistent branded experience across every customer touch-point – both within and beyond the contact centre. IT wants a single collaboration architecture across the entire organisation that is easy to deploy, manage and scale.

For More Information

For more information about Cisco® Customer Collaboration, please visit: www.cisco.co.uk/contactcentresolutions