



Deliver a better customer  
experience without  
paying the price

**Three contact centre transformation  
challenges and how to overcome them**



## What do you give the customer who wants everything?

Customer service can drive your business. Up or down. These days, offering different channels and knowing what your customers want are the very minimum.

Now, it's all about making it easy. Frictionless. And so in tune that you can anticipate how your customers will feel when they get in touch.

This means unifying multiple contact centre systems and channels and aligning people, process and technologies to provide an immediate, effortless, personalised experience at every stage.

**It's a challenge. But it's worth it. With a smart, agile set up in place, you'll be able to:**

- 1 **improve the customer experience** to keep them coming back
- 2 keep a **lid on costs** to keep the business competitive and stakeholders happy.

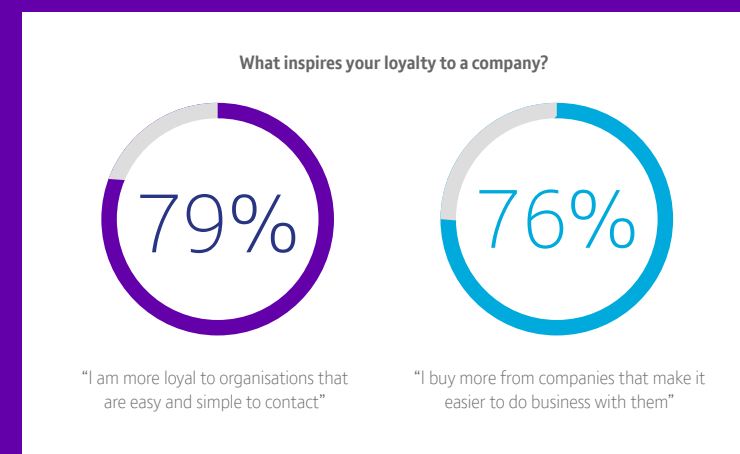
Cloud contact centres can improve the customer experience and cut costs – so what's stopping you?

Today's siloed environment is a barrier to meeting changing customer needs

Costs are not aligned with business needs

Transformation is risky and continual upkeep is needed to remain relevant

Success stories



## Cloud contact centres can improve the customer experience and cut costs – so what's stopping you?

Almost all organisations already have a contact centre strategy in place – with the technology to support it. You don't want to just scrap that and write off the investment, even if doesn't quite work together as well as you'd like.

Many are still sceptical about the cloud in terms of security. And then there's the thought of how to get there.

### **There are three key challenges that you need to get to grips with:**

1. Today's siloed environment is a barrier to meeting changing customer needs
2. Costs are not aligned with business needs
3. Transformation is risky and continual upkeep is needed to remain relevant

Moving to the cloud doesn't have to be traumatic. We support over 65,000 agents around the world.

We've helped hundreds of large, global businesses transform into agile customer service leaders. We've seen it all and our experience, reach and expertise will help you move to the cloud and embrace new technology without paying the price.

**Here's how we see these three challenges in more detail – and how we can help overcome them.**



## Challenge 1: Today's siloed environment is a barrier to meeting changing customer needs

To provide a better experience, you need a clear understanding of customer expectations and how they're evolving – and the resources to craft a technology solution to meet these new requirements.

But consumer behaviour insights are often restricted to what you can glean from your own customer base. That means agents often don't know about transactions across the customer journey. To get a clearer picture, you have to bring in expensive third-party consultants.

When you turn your attention to your contact centre systems, you find a collection of products, many of which have been stitched together over the years.

You could reach outside the closed list of approved solutions, but then you have to evaluate, implement and integrate new technologies all on your own. If you guess wrong on a technology, you're stuck with depreciating the full cost of the mistake.

“70% of consumers want to transfer a chat from social media to phone without ever dialing.”

“Consumers want consistency, but not uniformity. In every market, eight out of ten consumers say large organisations should always offer different channels to meet their needs. One path will not suit all.”

“78% of consumers like it when organisations notice they have been having difficulty with a website or completing an order and contact them directly to try and help.”



## Our approach: Join up the dots and give everyone a clear view of the whole customer journey

We'll help you embrace new digital channels by mapping out the customer journey and choosing the right mix of technology to improve the experience and reduce costs.

### **Deliver fully integrated solutions across channels and capabilities**

We know the phone is still at the heart of customer contact – and that's where our heritage lies. No one is better placed to blend new channels and technologies with your voice platform.

With us, you'll be able to easily add new channels and functionality without worrying about whether all the components work together. You won't have to identify, evaluate, test, and integrate these elements yourself so you can bring in new technology quicker.

### **Man v machine: Get the balance right**

Automation is great and people like to be in control for the simple, day-to-day stuff. But when they want help with something more complex, they want a human being to sort it.

With a digital transformation strategy, you can get the right balance between high-quality customer experience and cost control.

For example, applying new technologies, such as voice biometrics for identification and verification, makes using the phone easier, faster and more secure for customers, while reducing call centre costs.

### **See into the minds of consumers and predict the future**

To provide the best customer experience, you must understand what customers are trying to achieve, how they feel – and anticipate the actions they'll take – so you can give them optimal technical treatment.

This benefits the customer experience, and helps cut costs – as you can focus on the touchpoints that matter most in the journey.

With us, you can access advanced intelligence into emerging industry trends. With these insights, you'll be able to collaborate with our professionals to define the best experience for your customers and then implement the right technology to make that journey a reality.

### **All of this means you'll be able to see how and where customers interact with you and make enhancements quickly and accurately.**

## Challenge 2: Costs are not aligned with business needs

The demands on your contact centre can fluctuate – on a daily basis, with seasonal variation, and with business changes over the medium term. Unfortunately, your costs are fixed.

On-premises contact centres require long-term CapEx investments in infrastructure. And because you must often build a local physical data centre when entering a different geography, it can be an expensive bet to expand.

The same is true for assessing new technologies and functionality. You bear the burden of discovering what works.

What's more, current licensing models puts you at peak usage prices no matter the volume in your contact centre. You can't test new markets or technologies. Instead, you're locked in and must build the customer journey around the technology you have.





## Our approach: Make your investment work for you so you spend only what's necessary and reduce overall costs

Take advantage of a virtual infrastructure to get rid of the expense and headache of managing your own data centres. A more flexible software licensing model means you can flex up or down as your business needs change – and only pay for what you use.

### Utilise a single global platform

Running your own data centres across different countries can get very pricey. With us, you can consolidate your centres and the associated infrastructure, to avoid any duplication and remove any excess capacity.

You won't need a physical presence in different countries, so you won't need a fixed investment in buildings, hardware and other physical assets. You pay for infrastructure as you go so you can easily enter new markets or flex to meet demand.

### Share licenses across your agents

Why pay for software that's sitting idle? With us, you'll pay a single per user per month fee, often saving 20% or more over a named perpetual license model. You can flex usage up and down.

And under our concurrency model, you can have your software follow your agents around the globe, paying only once even if several individual agents use the software in a 24-hour period.

### Test without committing to huge investments

By consulting with our professionals with real world experience with new vendors, products and technologies, you can learn the practical applications for new innovations with minimal effort.

You can then quickly stand up new software to evaluate whether it works for you. If it is promising, you can move to full-scale implementation with confidence. If not, you can remove it from your infrastructure with no long-term financial commitment.

## Challenge 3: Transformation is risky and continual upkeep is needed to remain relevant

Continually adding capabilities and extending into new channels puts a strain on your time and resources.

You're responsible for identifying the right technology, customising any new software and making sure deployment is successful. You also have to shoulder the full burden of any maintenance and enhancements.

And through the entire process, you have to make sure the customer and agent experience remains unaffected – unexpected downtime is not acceptable.

Often, the only way to learn what works is by making painful – and often disruptive – mistakes. It's a slow process. And you won't know if you've achieved your aims until the project is completed.

Once a working system is in place, you have to manage multiple supplier relationships. You end up spending too much time solving technology issues, and not enough on your business goals.

“ 38%  
of people say that social  
media is the best way to get  
help urgently (up from 26%  
in 2015) – and this figure  
rises to more than half for  
higher income  
respondents. ”





## Our approach: De-risk your route to the cloud and map out your migration with confidence

Tap into our expertise and experience to bring in new solutions that we've tried and tested – and let us manage them for you.

### **Follow a proven process**

Whether you want to move from on-premises to the data centre into the cloud, add new contact channels, or adopt advanced technologies such as AI, with us you'll have an experienced pair of hands to help.

### **Focus on using contact centre technology rather than building it**

We don't expect you to support your own dedicated technology implementation staff or invest in infrastructure and hardware maintenance. Instead, you can call on expert professionals as needed to customise and deploy advanced capabilities in a scalable hosted environment.

As a result, you can focus fully on how to give your customers the best experience possible.

### **Reduce points of failure**

With multiple suppliers, there can be a lot of finger pointing. When you work with us, you'll have one call to make when you need support.

And because you'll have the same partner for both implementation and support, there's none of the confusion you can get during handoffs. With this seamless continuity of service, you can provide the availability and resilience your organisation and customers demand.

### **The result is you can quickly deploy state-of-the-art capabilities that work with your existing systems to help meet new customer demands.**

We've helped hundreds of organisations successfully migrate their contact centres to the cloud

## Success stories

### Spotlight: **Etihad**

With three separate contact centres spread across the UAE and UK, Etihad Airways wanted to make sure they were giving every customer who called them the best experience possible. And that meant making every centre work together.

Our flexible, scalable platform has helped increase productivity to 75% and improved call answer speeds by 30%. We also consolidated three disparate contact centres into one, servicing the entire Etihad business.

### Spotlight: **Siemens Healthcare**

After a series of acquisitions, the customer care team found themselves operating with different platforms – limiting flexibility, functionality and business efficiency. They needed to stitch together all the customer channels and unify the service.

With 60 home and remote workers in the mix, Cloud Contact has helped bring things together. Virtual teams and rapid call transfer ensure the right specialist is brought in, agents can manage incoming emails in the same queue as phone calls – and taking CRM into the cloud will further enhance the customer experience.

### Spotlight: **Carrefour Argentina**

With 20,000 staff across 600 sites, Carrefour workers couldn't always get in touch with their store or with the Carrefour health centre where they could get free treatment, making it difficult to justify absence.

When brought in Cloud Contact, a virtual contact centre solution which simplifies everything – with just one Freephone number for everyone. In the first seven months it took 24,000 calls and helped cut absenteeism by 0.25 percent, saving nearly £600,000.

### Spotlight: **FCA Automotive Services**

When FCA Automotive Services UK needed to set up an all-new financial services operation, they had the challenge of setting up a contact centre from scratch. But partnering with us and using Cloud Contact made the process a breeze.

It means the company has been able to quickly bring its customer financing operation in house, using an agile multimedia contact centre to provide customer service excellence. And they did it all without spending a lot of money or taking on a big business risk.



# Transform your customer experience for customers, agents and technology staff

Working with BT, you'll be able to quickly deploy appropriate contact centre technologies, making sure they're aligned with your business objectives. At the same time, you'll break down any existing siloes – whether by channel, process, or business unit – delivering a frictionless journey for the customer. One that removes obstacles, reduces effort and makes it easy for them to do business with you.

## And you'll do all of this while keeping your costs under control.

Source

Chat, tap, talk: Eight key trends to transform your digital customer experience Digital customer research.

[www.globalservices.bt.com](http://www.globalservices.bt.com)

Copyright 2019 © BT Group Plc. All rights reserved.

This electronic message contains information from British Telecommunications plc, which may be privileged or confidential. The information is intended to be for the use of the individual(s) or entity named above. If you are not the intended recipient be aware that any disclosure, copying, distribution or use of the contents of this information is prohibited. If you have received this electronic message in error, please notify us by email to the address above immediately.

