



Helping a leading global Pharmaceutical Company in shaping their Contact Centre Strategy



Location: Global

Industry: Pharmaceutical Industry

Agents: 800

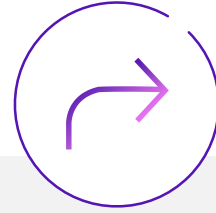
BT collaborated closely with the customer on a project that looked at shaping their future contact centre strategy



The challenge

The customer needed support across a number of areas:

- The **strategic decisions on future contact centre platform**
- Insight on how a future contact centre solution would **solve their challenges today and meet the requirements for tomorrow**
- An indication of the future costs to **inform their budget cycle**
- An **executive presentation** that could be used to convince senior stakeholders



Our approach

- The customer agreed to do a **Smart Transformation project**, collaborating closely with BT over a number of weeks
- During this project, BT Advisory would analyse the **business context**, undertake a **discovery** (quantitative and qualitative), **advise on a strategy** and technology roadmap, and construct an **investment case for change**



The Outcome

- The project was **successfully completed with great customer feedback**
- The main outcomes were:
 - A **future Contact Centre strategy**, clearly mapping solution to requirements, use cases and objectives
 - A **financial business case** that can be used for the budget cycle
 - An **executive-level presentation** outlining the recommendations and their financial implications

Shaping the Contact Centre Strategy via the Smart Transformation Approach

- Together with the BT account team and specialist community, the BT Advisory team **collaborated closely with the customer** to gain a comprehensive understanding of their objectives, requirements and challenges concerning their contact centre infrastructure.
- Utilizing expert insights and our assessment of the existing situation, we crafted a **strategic plan for the future Contact Centre solution** and constructed the **investment case for change**.

1. Business Context

Defining your Contact Centre needs today and tomorrow

2. Discovery

Analysing your current CC estate to drive informed decisions for Strategic Options

3. Strategic Options

Recommend solutions based on your Business Outcomes and Discovery Challenges

4. Business Case & Roadmap

Financially model recommended solutions and outline a deployment timeframe

We identified the challenges of the situation today and agreed on the requirements for the future solution

Drivers for Change

- Growing strategic importance of the Contact Centre
- Continuous drive for innovation to improve patient experience as well as employee experience
- Main challenges with existing on-prem contact centre solution:
 - Clunky and Fragmented
 - No Single Sign-on
 - No Digital Channels

Future Contact Centre Requirements

Integrated Contact Centre Solution

Single sign-on

Security Requirements

Global Availability

Integration with Third Parties

Omnichannel Capabilities

Reporting

User Experience & Self-service

Smart Transformation includes a structured data collection exercise during the Business Context & Discovery stages

Interviews with the account team

- **Structured interviews with key stakeholders from BT** are conducted. Any gaps in information or understanding will be covered in customer interviews.
- Shared documents with **technical, financial and service data will be analysed** as part of the Discovery stage.

Interviews with the customer

- **Structured interviews with key customers stakeholders** are conducted to identify the specific use cases, challenges today, and requirements for the future.

Contact Centre Survey

- Share survey with Contact Centre Managers to **identify the customer journey challenges of the current contact centre estate**.
- These insights will help us **pinpoint the key areas in the customer journey where improvements are needed**.

We provided our recommendations across multiple decision areas and agreed the future Contact Centre solution

Deployment Model



- **Decision to be made on the platform infrastructure – Private Cloud vs. Public Cloud**
- A **Public Cloud** solutions was recommended after analysing the benefits and downsides of each option and the relevance to the customer
- E.g. extensive ecosystem of third-party integrations and services for Public Cloud platforms

Platform Features



- **Decision to be made on the features and functionalities of future solution**
- Based on our understanding of the future requirements we we're able to recommend a list of platform features including when these would need to be implemented
- The agreed platform features directly impact the business case financials

Vendor Direction



- **Decision to be made on the vendor direction and further analysis**
- We agreed to **model two scenarios in the business case** being:
 - Cisco Webex CC
 - Genesys Cloud
- The agreed vendor direction directly impacts the business case financials

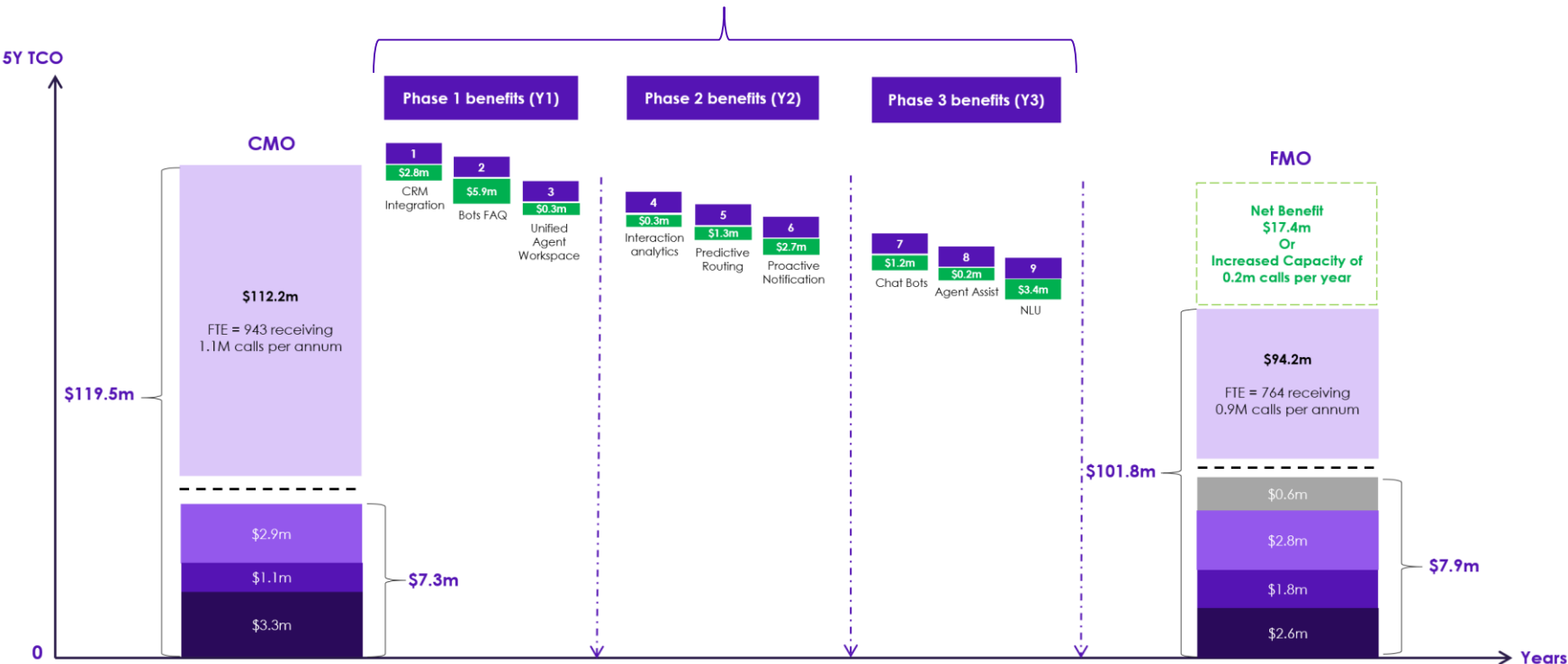
Service Model



- **Decision to be made on the future service model**
- Recommendations were made on service model improvements for the future Contact Centre solution
- E.g. Digital integration of customers Simple Service Request process to BT's automation engine via ServiceNow

We modelled two scenarios for the business case and provided the financial waterfall of the transformation over five years

We can quantify the benefits of implementing the selected digital capabilities



Platform	Digital Enablers
Operations	Savings
Professional Services & Training (One-off)	Call Handling (Fully Loaded Salary)

CMO – Current Mode of Operation
 FMO – Future Mode of Operation

The Smart Transformation project provided the future Contact Centre strategy supported by an investment case for change

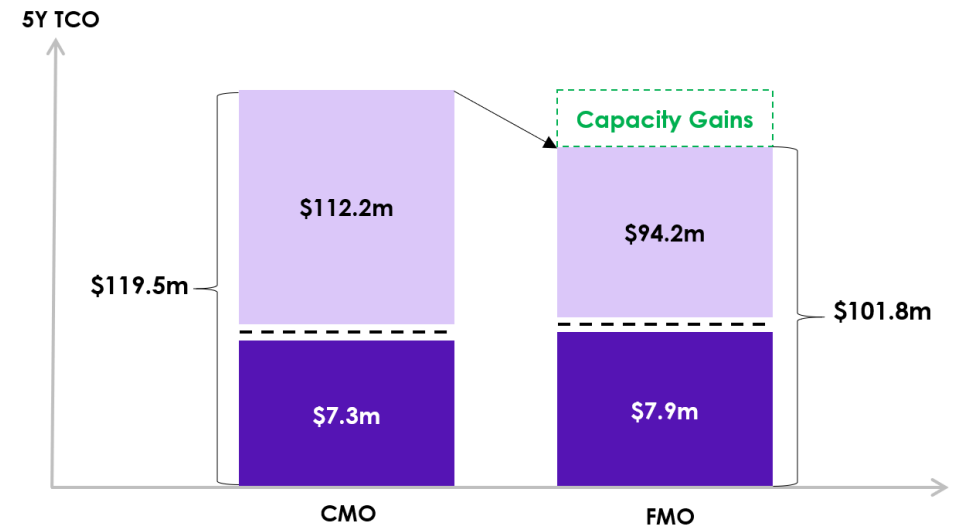
Main outcomes:

- Create the **future Contact Centre strategy** that clearly maps platform and features to the customer's business objectives, use cases and requirements
- Developed a **financial business case** for the agreed scenarios that can be used as input for the budget cycle
- Provided an **executive-level presentation** that can be used internally to convince senior stakeholders

Next Steps:

- **Handover to BT account** team to progress things forward
- BT to provide a **commercial offer** to the customer

“By investing in digital capabilities, you will gain a net benefit of \$17.4m over 5 years or an increase in capacity with approx. 0.2m additional calls per year.” – Genesys Cloud scenario



*“I really appreciate the work you have done and have **found the whole project a great experience**. The professionalism of the team, coupled with the clearly **tried and tested transformational approach**, spoke volumes. **I look forward to progress this** to the point where we can sit at the table and agree on the future solution, sooner rather than later.” – Director, Global Contact Centre & Voice Services*

Want to know more?

Contact us [here](#)

