Proactive Customer Contact

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About ICT Group

• Leading global provider of CRM and BPO Solutions:
  – Technology Services
  – Marketing Services
  – Back Office/Data Entry
  – Sales
  – Customer Service
• Fortune 500 clients
  – Target selected high-growth vertical industries
• Operations in 9 countries
  – Currently 46 contact centers, 25 of which are located in the U.S.
  – Over 8,500 workstations and 13,000 representatives
  – All centers are ISO 9001:2000 Certified
• More than 23 years of Customer Service and Sales Leadership
Customer Service Channels

Most often used methods

<table>
<thead>
<tr>
<th>Method</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Speak with CSR via telephone</td>
<td>70%</td>
</tr>
<tr>
<td>An automated telephone system</td>
<td>16%</td>
</tr>
<tr>
<td>Speak with CSR in person</td>
<td>5%</td>
</tr>
<tr>
<td>Online support via company’s website</td>
<td>5%</td>
</tr>
<tr>
<td>Online support via email</td>
<td>3%</td>
</tr>
<tr>
<td>Online support via instant messaging or chat</td>
<td>1%</td>
</tr>
</tbody>
</table>

Source: Nuance / Harris Interactive 2004

Phone contact still outweighs all other channels
Customer Experience is Key

• Yesterday
  – Price
  – Product
  – Place

• Today
  – Customer experience
  – Price
  – Product
  – Place

• Rapidly Changing Markets
  – 85% of senior business leaders agree that traditional differentiators are no longer a sustainable business strategy
  – 71% think customer experience is the next battleground
Call Center – Fundamental Components

- **Prompt - IVR**
  - Identify the caller
  - Determine the purpose of the call
  - Establish the value to the caller and the company
- **Route - ACD**
  - Utilize resources based on business rules
  - Match agent skills to call type
  - Select location based on services, time of day, etc
- **Present - CTI**
  - Deliver customer information to agent desktop
  - Provide a personalized response
  - Speed customer interaction
Traditional Contact Center Architecture
Technology Silos

- Many self-service installations create yet another silo, rather than act as the catalyst for integration, as the diagram below illustrates.
Next-Generation Customer Interaction

- Multi-channel self service
  - Personalized and proactive
  - Consistent across channels
- Workflow routing
  - Routing decisions based on business applications
  - Customer profile and behavior models
- Context-based presentation choice
  - Adaptable interaction
  - Personalized response, including choice of media
- Analyze
  - Real-time analysis of customer activity
  - Anticipating customer needs
Web Contact Center Architecture

- User/Agent Phones
- PSTN
- PBX
- Voice Response Units (IVR)
- Customer Web Browser
- Web App Server
- Application Logic
- Enterprise Data
- CTI Link
- User/Agent Workstations
- CTI Server
- Application Logic
- Customer and Remote Users
- Web App Server
### Benefits of a Common Infrastructure

#### Business Benefits
1. Lowers cost for customer care via end-to-end self-service capabilities
2. Increases customer satisfaction through multi-channel integration
3. Reduces call time due to insight into user activity within self serve channels
4. Increases revenue using cross channel marketing capabilities
5. Increases business agility and decreases cost due to use of service oriented architecture

#### Architectural Benefits
1. Service Oriented Architecture (SOA)
2. Business logic and interface reuse
3. Decreased development time
4. VXML/SALT leverages same application server logic and creates an Open Platform

#### Feature Matrix
1. Call center rep can view/resume self service activities and shopping cart
2. Marketing can define campaigns based on intent and target customers across channels
3. Users can save/transfer shopping cart and resume across channels

#### Self Service
- Web
- Devices
- Voice IVR

#### Assisted Service
- Contact Center

#### Service Oriented Interfaces

#### Shared Services
- Unified Shopping Cart
- Interaction Flow Mgr
- Activity Manager
- Integrated Campaign Management
- Due Date
- Service Availability
- Address Validation
- Service Catalog
Comprehensive Contact Center Services

- eMail Management
- Customer Alert Technology
- Voice / ACD
- Web Collaboration
- Web Self-Help
- Alert Technology (Voice – SMS - eMail)
- Outbound eMail
- IVR
- Contact Management
- eMail Management
- Web Collaboration
- Alert Technology (Voice – SMS - eMail)
Why Now?

• Today’s market demands solutions with strong ROI
  – Automate routine live-agent functions
  – Lower cost of service delivery
  – Improve the customer experience
  – Create market differentiation

• New standards enable an integrated solution
  – VXML and SALT leverage existing web infrastructure
  – Self-service becomes an enterprise-wide shared resource for B2B, B2C and B2E communications
Outbound Alerting

- Event Driven Customer Communications
- Send a Custom Message to Each Customer
- Call Routing to Live Agent
- Data Gathering/Survey Capability
- Real Time Links into Customer Systems
- Text to Speech/Speech Recognition
- Alternate Channels
  - Email
  - SMS
The Cost Benefit of Alerts

• **ROI:** Active Alerts can be made at 10% of the cost of live agent inbound call

• **Two types of Active Alerts**
  – Proactively pre-empting the need for an inbound call
    • “The product has shipped and will be available for pick up in 7 days”
    • “Your claim has been received and processed”
  – Instant communication with the customer proactively providing sought information
    • “We are calling you because there is some potential fraud involving your account and we need to speak with you”
Proactive Customer Contact

• Opportunities for proactive contact
  – A product, service or event of interest to customers
    • Potential to defer inbound calls
    • Reduce missed opportunities
• Context-sensitive lists
  – Data needed to make decisions and to take action
• Analytic tools and procedures
  – Identifies opportunities for proactive contact
• Evaluation metrics
  – Customer satisfaction
  – Cost (inbound vs alerts)
  – Revenue (when applicable)

• Examples
  – CRM
    • Welcome
    • Card activation
    • Renewal notices
    • Surveys
    • Special offers
  – Customer Care
    • Order Status
    • Follow-up
    • Account updates and confirmations
    • Dispute resolution
    • EFT confirmation
  – Fraud Control
    • Suspicious activity notices
    • Fraud alerts
    • Skip tracing
  – Collections
    • Non-pay courtesy calls
    • Payment reminders
    • Account suspension or cancellation notices
Empowering Your customers and employees with speech technologies

SpeechTEKI 2006
The Voice Solutions Showcase

Empower

Thank You