

What can help Contact Center Managers cut costs?

Tim Barnes, CTO
OpenMethods



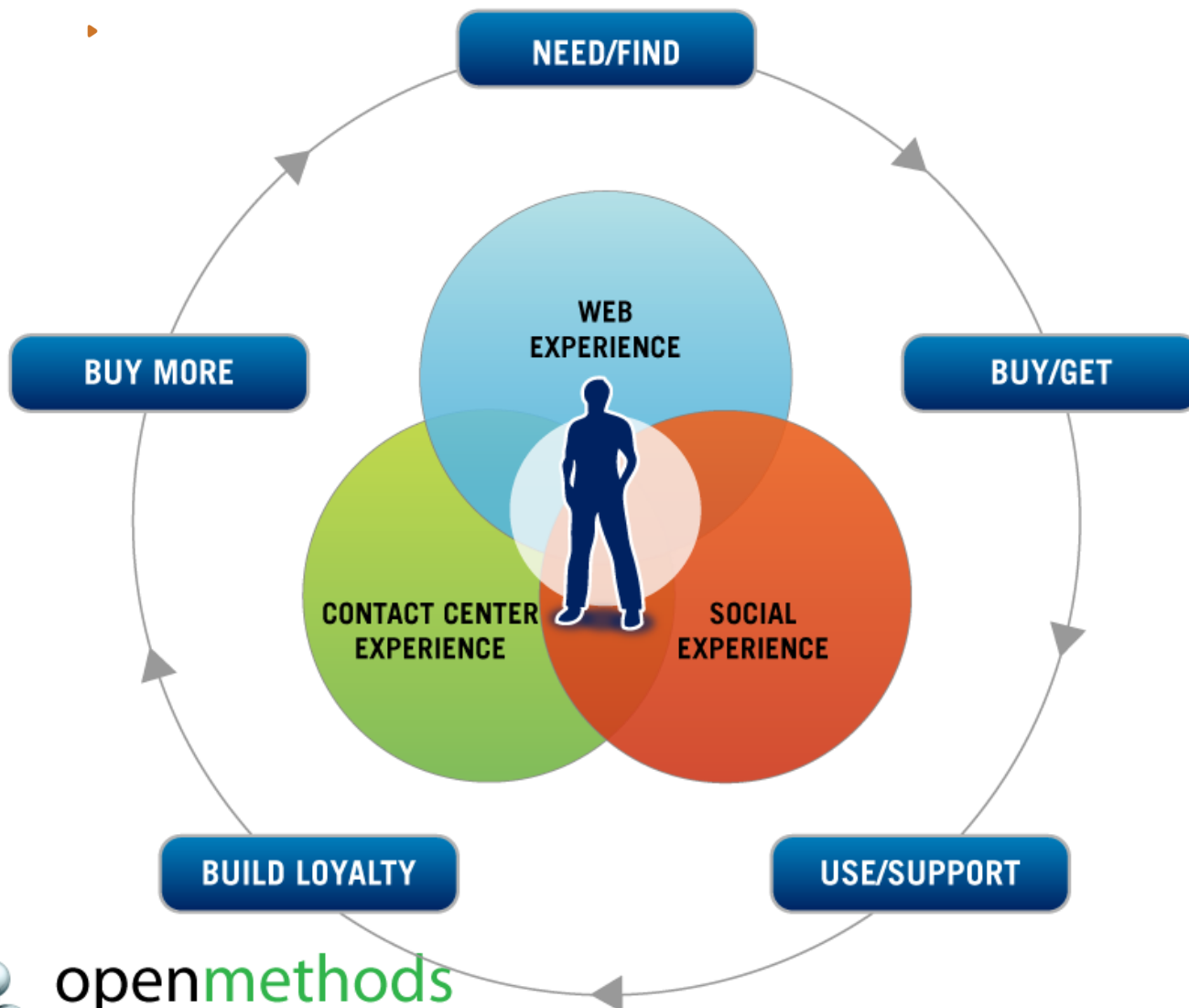
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CRM Adapters, Media Gateways, and Professional Services

Customers Have the Power!



Three Experiences REALLY Matter



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87%

Will stop doing business with organization after
a bad experience

#1 Reason

to recommend a company:
Outstanding service (not price
or product quality)

Source: Harris Interactive
Survey 2008



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92%

of All Customer

Interactions Happen
via the Phone

Source: Gartner



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85% of Consumers Are
Dissatisfied with Their
Phone Experience

Source: Harris Interactive



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Exciting, New, Breakthrough Technology



<http://www.youtube.com/watch?v=KUnCGQ7k0xo>



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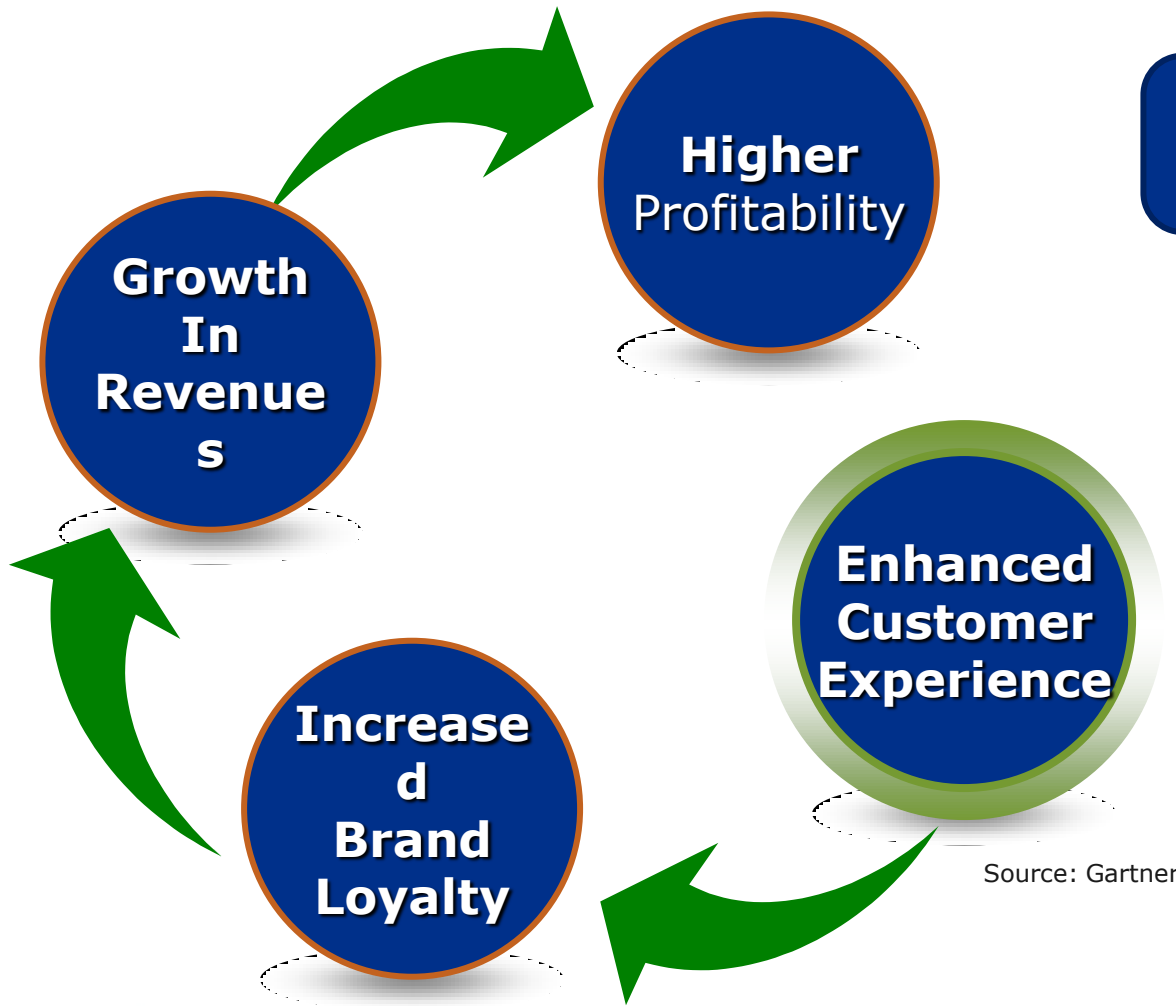
- ▶ Applications are what customers “experience”.
- ▶ Building great applications takes unique resources, time and money.
- ▶ Applications should be easily customized and reusable.
- ▶ Applications cannot be created in a development silo, input is required from non-technical stakeholders.



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The Payoff is Tangible



Source: Gartner

Focus On Customer Experience Drives:

60% Higher Profits than Competitors

2X as Likely to Exceed Financial Analyst Expectations

10% to 25% Greater Impact on Customer Loyalty and Revenue Than Sales or Marketing Initiatives

Source: Gartner, Shaw & Ivens



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Sample Dialog Analysis

▶ IVR

System: “Welcome to Acme Rewards.”

System: “For new orders press 1. To check the status of an order press 2. To check your rewards balance press 3. To change your personal information press 4.”

User: DTMF 4

System: “To change your shipping address press 1. To change your password press 2.”

User: DTMF 2

System proceeds to password reset module.

▶ Speech

System: “Welcome to Acme Rewards. How can we help you today?”

User: “I’d like to change my password.”

System proceeds to password reset module.



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Building a Business Case

- ▶ Track call completions within IVR system today
- ▶ Calculate cost per call
- ▶ Estimate increase in automation with speech
- ▶ Base ROI on % of transactions successfully automated compared with current state
- ▶ Calculate an ROI

No. of calls

50,000

Cost calls @ \$6/call

\$300,000

% automated

20%

Cost self-serve \$0.25*

\$2,500

Savings

\$52,500



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**My customers do not like
IVR/speech and or will not adapt
to change!**

<http://www.youtube.com/watch?v=PuYPOC-gCGA>



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Key Strategies for Driving Self-Service

- ▶ Transparency
- ▶ Feedback
- ▶ Partial Call Completion
- ▶ Speech



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