



Multimedia in the Contact Center





AGENDA: MULTIMEDIA IN CONTACT CENTERS

1. Context:
 - What was multimedia and the call center?
 - What is multimedia today?
2. What is multimedia **becoming**? What are some key **trends**?
3. How will trends and change impact the Contact Center?
4. Summary, suggestions and guidelines for the future.





Multimedia - the basic motivations have not changed

- ◆ Cost cutting / cost containment
- ◆ Improve client satisfaction & response times
- ◆ Accelerate & support adoption of self-service
- ◆ Personalize interactions with clients / “serve them where they’re most comfortable”



Other factors continue to evolve

- ◆ New generation, new communication habits & needs
- ◆ Customer **perception has changed regarding self-service** – *desired* & required
- ◆ Speed of service
- ◆ Personalize/customize interactions based on customer preference.



Context

...the traditional model of call deflection that relies on IVR as the primary sorting tool **was developed long before the web became available.**

Contact centers **can no longer rely on customers following a straight and predictable pathway** towards the voice call.

Much of today's "self-service" happens outside the zone that companies can control.

The days of siloed IVR and agent pools are gone.

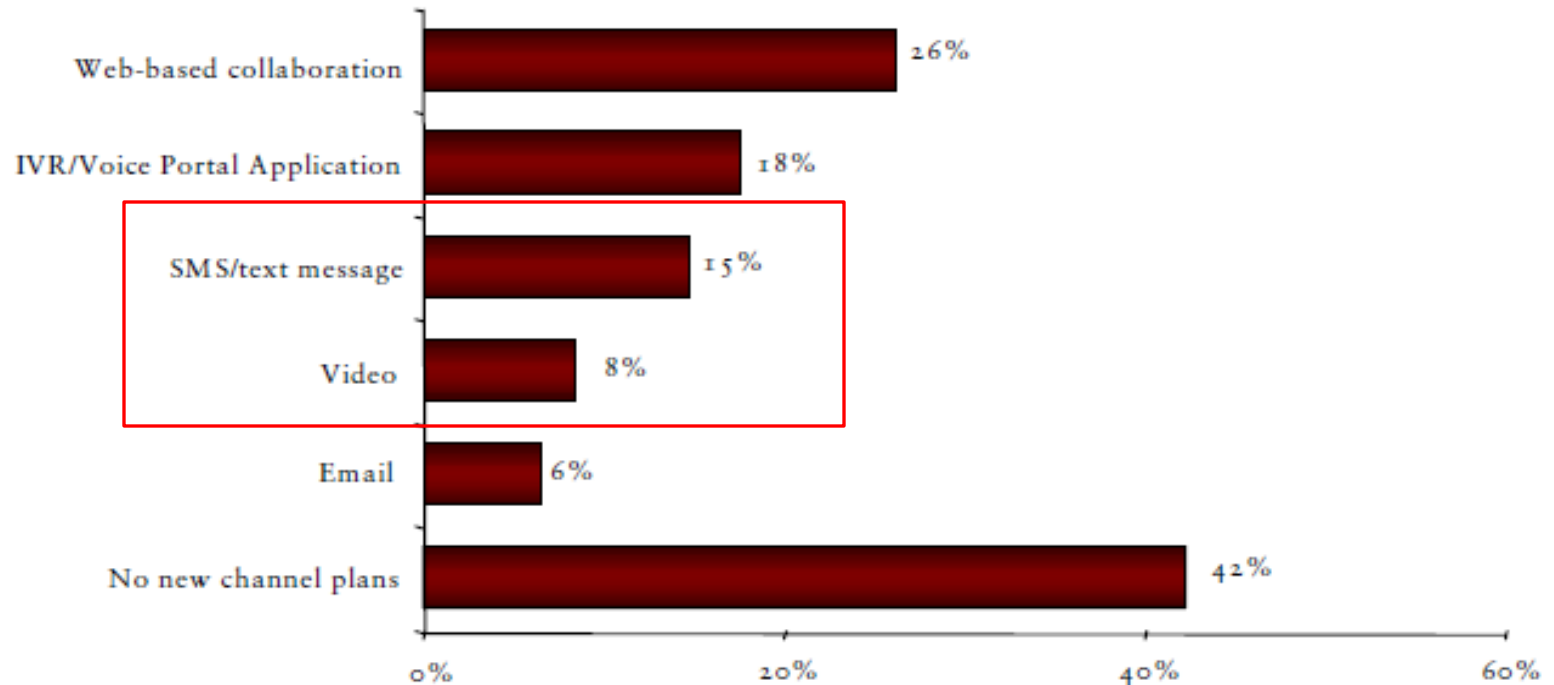
...a *unified field of information* to customers.

- Frost & Sullivan "Mastering MultiChannel Self-Service"



Multimedia Trends

Future Plans for Additional Inbound Customer Contact Channels



Note: N = 332; Multiple mention question.



Contact Center Adoption – New Multimedia

SMS in the contact center – 13%

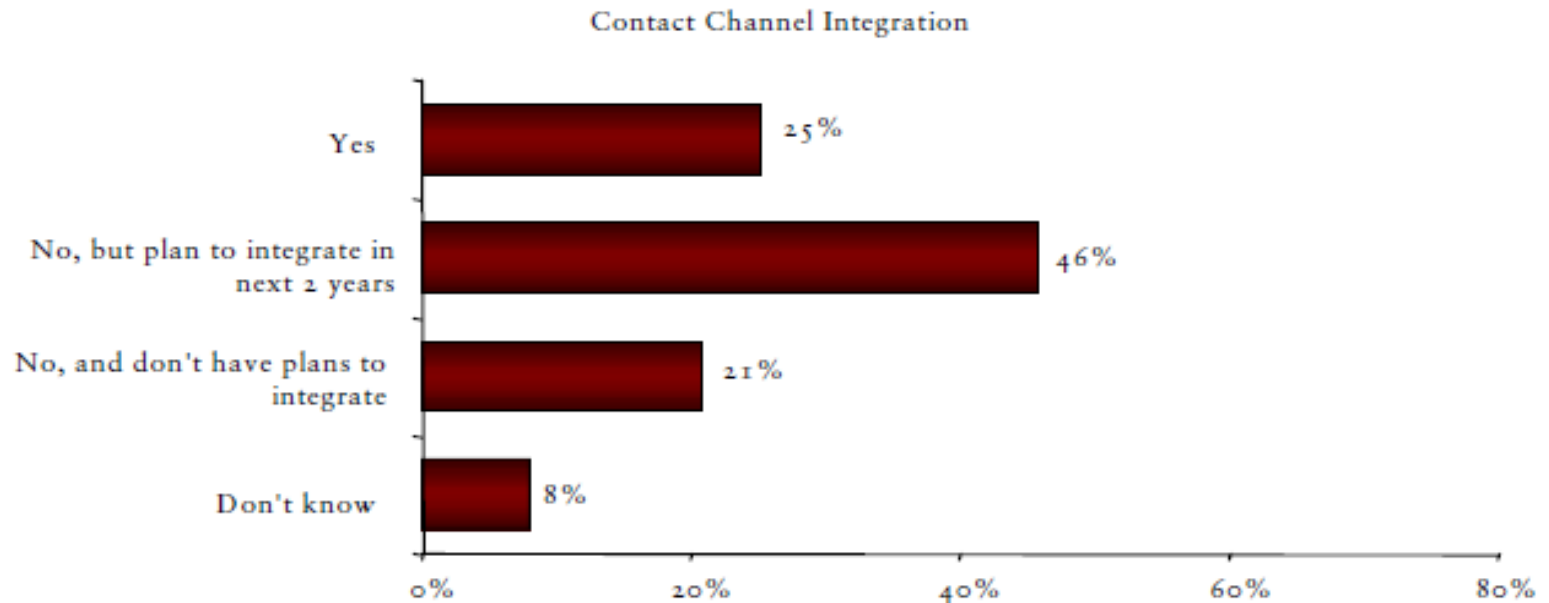
Video channel – 5%



Multimedia Trends

Contact Channel Integration

Have you integrated your contact channels for a single view of the customer?



Note: N = 332; Multiple mention question.



Examples – “Traditional”

Walgreens:

“Walgreens has saved more than \$70,000 per year alone by eliminating the need to manually assign trouble tickets.” (Remedy)

- Ross Talbot, Help Center Manager of System Support and Development, Walgreens





Examples – “Traditional”

Harrah's Entertainment:

Problem: Receiving 2,000 customer emails a day with **25** people responding to them. Lucky if 500 emails a day were responded to.

Solution: Installed a system that provides Email Auto-Response and Email routing.

Business impact: Customer get email answers immediately (Within seconds). Emails that are not auto-responded are routed to **two** full time agents. Huge ROI and customer satisfaction increase.



Having my questions answered by a live person while I am in the process of my online shopping is one of the most important features on a Web site

44%



United States [change] | English

Solutions | Products | Services | Support | Partners | Company

Search

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Select a product

Features and Benefits

- 802.11b radio
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- Rugged ABS plastics for greater durability
- Single and dual charging options

POLYCOM Close window

Need help choosing the right product?
Chat with a specialist now.

[Chat Now](#)

Contact Polycom

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- Product Questions? Click to Chat

Finally, a desk phone that's mobile!

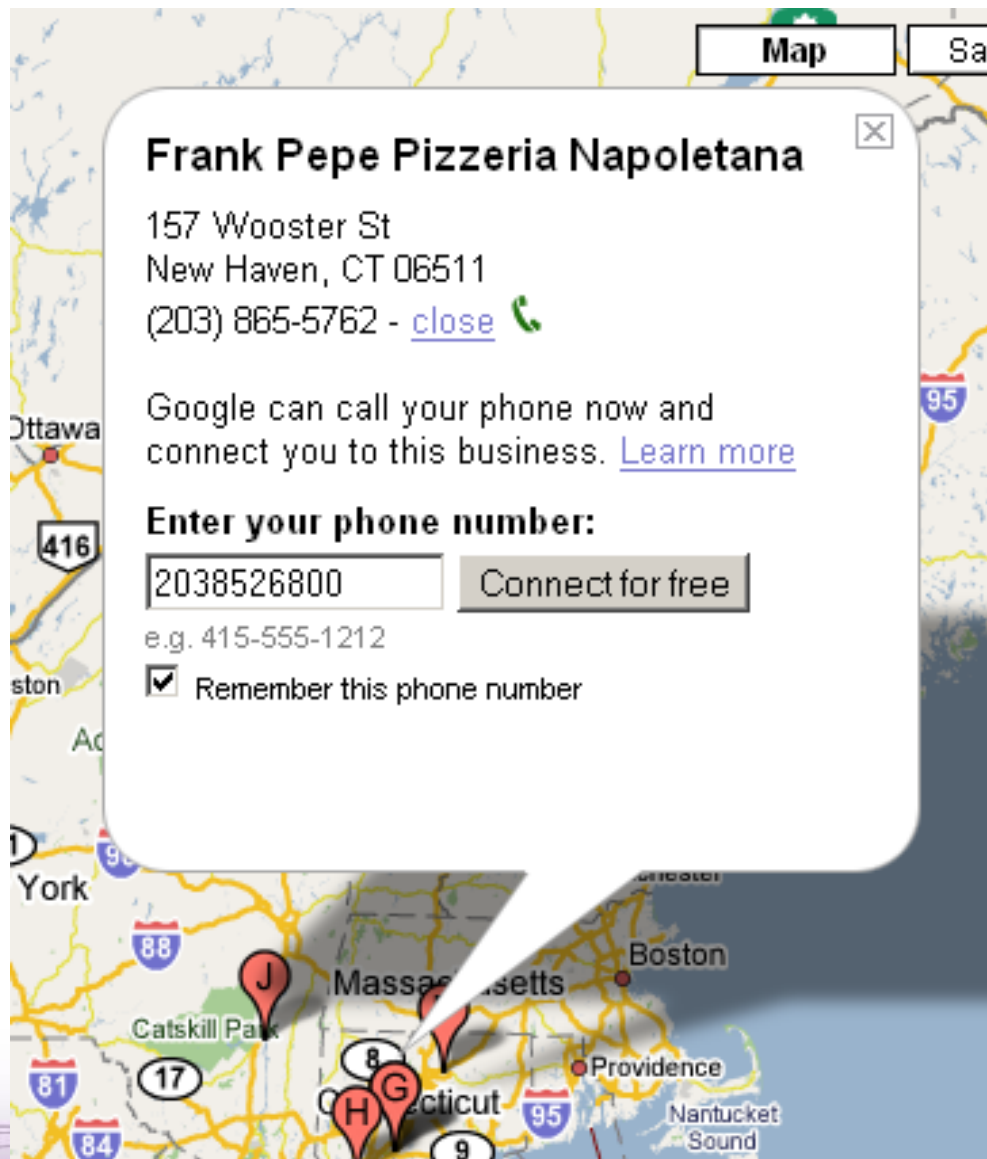


Gartner VoIP Webcast


- » Considerations for deploying Voice over Wireless LANs

Resource

What Expectations Are Becoming The Norm?



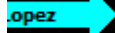
The image shows a screenshot of a Google Maps information window for 'Frank Pepe Pizzeria Napoletana'. The window is overlaid on a map of the New Haven, CT area. The window contains the following text and elements:

- Map** and **Sat** buttons at the top right.
- Frank Pepe Pizzeria Napoletana** (with a close button 'X').
- Address: 157 Wooster St, New Haven, CT 06511.
- Phone number: (203) 865-5762 - [close](#) .
- Text: Google can call your phone now and connect you to this business. [Learn more](#).
- Enter your phone number:**
- Input field containing: 2038526800
- Button: **Connect for free**
- Text: e.g. 415-555-1212
- Checkbox: Remember this phone number

The background map shows various locations marked with letters: J, H, G, 8, 9, 17, 81, 84, 88, 95, 416, and 96. Major cities like Boston, Providence, and Nantucket Sound are also visible.

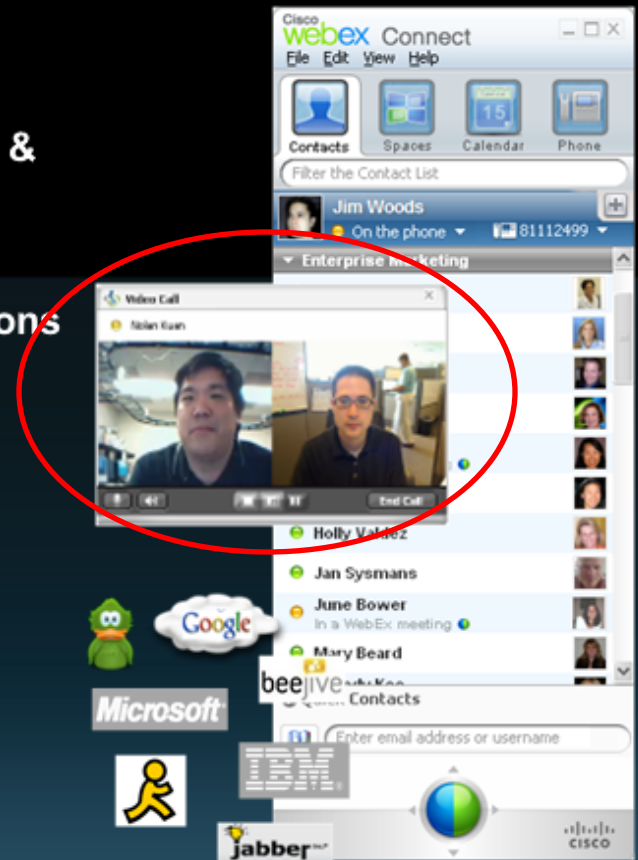


What Expectations Are Becoming The Norm?



Cisco WebEx Connect EIM On-demand Enterprise Instant Messaging

- Powered by Jabber XMPP for Presence & IM
- Presence Control & Federation
- Native Support for B2B & B2C Federations
- Rich Media Escalation
- Enhanced policy management and organizational administration
- Optional Cisco UC Integration



Part Two

What is Multimedia becoming?

What are some of the key trends?



A Good Theme for Today?

“The times they are a changin, and some traditional PC folks feel like their world is slipping away. It is.”

-Steve Jobs in a recent email exchange with a blogger







Questions Worth Pondering...

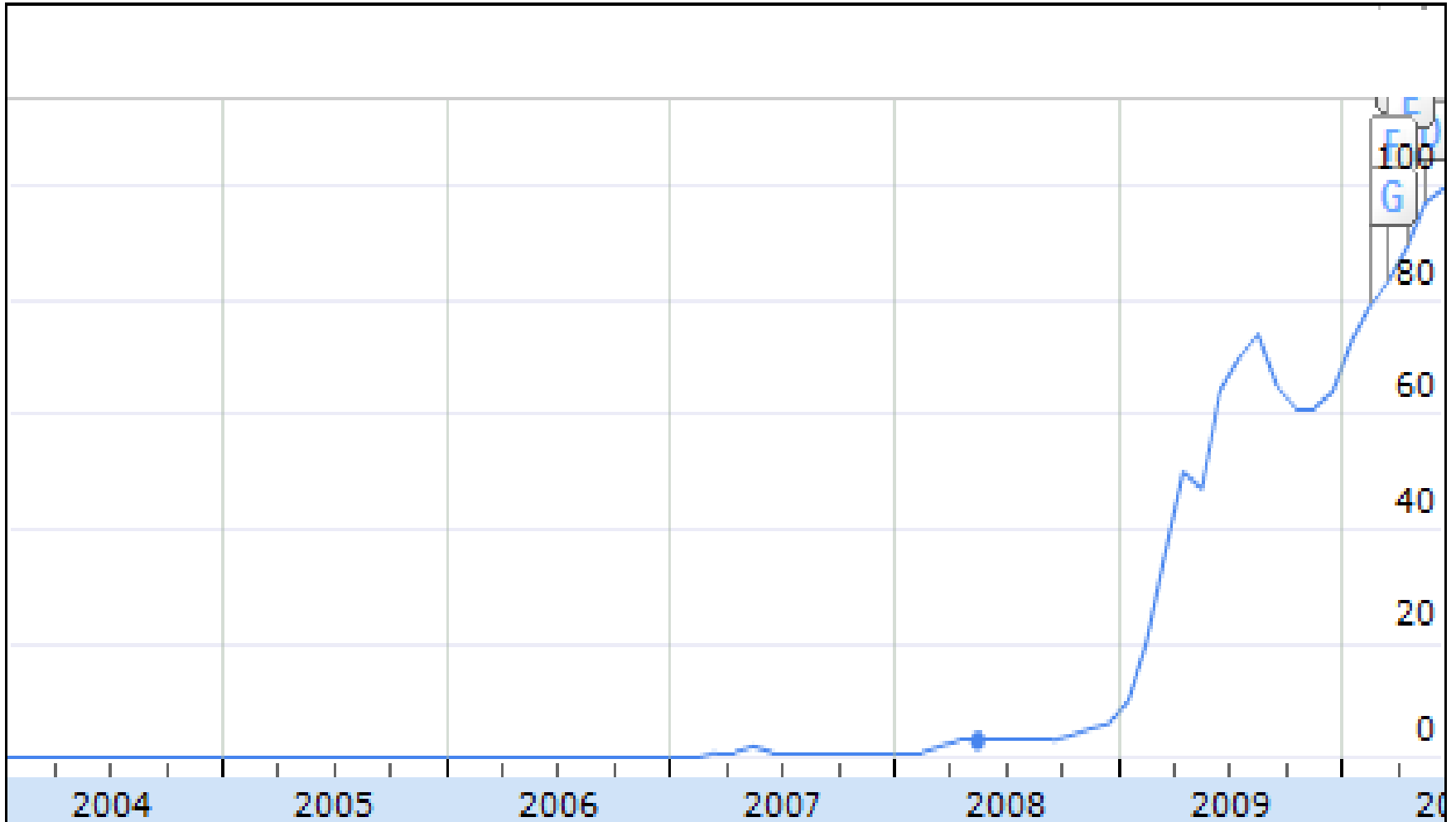
Where does the Contact Center need to be located today?

What does the Contact Center need to accomplish?

**Do I need a Contact Center...
or Contact Center functionality in my business?**



Multimedia Trends - Twitter -



Multimedia Trends - Twitter -

Laser surgeon that allows and supports tweets
...during eye surgery



Multimedia Trends - Facebook -





Multimedia Trends - Facebook and Beyond -

Nielson Online reports the **largest growth on Facebook coming from the 35-49** age demographic.

According to the Cone Study, a staggering **93% of social media users expect companies to have a social media presence.** This represents your current and future consumers.

Plain and simple, **social media is here to stay.**

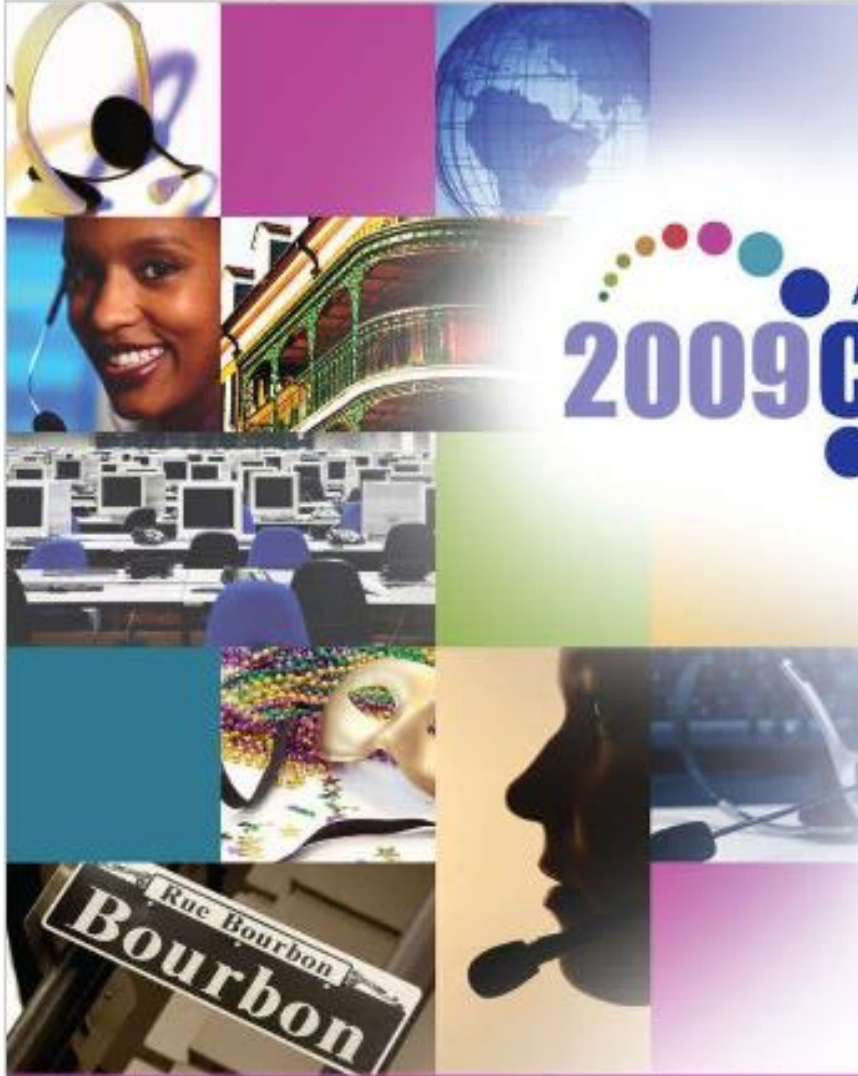
And your presence is required.

Lisa Wehr is CEO of digital marketing agency [Oneupweb](#).



Integrating Social Media into Your Contact Center

✉ Email ❤ Favorite More...

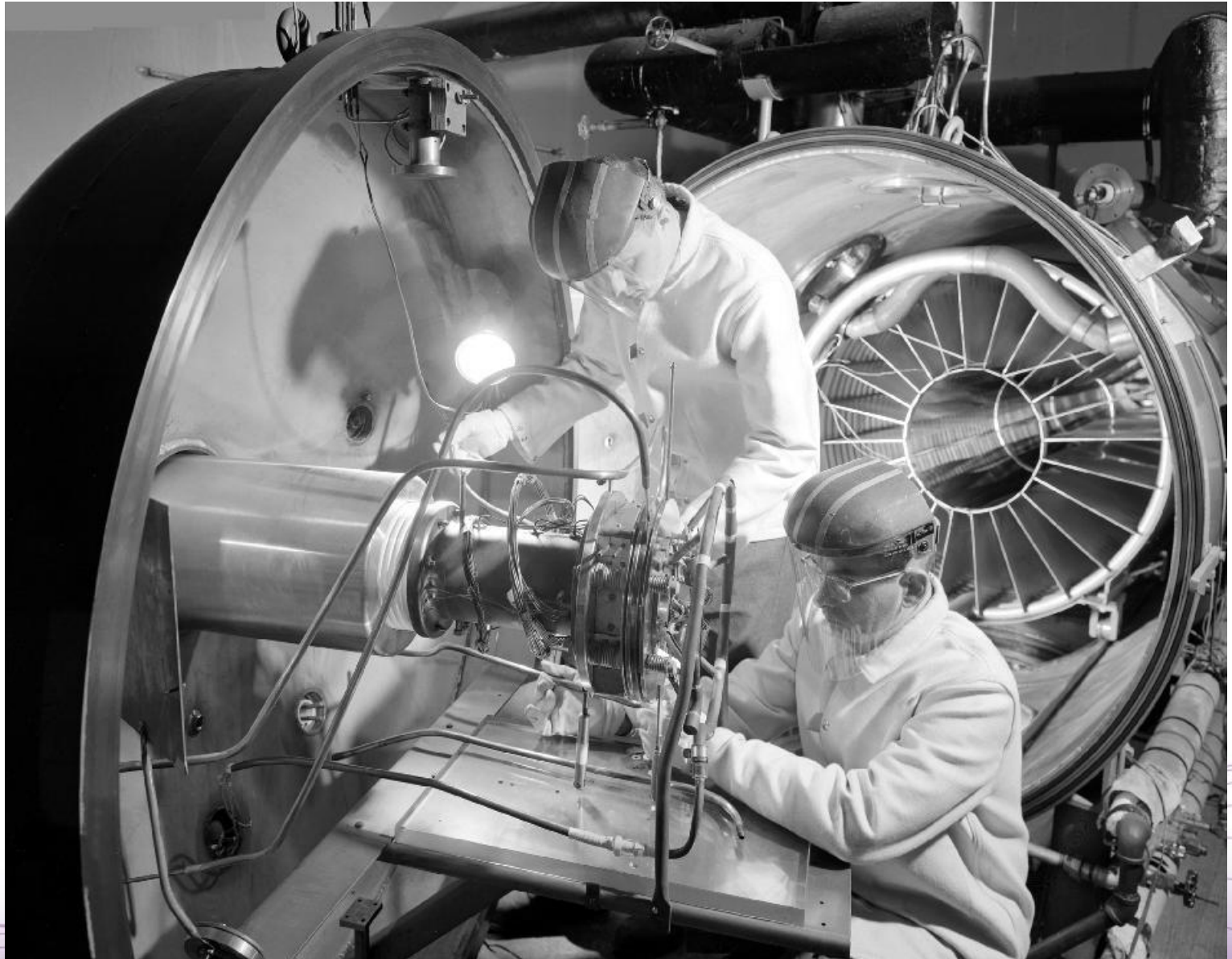


American Teleservices Association
2009 Convention & Expo
October 4-7 • New Orleans

Presentation by:
Keith Fiveson
10-05-09

ATA
American Teleservices Association

Where Can We Go With This Technology?



The New Strategy?

...how to effectively interact with our customers thru *the customer's preferred choice* of interaction.


Huy Phan 1st

Solutions Architect and Developer



Portland, Oregon Area | Information Technology and Services



Current

- Director of Contact Center Services at Special Order Systems 

Past

- Implementation Consultant at Interactive Intelligence 
- Manager, Technical Engineering at Alliance Systems 
- Systems Engineer at Stevens Communications

[see all...](#)

Education

- University of California, Irvine



A Summary from Huy Phan

I believe the **transition period** we are in now is moving from land lines to cell phones and mobile apps. iPOD and Droid mixed with Facebook and Twitter.

Social media is driving technology and how customers interact with us as end users, making it imperative that we develop key applications or integration points that resolve immediate challenges and needs.

...turning the platform into a true social media contact center.



More “Phan Mail”

“I foresee monitoring of sites like Facebook and You Tube, using **keyword analytics** and **data mining** to trigger outbound actions – in the media types best suited for the customer profile.

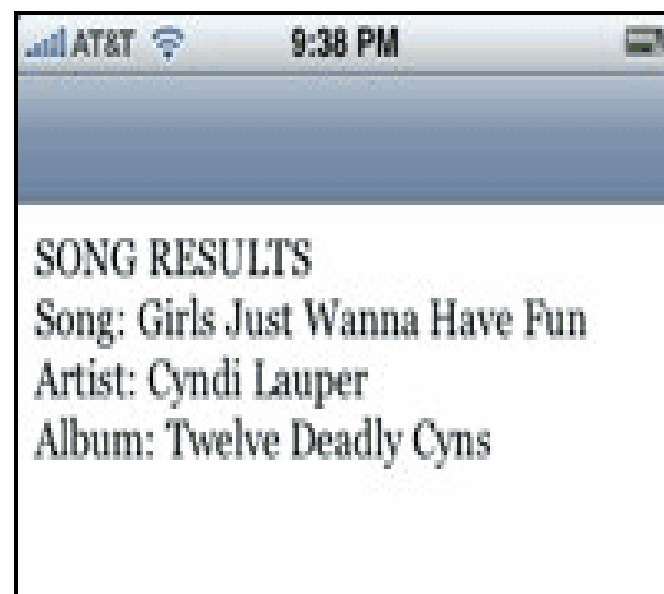
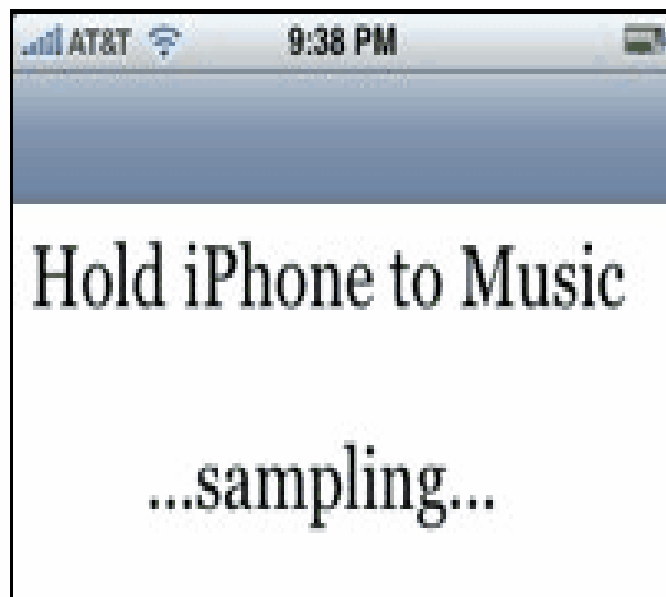
Along with **the ability for an agent to accept any kind of communication.**”



If phones can do this (in 2008)...

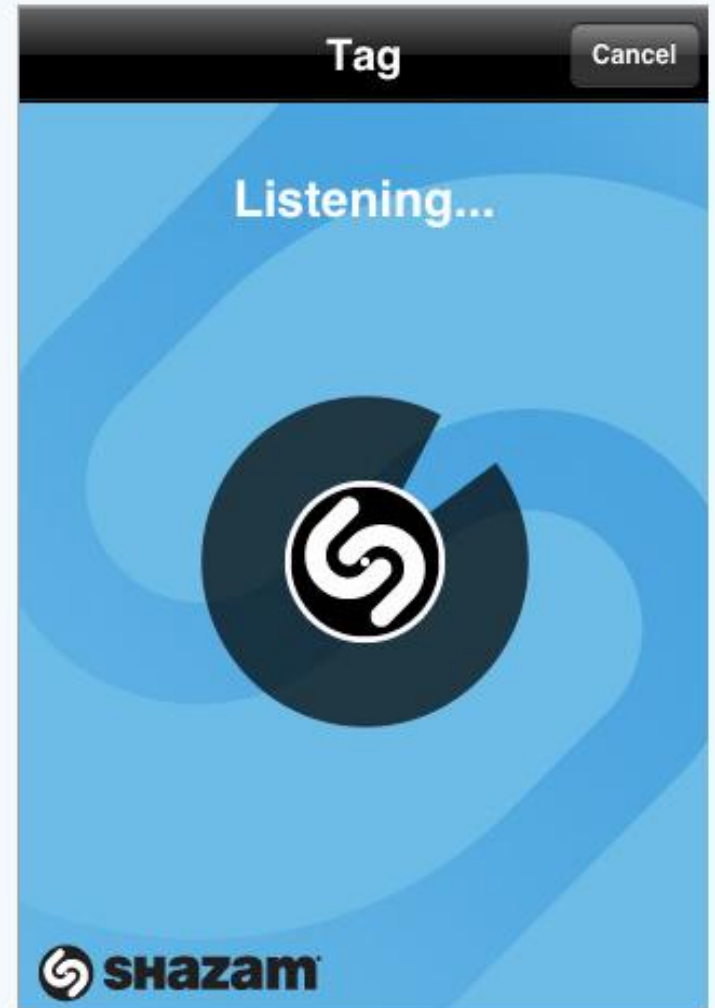
New iPhone App Identifies Songs from Radio

Filed in archive [Mobile Content](#) , [Mobile Technologies](#) by [leo](#) on January 8, 2008



...and have evolved like this...

iPhone Screenshots



...and Twitter is doing this...



Twitter adds Places feature to Twitter Updates

Techtree News Staff, Jun 15, 2010 1427 hrs IST

About 65 countries will get Twitter Places feature in the next week



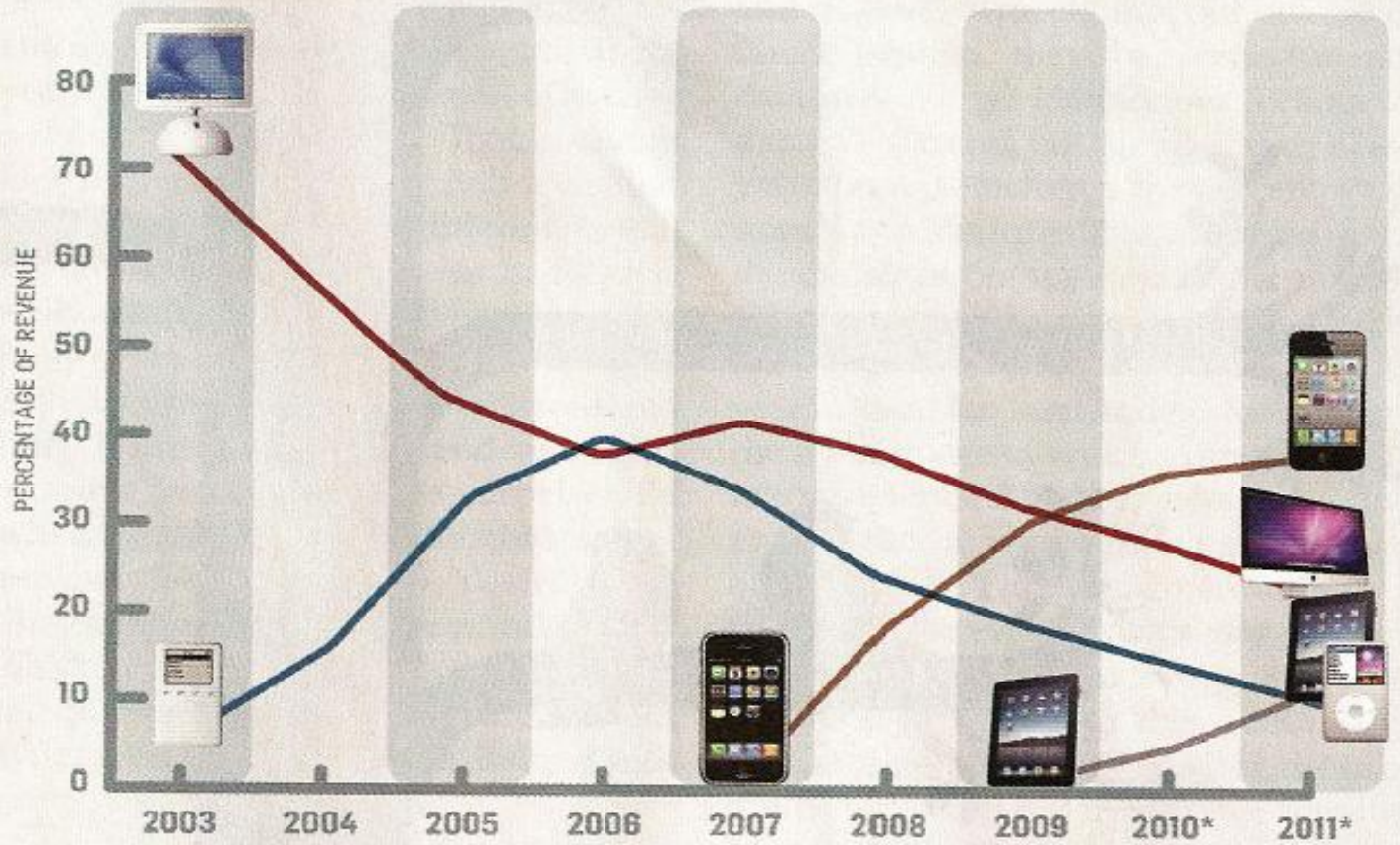
Twitter has **announced** its new feature called Places. With this new feature, Twitter updates will show the location from where they have originated. Twitter Places would be available through Twitter Web and Twitter's Mobile Web interfaces. To see the location of a particular tweet, just click on the Twitter Place link within the tweet. Twitter's intention is to make updates more contextual.

...then what's next?



THE MOVE TOWARD MOBILE

★ APPLE'S DESKTOPS AND LAPTOPS—ONCE THE CHIEF SOURCE OF REVENUE—NOW PLACE A DISTANT SECOND TO ITS MOBILE DEVICES. ★



SOURCE: RBC CAPITAL MARKETS

*ESTIMATE



**MY SENSE IS THAT GOOGLE WILL
SURGE PAST APPLE THE WAY
MICROSOFT DID IN THE 1990S.**

-Newsweek tech article author



Feeling A Bit Overwhelmed?

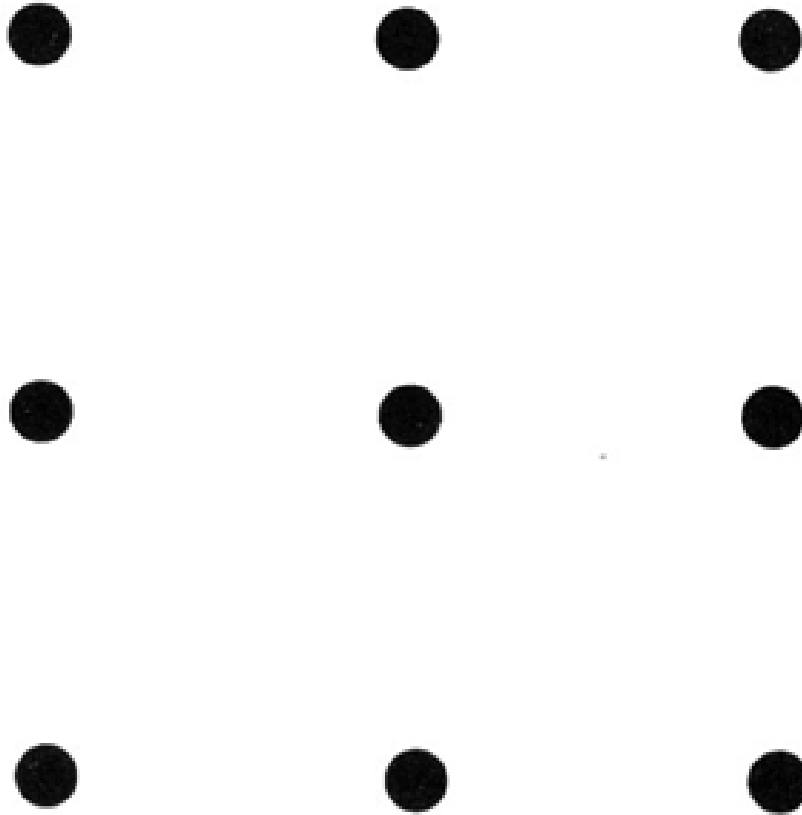




How will trends and changes impact the Contact Center?

- New & emerging trends and strategies
- How will it impact your company?
You personally?





There can be costs from not getting out of the way of new waves of change...





Multimedia Trends – Self Service Without Any Company Involvement

An ***emerging trend*** (especially among leading high tech companies) has been to offload a significant amount of the front-end processing of complex problems **to the user base itself** — to customers who gather in forums or communities.

– *Frost & Sullivan*





Multimedia Trends – Self Service Without Any Company Involvement

“What consumers are starting to do is bypass companies' directed approaches and **create their own ad hoc methods of gathering "solutions" to their problems.**

This often involves some of the Web 2.0 technologies, especially social networking.

Customers look to other customers for insight and opinion, and often, shortcuts to better service.”



Multimedia Trends

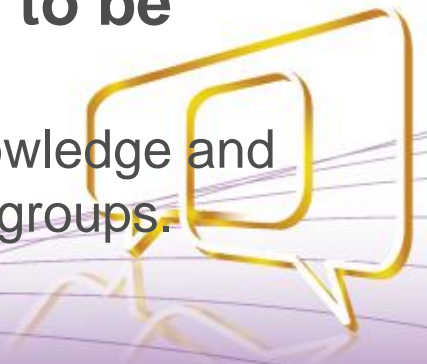
“The attraction of these alternatives **is that they are alternatives;**

Customers appear to value them because they are distinctly separate from company-driven mechanisms.

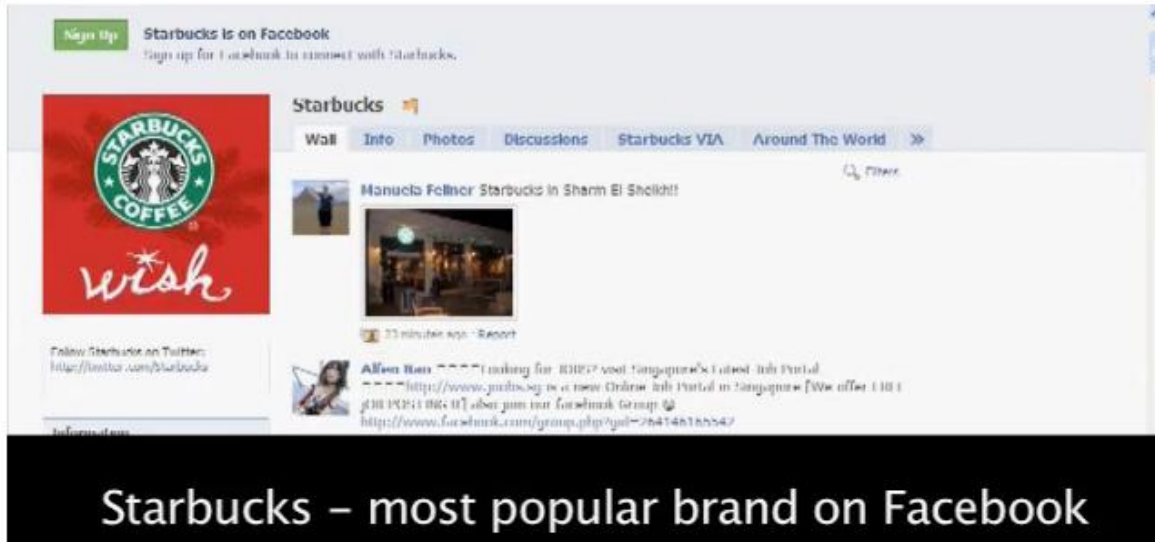
As self-service, they **are largely outside the ability of companies to manage.**

What companies can do, however, is **piggyback on these trends and adapt their own service channels to be more accommodating of**

- a) customers who come in armed with self-acquired knowledge and
- b) groups of customers who function as ad hoc support groups.



Management in the web era



A reaction to a posting in minutes:



*...with a quick and happy ending –
this time*



Post #2

Dawn wrote

on October 22,

PLEASE BE SURE TO CHECK YOUR FACTS BEFORE BEGINING A SMEAR CAMPAIGN.

TruthOrFiction.com contacted Starbucks about the story.

Starbucks says that the originator of the email, Sgt. Howard Wright, and talked with him about the complaint.

He has now sent a follow-up email to his email list, which appears below.

Starbucks assured him of their support of the military and that the only reason any coffee was donated was because the official Starbucks donation policy authorizes such gifts to officially recognized public charities, including libraries and schools, and that the U.S. military or military personnel

Andrea wrote

on October 23, 2009 at 3:08

And truth be told, I do love Starbucks and have been a fan for quite a while, HENCE THE REASON WHY I ASKED THE QUESTION I DID wanting a reply from Starbucks. So, thanks for being the spokesperson.

Question



How many of you refer to product reviews before you purchase? Amazon?

How many use Yelp or other similar sites for reviews?

What other ways can social media deflect or minimize the need for live agents?





Multimedia Trends - OUTBOUND

Outbound and Multichannel:

A majority of centers report that they are increasing the use of outbound contacts over the next year.

Research shows that a strong component of that outbound traffic will be via the **channels that encourage customers to engage in a continuing "dialogue"** with an automated system.





Multimedia Trends - OUTBOUND

...continued...

For example, **48%** of those who are increasing their use of outbound will do so via **automated notification and alerting applications.**

These apps **often use non-voice channels like SMS** and email to project special, personalized messages to customers about their own accounts or status.





Multimedia Trends - OUTBOUND

...continued...

Because **these can be tied to specific actions** or thresholds, they can be used to **draw a customer into an interaction** that he wouldn't normally have been inclined toward.

And when it happens through an automated channel, the customer is likely to respond in kind: email to email, SMS to SMS.

- Frost & Sullivan



Question



What examples can you think of, for how *proactive outbound communication*, from voice, email, SMS etc. – can **preempt an inbound activity?**

How about, your car is ready in service dept? What else?



Question



What examples can you think of, for how *proactive outbound communication*, from voice, email, SMS etc. – can improve retention or customer service?

A delivery company I'm working with has a major **subscription cancelation problem**—and found that **retention improved dramatically** when they get a communication after their first delivery...



Finding The Right Balance



Online shoe retailer Zappos made a name for itself with topnotch customer service. It paid off: Amazon bought it for \$1.2 billion last fall. In his new book, *Delivering Happiness*, CEO Tony Hsieh talks about Zappos's unique business approach and giving customers that “wow” feeling.



How has communicating with customers changed?

We live in a hyperconnected world. Information spreads like wildfire through social networking. But I still say the telephone is best. You have the undivided attention of customers. And if you get it right, they really remember.

\$\$\$\$\$\$\$\$\$\$\$\$

“The difference in the handling costs between live customer service agents and automated applications is an order of magnitude.

i.e. the cost per contact handled by live agents is about ten times greater than for IVR and voice portal based applications.
-Frost & Sullivan





There are costs for poor designs and what may be missing ...

I am very likely to abandon my online purchase if I cannot find a quick answer to my questions



57%

“General user frustration with **poorly-designed IVR** has led to a **backlash** that also applies to companies which “force” customers to use automated applications and don't allow or **make it difficult** to reach a live person.

The **perception** is that these companies are **more concerned about saving money than supporting its customers.**”

-Frost & Sullivan



Part Four

**Summary, suggestions and
guidelines for the future.**



Suggestions and Guidelines

Don't think in terms of having a call center.

- Think in terms of where can my company best benefit from **contact center functionality?**
- I believe each company has **at least one area** to operate more profitably and or generate more revenues via multimedia CC functionality: **find yours.**
- Don't overlook the power of Outbound multimedia



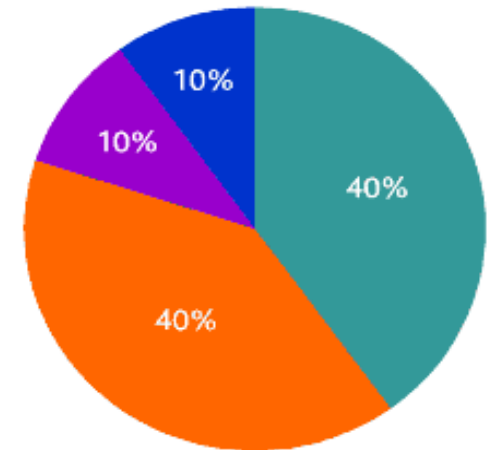
Suggestions and Guidelines

- **Write out your plan:**
 - **What is your objective and goal?**
 - **Who is your customer / profile?**
- What are the best methods for fulfilling your objective:
 - Traditional? New Media, Social Media?
- What will be your KPIs?
 - How will you get KPI data?
 - Reports? Real-time?



Suggestions and Guidelines

- Find the right mix for moving forward for your company.
 - Take the balanced portfolio approach.
 - Determine and implement **the right risk-reward balance** for your company.
- Get the best minds for your design, see it in action if possible, test thoroughly.



Suggestions and Guidelines

- Do your homework (don't believe anything)
- The devil is in the details:
 - For example, can your WFM forecast multimedia?
- Reassess regularly
 - Do a SWOT analysis every 6 months



...and finally...

Be guided by common sense basics. Find the right balance and approach – for your company

- It's a business, and you *have to* be profitable. Including non-profits and public agency's.
- *Don't be a bit player in somebody else's myth.*

believe nothing,
no matter where you read it
or who has said it,
not even if i have said it,
unless it agrees with
your own reason and
your own common sense.

-buddha





Thank You!

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