



REACHING NEW HEIGHTS IN CUSTOMER EXPERIENCE

RIGHT
NOW
TECHNOLOGIES
SUMMIT 07

Contact Center Best Practices

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Agenda

- Contact Center Key Strategies
- Empower Customers
- Empower Contact Center Staff
- Listen to Your Customers
- Measure and Improve Continuously
- Q&A

Contact Center Key Strategies

- Customer Satisfaction
- Self-Service and Automation
- Multi-Channel Customer Experience
- People Management and Empowerment
- Measures and Metrics

» SOURCE: 07 Global Contact Centre Benchmark Report – Dimension Data
403 Contact Centers, 42 Countries

Empower Customers

Customers want immediate and easy access to knowledge

- Allow customers to choose their preferred channel
- Promote the most appropriate channel
- Clear escalation path to live agent channels

The screenshot displays the Orbitz customer service interface. At the top, there's a navigation bar with links for Quick Search, Vacation Packages, Hotels, Flights, Cars & Rail, Cruises, and Activities. A user is logged in as 'Welcome to Orbitz. Sign In. Register now.' Below the navigation, there are sections for 'My Trips MY STUFF', 'My Account', 'Deals', and 'Customer Service'. The main content area is titled 'CUSTOMER SERVICE' and 'Three ways to receive help'. The first section is '1 Search Frequently Asked Questions (FAQs)', which includes a search bar, a dropdown menu for 'Select topic' (set to 'All Topics'), and a 'Search' button. Below this is a list of 'Top 18 FAQs' with links to various topics such as 'How do I change or cancel my airline ticket?' and 'What are Ticket Terms and Conditions?'. The second section is '2 E-mail your questions', which includes a form with fields for 'Your e-mail address', 'Confirm your e-mail address', 'Select topic', and 'Your question', along with a 'Send' button. The third section is '3 Call us', providing contact information for the Customer Service Center.

Empower Customers

Web Self-Service

- Answers
 - “One click” access to knowledge
 - Everything in one place
 - Maximize use of dynamic content
 - Agents as content drivers
- Ask a Question
 - Web form to capture relevant data
 - SmartAssistant
 - Automated Responses with Service Level Agreements (SLAs)
- My Stuff
 - Customer Profile
 - Customer History

The screenshot displays the University of Houston's AskShasta web self-service portal. At the top, the University of Houston logo and navigation links (Academics, Administrative, Buildings & Maps, Calendar, Computing, Giving to UH, Libraries, Events, and Just Only) are visible. The main header features the 'AskShasta' logo and a 'WELCOME TO UH' banner. Below the banner, there are sections for 'YOUR UNIVERSITY' with links for Prospective Students, Current Students, Faculty, Administration & Staff, and Alumni. A search bar is present, and a '608 Answers Available' section lists various topics such as Academic Advising, Scholarships and Financial Aid, IT Support Center, and Admissions. A table of results is shown, with columns for Topic and Summary. The interface is clean and user-friendly, designed for easy navigation and quick access to information.

Empower Customers

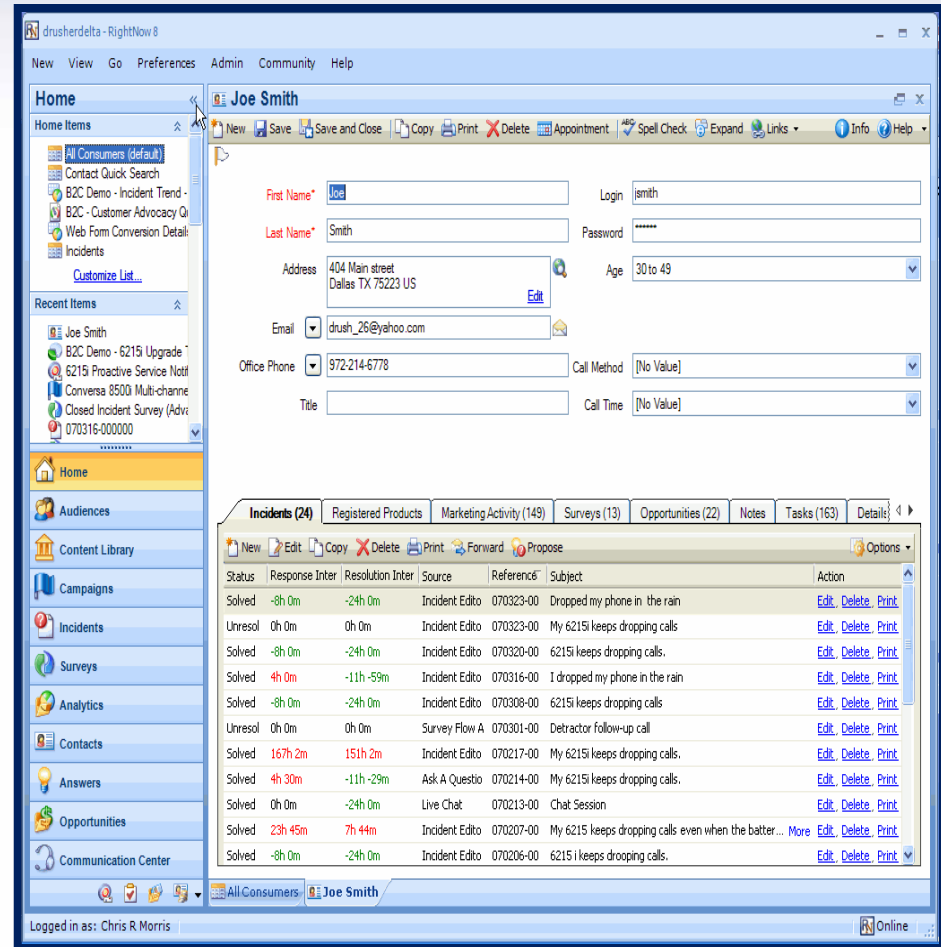
- Voice Self-Service
 - Voice-enable your knowledgebase
 - Contact and incident management
 - Automated status checking
- Consider other opportunities to drive self-service
 - Provide media rich content
 - Web-enable key processes

The screenshot displays the iRobot Customer Support website. At the top, there is a navigation bar with links for Home Robots, Store, Government & Industrial Robots, and About iRobot. Below this, a search bar is visible with the text "You are searching 'All Products'" and a "SEARCH" button. To the right of the search bar, there are links for "Advanced Search" and "Change Product". Below the search bar, there is a section titled "How to address short charge and runtime on Roomba." with a sub-heading "Your Roomba may be experiencing an issue where the battery is deeply discharged and may need to charge longer than the standard 2.5 hours. (or 6 hours if you have a standard charger)". This section includes a list of steps to reset the Roomba charging system. Below the text, there is a video player showing a Roomba being connected to its charging dock. To the right of the main content, there is a "My Support" section with links for "Find Answers", "Find Manuals", "Watch Videos", "Get Use Tips", "Track my iRobot Store orders", "Register My Robot", "Return to Support Home", and "My Support Profile". Below this is a "Contact iRobot" section with links for "Email iRobot Support", "Call iRobot Support", and "iRobot Forums". At the bottom right, there is a promotional banner for "Stock Up and Save! FREE Shipping on Accessory orders of \$59 or more*" with a "Shop Now" button.

Empower Contact Center Staff

Customers want immediate assistance and resolution

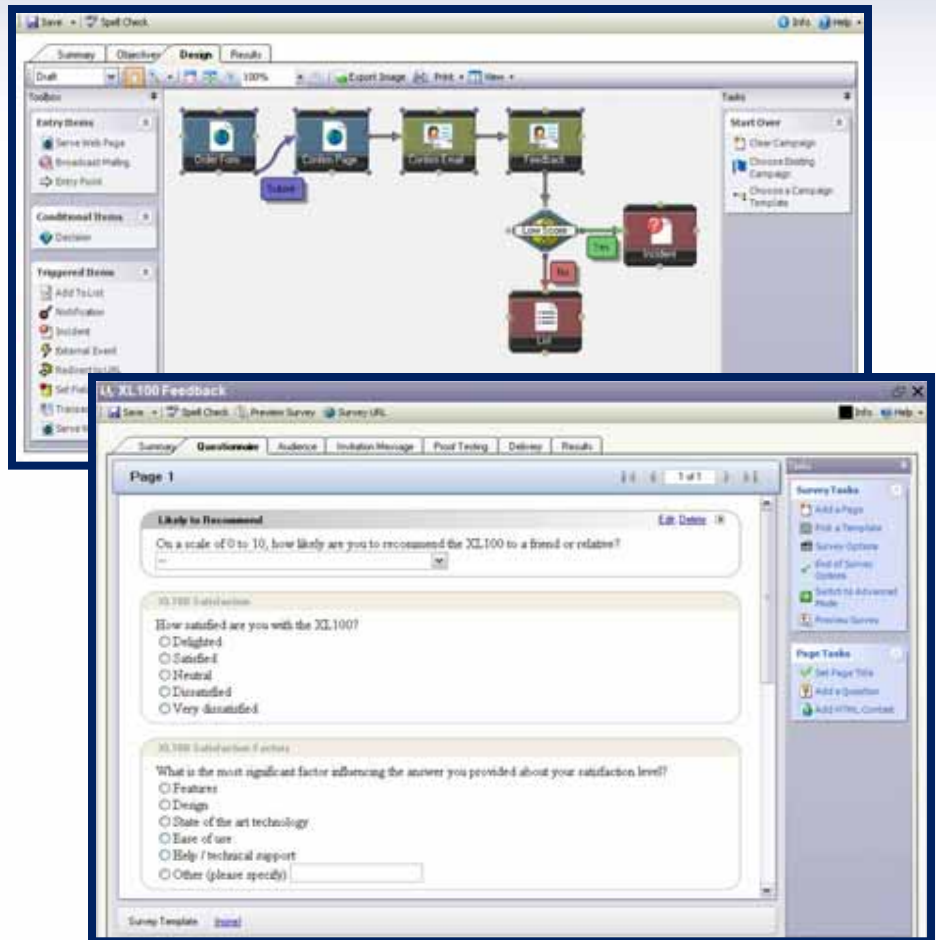
- Create an intelligent workspace
 - Agent knowledgebase
 - Service, Sales, Marketing, and Feedback
 - Multi-channel interaction history
 - Integration to business critical applications



Listen to Customers

Customers want their voices heard and action taken

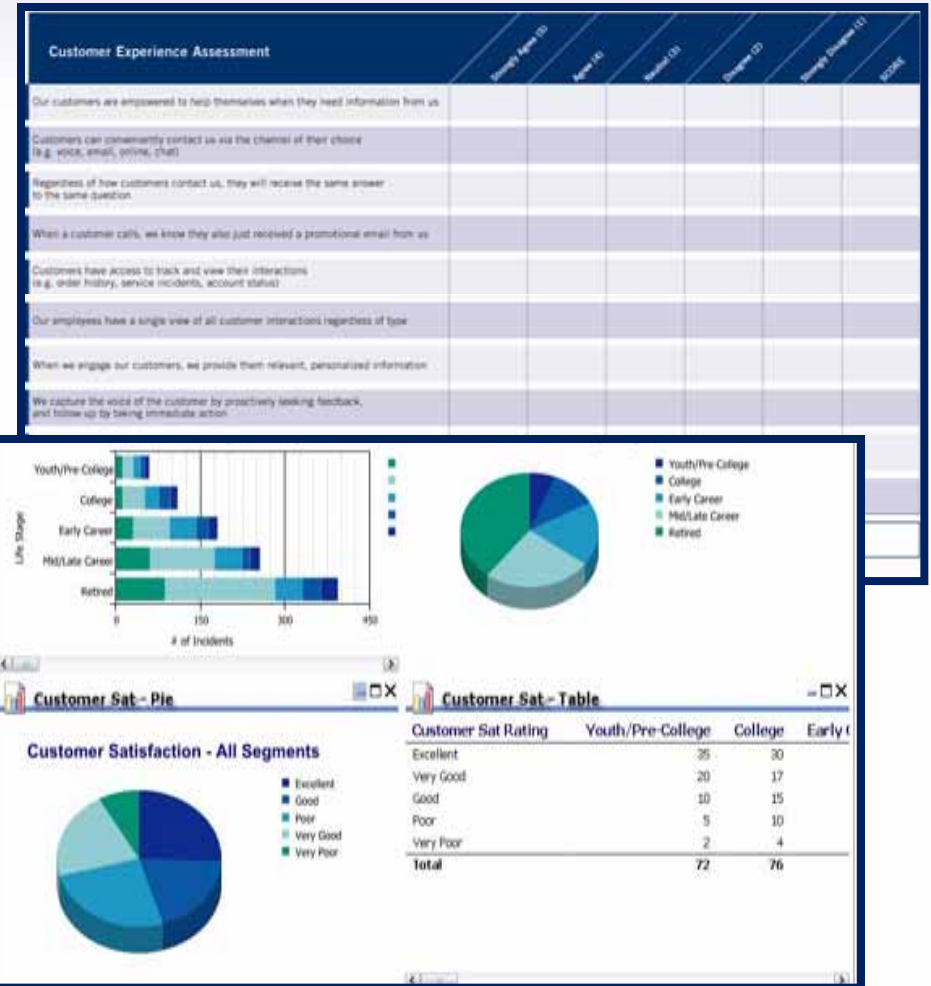
- Closed Incident Survey
- On Demand Survey
- Event-triggered surveys across channels
- Business Rules prompt follow-up action
- Automated reporting and dashboards with data exception tracking



Measure and Improve Continuously

Customers want a company that adapts to them

- Identify and focus on point of most significant impact
- Content quality monitoring
 - Answer Feedback
 - Keyword Searches
- Continuous improvement recommendations
 - Optimization
 - Tune-ups
 - Automation
- Answer ID 1488



Summary

- Contact Center Key Strategies
- Empower Customers
- Empower Contact Center Staff
- Listen to Your Customers
- Measure and Improve Continuously
- Take Action

Questions?