

20 Great Ways to Enhance the Customer Experience

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20 Great Ways: #1 Know Your Customer

- Can you answer the following questions about your customers?
 - Who are your customers?
 - What are their needs?
 - How do they want to interact with your organization?
- Utilize RightNow
 - Who are your customers?
 - o Collect relevant customer information during interactions
 - o Integrate RightNow with other data repositories that contain customer data (Order Management System, ERP, etc.)
 - What are their largest issues/needs problems?
 - o Collect the information at every interaction and take action!
 - o Analytics
 - How do they want to interact with your organization?
 - o Web Self-Service
 - o Phone and Email
 - o Chat
 - o Voice



20 Great Ways: #2 Measure

2. Net Promoter™ Scoring

- Net Promoter Score (NPS) = % of Promoters minus % of Detractors
- Leading firms operate at NPS efficiency ratings of 50 to 80%
- Average firms operate at NPS efficiency ratings of 5 to 10%
- **Most firms are creating more detractors than promoters every day!**



20 Great Ways: #3 thru 7 Web Self-Service

3. Provide easy to use UI consistent with main site
4. Show taxonomy structure
5. Banner/Broadcast messages
6. Provide the customer the Top X Answers for the current Topic or Category
7. Provide search capability on all pages



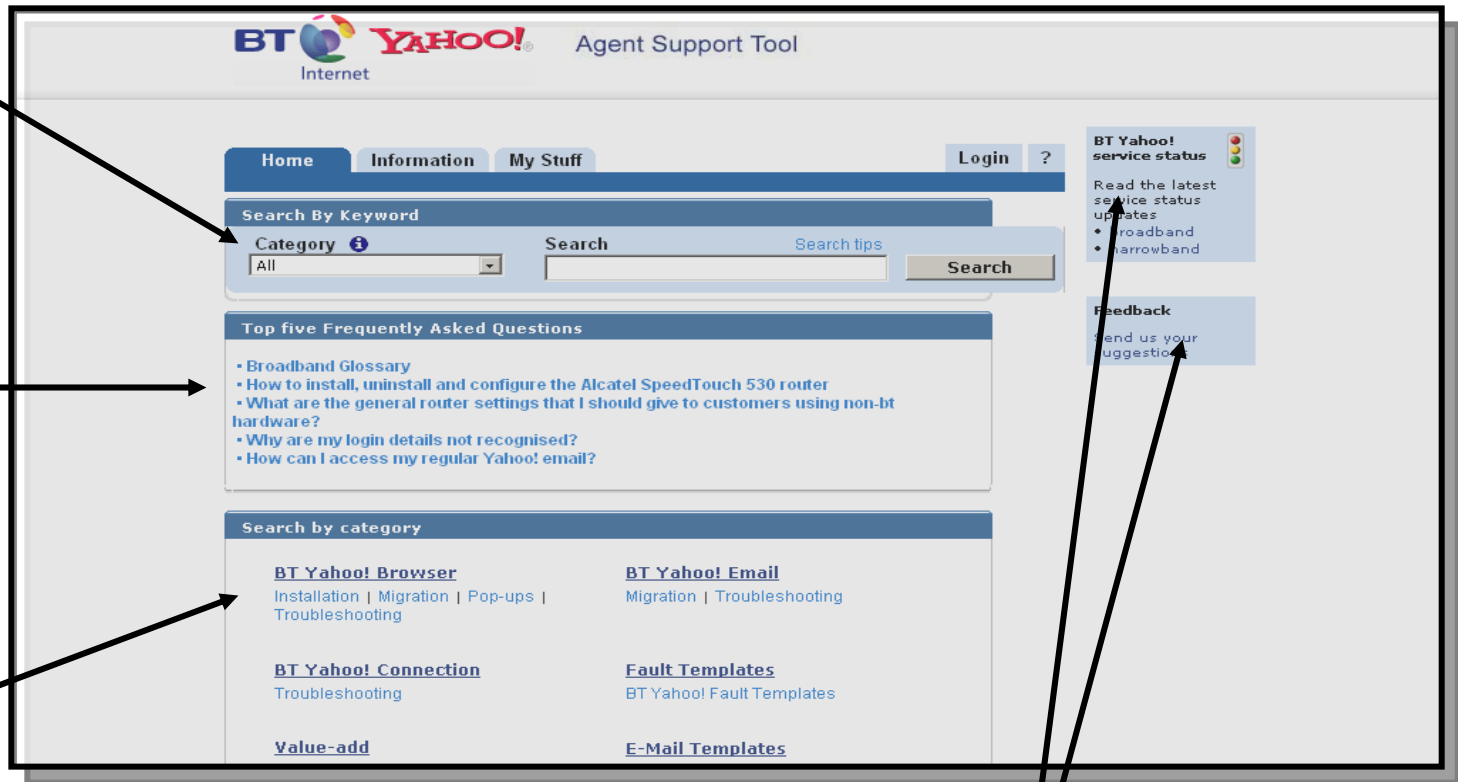
20 Great Ways: Self-Service Example

Early version - Agent Support Tool

Simplified Search

Top 5 FAQ's displayed on homepage

Top Level KB Categories displayed, showing sub-categories



Static Links to non-taxonomy areas



20 Great Ways: Self-Service Example

- BT chose to enhance the Support Homepage to feature
 - Blocks for navigation, search, top 3 FAQ's, broadcast messages
 - Search with similar phrases as default
 - Use of icons for more visual appeal
 - Popular category and sub-category levels
 - Left hand navigation bar references knowledge base categories



20 Great Ways: Self-Service Example

Newly Designed Support and Advice Homepage

#3: Consistent Look and Feel

#5: Broadcast message

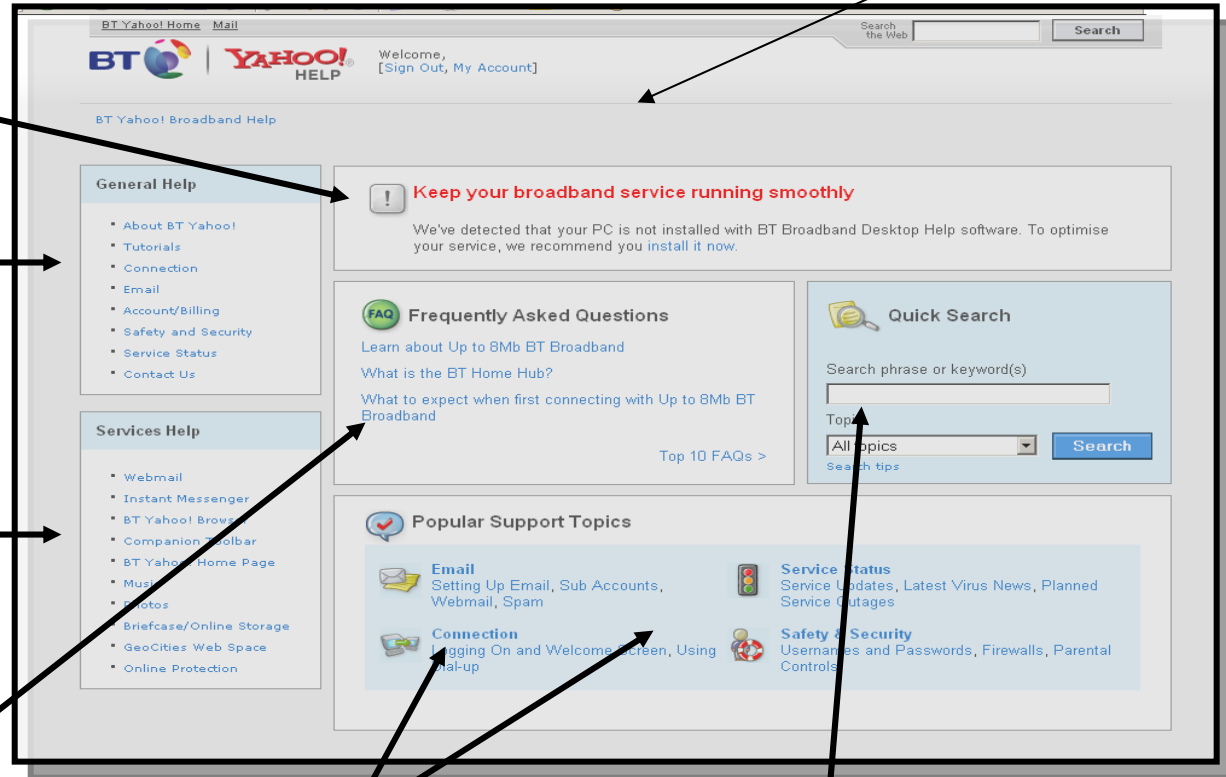
#4: Links to Category Pages controlled from Answer Console

Links to other support areas controlled from Answer Console

#6: Top 3 FAQs

Static icons and links to KB and **non-taxonomy** items

#7: Simplified Search on every page



20 Great Ways: Self-Service Example

Category Landing Page

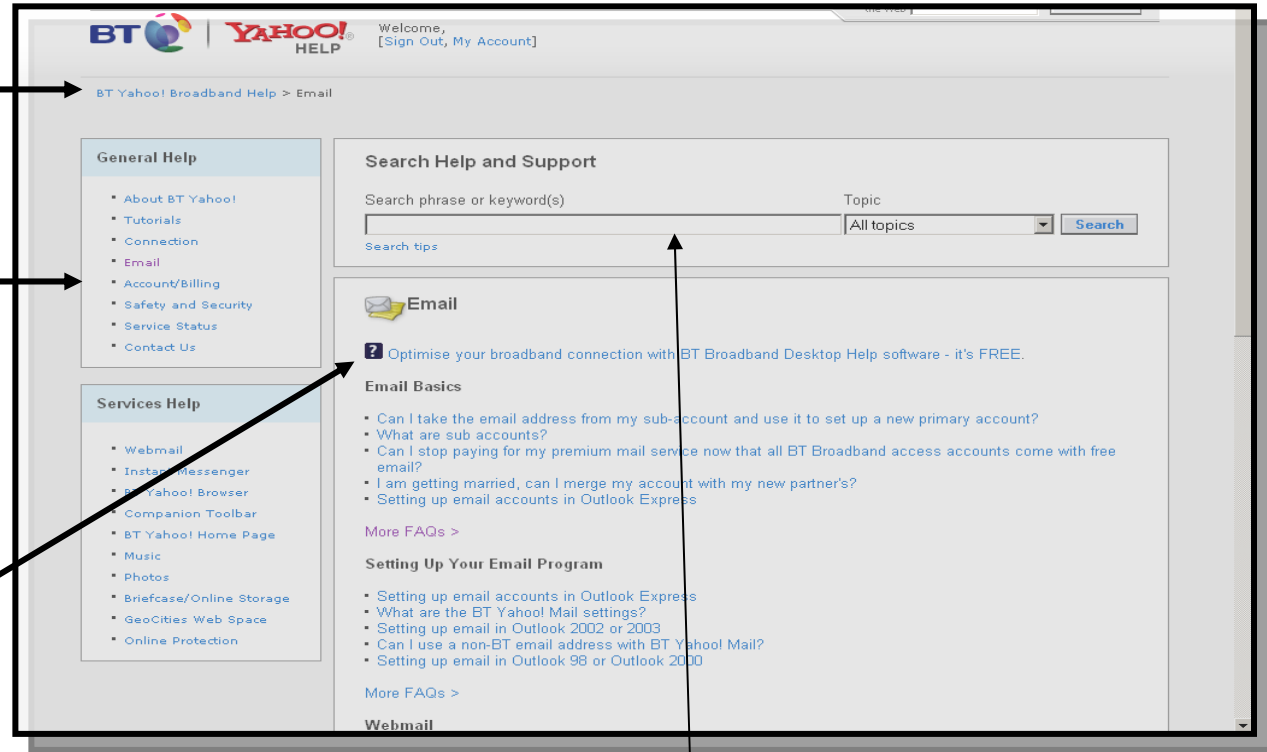
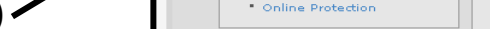
Breadcrumb trail



Left Hand Navigation available on all pages



Special Announcement Broadcast (SAB) message



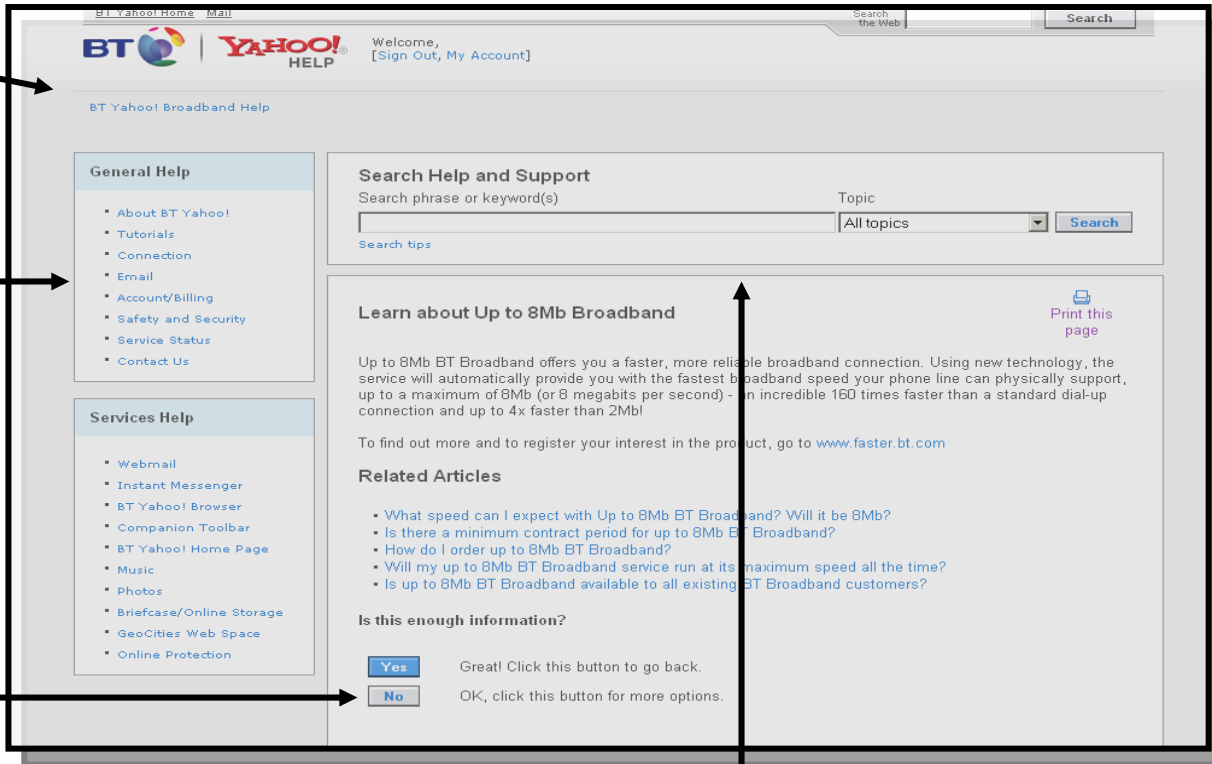
Search available on all pages



20 Great Ways: Self-Service Example

Article Display Page

Breadcrumb trail



Left Hand Navigation available on all pages

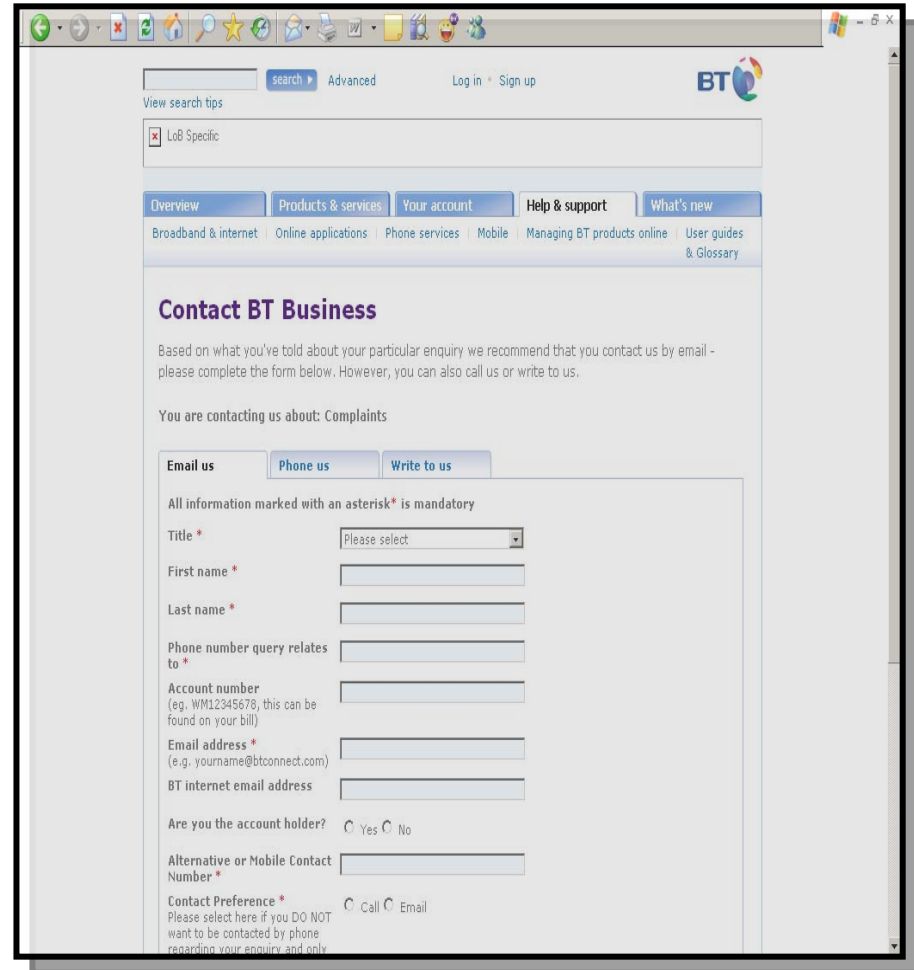
Yes/No feedback options

Search available on all pages



20 Great Ways: #8 Email Management

- Answer Form Display
 - Forms stored in Answers
 - Multiple webforms per interface
 - SmartAssistant® enabled
 - Writes incident to RightNow database/incident available immediately in support console



The screenshot shows a web browser window displaying the BT Business Contact Form. The browser's address bar shows the URL 'http://www.bt.com'. The page header includes the BT logo and navigation links for 'Log in' and 'Sign up'. Below the header, there are tabs for 'Overview', 'Products & services', 'Your account', 'Help & support', and 'What's new'. The main content area is titled 'Contact BT Business' and contains a form for submitting a complaint. The form includes fields for 'Title', 'First name', 'Last name', 'Phone number query relates to', 'Account number', 'Email address', and 'BT internet email address'. There are also radio buttons for 'Are you the account holder?' and 'Contact Preference'.

BT

Log in Sign up

View search tips

LoB Specific

Overview Products & services Your account Help & support What's new

Broadband & internet Online applications Phone services Mobile Managing BT products online User guides & Glossary

Contact BT Business

Based on what you've told about your particular enquiry we recommend that you contact us by email - please complete the form below. However, you can also call us or write to us.

You are contacting us about: Complaints

Email us Phone us Write to us

All information marked with an asterisk* is mandatory

Title * Please select

First name *

Last name *

Phone number query relates to *

Account number (e.g. WM12345678, this can be found on your bill)

Email address* (e.g. yourname@btconnect.com)

BT internet email address

Are you the account holder? Yes No

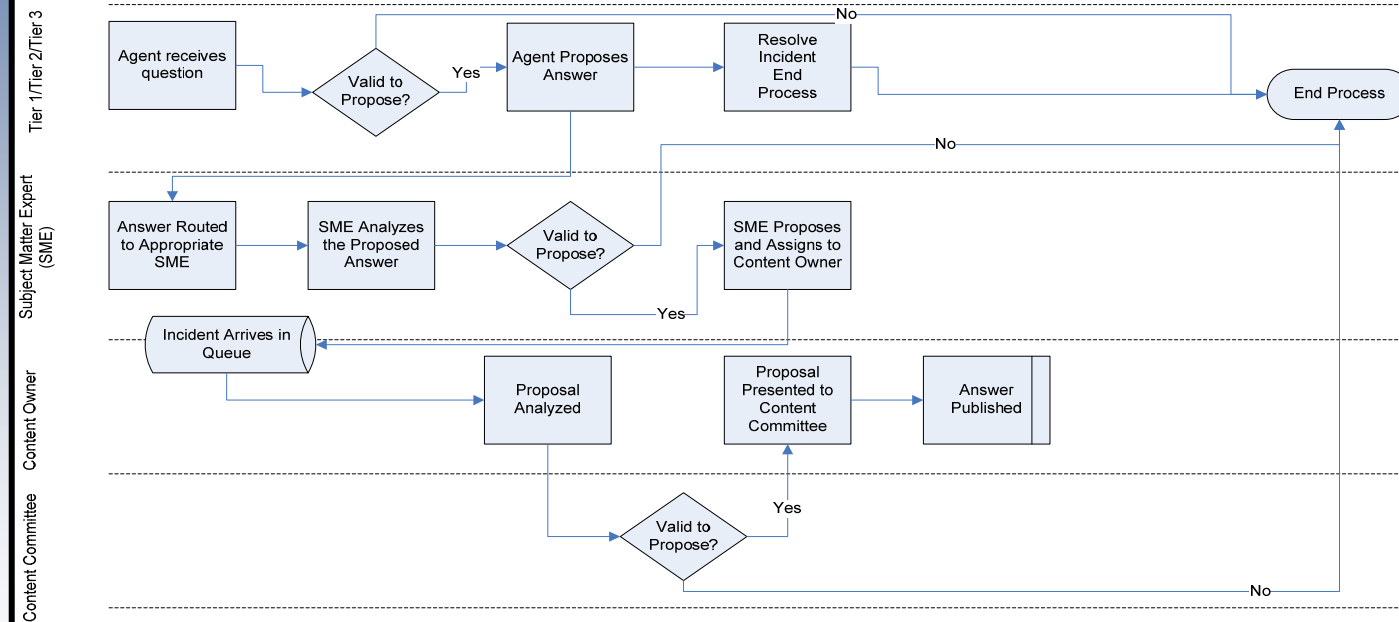
Alternative or Mobile Contact Number *

Contact Preference* Please select here if you DO NOT want to be contacted by phone regarding your enquiry and only Call Email



20 Great Ways: #9 Content Process

Content Publishing Process Flow Example



20 Great Ways: #10 Content Process

13. Relevant Content via Standardized Publishing Process

- Centralized Ownership
- Functional Area Responsibilities
- Regular Content Review
- Enable Agents with the Lightbulb
- Utilize the Technology
 - o Review and publish on dates
 - o Rules enable routing
 - o Views
 - o Analytics
 - o Multi-language Controls



20 Great Ways: #11 - 13 Phone Agents

11.Utilize Flexible Custom Tabs to:

- Provide an internal knowledge base for agents
- Give agents the information they need without leaving RightNow
 - o Create a loosely coupled integration to order records
 - Integrate only what is necessary
 - Limit redundant data
 - o Provide visibility into another system within your environment

12.Improve your Standard Text and QuickText:

- Good standard text library helps replicate your best agents
- Encourages standardization of language back to customers
- "Quick text" and a crib sheet for agents allows rapid entry of standard text

13.Dig into Views:

- Color-Coded Escalations/High Priority Items
- Segmented view of the customers allows the right agents to work on the right incidents at the right time



20 Great Ways: #14 - 15 Differentiate

14. Utilize SLAs per queue to reflect the different business areas' response times.

- This means you have to set SLAs per customer for the privileged access and SLAs per incident for the queue requirements
- Utilize Escalation Rules to warn of potential SLA issues

15. Lithium Integration – Powerful Customer Forums

- Provides customers the ability to search knowledge from RightNow knowledge base as well as content that other customers have created in the Lithium forum software
- Agents will have the ability to view the Lithium history for a customer through the RightNow
- Demo



20 Great Ways: #16 - 17 Voice and Chat

16. Order and Return Status Over the Phone

- Existing Data – enable your customers to get this info over the phone
- Utilize Escalation Rules to warn of potential SLA issues

17. Click-to-Chat: Provide the right option at the right time

- Placement of Chat option is important
- Staff Chat with the specialized skill-sets
- Target customers at the appropriate point in their journey



20 Great Ways: #18 - 19 Bridge the Gap

18. Connect Support with Sales and Marketing

- Design the process (Customer Experience Designer)
- Figure out the customer record
 - o Where does information about your customers reside?
 - o What is relevant about that data?
 - o How can you use that data to provide a better customer experience?

19. Analyze the Data and Take Action!

- What do you know about your customer?
- Act on what you know



20 Great Ways: #20 Enable the Journey

- Analyze
- Plan
- Implement
- Monitor
- Repeat

