

4 Changes in Customer Contact Centres & Strategies to help you sustain excellence

1

Increasing complexity of calls require multi-skilled and efficient agents

Consumers in **8 out of 10** surveyed¹ countries prefer speaking to a customer service representative for a complex customer service issue – and the most important ingredient for a successful call is efficiency – the agent’s ability to answer questions or handle transactions quickly.

Tailored task-specific guidance eliminates the time your agents waste switching between different applications or searching through web pages and documents to find a response. Agent guidance also enables greater cross-training of staff to improve the overall competence and speed of your team.

2

Shifting business imperatives makes customer experience a new KPI

89% of companies surveyed by Gartner² expect to compete mostly on the basis of customer experience – yet fewer than half of companies see their current customer experience capabilities as superior to their peers.

Expectations are increasing and an organisation’s ability to satisfy a customer and win their loyalty depends on your agents’ ability to provide quick and accurate service – first time, every time. Replace long, mechanical scripts with simple guidance so your team has what they need to provide a deeply personalised customer experience – and spend the time they have with the customer identifying valuable sales and service opportunities.

3

Changing regulations necessitate stringent compliance

1/2 of all surveyed³ contact centre staff at Australian banks would help a caller access someone else’s financial records.

Step-by-step guidance through each task gives you tighter control, ensuring your agents adhere to industry standards and government regulations. This reduces your organisation’s exposure to the large penalties – and the reputational risk that stems from inadvertent breaches.

4

Meeting the needs of globalisation

75% of the world’s population has access to a mobile phone⁴ – and for increasingly global businesses, customers are calling-in from any part of the world. Agents at the new Emirates Airlines contact centre manage calls in nine languages. *An intuitive and easy to use knowledge repository, which is the single source of truth for all your agents, ensures your team provides accurate region-specific information to your customers - in any language. Changes can be easily made and all updates are reflected in real-time, across your operations.*

¹ Global Customer Service Barometer, American Express, 2014

² Gartner Survey Finds Importance of Customer Experience on the Rise — Marketing Is on the Hook, Gartner, 2014

³ Bank call centre staff assist account breaches, Sydney Morning Herald, 11 January 2011

⁴ Information and Communications for Development 2012: Maximizing Mobile, World Bank, 2012

How are contact centre teams using SupportPoint™ to meet business and customer demands?

Health Alliance Medical Plans

Health insurer with two contact centres employing a total of 100 customer service representatives and serving 270,000 members achieved:

- 12% decrease in average call handle time
- Reduced five full time and two part time positions
- 132% increase in calls answered within 30 seconds

“SupportPoint has increased the level of confidence that representatives have when they give an answer... So the health plan member feels, ‘yes I got the answer, the representative knew what they were talking about, I don’t feel the need to call back and see if I get a different answer.’”

Angela Beitelman,
Director of Customer Service and Audit
Health Alliance Medical Plan

Large National Bank

A call centre with 800 customer service representatives taking over 240,000 calls a month achieved:

- 83% of identified compliance breaches avoided
- Shorter call handle time, from 8 minutes 23 seconds to 0 minutes 58 seconds
- Decreased number of clicks to information, from 45 to 5

“Quick, accurate and consistent answers are the hallmarks of operational excellence and exceptional customer service. With SupportPoint, we saw an opportunity to achieve this across all of our brands and branches.”

Vice President
Corporate
Large National Bank

Bupa Health and Wellbeing

International healthcare company with five call centres serving customers in over 190 countries achieved:

- 30 second reduction in Average Handle Time
- Minimised training requirements; focus shifted to agent’s soft skills to improve quality of customer experience
- 26% decrease in agent attrition

“Now whenever we find information that is generic across several areas, we make one document and release it in SupportPoint. The departments still have ownership of the information, but we develop and maintain it centrally and make it available to everyone whose role permits them access.”

Gillian Doolan,
Implementation and Change Manager
Bupa Health and Wellbeing

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