

**BeH**



# **2009 Contact Centre Rendezvous**

## **Demystifying Unified Communications in a Contact Centre Environment**

**Michael Wright**

2009 06 16

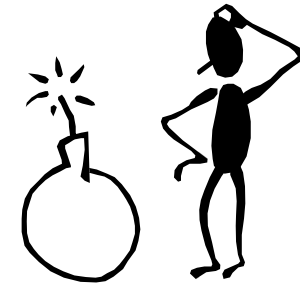
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# What is Unified Communication?

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There is a lot of buzz in the marketplace about UC

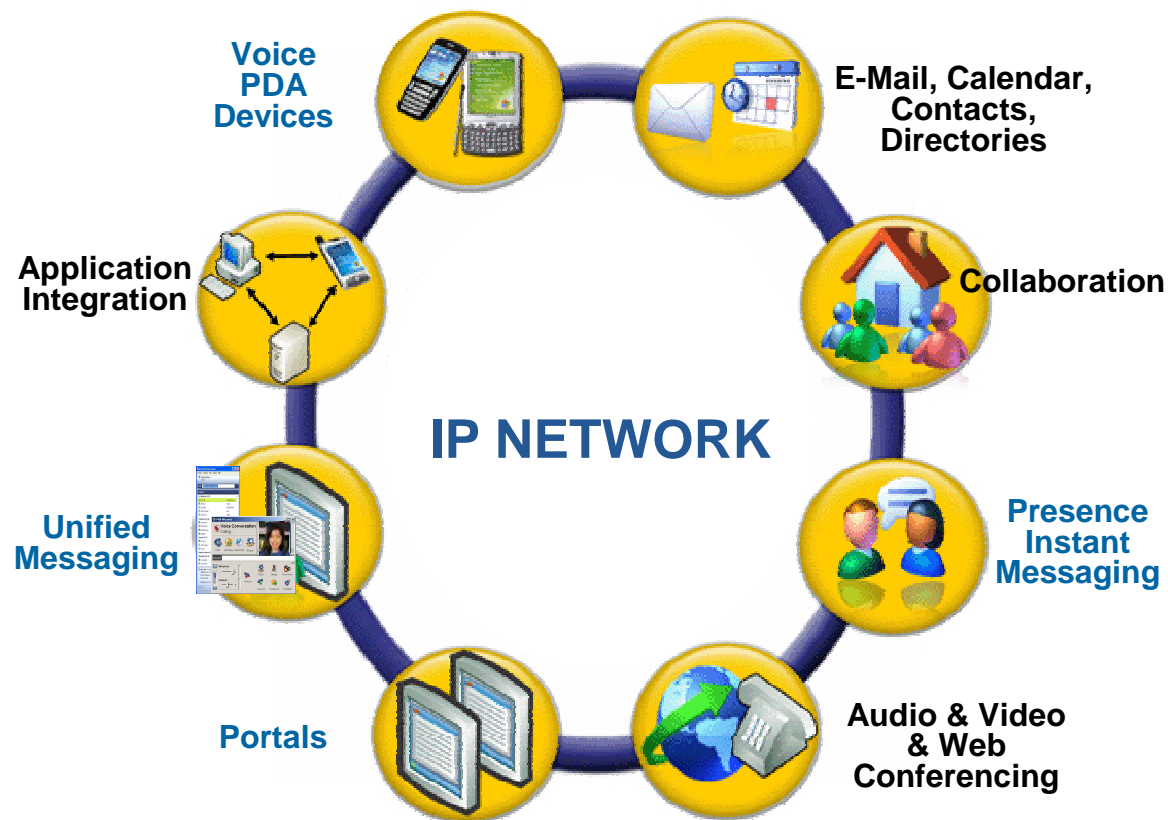
Unified Communication  
or  
Universal Confusion



**Unified Communications is not a single technology but is the process of combining separate communication tools in order to **reduce overall costs, improve communication efficiency and make communicating easier for the end-users.****

**“It’s about bringing the application to the point of presence”**

# Overview – Many Aspects of UC



**The Network is the platform for communications  
Effective Communication is the platform for success**

# Industry & Market Trends

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**GLOBALIZATION**

Employee  
Morale

**BUSINESS  
INTELLIGENCE**

**SUPPLIER  
VIABILITY**

Retaining Talent

**UNIFIED COMMUNICATIONS  
SOA**



**VIRTUALIZATION  
GREEN IT**

**RECESSION**

Customer Loyalty

**LAYOFFS/  
JOB UNCERTAINTY**

Agent  
Productivity

**WEB 2.0**

**COST  
CONTAINMENT**

# Business drivers & value

Business Driver	UC Benefit	Business Value
<b>Distributed Work Force</b>	<ul style="list-style-type: none"> <li>• <b>Instant communications</b></li> <li>• Effective Collaboration</li> </ul>	<ul style="list-style-type: none"> <li>• Increased Revenues</li> <li>• Cost reductions in travel</li> <li>• <b>Better Customer Service</b></li> </ul>
<b>Cost Reduction</b>	<ul style="list-style-type: none"> <li>• <b>Transforms how we communicate to improve productivity</b></li> <li>• Take advantage of business transformation opportunities</li> </ul>	<ul style="list-style-type: none"> <li>• Reduced travel, communications costs</li> <li>• <b>Improved productivity leading to lower costs or enhanced revenues</b></li> </ul>
<b>Reduce latency to problem resolution</b>	<ul style="list-style-type: none"> <li>• Better decisions</li> <li>• <b>Enhanced Customer response time</b></li> <li>• Improved development cycles</li> </ul>	<ul style="list-style-type: none"> <li>• Increased Revenues</li> <li>• Enhanced Brand</li> <li>• <b>Improves employee &amp; customer satisfaction</b></li> </ul>
<b>Optimize existing investments</b>	<ul style="list-style-type: none"> <li>• <b>Do more with the same</b></li> <li>• Enhance existing business cases</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Productivity improvement</b></li> <li>• Reduced cost to service</li> </ul>
<b>Green IT</b>	<ul style="list-style-type: none"> <li>• <b>Enables employee behaviour that leads to green benefits – work from anywhere, lower real estate requirements,</b></li> </ul>	<ul style="list-style-type: none"> <li>• Reduced costs</li> <li>• <b>Enhanced Brand – Increased Revenues</b></li> <li>• Employee satisfaction</li> </ul>

# UC Business value

<b>Travel costs</b>	\$668/year/user from travel avoidance
<b>IT/Telecom infrastructure costs</b>	<b>\$50-\$100 less per user for moves/adds/changes (MAC)</b> 30% off voicemail licenses and maintenance 50% off from branch office telephony management 40% off cabling at new sites
<b>Telecom charges</b>	<b>25-75% off Trunking and toll charges</b> \$50/month/mobile user off LD and calling card fees by use of softphone \$50/month/cell phone off voice service by use of UC on cell phone \$7/month/mobile user off VM services
<b>Real estate costs</b>	<b>\$8-\$16K/year off per home-based or branch office worker compared to a worker at headquarters</b>

**In a recession, UC solutions help increase revenue potential and decrease costs.**

# Contact centre drivers

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- **Growth of online communications**
  - Larger companies across all verticals have increased investments in their online presence
- Increase in email communications
- Increase in IM and SMS
- Growth in the use of new real-time collaboration tools such as IM
- Increasing demand for an integrated contact center solution
- Companies are being driven by their customers to use different methods of communication

## Key trends, events and pressures:

- Business – Rising demand for online communications
- **Financial – Pressures to reduce operating costs, do more with less**
- **Technology – Development of integrated solutions with traditional voice call centers**



# Customer Expectations

I want access to my account 24 hours a day

It should take only one call to solve my problem

## Know Your Customers

I like the fact I'm recognized and treated specially



## Know Their Behaviours

Help – I want help right when I need it !

## Know Their Expectations

I want service to be fast, friendly and knowledgeable

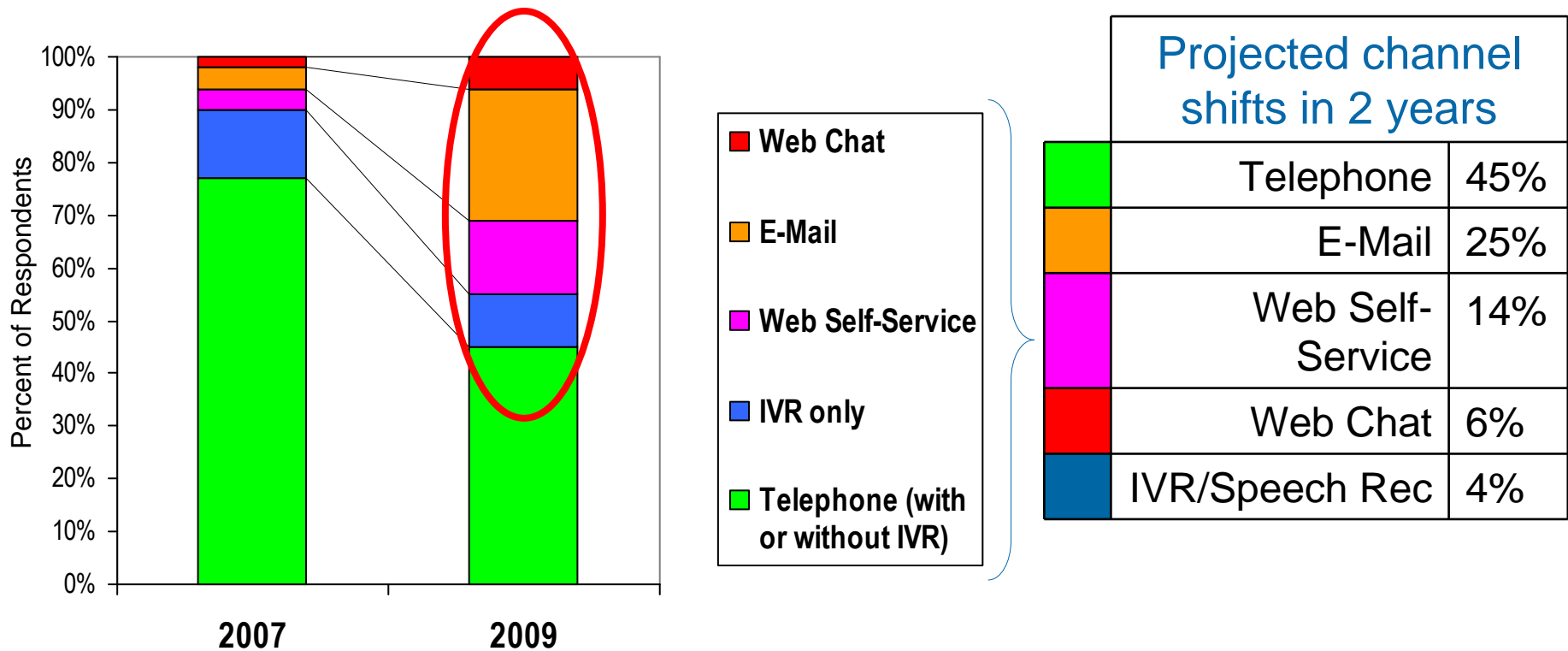
Standardization of language and terminology

Multiple access channels that are continuously available

**Generation Y - Instant Gratification  
citizen's expect same service as private enterprise**

# When to Assess UC – Now!

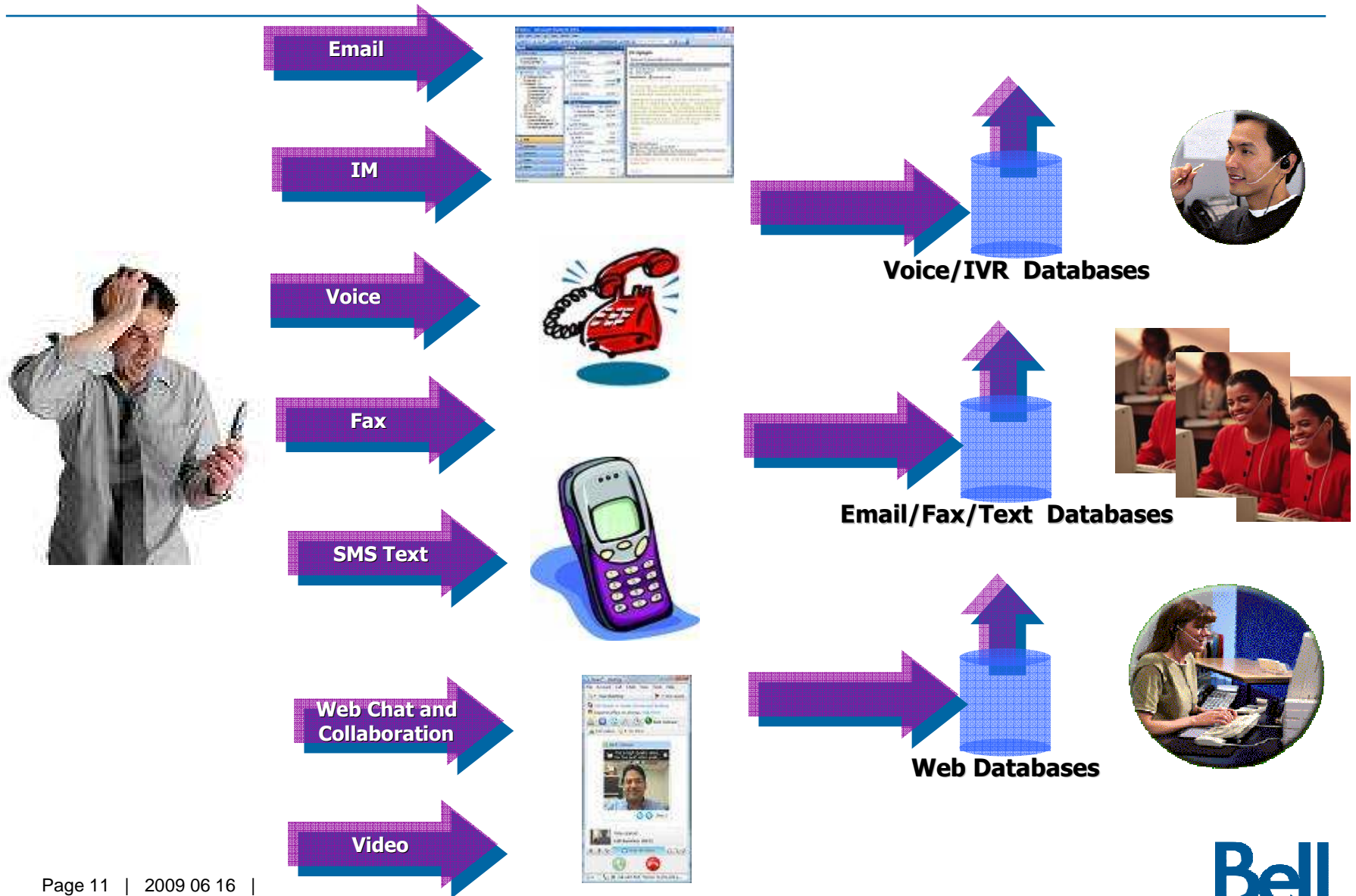
Multiple channels put the emphasis on **First Contact Resolution**



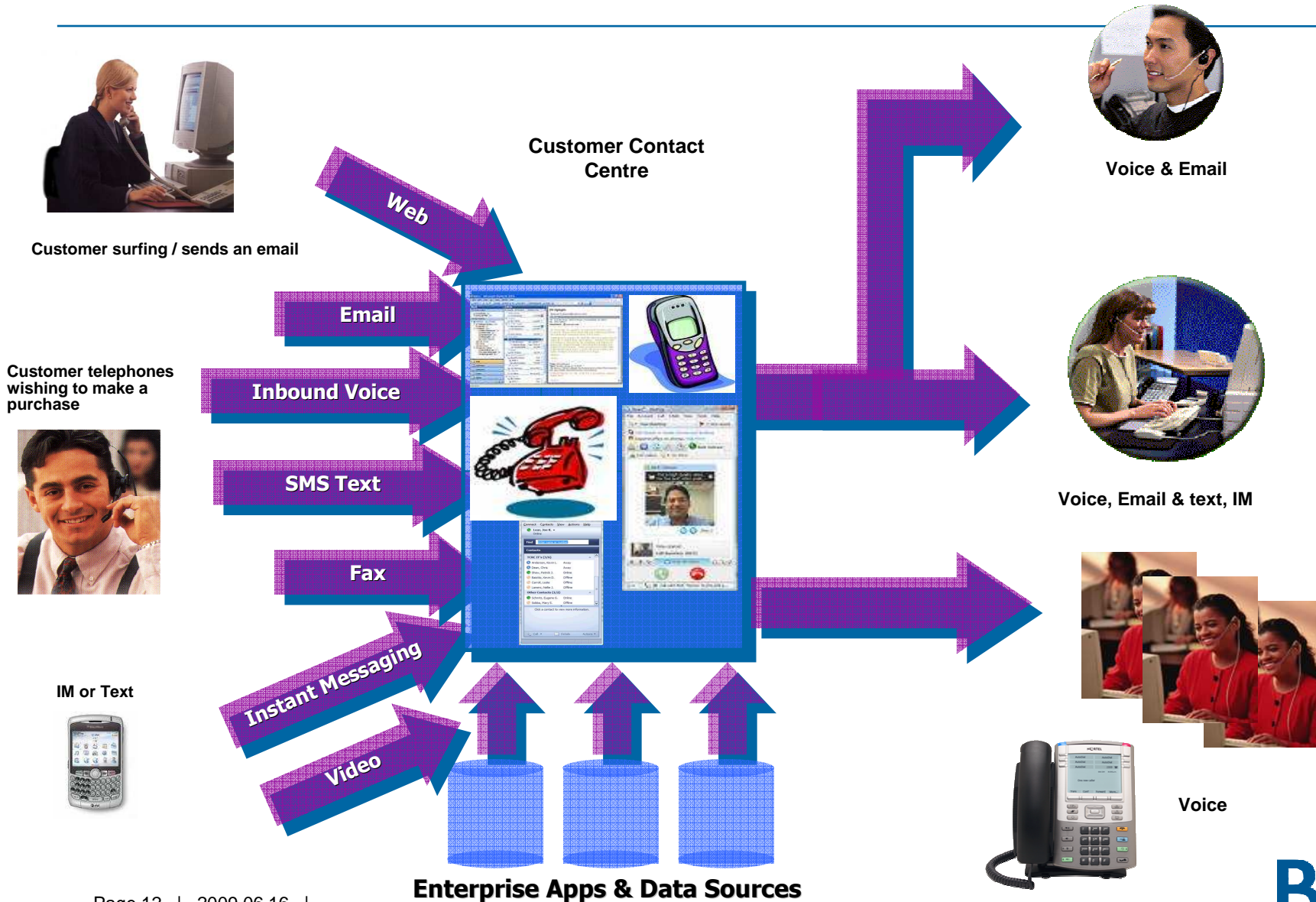
Source: Yankee Group, *Merging Tactical and Strategic Information to Perfect the Customer Interaction Experience*, January 2007



# Current mode of operations



# Unified Communications contact centre



# The questions contact centre managers are asking

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- What will web based self service do to my call volume?
- How will the nature of my calls change?
- Email volume is growing daily, how do I measure and monitor it? How will I report on all of this?
- How do I staff for the various media types?
- Do we really want to offer text or IM to our customers, and if so, how will we manage this?
- What are my customers willing to tolerate across the various media types?
- What's the best way to implement a multimedia solution, and ensure it is successful?

**Indications are that agents, when offered diversity of work, are generally more satisfied and stay in their jobs longer.**

**Likewise, management retention is improved when they have the proper tools to route, track and measure processes for which they have been accountable.**

# UC benefits in the contact centre

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- Ability for supervisors to monitor queued IM activity with same real-time and historic reporting tools you are presently using
- Expert assistance outside the CC agents-presence
- Provide service to hearing impaired members
- Ability to handle service requests through IM using desktop tools that the service representatives are already familiar with
- Ability for service representatives to work on multiple IM-based, service requests concurrently

**UC can open new vehicles of communication through the use of instant messaging, email and expert assistance optimizing your call volumes and staffing levels..**

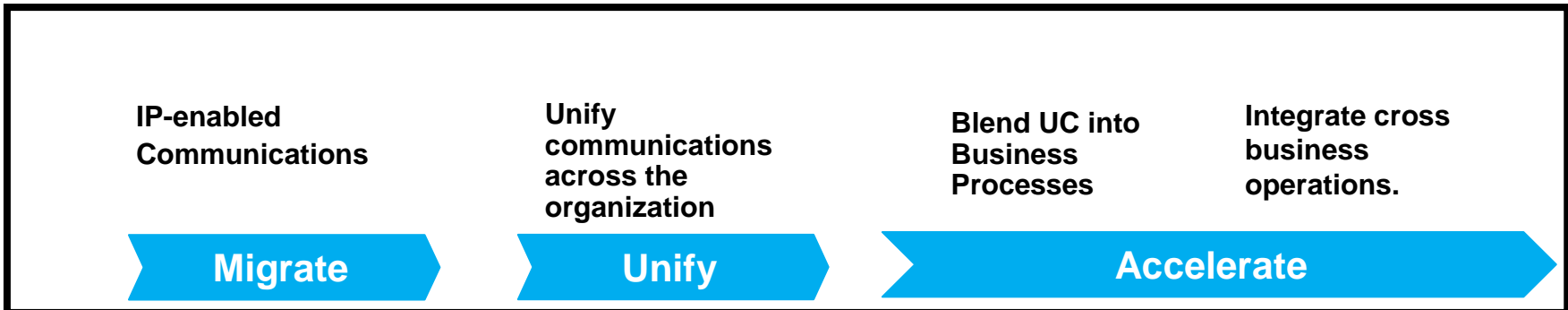
# Considerations

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- Increased staffing complexity [written, verbal, typing, grammar, web] skills
- Call Volume may not go down....and in some cases it may increase initially
- Call Duration may change as a result of more informed customers
- How do you project volume and staffing requirements in a multimedia environment?
- Do you want to apply the same “workflow” to your customers’ emails as you do their voice calls?
- Can you take the traditional voice metrics and apply them to IM and email?
- What metrics are important?
- Which of your agents will be most effective communicating with customers via IM or Email?

**Unified Communications provides value  
as long as you make sure you have a clear strategy**

# UC Roadmap



**First point of communication for your clients  
Contact Centre plays a key role in any Unified Communication strategy**

# Thank you

**Michael Wright**

**613-781-0985**

**[m.wright@bell.ca](mailto:m.wright@bell.ca)**

