

BeH



2009 Contact Centre Rendezvous

I Am Virtually Queuing

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Bell

The moments of truth in business

Moments of truth determine customer satisfaction, loyalty, and the likelihood of becoming a promoter or detractor of your business

- New customer sign up or purchase
- First bill arrives in the mail
- First call to customer service
- First call to tech support
- First accident or catastrophe
- Contract renewal

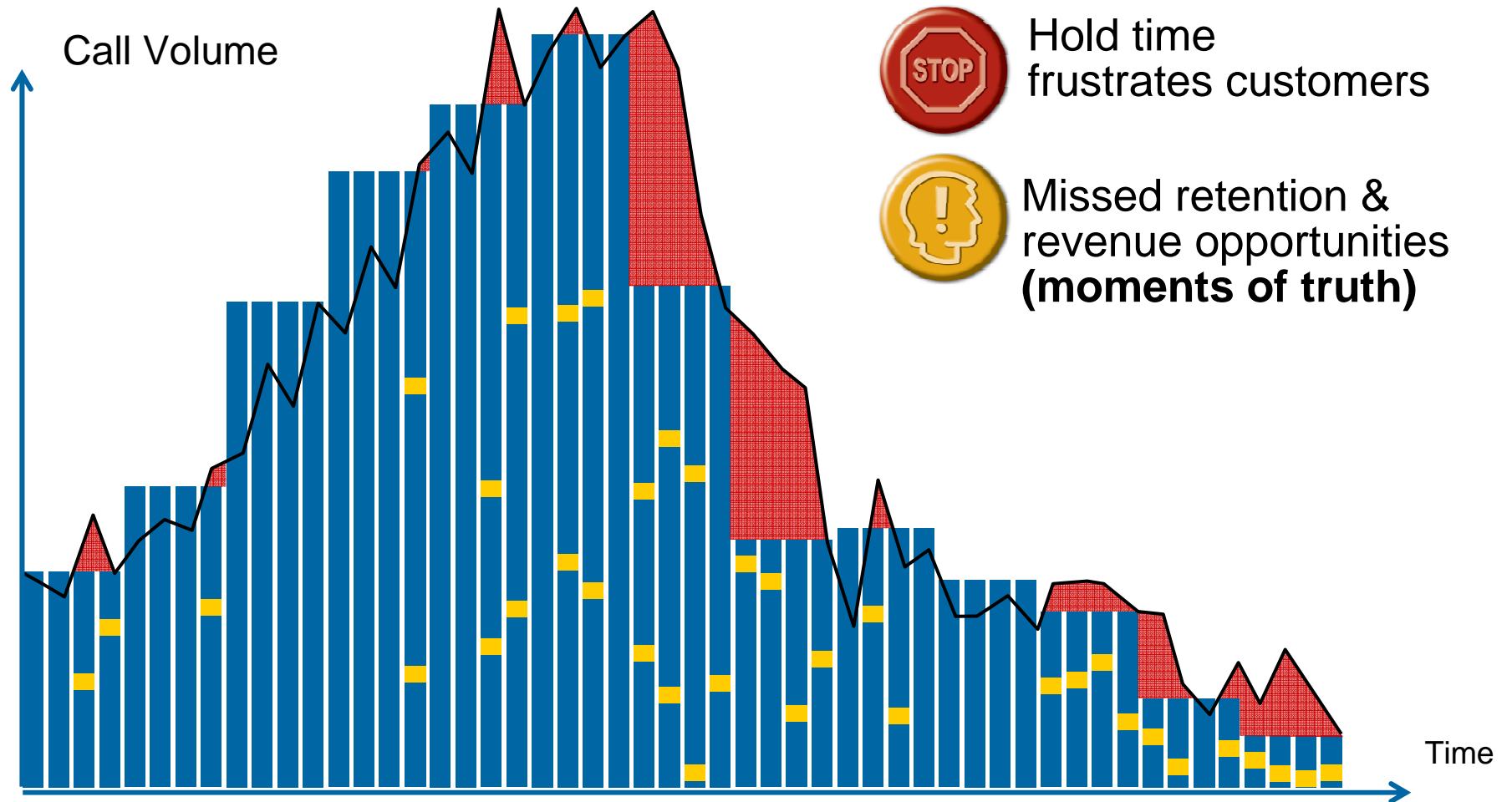


The moments of truth in business

Questions:

- What are your business' moments of truth?
- How many touch the contact center?
- What processes and technologies are in place to ensure a positive experience?

A day In the contact centre



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Waiting On Hold

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Maybe you
wish you heard
this one?



**“Thank you for continuing to hold.
Your wait time is approximately 70 minutes.
If you’d like to pretend you’re poking me in the eye, press 1.”**

Potential solutions to hold time

Implement virtual queuing solution

- Educate and empower customers and create a positive experience that makes them feel good about doing business with you
- Handle higher volumes of calls with the same number of agents – while reducing repeat calls and agent talk time

Increase contact center capacity

- Hire additional agents and train them
- Expand facilities, voice and data infrastructure
- Risk operational inefficiencies and difficulties in containing costs

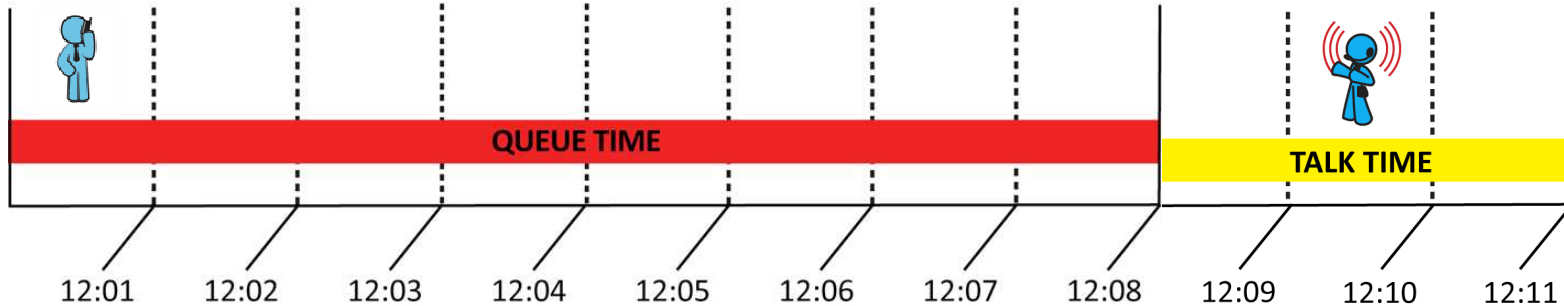
Educate and empower your customers

You can:

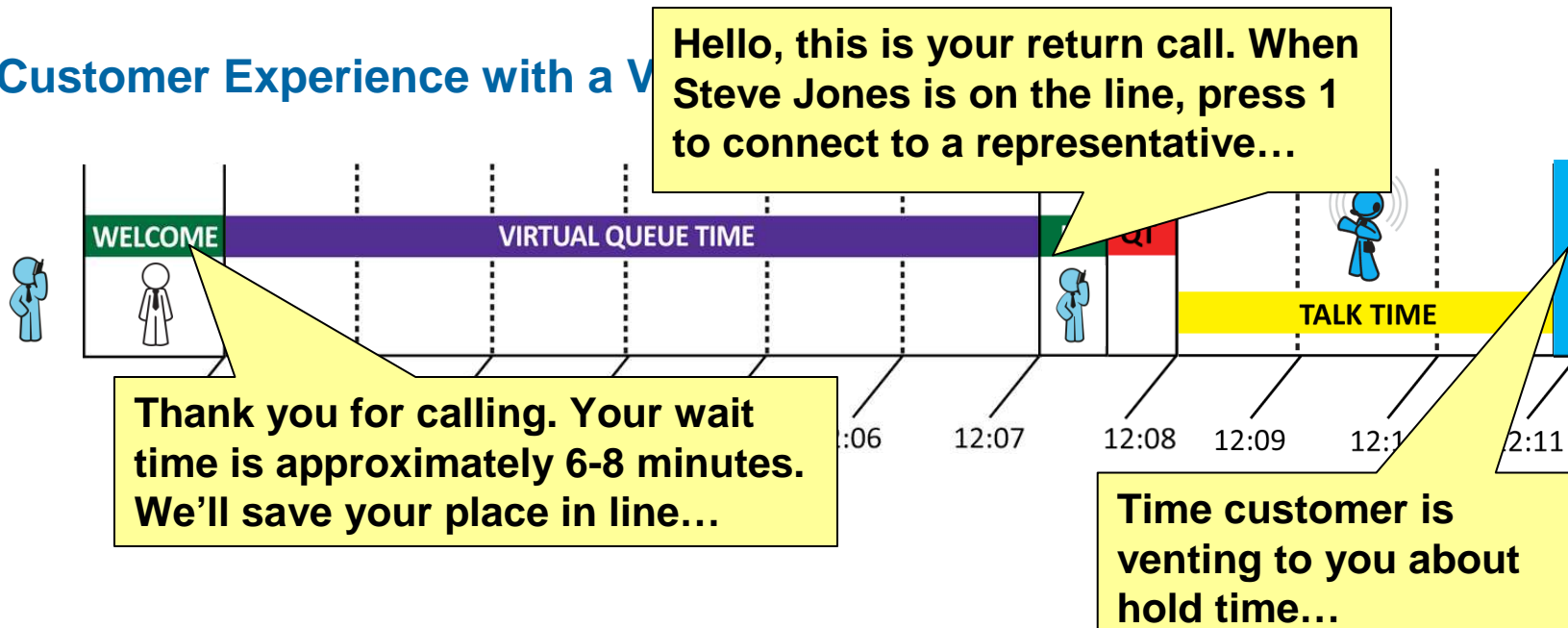
- Announces expected wait time to your callers
- Saves your customers' place in line and calls them back when it's their turn, in the time promised
- Provides appointments up to 7 days in future
- Gives after-hours callers a better level of service
- Reconnects with customers you missed

Educate, Empower, Impact!











Customer Experience Today



Customer Experience with a Virtual Queue



The effects of hold time

- Average Speed of Answer goes up 
- Service Level to go down 
- Abandons go up 
- Repeat calls to go up and first call resolution to go down  
- Customer frustration goes up 
 - Agent talk time to go up 
 - Agent morale to go down 
 - Likelihood of becoming a promoter of your business to go down 
- Your telecom costs to hold that customer go up 
 - Long Distance
 - Capacity costs including, telecom equipment and facilities

Third party validation Forrester case study

Proven results:

- 50% of callers elected the virtual queuing option
- 93% of callers successfully reconnected , you can treat the remaining 7%
- 10-point boost in service level
- Equated to an annual labor savings of 11 FTEs or \$650,000
- Payback period < 10 months

Where is my ROI?

- Sales recovery through abandon reduction
- Trunk utilization through hold minutes saved
- Toll calls through hold minutes saved
- Hiring avoidance through increased service level
- Labor efficiency gains through talk time reduction
- Repeat call savings through increased first call resolution
- Typical ROI is typically between 6 to 12 months

We like it so much we use it!

Bell Mobility

- Implemented August 2004
- Approximately 200,000 call back offers & 90,000 call backs per month
- Many lessons learned
- Quick ROI

Customer Comments

“I’m extremely pleased. It really shows how much you care about your customers to implement a system like this.”

“The callback is a great thing. I stopped shopping at your competitor because I had to wait so long.”

“I compliment you on the new callback service. It’s wonderful and relieves frustration.”

“I was totally impressed by the excellent callback system. Please convey my appreciation to those responsible.”



Demo
877-886-8199

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Thank you

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