Meeting the Challenge of Change in a Polarised World

Route101

Today’s businesses face a perfect storm.

- "Contact volumes are spiralling beyond our ability to control them" - Censuswide
- Employees are feeling the strain, 60% of Contact Centres are running at attrition rates of 50%+
- Your stakeholders are challenging you reduce cost, do **more with less…. 25% less**

#1

Most customers don’t want to talk to you.....

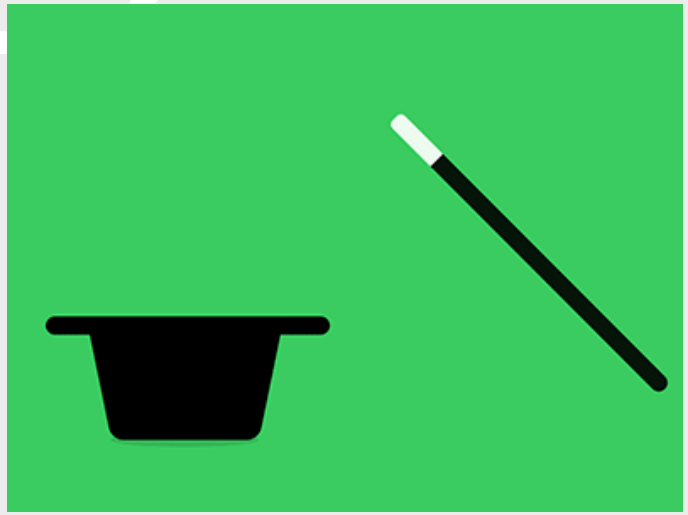
No, they really don't.

At least not until they *really* need you.....

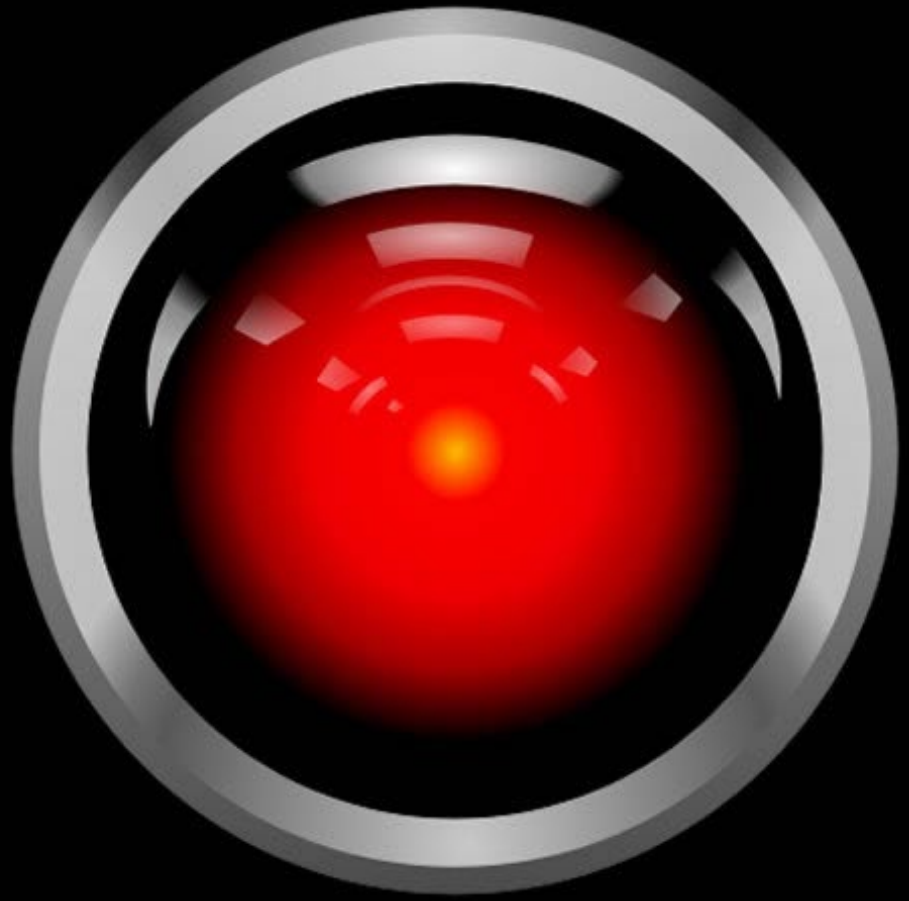
General

#2
Technology is not a magic wand.

Hope is not a strategy.....

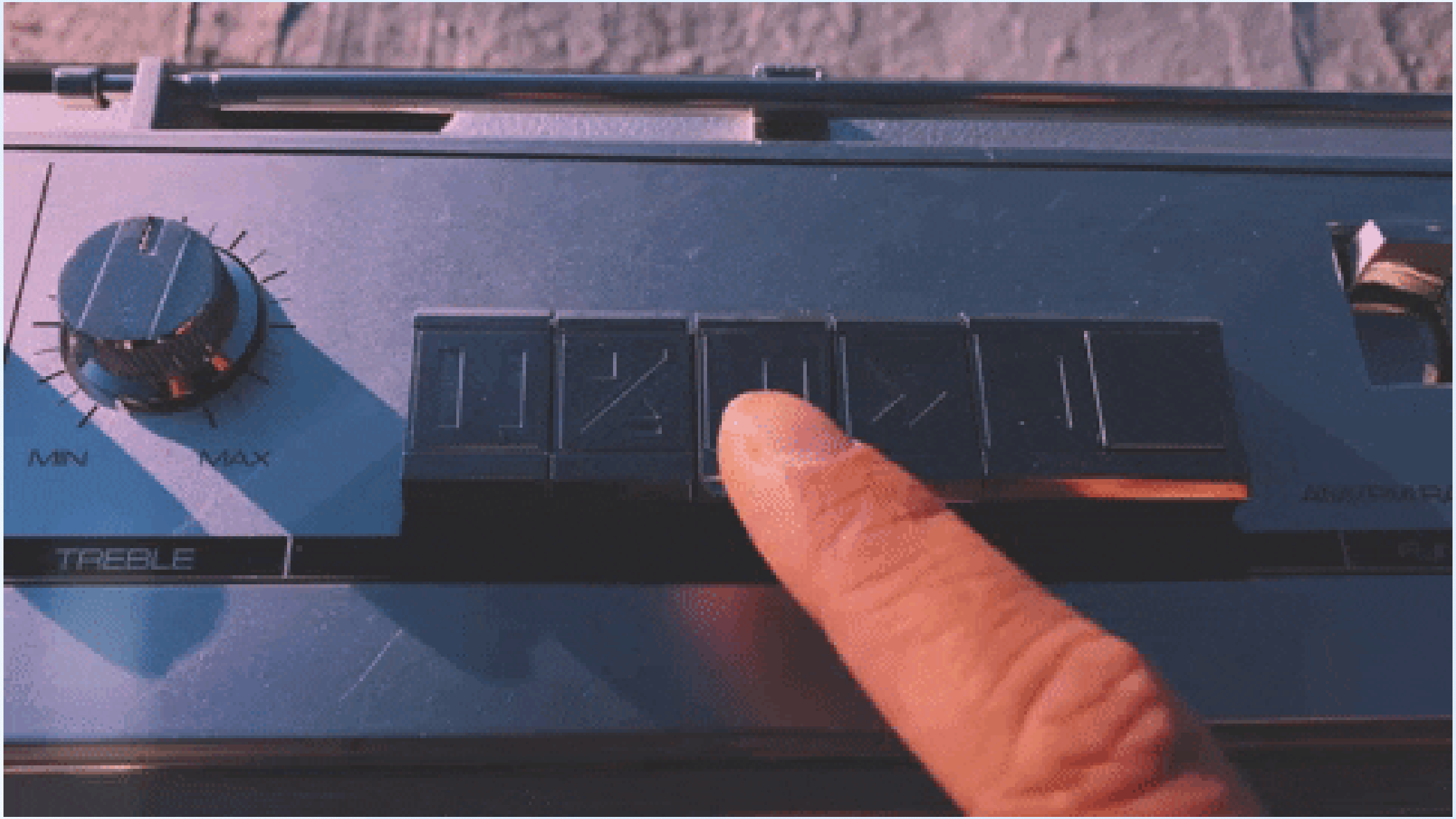


#3
Automation & Bots aren't going to replace your agent workforce



But they can make them happier, higher performing and more effective in their roles.

General


MIN
MAX
TREBLE

Can I return this?
Where is my order?
I need a refund!
You charged me twice!

Businesses responded by....

Business Centric Service

Service hours typically within business hours 9am-5pm, maybe even open at weekends

Customer service only available through stand alone channels

Zero personalisation

Agent focused metrics e.g., time to answer

General

Customers expectations in 2023 are somewhat demanding?...

So, to give them what they want....
This is what you'll need.....

Business Centric Service

Service hours typically within business hours 9am-5pm, maybe even open at weekends

Customer service only available through stand alone channels

Zero personalisation

Agent focused metrics e.g., time to answer

Consumer Centric Service

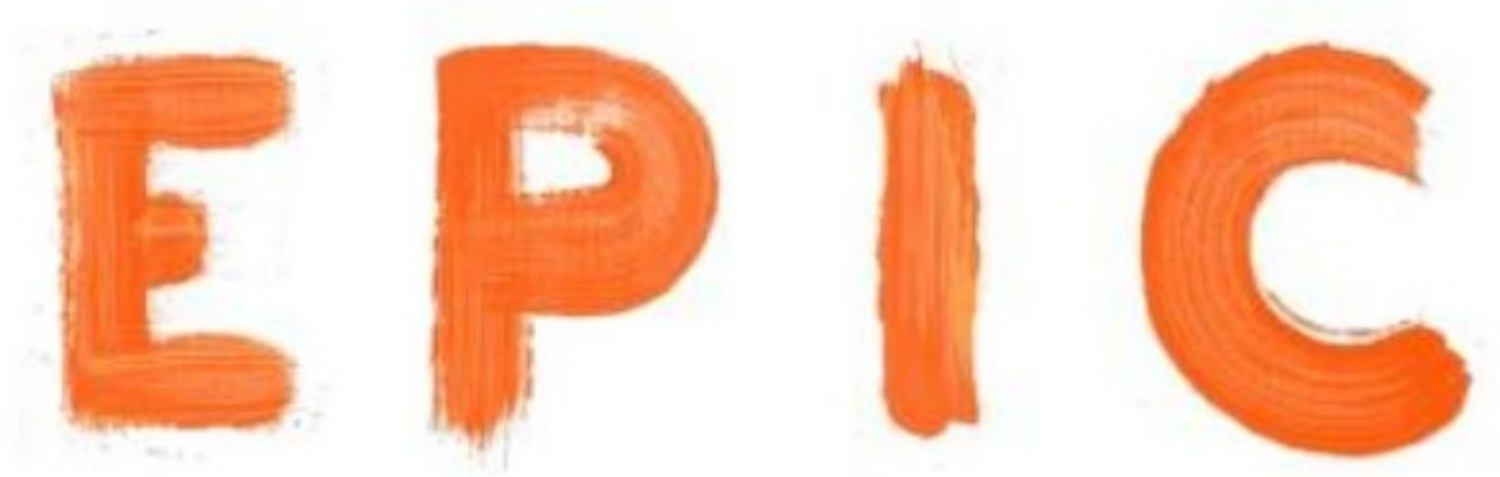
Be there for your clients when they need you, leverage Ai/Automation tools to deliver 24/7/365

Customer service available via any channel seemlessly

Hyper Personalisation

Customer focused metrics like FCR, CSAT and customer effort

General



Easy **Personalised** **Intuitive** **Contextual**

So, how hard can it be?

YOUR BUSINESS

- Siloed/disparate systems
- High transaction costs
- Wasted time & manual processes

YOUR STAFF

- Morale
- Emotional impact
- Recruitment, onboarding and training
- and retention

YOUR CUSTOMERS

- Effortless
- Speed & Simplicity
- Self-service

Key Focus Areas:

YOUR CUSTOMERS

- Easy to self-serve
- Improve First Contact Resolution Rates and overall CSAT
- Deliver personalised, contextual service – preserve the human touch...

YOUR STAFF

- Reduce frontline load on your agents
- Speed up training and onboarding
- Provide the right toolset for effective handling and collaboration
- Support them personally, and empower them to deliver empathetic service

YOUR BUSINESS

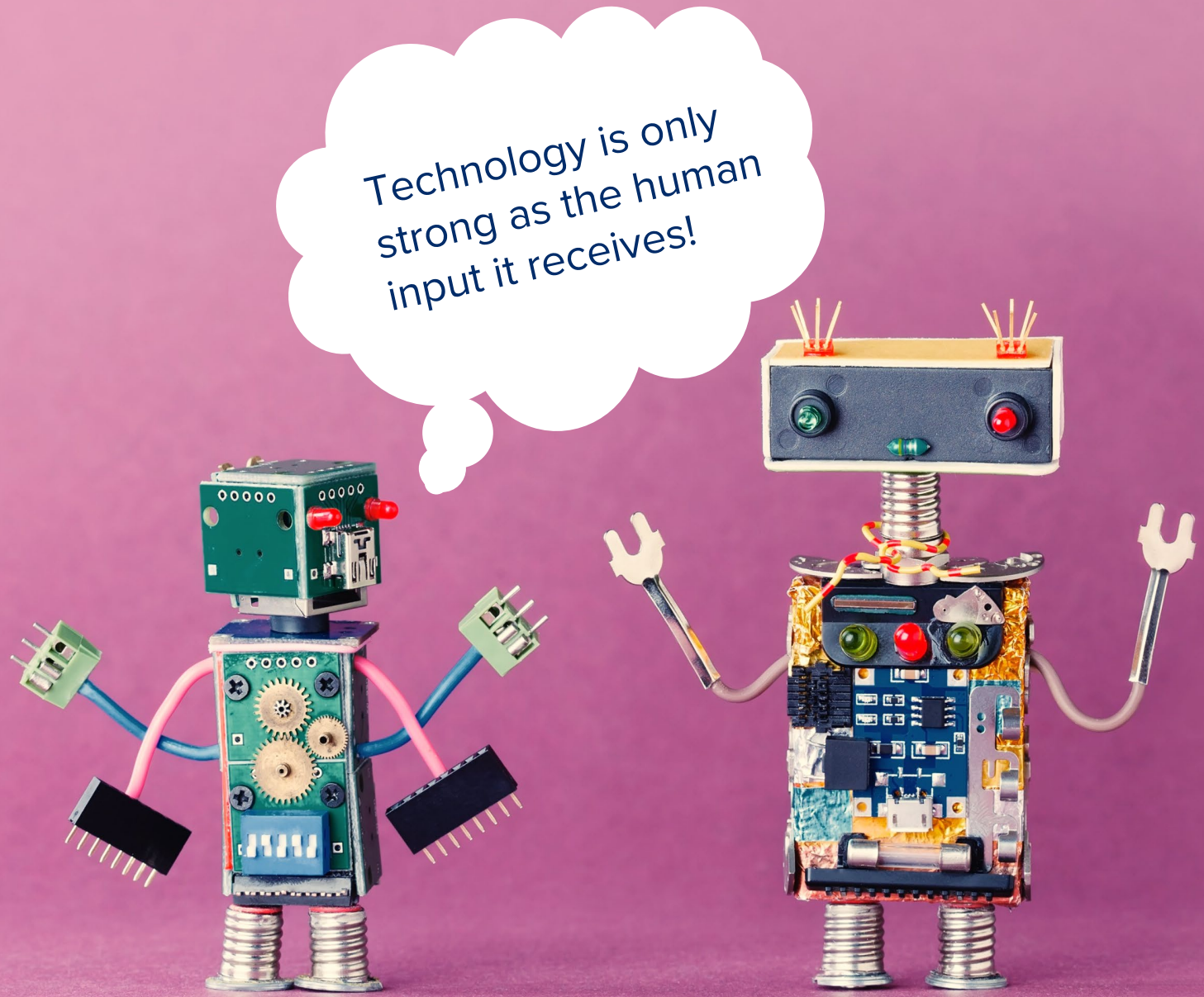
- Reduce overall cost to serve
- Improve reporting and monitoring to power intelligent decision making
- Drive customer loyalty

General

Automation FOR not OR humans

Helping your agents to be more effective

- **PRESERVE TRIBAL KNOWLEDGE**
- **IMPROVE COMPLIANCE**
- **MAXIMISE AGENT UTILISATION**
- **BOOST EXISTING CAPABILITY FOR IMPROVED NPS/CSAT**



What's the size of the prize?

Reduction in inbound contact by **~25%** through a better and more intuitive knowledgebase on your web site.

Increase self-service adoption by AT LEAST **~30%** through Conversational AI...

On average, customers see productivity increase by **30-35%** when they switch to true omni-channel customer engagement across voice & digital channels.

Using advanced analytics, organisations typically see a further **~15%** reduction in call volumes by leveraging actionable insight

General

THANK YOU FOR JOINING US

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