

Self-Service: Create a Successful Agentless Experience



Enghouse
Interactive





Thanks for Joining the CCE Webinars

In case you missed any of the webinars in the CCE series, we'll be sending a link following this webinar where you can access all of the recordings.



Anthony Stephenson

Product Director—Enghouse Interactive

Anthony has over 15 years experience in the computer to human integration industry, with a specialized focus in Unified Communications.

As Product Director, he is responsible for overseeing Enghouse Interactive's self-service products, including Mobile IVR Navigator, among others.

Agenda



- ◆ Why Self-Service?
- ◆ Self-Service Solutions
- ◆ Self-Service Best Practices
- ◆ Takeaways
- ◆ Q&As

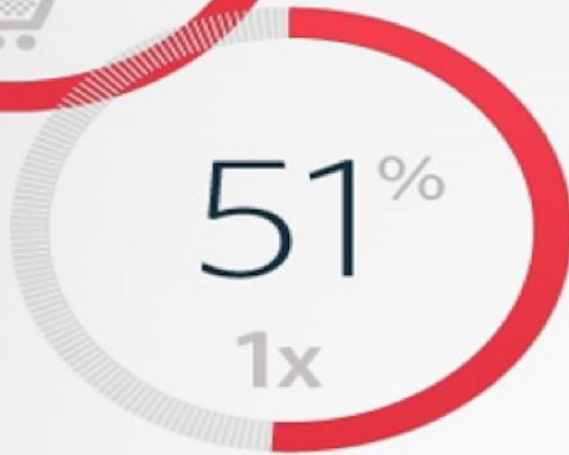
An overhead, top-down view of a group of people sitting around a table, all focused on their mobile devices. The scene is bathed in a uniform blue light, creating a monochromatic aesthetic. The individuals are seen from above, with their hands and arms reaching towards their phones, tablets, and laptops. The devices are scattered across the table, and the people's postures suggest a collaborative or individual work environment. The text 'Why Self-Service?' is centered in the middle of the image in a clean, white, sans-serif font.

Why Self-Service?

The True Cost of BAD Support



of consumers **QUIT DOING BUSINESS** with a company because of a bad customer experience.

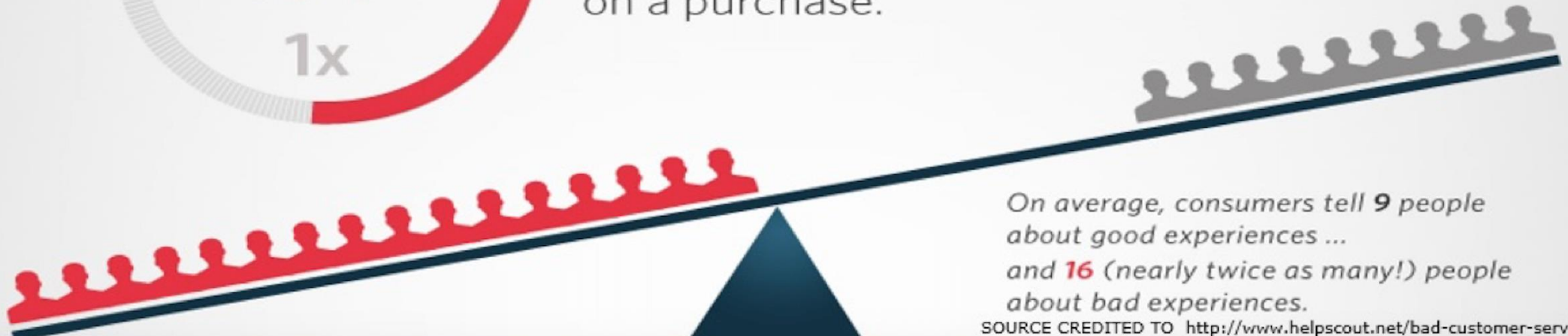


said they would only try to reach support **ONCE** before giving up on a purchase.

Keep in mind that a typical business hears from only

4%

of dissatisfied customers.



On average, consumers tell **9** people about good experiences ... and **16** (nearly twice as many!) people about bad experiences.

SOURCE CREDITED TO <http://www.helpscout.net/bad-customer-service>

Why Use Self-Service?

◆ Increase efficiency and satisfaction

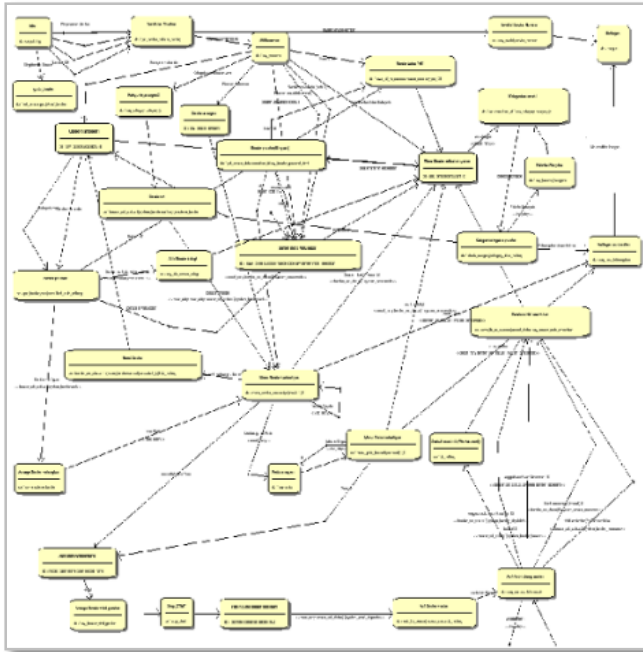
- ***Provide 24/7 customer service***
- Significantly reduce lost and abandoned calls
- Enable transactions to be processed around the clock
- Create resilience and business continuity

◆ Improve Productivity of Agents

- Speed up call resolution times and increase customer retention
- ***Reduce number of calls to Agents***
- Boost productivity and reduce staff turnover
- Reduce operating costs within the Contact Center



Frustrated with existing IVRs



Customer Frustrations

- Too many menus and options
- Dependency upon Touch Tone rather than Speech
- ***IVR information not passed onto Agents***
- Customer conversations don't continue over different interactions

Contact Center Frustrations

- Dependencies upon external PS to manage systems
- ***Out-of-date menus not delivering the right types of service***
- Poor/out-of-date audio recordings
- No/bad Speech implementations
- Aging Hardware and/or Operating Systems
- No virtualization
- Poor reporting of self-service usage

ROI period could be less than a year



Cost differentials in self-service and live voice support

- The average cost of a live telephone call varies considerably, but has a mean average of \$5.84
- Respondents state that the average cost of a telephony self-service session is \$0.95

- ◆ Total agent calls/month = 40,000
- ◆ Convert 10% to IVR = 4,000 calls/month
- ◆ Agent calls = 4,000 calls x \$5.84/call = \$23,360
- ◆ IVR calls = 4,000 calls x \$0.95/call = \$3,800
- ◆ **Savings = \$19,560 per month, \$234,720 annual**

Typical Enghouse Interactive IVR = 60k – 150k+

Communications Portal



- ◆ Inbound and Outbound IVR calls
- ◆ Full Speech Recognition and TTS abilities
- ◆ Comprehensive unified communications
 - VoIP via SIP
 - Traditional voice (PSTN)
 - Multimedia support
 - SMS, email, and fax
 - *Mobile IVR (aka Visual IVR)*
- ◆ High density and high resiliency
- ◆ PBX Agnostic
- ◆ Develop applications with Studio
 - *Same development tool for all media interactions*
 - Broad set of integration APIs



An overhead, top-down view of a group of people sitting around a table, all focused on their mobile devices. The image is monochromatic with a blue tint. In the upper center, a person is using a laptop. To their right, another person is on a smartphone. In the lower right, a person is using a tablet. Other individuals are also seen with various mobile devices. The text 'Self-Service Solutions' is centered in the middle of the image.

Self-Service Solutions

Self-Service Scenarios



◆ IVR

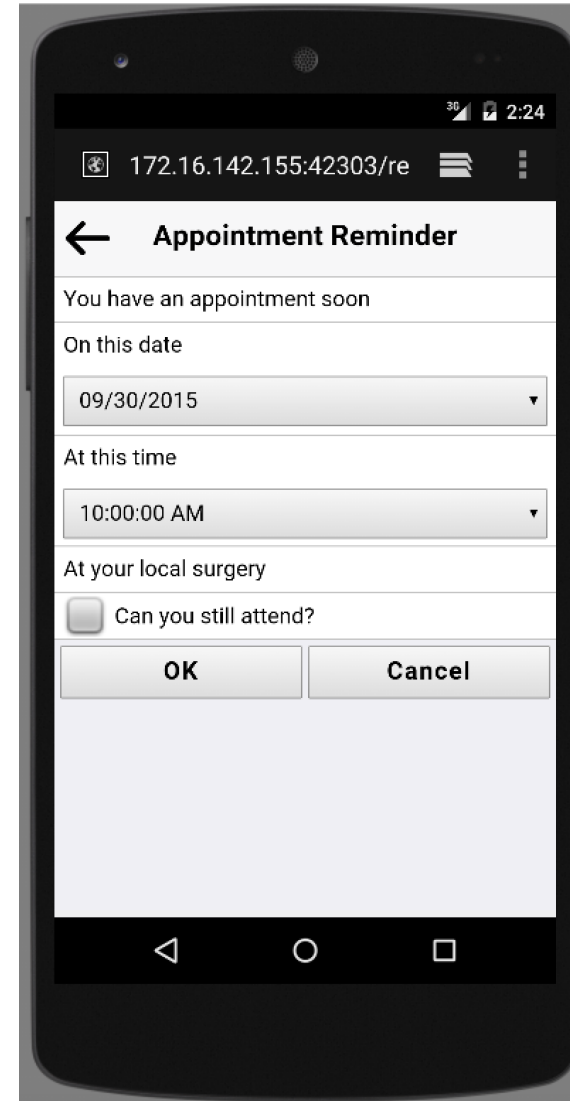
- Customers
- Internal/Employee communication

◆ Notifications

◆ Mobile

Examples:

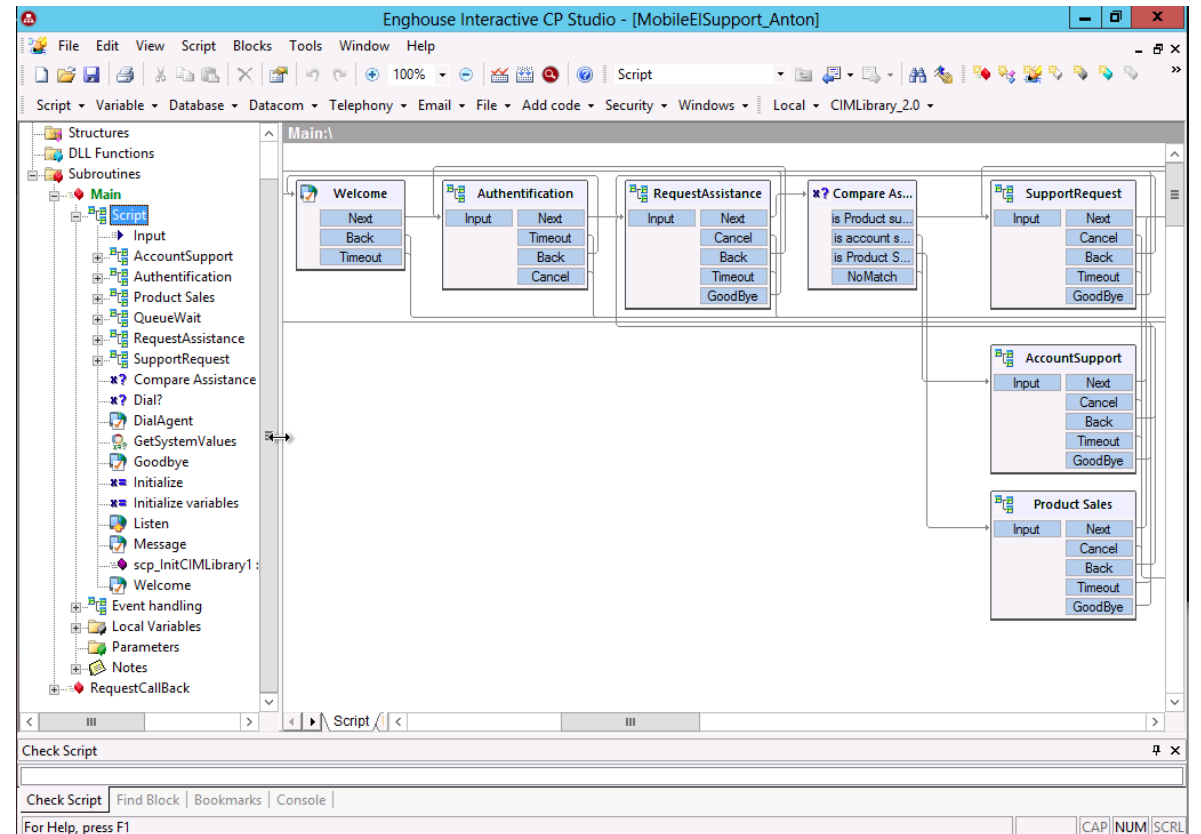
- Appointment reminders
 - Reducing wasted time around the business
- Bill reminders
- Delivery reminders
- Service outages



IVR - Scripting



- ◆ Single development tool for ALL media interactions
 - Reducing development time
 - Easier to manage
- ◆ *Enables **Contact Center** managers to implement **simple changes** to workflow*
- ◆ **Benefit** react immediately to **Customer** needs



IVR - ADAPT

Application Development and Provisioning Tool

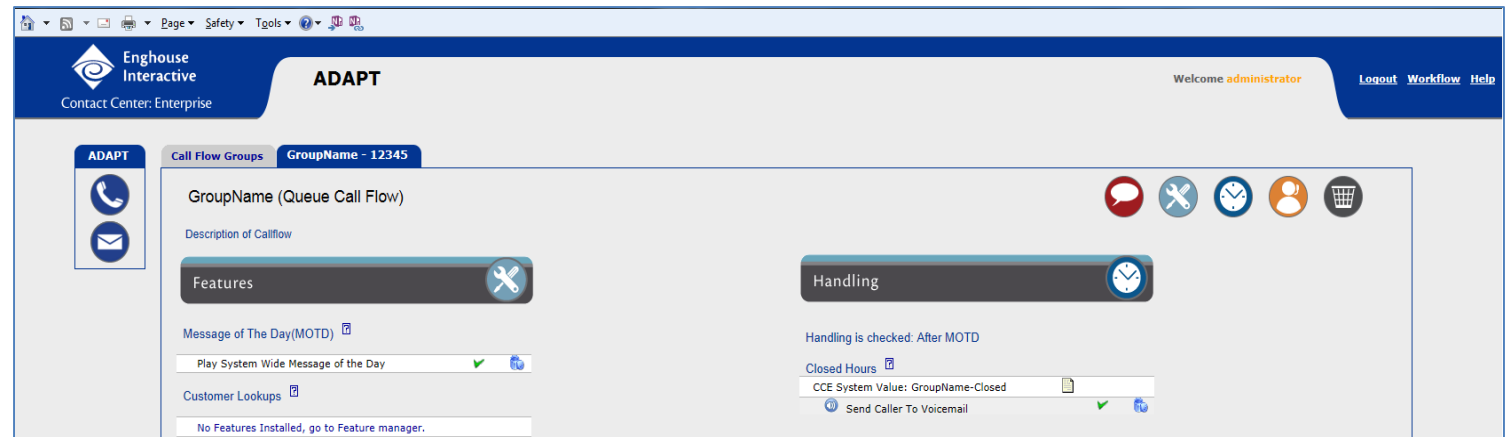


Accelerate implementation time and reduce costs

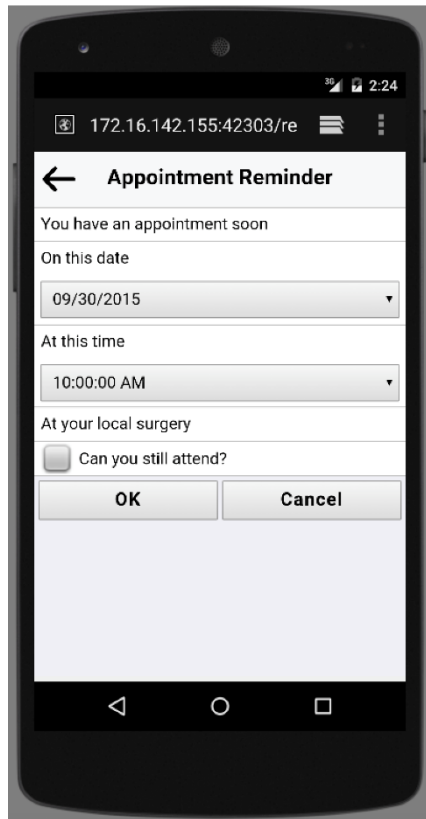
Support standard business changes in your call center

Feature highlights:

- Works in conjunction with Enghouse Interactive Studio
- Configure simple call flows on your own
- Supports Multiple Languages
- Offers a Prompt Manager
- Allows Call Pre-Hold and Call Hold handling



Outbound Communications



Event triggers outbound
call to customer

Proactive
Notification
Server



TXT/SMS



Phone



Email

This is a reminder that you
have an appointment with Dr.
Smith on 9/30/15 at 10 am.

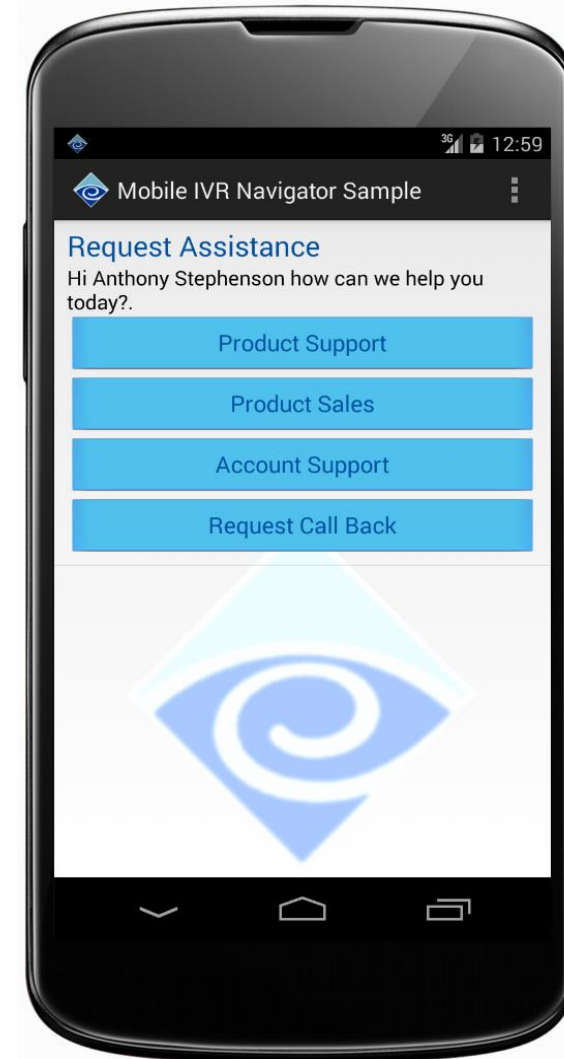
Outbound Communications



Is your notification value-driven?

Leverage timely, urgent, valuable information

- ❖ **Utilize automation**
 - Outbound notification system, scheduler
- ❖ **Tie it to *anticipated* business need**
 - Appointment reminder, outage notification, product update
- ❖ **Leverage the customer's *preferred* channel**
 - SMS, email, voice, social media
- ❖ **Offer follow-on *live* contact, if needed**
 - Corresponding channel (mobile, etc.)

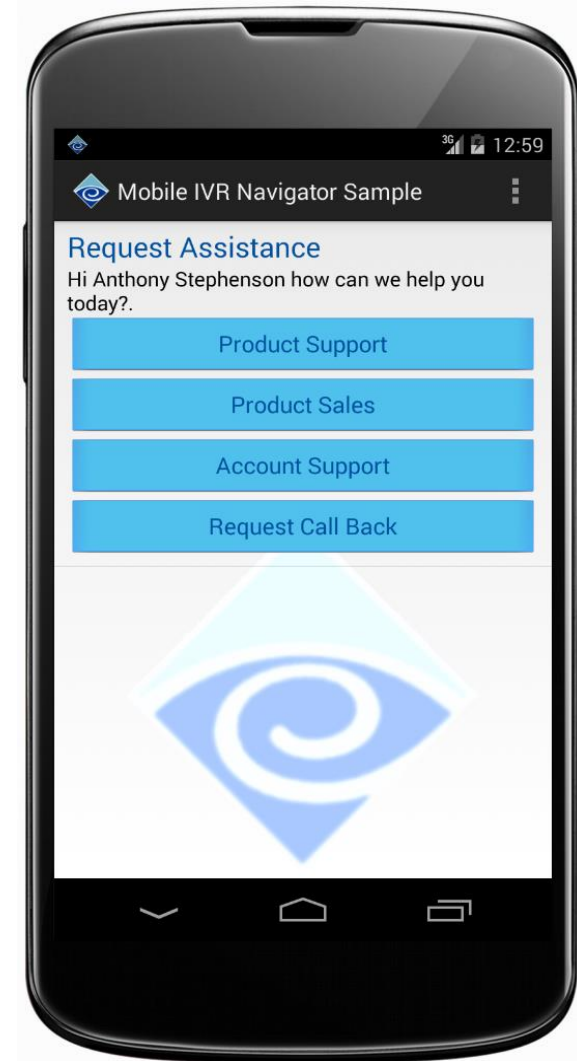


Mobile Self-Service



Mobile IVR Navigator

- ◆ **Fast and easy visual menu selection**
 - Customers view menu prompts on their smartphone
 - Allows customers to navigate the same voice self-service application with visual prompts
 - *Increases the accuracy of the data captured via Self-Service*
 - Reduces time Customer spends telling Agent about their inquiry
 - Shows which channels are available and expected wait times
- ◆ **Allowing the customer to choose their communication channel**
 - Schedule a call
 - Start a web chat session
 - Send an email





Self-Service Best Practices

Self-Service Best Practices



◆ Review and adapt your speech self-service apps

- Self-service that is poorly managed can be almost as harmful as not giving the customer the option altogether.
- Ensure you're measuring the success of your self-service apps
 - You need to collect data such as:
 - % of callers who complete a SS transaction, by transaction
 - % of callers who chose to opt out and talk to an agent, by transaction
 - % of callers who abandon, by transaction
 - Where customers are dropping out of self-service
- Review 2-3 times a year and act upon the data
 - Regular review is important to ensure you don't frustrate your customer

Santa Clara Valley Medical Center



◆ Challenges

- Hold times & call times were too long
- IVR menu took too long to navigate, resulting in high dropped-call rates
- Patient information was not readily available for agents

◆ Solutions

- Restructured IVR and Connected to CRM

◆ Results

- Average wait times dropped from 27 minutes to below 2 minutes
- Dropped calls were reduced by more than 17%



Santa Clara Valley Medical Center



Identify then Prioritize ...



**Nate Smith,
Established Patients**

- Provides medical number
- Schedules appt or receives results without agent interaction



**Mary Jones,
New Patients**

- Sorts by insured/uninsured
- Assigns to specialty rep based on insurance type and location



**Jim Bell,
Episodic Patients**

- Are sent to medical center regarding episode type



**Medical
Center**

Takeaways



- ◆ Make sure you can update your self-service options
 - Continue to optimize
 - Be proactive with seasonal or short-term updates
- ◆ Audit your customers' self-service usage and adjust accordingly
 - Find bottle necks and high dropped-call areas
- ◆ Ask your customers if they want new ways to communicate
 - Are they used to using a mobile app?

What's Your Next Step?



- ◆ Contact your sales rep to discuss your particular business needs
 - Email the Enghouse rep who invited you to attend this webinar series or reach out to John Gardner at john.gardner@enghouse.com or 630-575-7789
- ◆ Request a one-on-one demo