



Enghouse
Interactive

Featuring:



Improving the Customer Experience by Improving the Agent Experience

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Presenters



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President & Principal Analyst
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What We'll Be Talking About

- **Why the customer experience matters**
- **Improving the agent experience**
 - **Happy agents -> happy customers**
 - **Empower, Engage, Motivate**
- **Look at people, processes, and technology**

Fundamental Contact Center Goals



Improve the
Customer Experience



Improve Customer
Satisfaction



Enhance Agent
Productivity



Reduce Costs

Customer Experience Matters



Why? What's Going on Out There?

\$41 Billion

5%

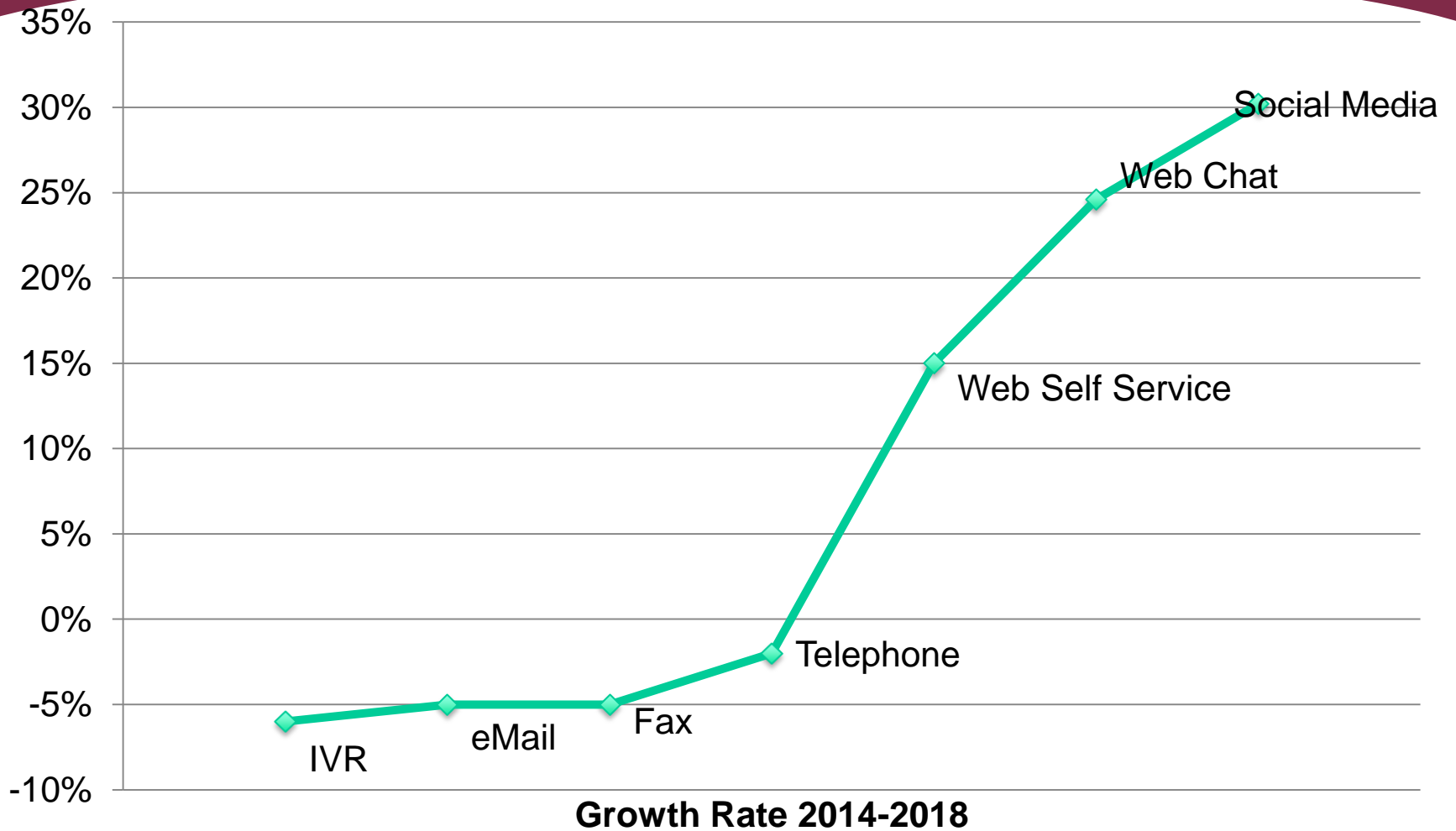
60%

68%

51%

Poll

New Channels Increasing



But...

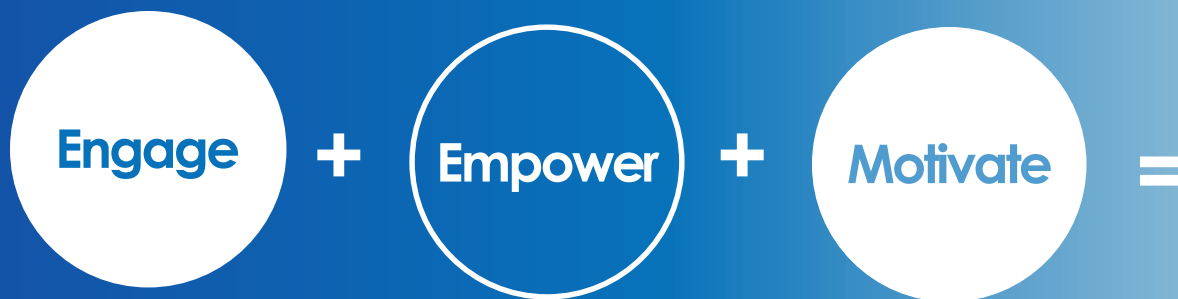
- CSAT dropped from 83 to 76
- FCR dropped from 82 to 75

Q: How do we deliver a better customer experience?

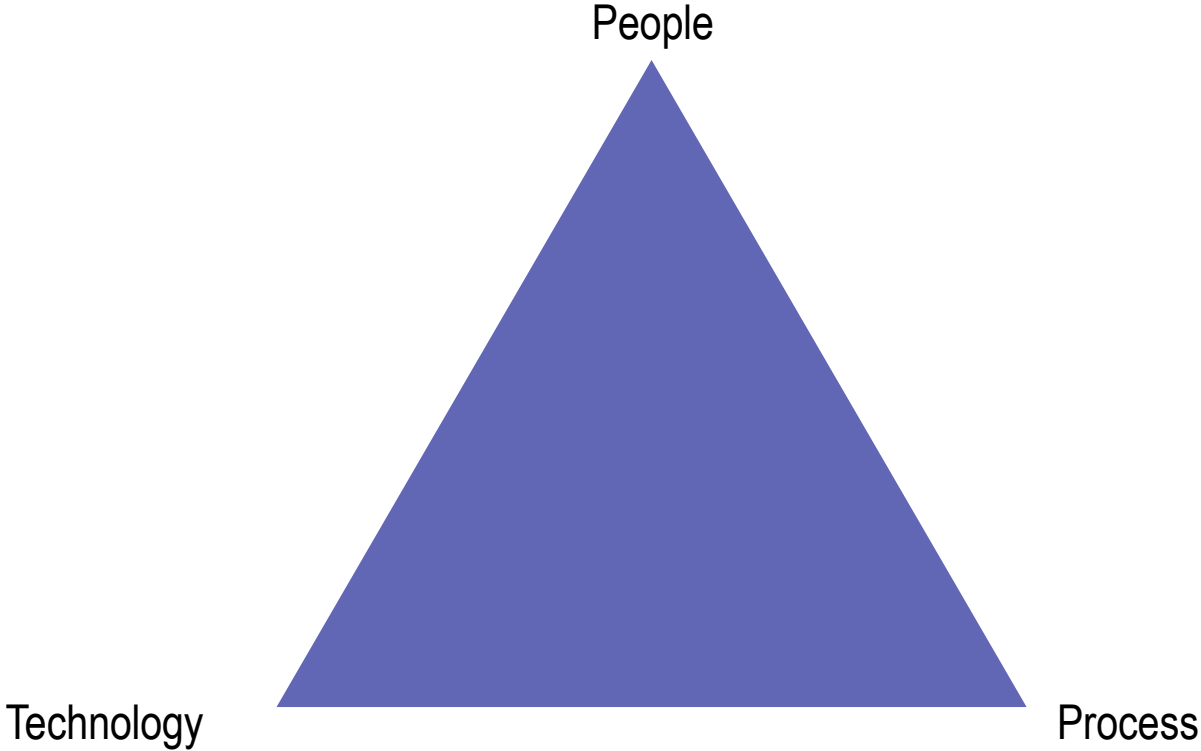


Focus on the Agent Experience

Happy Agents = Happy Customers



It's Not Just About Technology



People

Happy Agents → Happy Customers

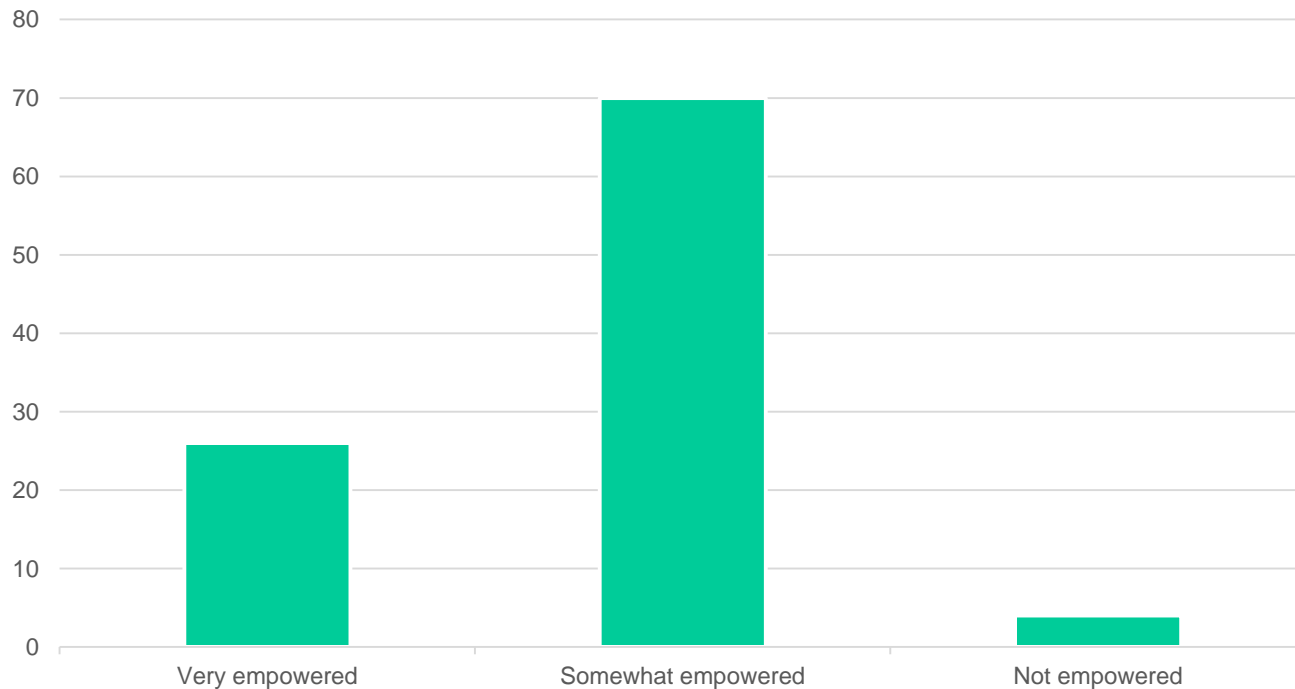
Engage
Empower
Motivate

Engage Agents



Empower

How empowered are your agents to make decisions necessary to provide the best customer experience?



Source: ICMI 2015

The Customer Journey

Actionable “Customer Timeline” for Agents

Ability to “Reserve”
Queued Interactions

Customer Activity 26 interactions

Name: [dropdown] IType: All From: Last 5 Years

Status	Interaction	Customer	Agent	Date	Next Action
Waiting 5.7 days	Ga-payment-en	Arc Internal Software Mosterd Melanie			
Reserved 7:11:30		Arc Internal Software Mosterd Melanie			
Reserved 9:21:11		Arc Dealer Database Mosterd Melanie			
In progress		Product Support Dowdy Bob		1/14/2015	10/26/2014

Customer Information

Queue: Sales		Name	Yvette Holmes	100
Priority	1	Email	ssmith@email.com	Preferred Res
Wait Time	00:02:05	Extension	125	Pro
Time to vid	00:05:00	Other	Customer recently upgraded to our newest release. Unfortunately, they have been experiencing some transitioning issues due to their setup. Priority should be given to this customer since they have been using our products for over six years.	Product Ve
Interaction: Ta		Phone 1	(602)789-0000	2011
Taken T	00:04:05	Phone 2	(602)555-0000	North Americ
Wait T	00:08:09			
Time	00:08:20			

View transcript
Open in iVault

Drill-Down views

Active, Queued, & Historical
Interactions for a Customer

Future: Ability to
“Resurrect” Interactions





Date Range: From: To: (yyyy-mm-dd hh:mm:ss)

20 Results Search

Time Zone: Set *Default Time Zone.*

[Show Simple Search Form](#)

Interactions That:

Customer Name:

Agent Involved In Interaction: Show Inactive Agents

Queue: Show Inactive Queues

Custom Info:

IID:

- Interaction Types:
- Abandoned Callback
 - Inbound Direct Call
 - Outbound Direct Call
 - Reply Call
 - Voice Mail
 - E-mail
 - Inbound Queued Call
 - Outbound E-mail
 - Reply E-mail
 - Web Chat
 - Forward E-mail
 - Integrated E-mail
 - Outbound Queued Call
 - Task
 - Web Request

Technology

The screenshot displays a SAP Interaction Center interface. At the top, a call control bar for phone number +12562322131 includes buttons for Accept, Hold, Retrieve, Hang Up, Transfer, Warm Transfer, Consult, Conference, Toggle, End, Dial Pad, and Clear Interaction. Below this, the main window title is "Interaction Center" with the same phone number. A blue arrow points from the top bar to the main window. The main window shows a sidebar with navigation options like Dealer Store Identification, Interaction Record, Case, E-Mail, Interaction History, Marked, Inbox, Case Search, Document Search, Knowledge Search, Account Overview, Account Fact Sheet, and My Links. The main content area is titled "Identify Account (ID: 500269363)" and contains a form with the following fields:

Account		More Fields
Dealer ID	<input type="text"/>	SAP ID: 500269363
First Name/Last Name	<input type="text"/>	
Business	THOREN EQUIPMENT, LLC	
Function	<input type="text"/>	
Department	<input type="text"/>	
Address	131 US HIGHWAY 31 S	
City	ATHENS	
Postal Code/State/Province	38611-2625	AL Alabama
Country	US	USA
Telephone no.	+1 (256)2322131	
Contact Info For	Account	
E-Mail Address	SRE73481@gthoren.com	
Fax Extension	2562322045	<input type="text"/>

At the bottom of the form, there are buttons for Cancel, Refresh, and Reset, along with a "Next Person" dropdown menu.

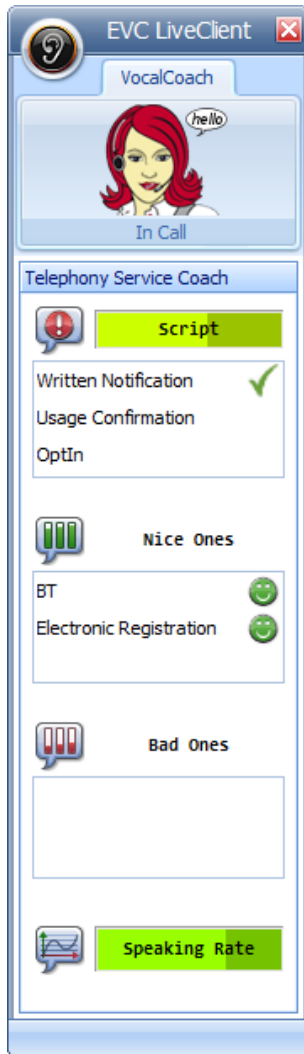
Analytics - Mining Your Contact Center Treasure



Analytics - Mining Your Contact Center Treasure



Speech Analytics and Vocal Coaching



- ◆ Real-time feedback for the agent or historical analysis for the supervisor
- ◆ Shows scores, checklists and hints
- ◆ Guides the agent during the call
- ◆ Assures quality during the call instead of checking it afterwards
- ◆ Continuously coaches the agent

Soft Evaluators



RequiredPhrases

For necessary phrases and keywords in calls.



GoodPhrases

Good but optional keys and phrases to mention.



BadPhrases

Bad phrases and keywords. Agents shall not use them!



DialogPairs

Question and answer checked together. Did the customer really agree with a clear “yes”?



Category

To categorize calls via phrases and keywords mentioned in close proximity.



ClearSpeaking

Checks clarity and tempo of speech.



Volume

Measure how loud the voice of the agent is heard.



StressLevel

Track the emotionality of agents and customers.



CrossTalking

Does the agent interrupt the customer? Or vice versa?



SpeechRatio

How much of a call is the agent speaking and how much the customer?



SignalQuality

Is there jitter on the line or does the signal clip or maybe there is noise?



DynamicRange

Does the voice not sound natural? Maybe a broken microphone or a second voice heard in the background.

Process

- Integrate tools into CRM applications
- Multichannel -> Omnichannel
 - Channel escalation
- Real-time coaching
- Improve the way agents get information from subject matter experts outside of the contact center

UC Enables Effortless Customer Journey



Voice (IB & OB)



Email



Fax



TXT/SMS



Social Media



Web Callback



Web Chat and IM



Customers **Communicate Differently Today**

- Choice of communications channels (inbound and outbound)
- Agents must know customers' complete journey
- Mobile customer service



Get them to **the best resource**

- VIP routing for platinum or premier customers
- Options to speak to the same agent – regardless of channel
- Intelligent, skills-based routing – cross-channel prioritization



Measure & improve satisfaction, continuously

- Survey tool (voice, email, web) to determine satisfaction cross channels
- Real-time and historical analytics on service levels

Presence and Notifications in UC



**Notified when someone
you want to contact
becomes available**

**You can also cancel
notifications**

The screenshot displays a user interface for presence and notifications. At the top, a user profile for 'Docs Op' is shown as 'Logged In' with 'Queues: Operator'. Below this, a grid of four buttons is visible: 'F4 Make a Call Charles Darwin', 'Notify Me Charles Darwin', 'Set Presence Charles Darwin', and 'All Details Charles Darwin'. At the bottom, a detailed profile for 'Charles Darwin' is shown, including 'DOUGS-SERVER', extension '75374', and a status 'In a Meeting - due back at 1:40 p.m.'. A blue bar at the bottom right highlights the extension '75374'.



◆ Challenge

- 15 year old PBX
- 600 users on PBX
- Help desk was mission critical, supporting 40,000 workers

◆ Solution

- Add UC functionality to the Help Desk and Contact Center
- “We had a deadline of 4 weeks to move 600 people, including our helpdesk, from a 15 year old PBX to Lync. It got really tight, but Enghouse Interactive’s work ethic was exceptional.”

Geoff Dumesny, Infrastructure Program Manager, Spotless Group.

Poll

Key Take Aways

- Improving your customer experience
 - People
 - Process
 - Technology

Questions?

Thank You

The slides and recording will be emailed to you in the following days.

Email follow up questions to:

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