

WHY SHOULD COMPANIES INVEST IN CONTACT CENTRE SOLUTIONS DURING A DOWNTURN?

White Paper

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CONTACT CENTRE SOLUTIONS

INTRODUCTION

This paper examines why, given a challenging economic outlook, continued investment in contact solutions is essential, even for companies in the worst hit sectors

THE 'R' WORD

There's no doubt about it – the 'R' word is here, the global economy is suffering the worst crisis in eighty years. Unemployment is rising and consumer credit still remains tight. Even though there are some encouraging signs of very small 'green shoots', the return to economic stability is still a long way off.

Consumers have changed their behaviour, spending more wisely, either consciously, or being forced to due to constricted credit lines and the reduction in real estate equity. People now think far more carefully about how they spend their money.

The same principles apply in the business world. Difficult economic times require prudence, but investing wisely can position your organisation to gain key strategic advantages both during and after the recession. This paper examines why organisation should continue to invest in customer contact technologies and services during challenging times.

THE SERIOUS BIT...

Cable&Wireless Worldwide's web-based research tracking the corporate technology portfolio for FTSE 100 companies during the last five years indicates expenditure on front-office communications systems has been a low priority for many organisations, with the majority of spend focusing on back office and financial systems.

This situation is a result of enterprises treating customer contact technology as a cost. This view has led to the continued use of legacy technologies that are not suitable for the way in which consumers want to interact today.

It is essential that a contact centre solution focuses on all media types ensuring a consistent service approach regardless of the communications channel. Consumers now expect to be able to communicate via the phone, web, email, sms and mobile applications. This trend is only going to increase as the technology literate consumers expect to utilise Facebook and iPhone applications.

Legacy customer contact applications are often based on the brand image and customer engagement process that was in place at the time of purchase. It is essential that a contact centre supports and conveys the evolving brand values of the organisation and ensures synergies with their customer's needs and marketing activity, thus preventing brand damage and maximising sales conversion rates.

Many of Cable&Wireless Worldwide's customers are now exploiting such communication channels to service their customer base.

EXAMPLES INCLUDE:

- Text based appointment reminders
- Email and text based confirmation of transaction services
- Advance inbound email routing – routing emails based on content and key words
- Customer feedback applications – enabling organisation to gain a direct and immediate understanding of what individuals think of the customer experience
- Routing of customer calls based on web based activity
- Automated speech applications to provide information to customers 24x7x365
- Advanced speech based routing to ensure the customer call is routed to the right, first time
- Integration the CRM data, to enable customer history and value to be used in routing decisions
- Mobile applications to enable customers to transact any place at any time
- Intelligent voice recording services – providing the ability to capture all or part of a conversation, understand the customer experience, analyse key trends and rapidly identify service issues.

All governed by a single customer contact strategy, supporting an organisation brand and service values.

Leveraging legacy communications equipment may be tempting in the current economic environment, but it leaves companies defenceless against competitors willing to strategically invest.

Companies that have neglected the customer interaction experience in their technology investments are beginning to experience the consequences of their actions as disappointed customers leave, and deal with organisations that have exploited communications solutions that improve the customer experience, whilst lowering the cost to serve.

While organisations compete more aggressively for customers by reducing prices, the opportunity to retain existing customers & encourage repeat purchases is largely service driven. Making sure that the correct services and applications are in place to firstly prevent customer attrition, and secondly to capture consumers from the competition is vital.

During the last year, many organisations have realised that without investment, improvement of the customer experience and gains in productivity is impossible. They have understood that the latest solutions are stable, secure and less capex intensive than before.

CONTACT CENTRE SOLUTIONS

EXAMPLE COMMERCIAL AND OPERATIONAL EFFICIENCY FIGURES FROM CABLE&WIRELESS WORLDWIDE'S CUSTOMERS

- 16% increase in inbound call routing efficiency – less heads to answer the same amount of calls and the ability to handle more calls
- Dynamic license usage – One platform serving a global enterprise – maximise the usage of concurrent licences 24 hours per day
- 11%+ efficiency increase in staff allocation through the use of WFM – increased customer service, and improved customer experience
- 50% + increase in outbound calling efficiency based on the creation of predictive outbound campaigns – Increased sales and retention
- 28 Less staff when compared to the existing operating model for 300 seat single in country operation.

The challenge for Board Members recognising that they need to continue to improve their customer experience is achieving a considerable gain in productivity and reduction in total cost of ownership with restricted capital expenditure.

C&W Worldwide recognise that working with customers to ensure rapid payback on their investments is key, and with our intuitive commercial engagements and longer contractual terms we can ensure that our customers can invest today to maximise their opportunities as the economy improves.

HOW CAN CABLE&WIRELESS WORLDWIDE HELP?

- We will work with you to understand the connotations investment decisions
- We will demonstrate how our solutions can deliver productivity gains
- We will provide a commercial framework that will ensure that the TCO for the solution would, almost certainly, be considerably less than that of their existing solution
- We will deliver a solution which provides cost savings in the short term and ensures your business is prepared to capture a returning market when stability returns to the economy.

IN SUMMARY

Companies that invest in contact centre technology today, ensuring that they can fully meet the expectations of their customers are those that can come out of the recession with improved market share and customer loyalty, and be able to maximise the opportunities of a growing market.

Cable&Wireless Worldwide is one of the only companies that can deliver such solutions, and has already helped some of the UK's largest organisations improve their customer experience through innovative solutions.

FIND OUT MORE

For further information, or to arrange a visit from one of our customer contact specialists please call:

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