Digital Still Needs The Human Touch

8 November 2016
February 2016 - The Economist Predicts

Robots Will Replace Contact Centers

Robots Allowed To Trade Money And Claim Copyright On Their Work Under Radical New EU Plans
source

Robots will replace 5 million human jobs by 2020
source

The hyper-real robots that will replace receptionists, pop stars... and even sex dolls:
source

Intelligent Machines: The jobs robots will steal first
BBC Sept 2015

Fleet of Android Robots to Begin Policing the Streets by 2017
source
Predictions

1876
“The Americans have need of the telephone, but we do not. We have plenty of messenger boys.”

- William Preece, British Post Office

2015
US – 38 phones per 100 people
UK - 53 phones per 100 people

International Telecommunication Union,
World Telecommunication/ICT Development Report and database
Predictions

1981
“Cellular phones will absolutely not replace local wire systems.”
- Marty Cooper, inventor

2015
US – 118 mobile phones per 100 people
UK – 126 mobile phones per 100 people
International Telecommunication Union,
World Telecommunication/ICT Development Report and database
Predictions

2009
“In 2010 Augmented Reality applications will start to go mainstream.”
- Social Media Today

2016
“Pokemon takes AR mainstream and the world by storm”
- most media channels
Predictions

2009
“Email has had a good run as king of communications. But its reign is over.”
– The Wall Street Journal

2009 – 2,192 million accounts globally
2015 – 4,626 million accounts globally
- The Radicati Group
The Economist Predicts

Robots Will Replace Contact Centers

What About The Robots?

Probably not, but they will change the way that we work.
Robotic Technologies

**Robotic Process Automation (RPA)**

**WHAT?**
- Copies human behaviour
  - Follows a process

**WHEN**
- Transactional functions
- Wrap up and re-route
- Back office functions

**Artificial Intelligence (AI)**

**WHAT?**
- Mimics human behaviour
  - Translates unstructured data
    - Learns and evolves

**WHEN**
- Complex routing
- Chat avatar
Contact centre development

How will your contact centre develop in the next two years?

- **Telephone traffic (Agent)**
  - Increase: 28%
  - Stay the same: 30%
  - Decrease: 39%
  - Not applicable: 3%

- **Headcount employed**
  - Increase: 33%
  - Stay the same: 36%
  - Decrease: 27%
  - Not applicable: 4%

- **Interactions across all channels**
  - Increase: 68%
  - Stay the same: 20%
  - Decrease: 7%
  - Not applicable: 5%

- **Digital assisted**
  - Increase: 76%
  - Stay the same: 12%
  - Decrease: 2%
  - Not applicable: 10%

- **Digital self service**
  - Increase: 81%
  - Stay the same: 9%
  - Decrease: 1%
  - Not applicable: 8%

SOURCE: 2016 Global Contact Centre Benchmarking Report
Seamless integration to the contact centre

**Increased Digital Self Service**
- Quicker resolution
- Lower repeat callers
- Increased CSAT

**Robotics**
- Front office automation
- Improved process adherence
- Back office activity move to Agent
- Faster resolution
- Improved call routing

**People**
- Reduction in staff numbers
- Increased complexity
- Longer interactions
- Higher skill set
Digital interactions dominate

Digital volumes handled by contact centres on track to exceed phone by end of 2016

Growth in almost every digital channel, contrasts with 12% shrinkage of phone in split of interactions handled by contact centre

CX now top reason for offering self-/assisted-service channels (ahead of cost)

But 2 in 3 say digital tech not meeting business needs

AND

Less than half (49.6%) of all respondents measure quality on digital interactions

© 2016 Merchants | 11

SOURCE: 2016 Global Contact Centre Benchmarking Report
Workforce optimisation

In a world of increasing automisation, the data suggests a lack of investment in the changing needs of the front line Agents.

Increasing complexity means that we are expecting more from our Agents.

36% organisations put migrating traffic to digital as a top 3 priority

Yet, 79% still have no big picture view of interactions across service channels

Induction training for Agents has dropped by 3 days over the past year

Only 63% of all respondents have any form of knowledge management
How to benefit in the new world

If we combine robotics with the human touch: Customer service can improve

- **Invest** in technology for the **future**
- **Recruit** people to a **higher** skill set
- Review **training**, **people** need to know **more** than the **customers**
- Update **KPI’s** to ensure relevance in the digital world

- Link digital to an **Omnichannel** strategy
- **Change** of **processes** to support digital
- **Monitor** and **measure** the robotic activity
- Make the **change** to digital a **priority**
Final thoughts

“Nothing is so contagious as enthusiasm.”
– Samuel Taylor Coleridge

“Go beyond merely communicating to ‘connecting’ with people.”
– Jerry Bruckner

“A computer will do what you tell it to do, but that may be much different from what you had in mind.”
- Joseph Weizenbaum

“If you wonder what getting and keeping the right employees has to do with getting and keeping the right customers, the answer is everything.”
– Fred Reichheld

“A customer service apology is stronger with a personal touch.”
– Shep Hyken

“A man without a smiling face must not open a shop.”
– Chinese Proverb

“A brand not responding on Twitter is like hanging up the phone on customers. With millions watching.”
– Dave Kerpen

“The more you engage with customers, the clearer things become and the easier it is to determine what you should be doing.”
– John Russell

“Customers perceive service in their own unique, idiosyncratic, emotional, irrational, end-of-the-day, and totally human terms. Perception is all there is!”
- Tom Peters
Questions?
Thank you.