

exceptional everywhere



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](#)

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

**Fleet of Android Robots to
Begin Policing the Streets by
2017**

[source](#)

**Robots will replace 5 million human jobs
by 2020**

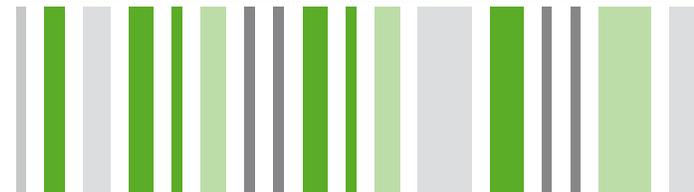
[source](#)

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

[source](#)



News Headlines



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

“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



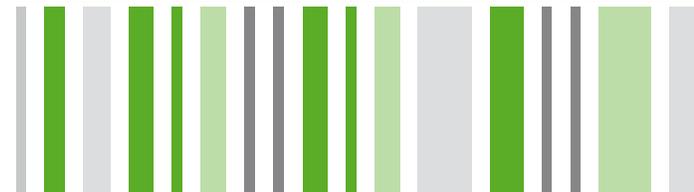
February 2016 - The Economist Predicts

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?

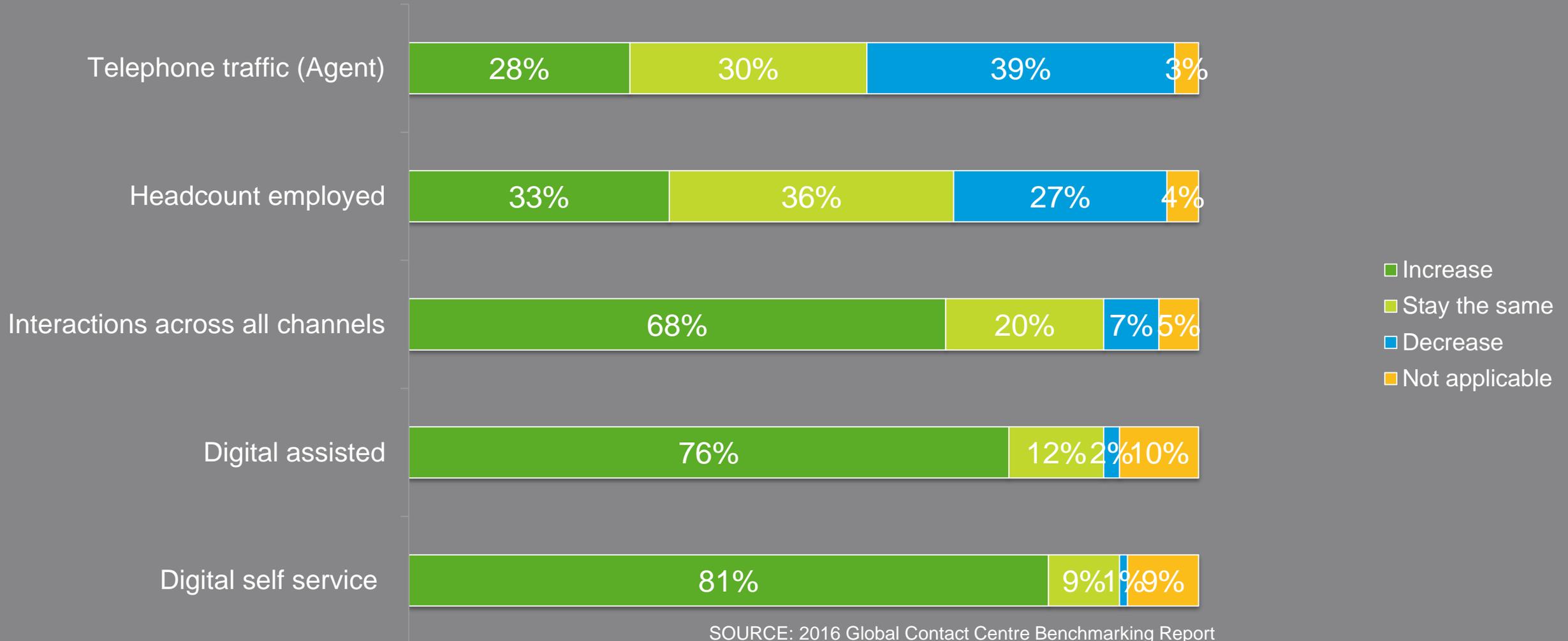
- Mimics human behaviour
- Translates unstructured data
 - Learns and evolves

WHEN

- Complex routing
- Chat avatar

Contact centre development

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



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

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

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

- Joseph Weizenbaum

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

– Dave Kerpen

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

– Jerry Bruckner

“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

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

– John Russell

“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

“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.

