

# FIGLEAVES

**A PRACTICAL GUIDE TO IMPLEMENTING A MULTI-CHANNEL CUSTOMER SERVICE STRATEGY**

# Agenda

- ❖ Challenges of managing disparate systems
- ❖ How to pick the right channel for your customers
- ❖ The transition from single to multi-channel contact centre
- ❖ Future proofing your tech investment

# Background: Number of contacts

	Calls	Emails	Chats	Total Contacts	Total contacts per FTE	Total FTE
<b>1 September 2014 – 31 August 2015</b>	51095	42839	30597	124531	7584	16.4
<b>1 September 2015 - 31 August 2016</b>	43617	49507	34561	127685	10406	12.3



## The challenges of managing disparate systems

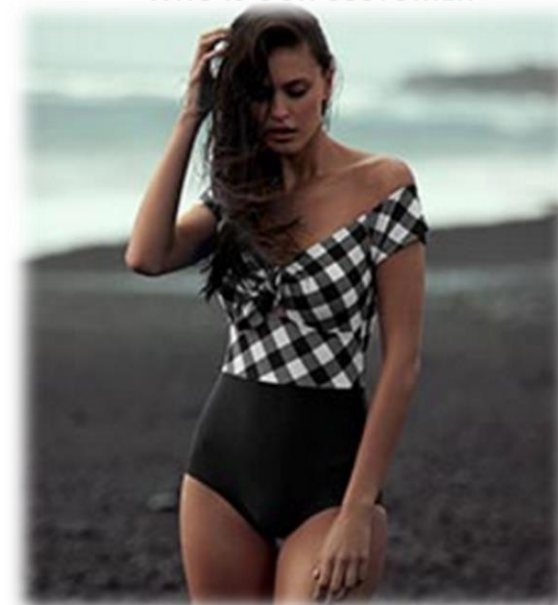
- ❖ Multiple agents dealing with the same query
- ❖ No response due to assumption that another agent has already dealt with the customer
- ❖ No visibility of actual contacts vs perceived contacts due to single query being counted over multiple systems



# How to pick the right channels for your customers

- ❖ What does the customer “look” like - i.e. what platform will they most likely use to contact you?
- ❖ When is the customer most likely to contact you?
- ❖ Where is your customer based?
- ❖ What does the customer contact you about?
- ❖ Why do you need to offer the customer the best possible service in the shortest possible time?

WHO IS OUR CUSTOMER



# How to manage the transition from one channel through to multiple channels and the implications on agent management

- ❖ Training
- ❖ Multiple systems running side by side during the transition
- ❖ Support from the company providing the solution, in figleaves case Intelecom
- ❖ Knowledge base migration – use this opportunity to ensure only the most relevant and up to date information is transferred over from the old system to the new

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Intelecom 

**CENTION**  CONTACT CENTER

# How to future proof your technology investment to accommodate new and emerging channels

- ❖ Be on the look out for advancements in customer service, ensuring focus is placed on the technological environment
- ❖ What can you use to improve your service? In our case we are looking into implementing video chat to give our customer a new dimension to the customer service experience



# IMPACT: Improvement in Service Experience

- 3% increase in net Promoter Score

1 September 2015 to 30 April 2016

D	7.47	%	<b>Result</b>
N	20.31	%	
P	72.22	%	
			<b>NPS®</b> 65

1 June 2016 to 30 September 2016

D	5.30	%	<b>Result</b>
N	21.19	%	
P	73.52	%	
			<b>NPS®</b> 68



# Quick facts about Intelecom

- ❖ Multi-channel cloud contact centre solution provider
- ❖ Featured as 'Challenger' in Gartner's Magic Quadrant for Contact Centre as a Service, Western Europe
- ❖ 17+ year's experience
- ❖ 900 + customers including figleaves, Domino's Pizza, Capita, Ombudsman Services and more...
- ❖ Over 25 countries
- ❖ **Stand number: 19**
  - ❖ Offering free multi-channel contact centre review

