

The modern contact centre *Evolution or Revolution?*



How we approach Contact Centre Solutions



Spend money to save money!

*Are we
Right*

Speciali.

*R
INCR
E*

*Work
System*



The double-edged sword!



Is your business sustainable?

Where are you at?



Preservation
Reduced latency
Manage the present
Process and cost optimisation



The right tools at the right time?

Technology is only part of the solution



Preservation
Manage the present

STAGE 1

Business excellence today

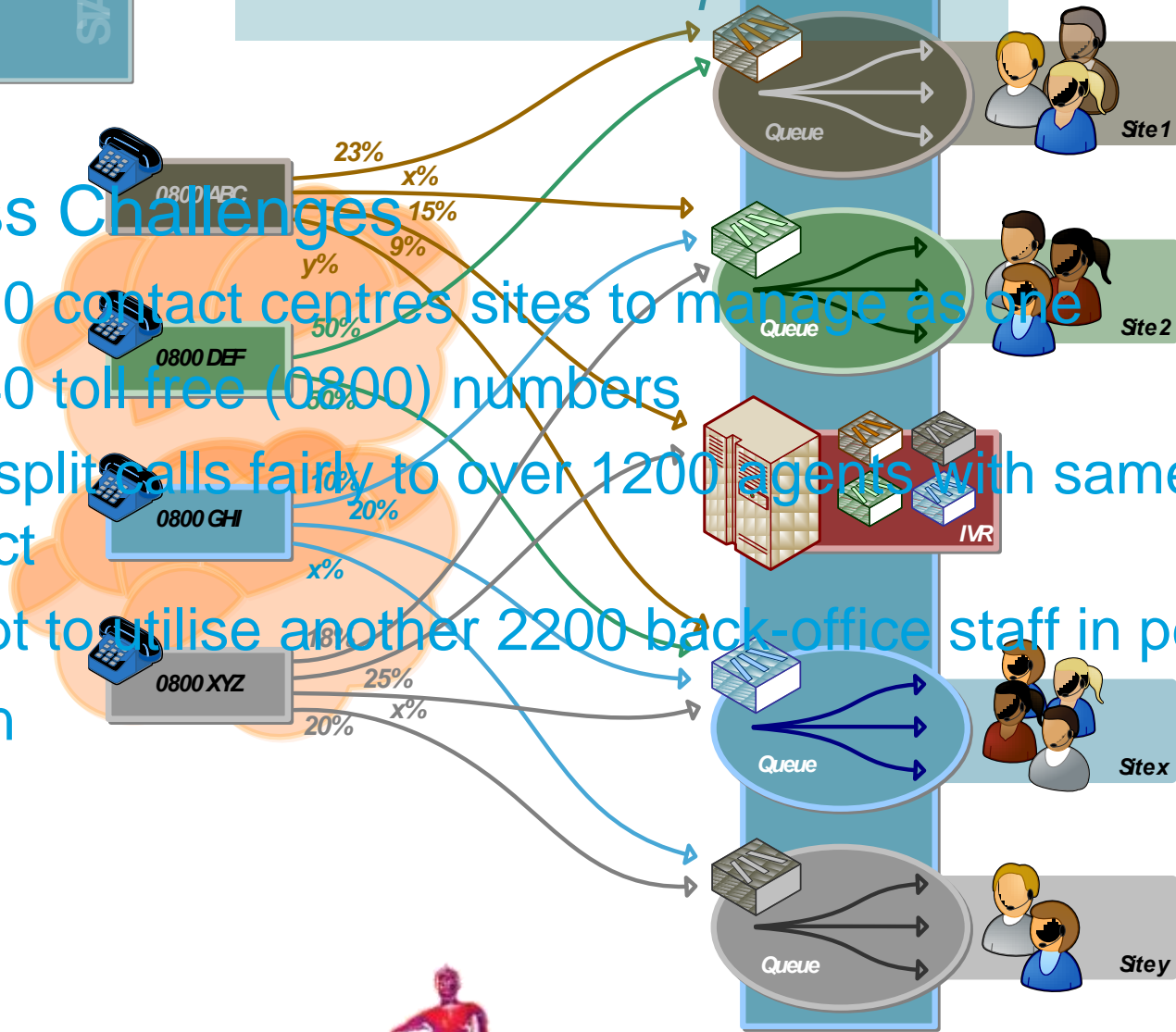


TelstraClear Now's Good

An example

Business Challenges

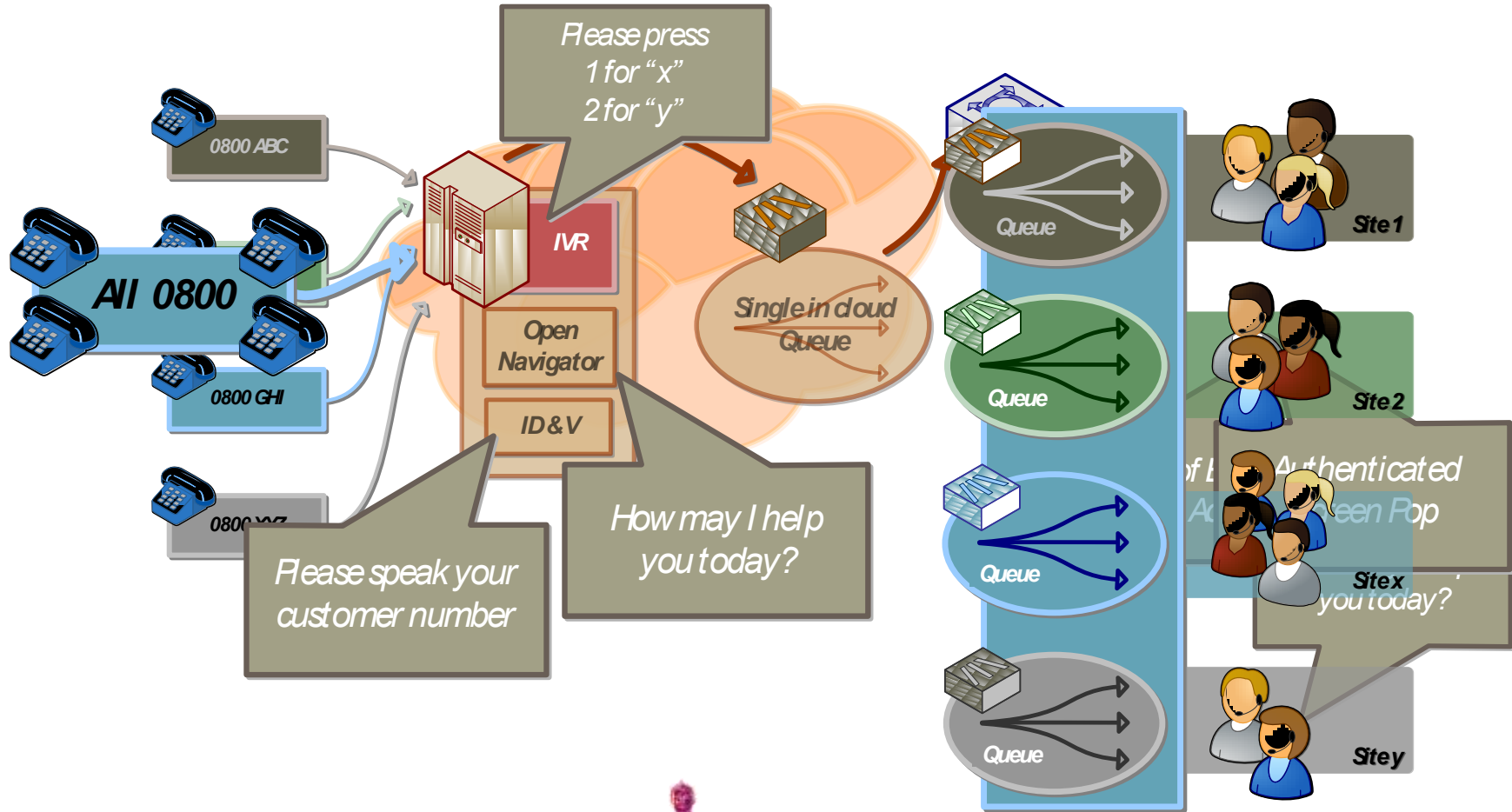
- Over 20 contact centres sites to manage as one
- Over 40 toll free (0800) numbers
- Try to split calls fairly to over 1200 agents with same HR contract
- Attempt to utilise another 2200 back-office staff in peak season



Preservation

Manage the present

STAGE 1



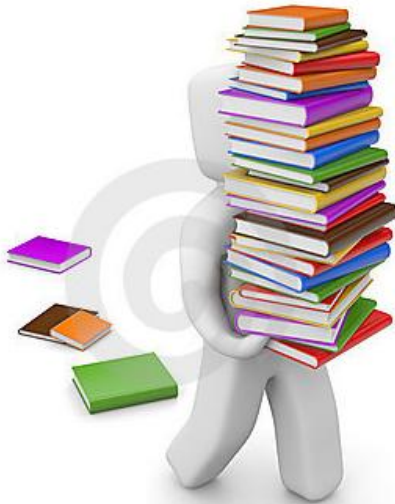
Transformation

Selectively forget the past

STAGE 2

Preparing for the future

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Business Challenges

- Long wait in queue
- Lowers customer satisfaction
- Increase in 0800 cost
- Angry customers
 - Longer talk time = more \$
- High Abandonment
 - Retry later
 - Retry other 0800, then agent transfer
 - Inconvenient time (need to drop off kids)



0800 GH

Sorry all our operators are...
@#&%/\$@!

Queue
Messages and
Music



Queue



Stex

How may I help
you today?



Transformation
Selectively forget the past

STAGE 2

What day and time band will suit?

Business Benefits

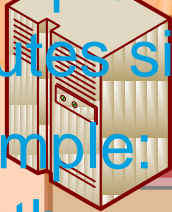
- Significant reduction in re-dial attempts
- Huge reduction in 0800 costs
- Example: Saving of 45 million (queue wait time) minutes since late 2008



0800 GH

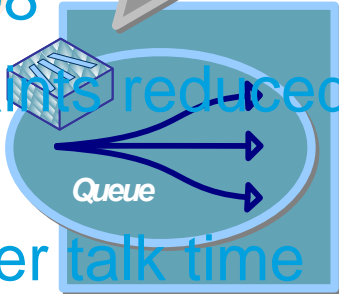
Number captured. Call scheduled. When next agent free

Schedule call back or Hold?



IVR

- Example: Wait complaints reduced from 300 to 6 per month



Stex

- FTE savings due to shorter talk time

Please leave a contact number or hold

- No angry customers
- Reduced agent churn

*You wanted us to call you?
How may I help you?*

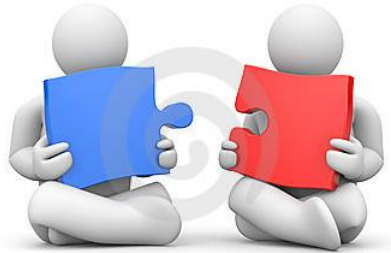


Reinvention
Create the future

STAGE3

Anticipating the future





What stage is your contact centre in?



What does your customer look like 5 years from now?



*How will you bridge the gap?
Its only getting wider*



