Tech Mahindra
BUSINESS PROCESS SERVICES

Next Generation Contact Centre Solution Framework
Whitepaper

Connected World.
Connected Experiences.

The key is to understand what does a customer expects he connect with a contact centre –

The answer is certainly not only a quick resolution

Contact centres now play a major role in the trajectory of a business, including the ability to retain top talent and align with internal and external compliance requirements while providing enhanced value to their customers.

The contact centre landscape is continually evolving. There is still a need for them, but the way they are perceived and developed is changing in real time.

With growth in the number of channels and customer touch points, including social media, it has become important to have a unified view of customer interactions to meet customer expectations. The Next Generation Contact

Centre (NGCC) brings a holistic view of the customer across channels. This ensures a consistent customer experience, improves customer loyalty and retention, generates new business and improves agent productivity.

Next Generation Contact Centre is expected to be a framework of solutions which include people and IT solutions and help agents to respond quickly and effectively to customers through multiple contact channels.

Contact Centre are bound to evolve into **"customer engagement centres"** which has a multi-channel & multi-function units for handling customer relationship management.

Components of Next Generation Contact Centre

Multi-Channel capabilities: The access and capabilities needed to resolve queries originating from different channels of connectivity and also giving options to customers to connect through different channels

Video enablement: The capability to engage in face-to-face video-linked calls.

Knowledge management life cycle: Self-service video is now providing instructions (e.g., YouTube), while social media including FAQs explain the "How" (e.g., Twitter, blogs) in disseminating information. These are two new and highly successful knowledge sources for businesses to consider when defining their knowledge management strategy.

Customer experience: As the customer experience becomes a top priority, timely and accurate feedback is an absolute requirement. Social media reviews will begin to dominate in importance, but for the foreseeable future, customer satisfaction surveys will continue to be a source of input for businesses to gauge their performance

Analytics is essential: A customer now looks for customized assistance to the requirement which means analytical tools are needed to understand usage, spending pattern, kind of services frequently used by customers and other factors of same sort. This will make sure one would know what works and what doesn't, outsourcing service providers are setting themselves up to enhance the customer experience

Issues faced by a Contact Centre Outsourcing Industry

The need to increase revenue from digital channels due to reducing revenue from traditional channels.

The need to deliver a better customer experience across new and evolving channels.

High cost of marketing, strong competition and the need to keep abreast with dynamic change in channels.

High cost of service and call centre management

Our Next Generation Contact Centre Solutions

Customer Management Services Framework – Digitizing Contact Centre Solutions

Carexa – Next Generation Customer Management Services Framework, integrates Analytics, Robotic Process Automation and Consulting as tenets providing omni-channel customer support in a contact centre environment.

CareXa Solution Video:
https://www.youtube.com/watch?v=SvnX2uTrSfU

Levers available
- Consulting roadmap for increasing digital adoption
- Reducing cycle time
- Offering the channel of choice to customers
- Operational Reports & Insights
- Improving agent skills using our proprietary training modules
- Channel Reports & Insights

Tools & Framework
- Operational Management - Multiskilling, Variance & Outlier Management
- Web Chat
- Virtual Agent
- Visual IVR
- Video Chat
- Omni Channel CRM
- Call Centre Analytics
- Text & Speech Analytics
- Lean Analytics Platform

The Solution Offerings of Carexa

Levers available
- Consulting roadmap for increasing digital adoption

Tools & Framework
- Gauging Digital Quotient and Consultancy for Digital Adoption

Levers available
- Reducing cycle time

Tools & Framework
- Robotic Process Automation
- Process Automation Scripts

Levers available
- Increase Right First Time in all channels
- Proactive service management of customers
- Improving agent skills using our proprietary training modules
- KPIs & Rewards
- Outlier & Variance Management
- Brand & cultural alignment of customer facing staff

Tools & Framework
- Operational Management - Multiskilling, Variance & Outlier Management
- People Onboarding & Training (Proprietary Framework)
- Quality Management (Aura, Nice & Verint)
- WFM (Aspect)
- Rewards & Recognition (Proprietary Framework)
- Continuous Improvement (Lean, 6 Sigma etc)

Levers available
- Offering the channel of choice to customers
- Establishing Web Channels
- Establishing Social Media
- Offering a consistent experience in all channels

Tools & Framework
- Socio
- Web Chat
- Virtual Agent
- Visual IVR
- Video Chat
- Omni Channel CRM

Levers available
- Operational Report & Insights
- Commercial Reports & Insights
- Channel Reports & Insights

Tools & Framework
- Prism Platform
- Call Centre Analytics
- Text & Speech Analytics
- Churn Analytics
- Omni-Channel Dashboard

Circle diagram segments: Consulting, Robotics & Automation, Multi-channel, Analytics, Operational Excellence — **Improve customer engagement**

Make small incremental improvements to the customer journey using cloud based solutions.

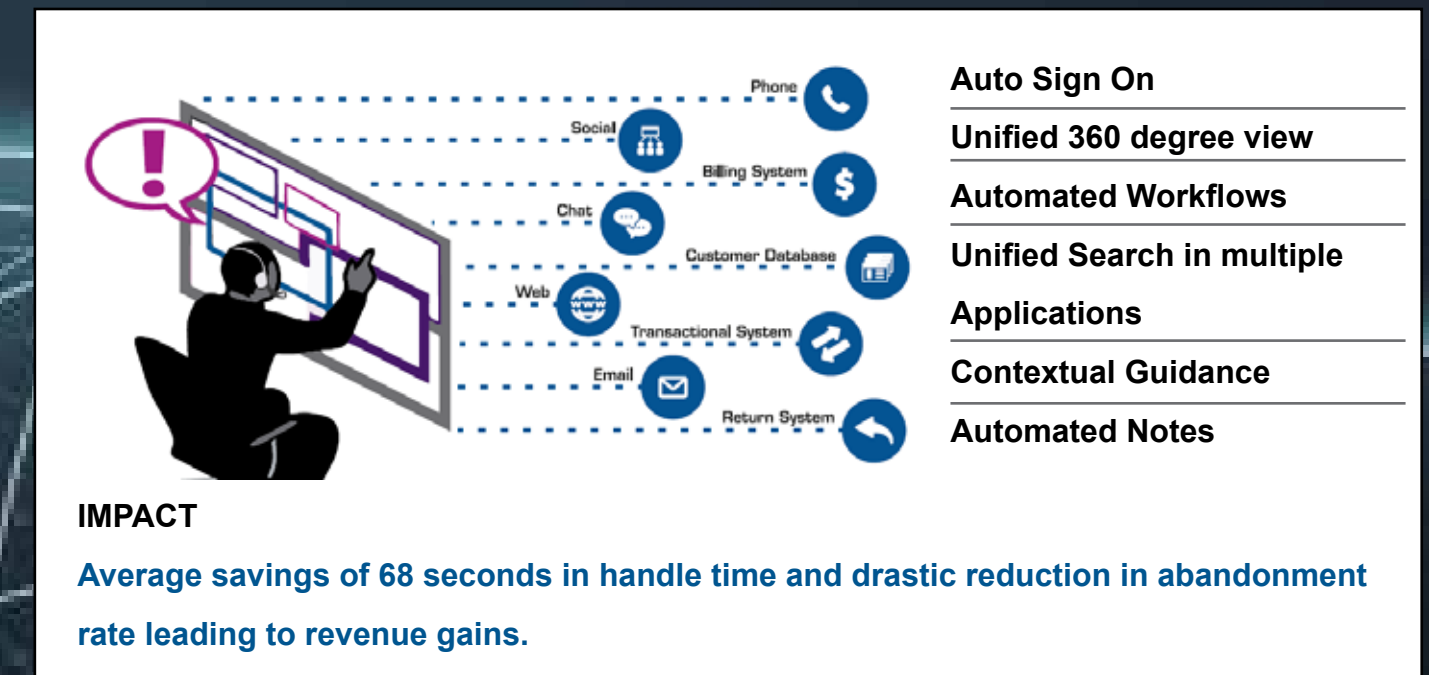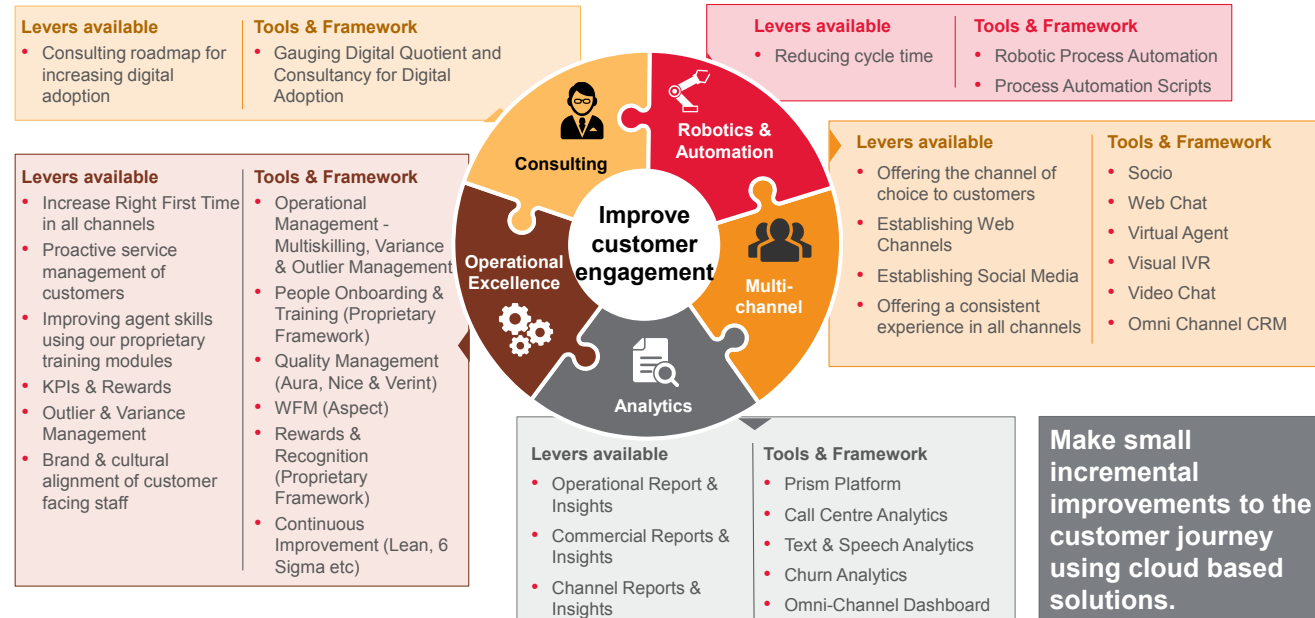## Robotic Process Automation (Contact Centre)

RPA is all about deploying software robots, which mimic human action, in processes with precision & reliability that exceeds human capability. These robots are deployed on typical "robotic" jobs that are manual, repetitive, data & time-intensive, but based on business rules. UNO is a robotic process automation solution which helps manage operations effectively and efficiently in back and front office operations, thereby improving average handling time and customer experience.

UNO is part of Tech Mahindra's CareXa framework, a customer experience framework.

UNO improves efficiency by targeting faster and more accurate issue resolution resulting in improved customer experience and lower costs. Deployment of UNO in Contact Centre Build and Implement Unified Desktop and automations in the Contact Centre Operations for large UK & Asia Pacific Telecom entity.

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Phone, Social, Chat, Web, Email — Billing System, Customer Database, Transactional System, Return System

- **Auto Sign On**
- **Unified 360 degree view**
- **Automated Workflows**
- **Unified Search in multiple Applications**
- **Contextual Guidance**
- **Automated Notes**

IMPACT

Average savings of 68 seconds in handle time and drastic reduction in abandonment rate leading to revenue gains.

Social Media Command Centre

The introduction and acceptance of social media has been the single most important catalyst in prompting the focus on customer service. Tracking customer sentiments and customer feedback is an essential element of any contact centre operations to understand what is being liked by the customer and what not.

Socio is a comprehensive 360° solution for social media management. Socio helps enterprises with actionable insights and proactive solutions that help build the brand. We deploy our experienced social media customer service officers on our best-of-breed platform to provide an end-to-end solution. Socio Helps in achieving following goals when deployed in a call centre environment.

- Enhancing customer experience through social media
- Cost reduction by deflecting calls and addressing a percentage of queries, feedback, complaints for Customer Service
- Delivery of campaigns and high value leads to marketing and sales
- Monetize Social Media insights w.r.t. the company's value chain

Existing Customers

Existing Customers

Existing Customers

Others

- Support
- Multi-lingual
- SLA based

Social Media Command Centre (SMCC)
Strategy: Identify business objectives, define policies, and optimize processes
Services:
- Social customer care, response management, and moderate social channels
- Draw insights from soci al data, customize dashboards, identify potential monetizing opportunities, and identify influencers for each online channel

Platform: End-to-end social media management

SOCIO   Cloud Based Social Media Platform

Listen
Engage
Analyze
Serve/Resolve
Monetize

Social Media Strategy I Trained Agents I Trained Analysts I SMCC Operations I Roadmap

Analytics | Engagement | Campaign | Lead Generation | Crisis Management

Examples of Delivering Excellence for Contact Centre Operations

Customer	Scope of Work	Improvement Area	TechM Solutions	Quantifiable Result
Tier 1 Wireless Provider in UK	Customer service operations	Absence of digital support channel Low First call resolution and customer satisfaction level Large number of customer complaints	IVR to Chat deflection Increasing the chat operating Window Making chat available as an alternative option during high wait times on the IVR	Deflected more than 20% of the transactions from traditional voice support channel to digital support channels Improved First call resolution by 10% Enhanced end user experience i.e. improved NPS by 32+ points Reduced customer complaints by 75%
Large Telco in Philippines	Customer service operations	Improve customer experience & reduce average call handling time. Meet growing volumes & reduce agent training & onboarding time No integrations with IT stack.	Leveraging our CAREXA solution framework Process Mapping & Value Stream Analysis of Top 10 Call Types.	Achieved AHT reduction of 20% Improved customer experience (csat Scores), by reducing HOLD time Zero integration with existing IT stack — So no extra cost.
Largest Financial Services Group	Customer Service Operations	Automate Digital Account Origination process Improve custom-er experience at reduced costs, security, scale & speed	Redesign of Key Customer Journeys using Speech Analytics Competency Mapping Focus on Vital few talents Balanced Scorecard Equal weightage on NPS and Net Sales Consultative Selling Training Framework	Increase in response time by 4 times Improvement in productivity by 300% Reduction in FTE by 80%
Largest Tier 1 Telco from US	Customer Service Operations	Low First call resolution and customer satisfaction level Low CSAT scores due to reeduced % of FCR	Process reengineering Employee connect High flexibility Strong operational rigor Collaborative effort	FCR improvement NPS implrovement Reduced bad volumes Strategic alignment and business understanding

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▭ www.youtube.com/user/techmahindra09

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