



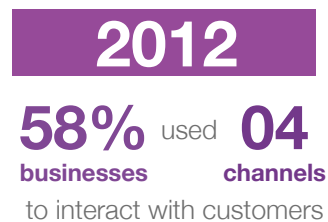
WHY CONTACT CENTERS ARE TURNING TO AUTOMATION

ABERDEEN
GROUP



TO ADAPT, COMPANIES MUST INNOVATE

Improving customer experience is the top objective for almost all contact centers (96%). However, accomplishing this is no easy feat. The relationship today between buyers and sellers has become exceedingly complex. For example, Aberdeen's recent Customer Experience Management research shows that more than half of all businesses (55%) use at least ten channels to interact with customers. In 2012, nearly the same percentage (58%) only used four channels. In other words, the number of channels companies are using today has more than doubled in just five years.



For customers, contact center agents represent the company. These agents thus play a critical role when it comes to customer experience. For this reason, just as contact centers must find ways to better manage interactions across multiple channels, they must also find ways to attract and retain the talent that will help them accomplish their goals.

Employees today seek empowerment and engagement— for example, having real-time schedule flexibility via a mobile app – and guidance including in-the-moment training and real-time coaching to enable their career development. Contact center managers must engage employees and serve customers but also find new ways to reduce contact center costs. Addressing these challenges specifically calls for the type of innovation that automation offers.

What is Automation for?

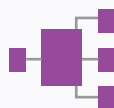
Key areas where automation can produce meaningful results:



Agent
Empowerment
(Including Mobile
Apps)



Agent
Development &
Engagement



Multi-Channel
Management



Schedule
Adherence



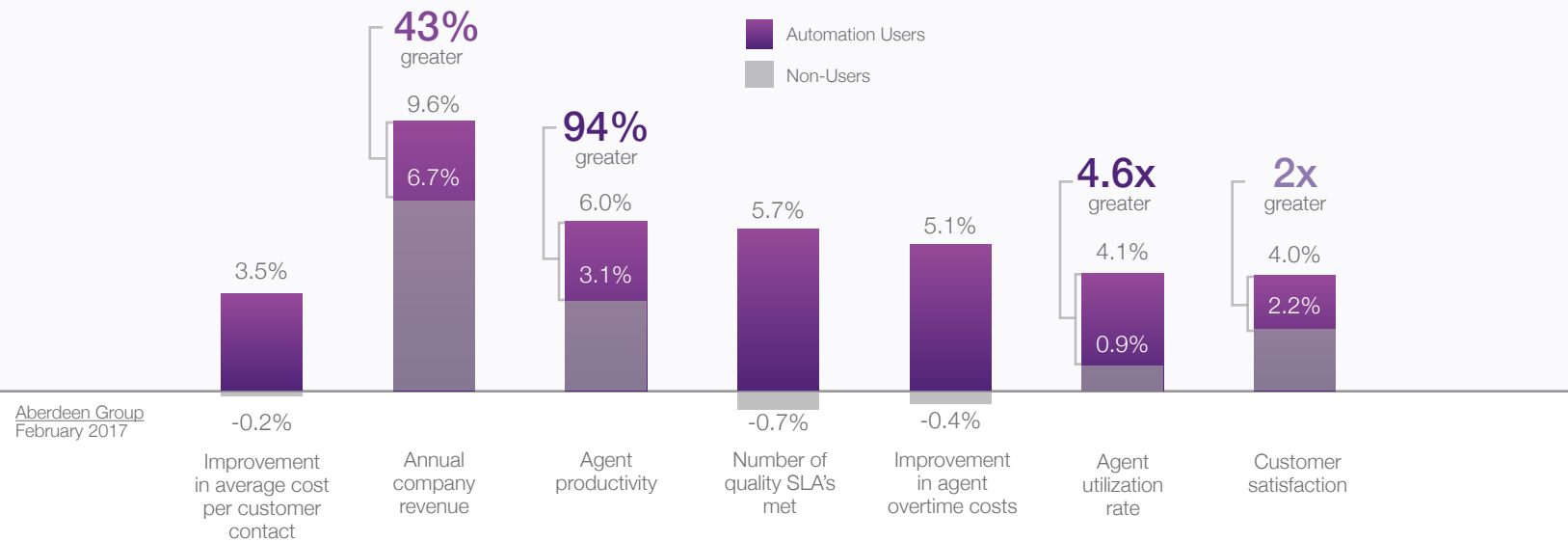
Intraday Staffing
Changes

THE PROMISED LAND

Automation helps companies deal with changing contact center dynamics, uncover new opportunities for innovation, and reduce costs. Companies that have chosen to automate contact center activities enjoy a range of performance benefits.

The benefits achieved fall into three categories.

The Business Value of Automation in the Contact Center



Customer Experience

Companies automating contact center activities see customer satisfaction rates rise **twice as fast** year-over-year as those with no automation.



Agent Productivity and Performance

Automation helps contact centers achieve a **94% greater** increase in agent productivity and **4.6-times greater** improvement in agent utilization rates. This highlights the vital role automation can play in helping contact centers get the most out of limited human resources. What's more, contact centers using automation also enjoy a **13% higher** retention rate of their top performing agents.



Financial Results

Engaged and productive employees mean lower costs; happier customers mean increased revenue. Companies using automation decrease service costs by **3.5%** year over year. Those without automation, on the other hand, actually observe a **0.2% increase** in this area. More significantly, those that automate enjoy a **43% greater** annual increase in revenue than those that do not.

THE FORMULA FOR SUCCESS

In order to achieve the best results, it's important that companies recognize the opportunity that automation presents and as importantly what's being sacrificed by relying on manual processes. By taking a programmatic approach, significant value can be realized.

To this point, we recommend the following steps.



DEFINE THE VISION AND OBJECTIVES

Explicitly define the vision and improvement targets for your center. Examples of reasonable objectives include increasing retention, reducing costs, improving employee and customer satisfaction and consistently achieving multi-channel service level attainment.



LEVERAGE NEW AUTOMATION CAPABILITIES

Automating activities in such a way that supports specific goals can unlock tremendous value toward building a modern contact center.



For example, automation can provide real-time management of employees across centers, channels and queues based on customer demand and availability.



Furthermore, in the omni-channel era, contact centers face challenges associated with managing multi-skilled agents – i.e., those that can handle interactions across multiple channels. Optimizing the use of these agents, or helping them fine-tune their skills and develop new ones, can be difficult using traditional manual activities. Automation, on the other hand, helps companies manage such complexity while enhancing agent engagement levels.



Finally, automation allows for tracking agent performance in real-time so that companies can provide agents with the support they need in order to stay engaged and perform as expected. Activities that can be automated to this end include providing agents with performance-based training and coaching.

In the end, using a rules-driven platform that can take advantage of real-time data and emerging conditions provides a solid foundation for the modern contact center.