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Three Paths to an Excellent Customer Journey

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Today's Speaker

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Three Paths

- The cross channel journey
- A better phone experience
- A consistent, agile approach

A Consistent and Agile Experience

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Poll

It's About Your Customers

89% of customers said they would leave for a competitor after on bad customer experience
Harris Interactive

86% of customers will pay more for a good customer experience
Harris Interactive

81% of organizations see personalized customer experience is in the top 3 priorities for their organization. Accenture
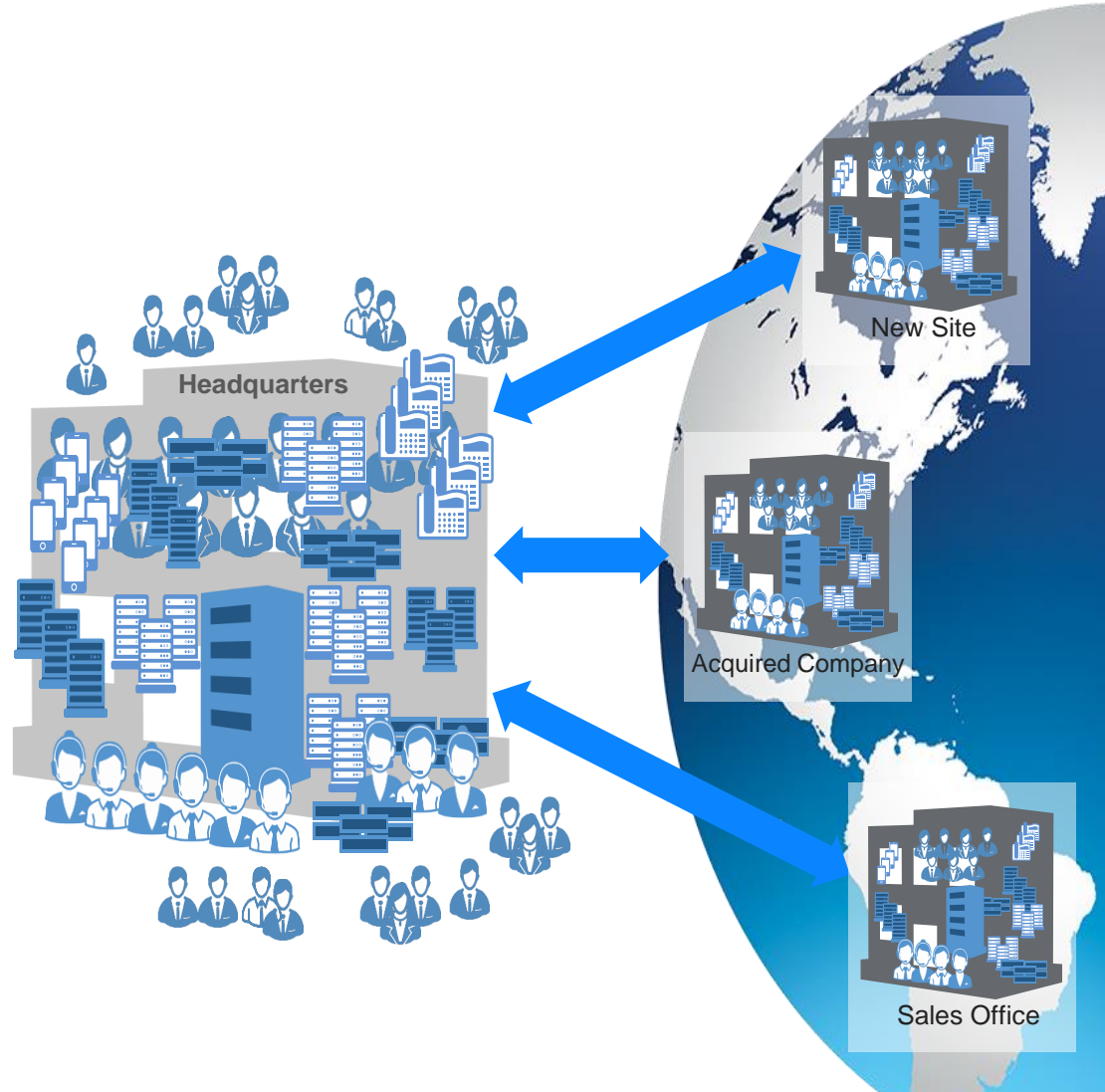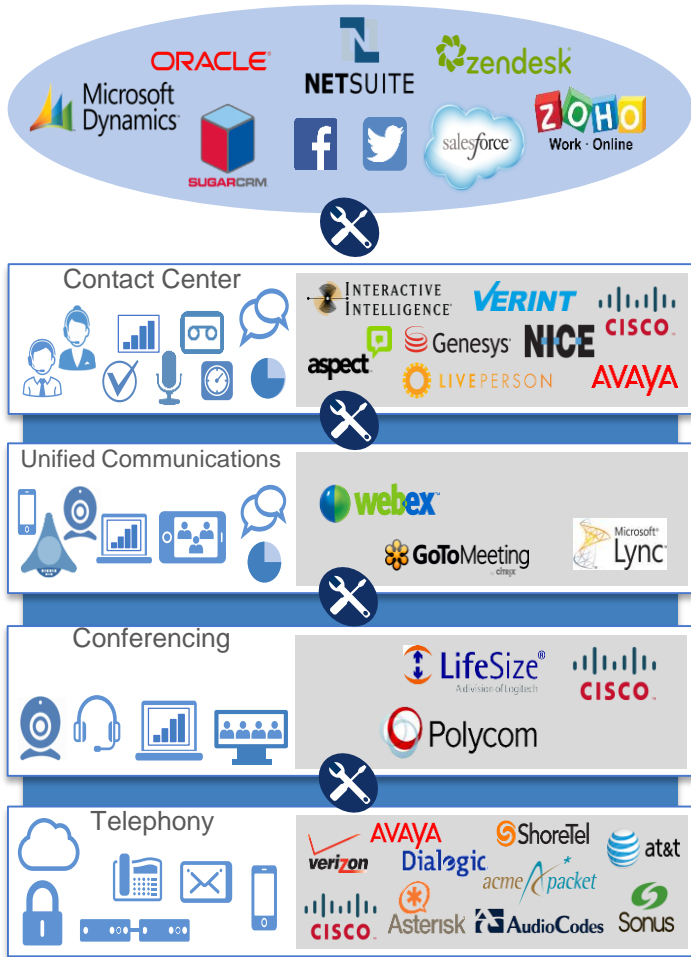
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Why is this hard?

Heavily customized CRM integrations that "can't be touched"

Arcane scripts for IVR function for simple changes

Inability to support remote agents

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The Challenges of Legacy Enterprise Communications

Communications Siloes - High Cost of Operation - Complex Upgrades

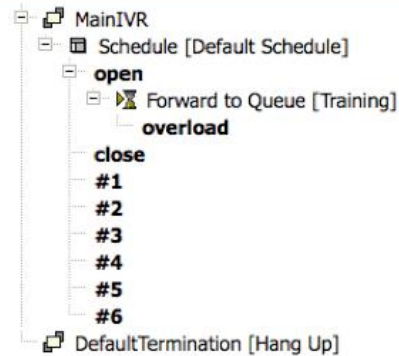8x8, Inc.

A Single, Global Contact Center

2 - Saskatchewan
Canada

Ashburn, VA
United States

2 - London,
UK (Europe)

Hong Kong
(Asia)

US AGENTS

2 - Santa Clara, CA
United States

UK AGENTS

Sydney,
Australia

AUS AGENTS

**Best possible voice experience
One team of agents
One management environment**

ALL Agents

- Alice Chang
- Jack Straw
- Sandy Hill
- Greg Bush
- Mary Dee
- Dorothy Parker

- Jerome Weir
- August West
- John Galt
- Ann Wilson
- Neal Cassidy
- Anna Garner

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Provide a Consistent Experience

Voice – IVR Scripting

- MainIVR
  - Schedule [Default Schedule]
    - open
      - Forward to Queue [Training]
        - overload
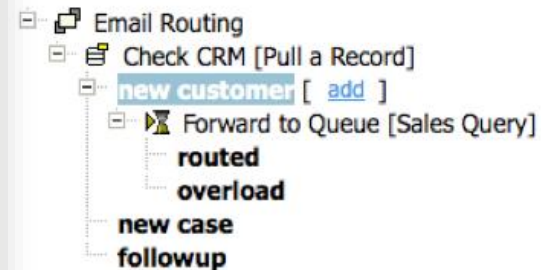   - close
    - #1
    - #2
    - #3
    - #4
    - #5
    - #6
  - DefaultTermination [Hang Up]

Voice – Direct Agent Connect

- MainIVR
  - Set Agent [Based on # dialed]
    - agent found
      - Transfer to Agent [If the agent is there]
        - busy
        - on break
        - working offline
        - logged off
        - rejected by agent
        - invalid agent id
        - ring no answer
    - agent not found
      - Transfer to Agent Voice Mail [Just fallback to VoiceMail]
        - Opt Out
        - agent not configured for VM
        - invalid agent id
  - DefaultTermination [Hang Up]

Chat

- Chat [add]
  - Schedule [24x7]
    - open
      - Forward to Queue [chat queue]
      - CVB Online [Trash Amps Chat]
        - Pre-chat form [Trash Amps Form]
        - Online button [Trashamps Logo]
        - Chat window [Standard Window]
    - close
  - DefaultTermination

eMail

- Email Routing
  - Check CRM [Pull a Record]
    - new customer [add]
      - Forward to Queue [Sales Query]
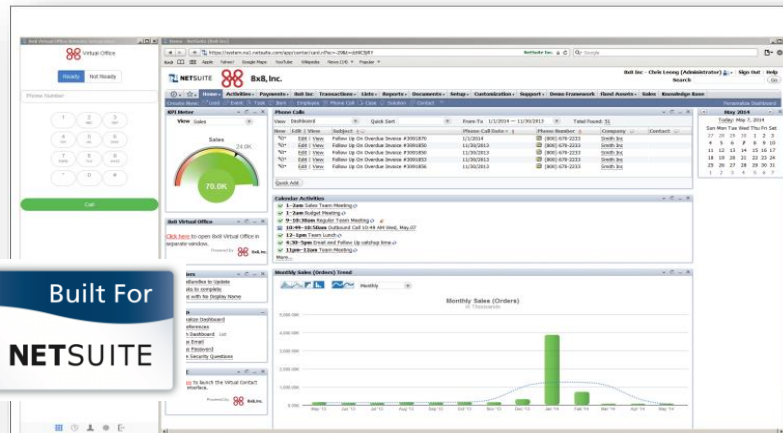   - routed
        - overload
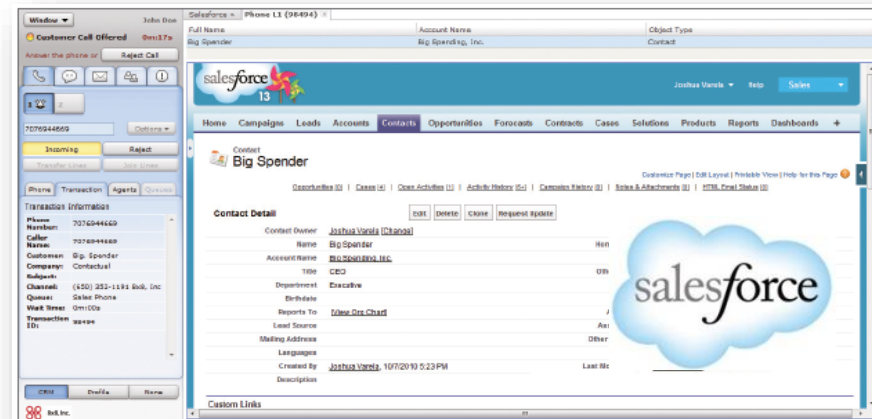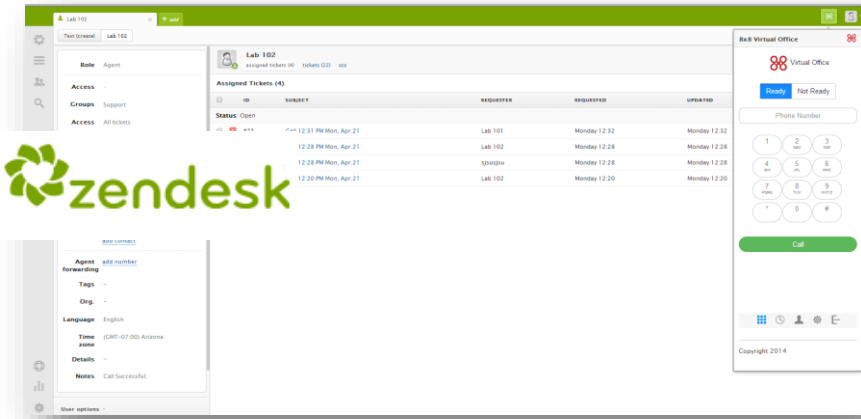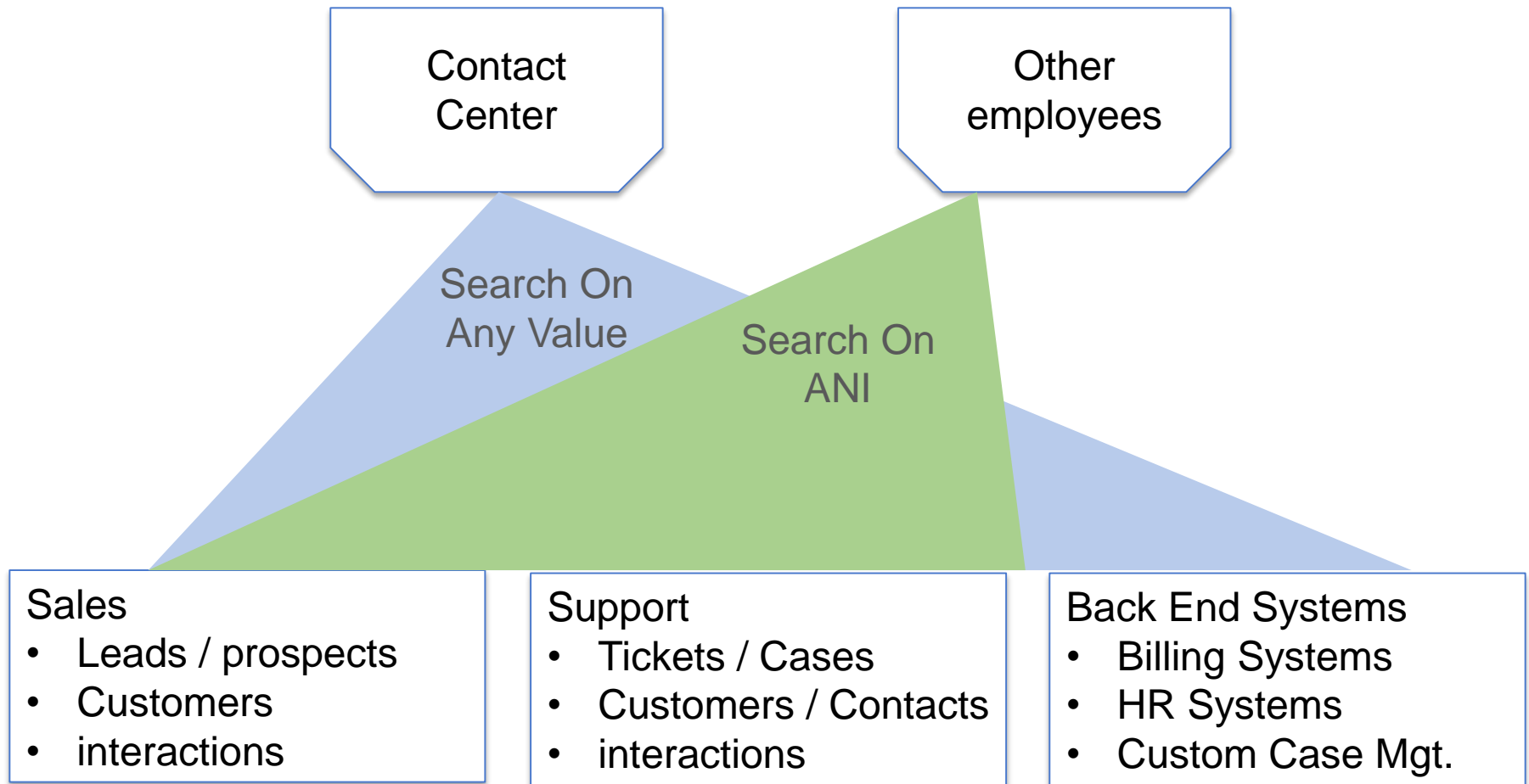   - new case
    - followup

One tool to control the customer experience on any channel

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CRM Integrations:

Context for an intelligent, personal experience across multiple channels

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CRM Integration

Contact Center

Other employees

Search On Any Value

Search On ANI

Sales
- Leads / prospects
- Customers
- interactions

Support
- Tickets / Cases
- Customers / Contacts
- interactions

Back End Systems
- Billing Systems
- HR Systems
- Custom Case Mgt.

Virtual Contact Center CRM Integrations

Selecting the CRM system to integrate with

Virtual Contact Center CRM Integrations

- **What to log to CRM**

- **When agent will get "screen pop"**

Reports and Dashboards

- No change to previous reports
- New reports added for Virtual Contact Center Pro
- Dashboards now available in Virtual Contact Center Premier

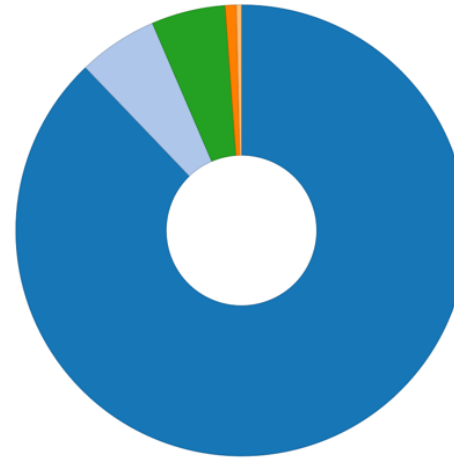88 8x8, Inc.
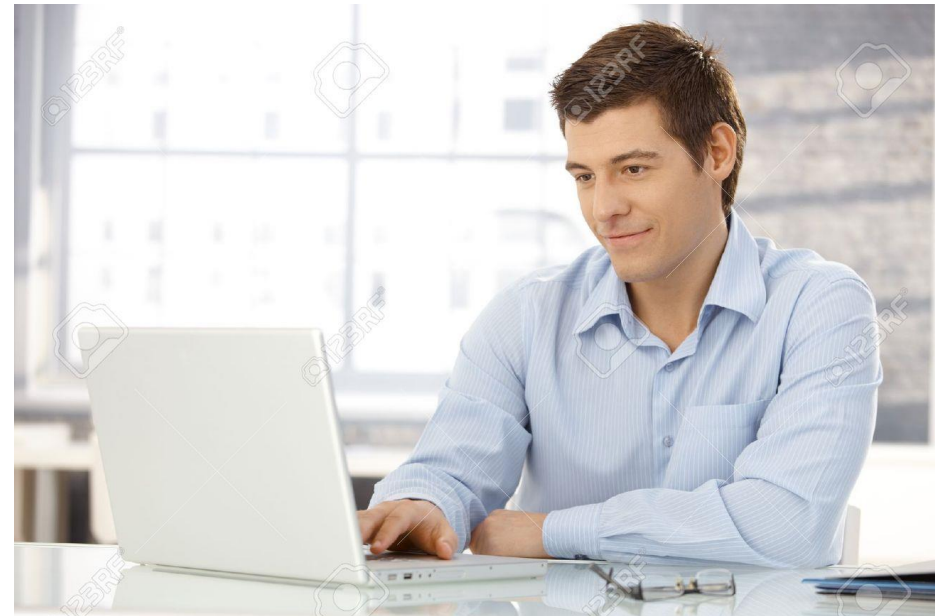
Reports

Categories

Queued Transactions ▼

Measures

» Measures
Total Processing Time
Total Post Processing Time
Total Accepted
Total Abandoned
Total Entered
Total SLA Met
Average Processing Time
Average Post Processing Time
Max Time to Abandon
Max Time To Accept
Total Time To Abandon
Total Time Waiting
Total Rejected
Queue SLA %
Abandoned %
Average Time To Abandon
Average Time To Answer
Average Work Time

Dimensions
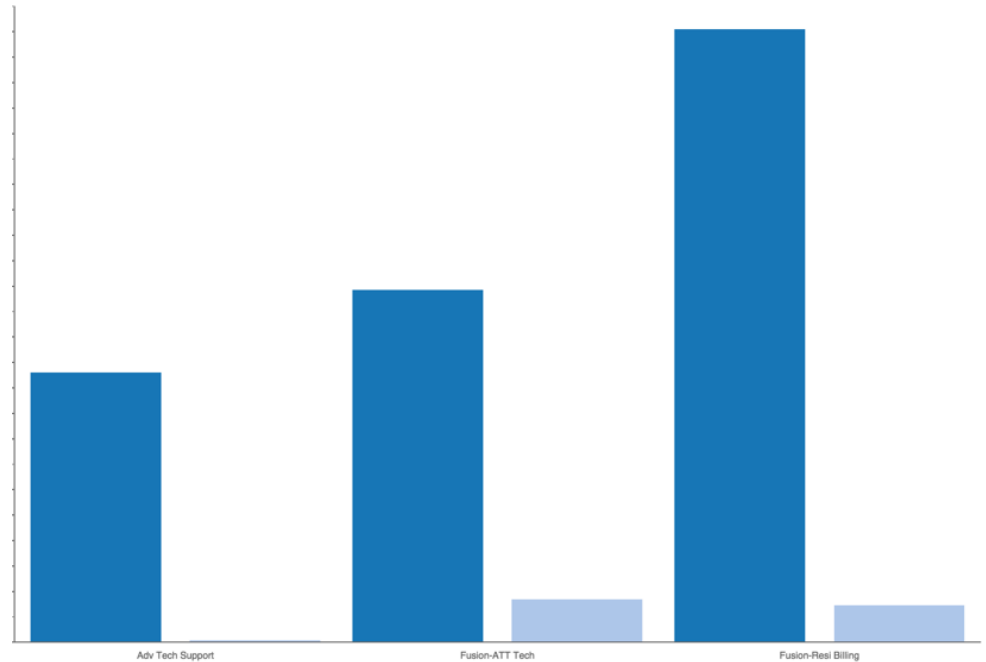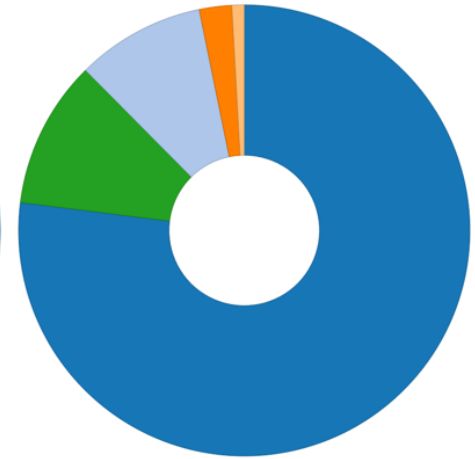
⊟ Queue
   (All)
   Queue
   Queue ID
⊕ Channel
⊕ Media
⊟ Time
   Time
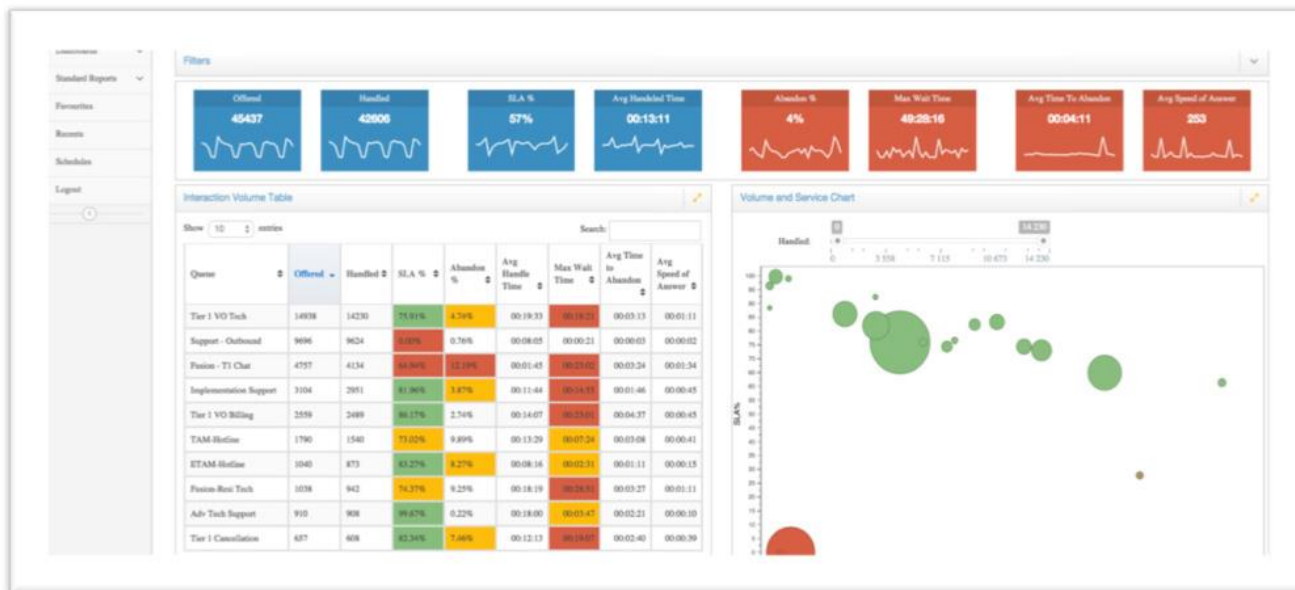   (All)

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Q2 ~ Total Processing Time   Q2 ~ Total Post Processing Time

Adv Tech Support   Fusion-ATT Tech   Fusion-Resi Billing

Dashboards

Poll

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Demo

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Recommendations:

- Simplify to gain control over the customer experience

- Leverage CRM for efficiency and personalization

- Manage to the metrics that best fit your business

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Questions?

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