



Three Paths to an Excellent Customer Journey

A Four Part Webinar Series

Part 2: Optimize the Voice Path

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Today's Speakers



David Leach
Technology Evangelist
8x8, Inc.



Max Ball
Sr. Manager, Contact
Center
Product Marketing, 8x8, Inc.

The Three Paths

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



The Need for a Personalized Customer Experience

74% of consumers use at least three media when interacting with an enterprise for customer service related issues
Ovum

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



A Better Phone Experience



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Would You Believe?

Find the Best Phone Number for any Company

Home » Find the Best Phone Number for any Company

- The Fastest Way to Call any Company**
As voted by customers like you for quality, communication, and wait time
- Shortcuts through the Phone Maze**
Don't wait on hold any longer than you have to
- Average Wait Times**
Plus quality ratings, communication ratings, hours of service and more

Search for a Company. See for Yourself.

Type a company, product, or organization name

Browse All Companies A-Z

And much more than just phone numbers

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-
-
-

Popular phone numbers

- AT&T Phone Number
- Facebook Phone Number
- Boost Mobile Phone Number
- Comcast - Xfinity Phone Number
- United Airlines Phone Number
- Verizon Wireless Phone Number
- Sprint Phone Number
- Metro PCS Phone Number
- T-Mobile Phone Number
- Rank of America Phone Number


Recently viewed phone numbers

- Bell Canada Phone Number
- Future Shop Phone Number
- US Citizenship & Immigration Service (USCIS) Phone Number
- Anthem Blue Cross - California Phone Number
- MetLife - Dental Phone Number
- Dell - Tech Support Phone Number
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- Kayak.com Phone Number
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- Sprint - Navtel Phone Number

Improve support for you and others - [How](#)

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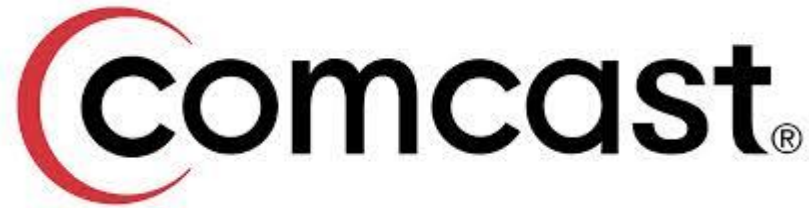
CISCO WebEx

We live in a world where Gethuman.com makes sense.



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When Service Goes Horribly Wrong



Why is this OK?

- Every call is a blind call
- Fight through the IVR to get to the person you need
- Wait on hold – listen to bad hold music



Cost vs. Customer Experience

Contact Centers are asked to do the impossible

Make customers happy

Spend little or no money



How many companies respond to this pressure

- Too much emphasis on self service
- Over-focus on the wrong metrics
- Siloed interaction by channel

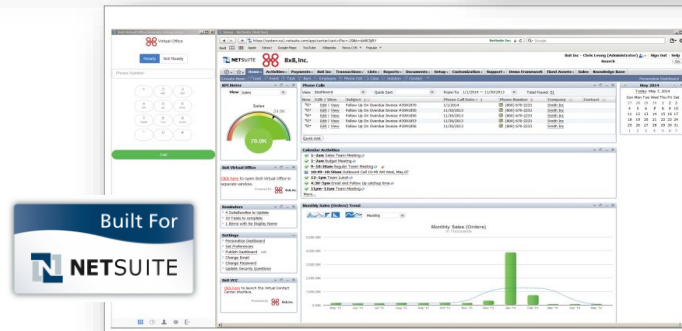
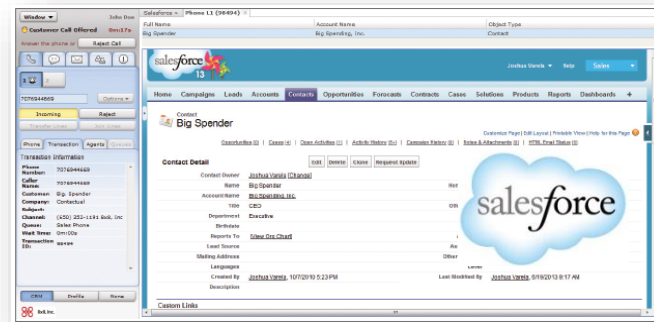
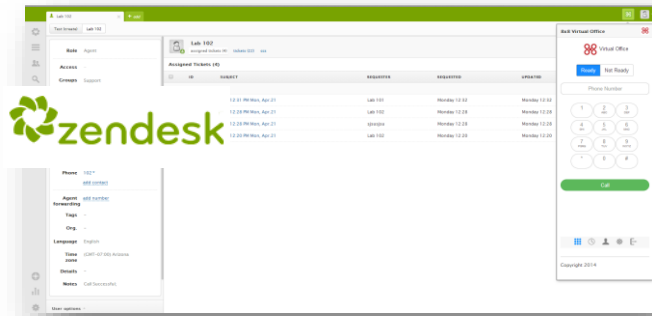


An Alternative

- Focus on efficiency – good for customers and reduces cost
- Work on seamless movement between channels
- Consistency, even if it's not the fastest – make it the best



CRM Integrations:



Context for an intelligent, personal experience across multiple channels

Pre-built apps for voice



Pre-built Apps

The fastest way to differentiated customer service

- Personal Agent Connect
- Virtual Queuing
- Proactive Web-chat
- Web Callback



- Sophisticated outcomes, easy to design
- Serves customer journeys across all media
- Fast track to a personal customer experience



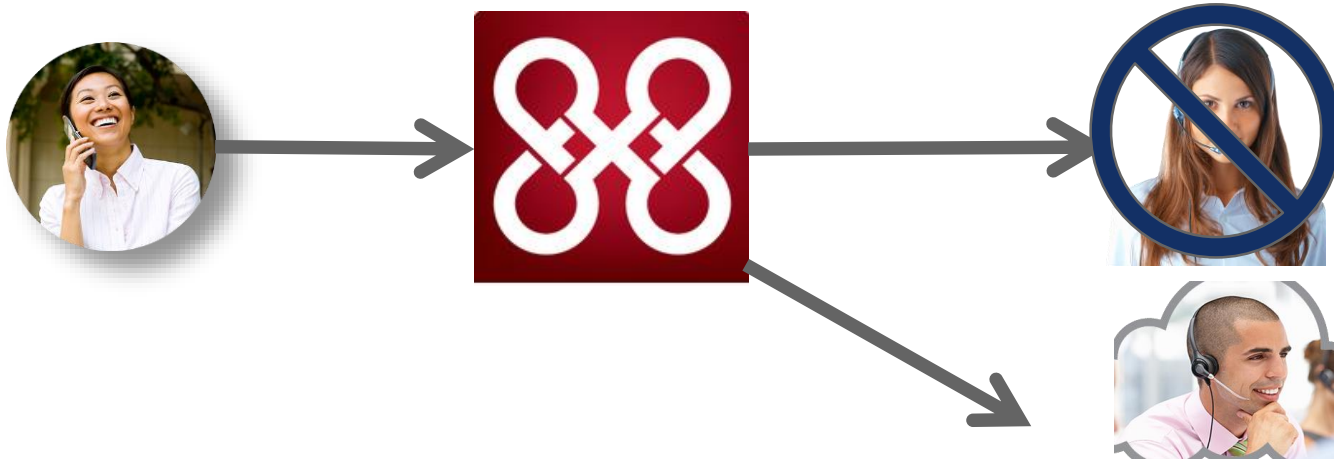
What If ? – Virtual Queuing



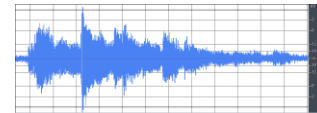
- Offer a callback during busy times
- Better customer experience
- Saves money for the contact center

Personal Connect:

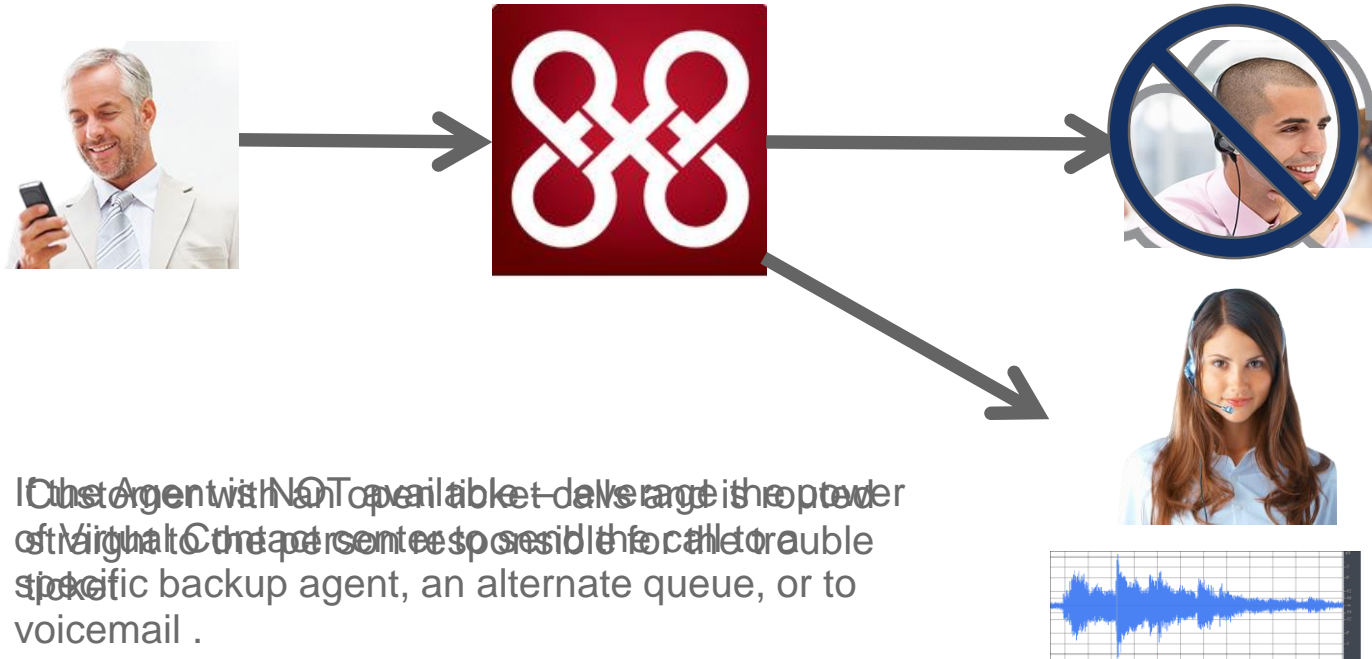
Build the high value sales relationship



Customer agents can't directly reach the power agent. It's a call center, not a direct sales agent. Call center agents can't be assigned to a specific backup agent, an alternate queue, or to voicemail .



Personal Connect: *Reconnect to get the problem solved*

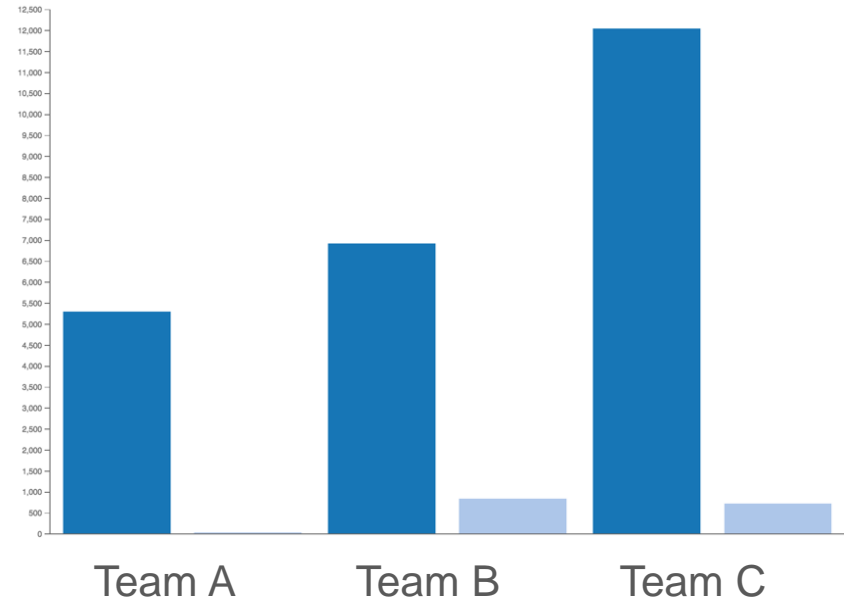


Customer with NOT available – leverage the power of Virtual Contact center responsible for call to route specific backup agent, an alternate queue, or to voicemail .

You Get What you Measure

- Answering 80% of calls within 20 seconds may not work
- Any one measurement can be challenging
- Look at things from multiple angles
 - Quality of agent calls
 - Time to abandoned
 - Call volume when high abandoned rate

■ Answered
■ Abandoned



Recommendations:

- Walk a mile in your customer's shoes
- Break the “automate at all costs” mindset
- Use reporting and analytics to gain insight









Questions?



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