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# Three Paths to an Excellent Customer Journey
## A Four Part Webinar Series

## Part 2: Optimize the Voice Path

**July 2015**

# 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

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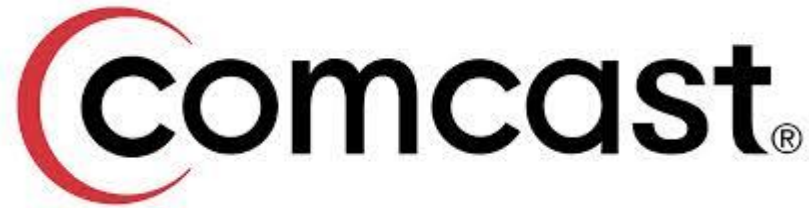# A Better Phone Experience



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# Would You Believe?



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

# 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
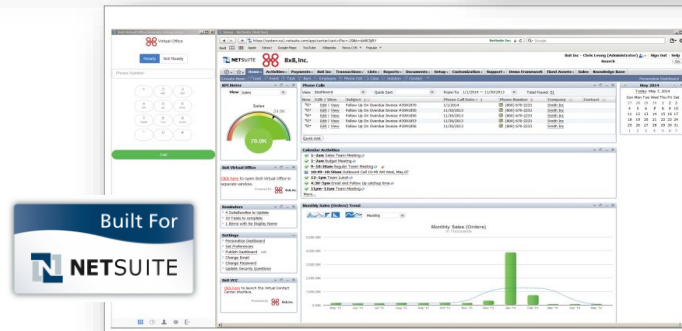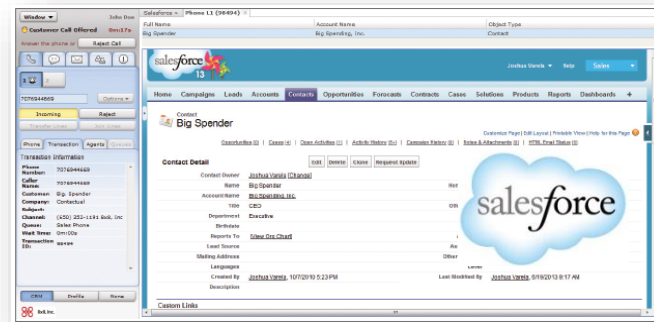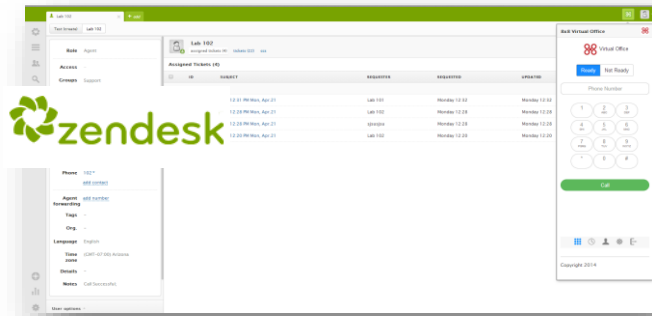- Siloed interaction by channel

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# 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:

# Pre-built apps for voice

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# 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
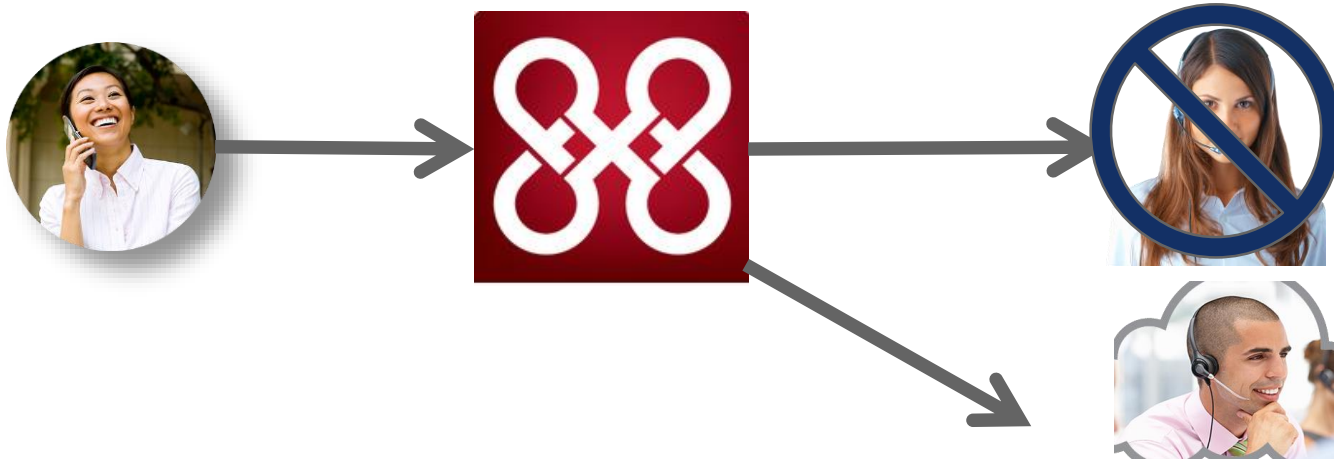
- Fast track to a personal customer experience
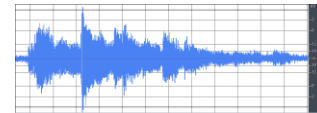
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# What If ? – Virtual Queuing



- Offer a callback during busy times

- Better customer experience
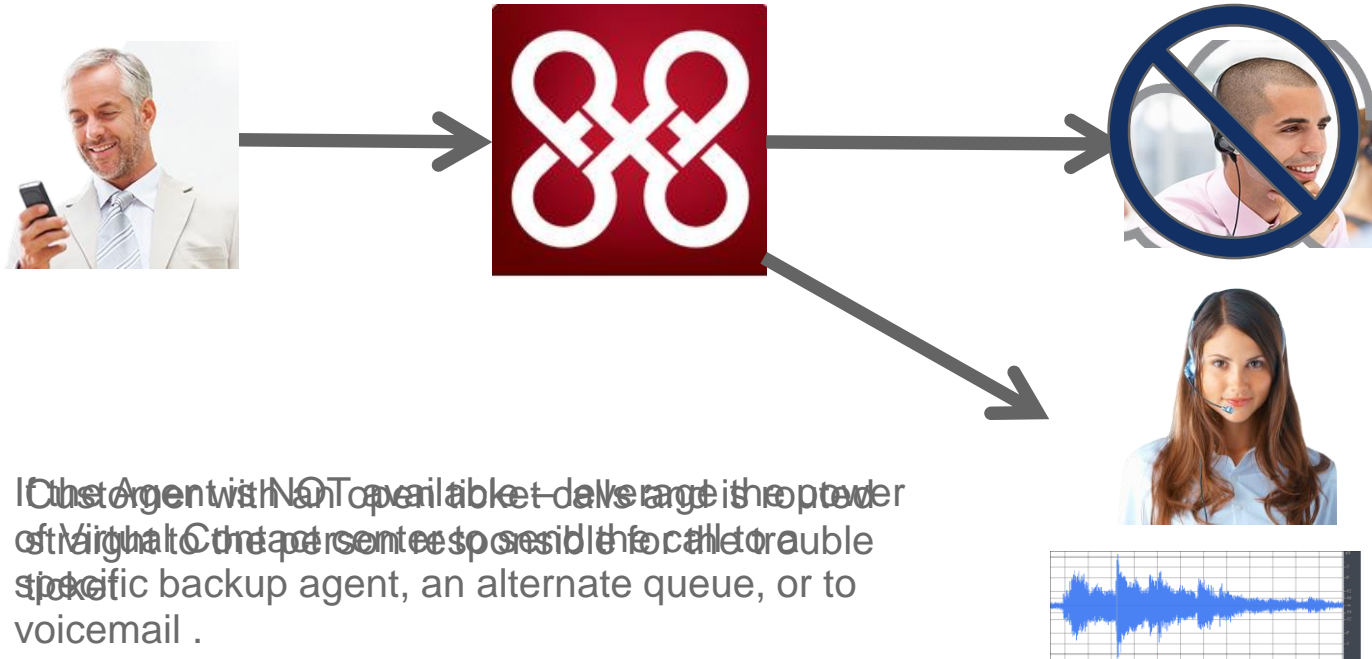
- Saves money for the contact center

# Personal Connect:
*Build the high value sales relationship*



Customer calls the agent's "direct number" – the power of virtual Contact center to send the call to a specific backup agent, an alternate queue, or to voicemail .

If the Agent is NOT available or choose not to answer then connect the email .

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# Personal Connect: *Reconnect to get the problem solved*



If the Agent with NOT available - calls are then routed straight to the person responsible for the trouble ticket.

Customer with an open ticket - leverages the power of Virtual Contact center to send the call to a specific backup agent, an alternate queue, or to voicemail .

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# 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

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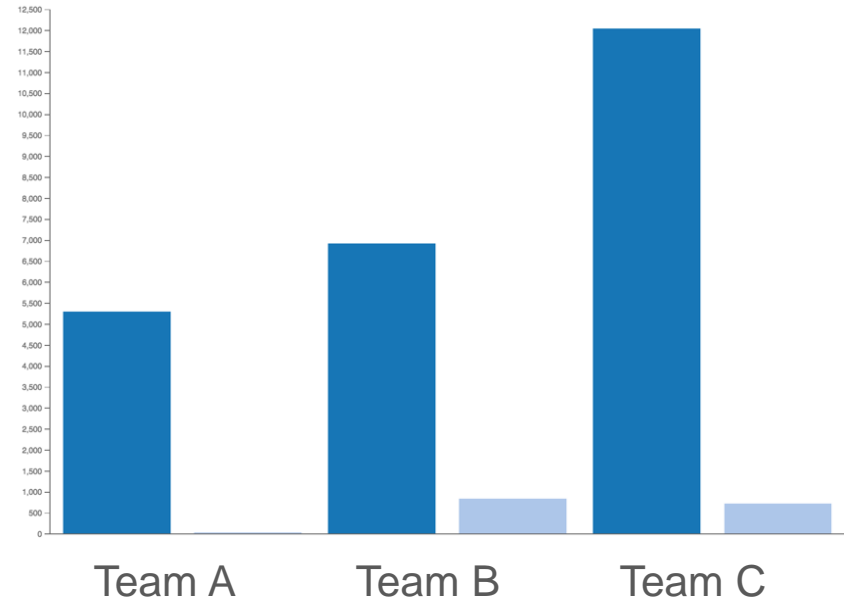
# Recommendations:

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

# Questions?

# Connect with 8x8

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