



Innovations that make the Contact Centre better

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Thought for the day....

What do we mean by business innovation?

- Harvard Business Review defines innovation as a product, service, business model, or strategy that's **both novel and useful**.
- They state that innovations don't have to be major breakthroughs or new business models; they can be as simple as **upgrades to a company's customer service processes and technologies** to improve its product line for an existing customer base.
- This is not the same as **disruptive innovation** which occurs when companies challenge the status quo of incumbent market leaders, finding new ways to differentiate and create untapped market needs.

Thought for the day....

What are the current areas of innovation in contact centres?

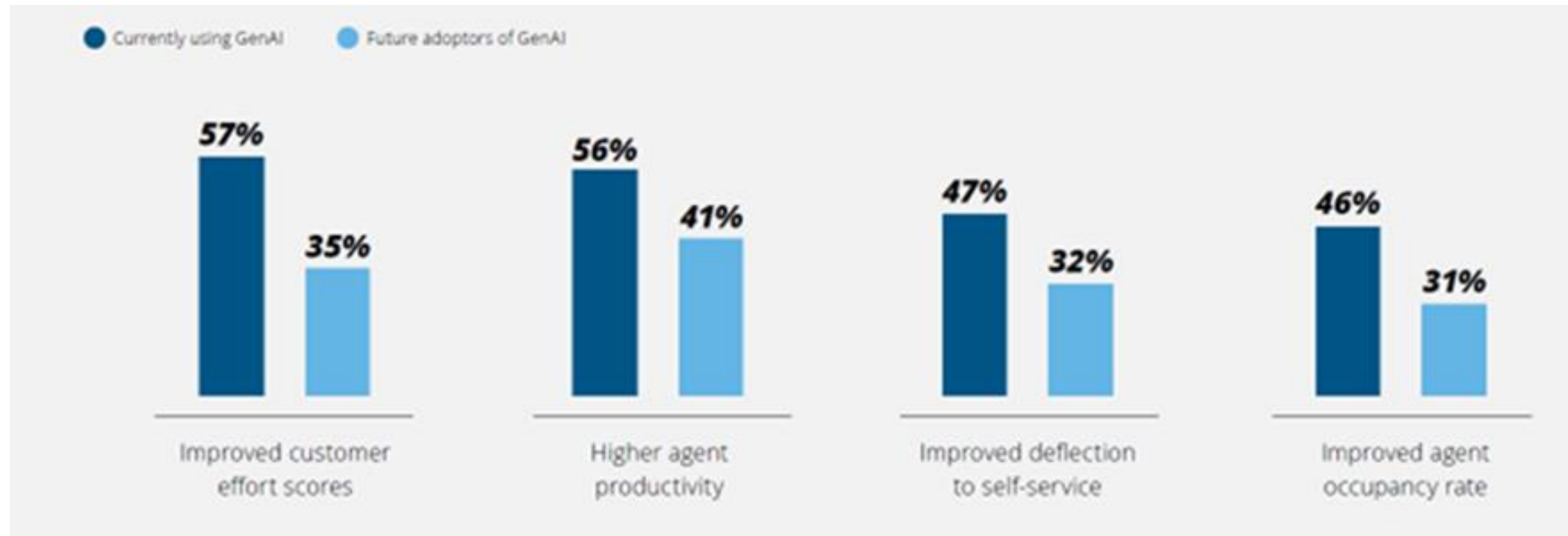
- Customer automation and self-serve
- GenAI support for agents
- Using insight to predict customer issues and proactively reach out
- Personalisation to tailor interactions based on a customer's past behaviour and preferences



Thought for the day....

What evidence is there that innovation is a good objective to have?

➤ Deloitte Digital research (May 2024) shows that early adopter businesses using Gen AI today report better performance outcomes than those yet to adopt these tech advances

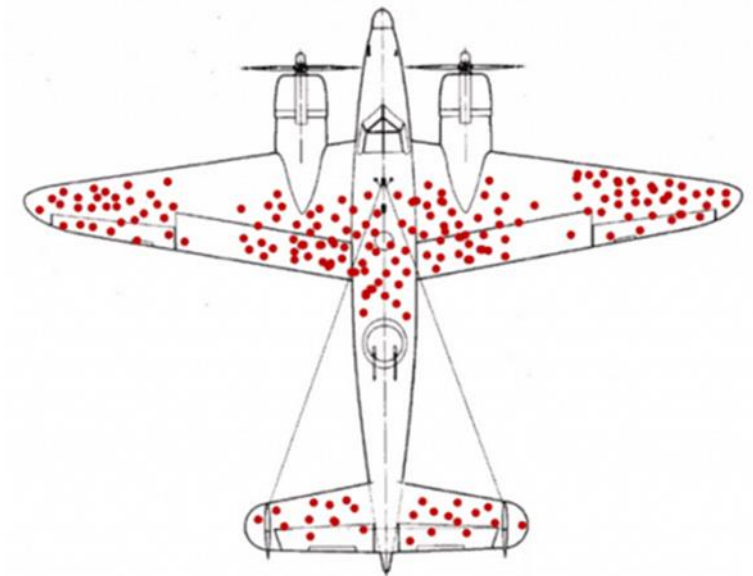


↑ 15 - 20% uplift

Applying a data led approach

Why sampling alone may not be sufficient to understand root causes

- Data in World War 2 was extremely important. Aircraft returning from missions were always examined in detail for damage from enemy fire. This was used to calculate where additional armour would be needed to increase mission survivability.
- Abraham Wald pointed out that the data that was missing was the most important. He instructed engineers to fit additional armour to the places where no damage was recorded. The phenomenon was called survivorship bias.



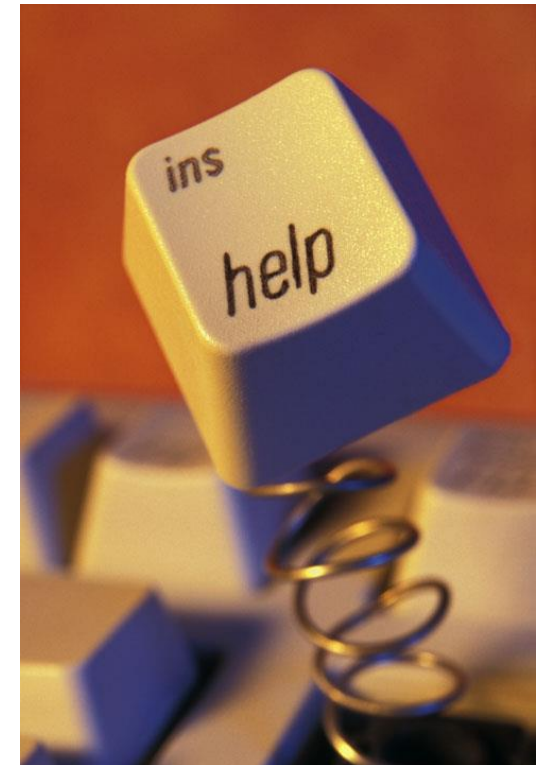
Overcoming Bias

How Generative AI can help in today's world



Use analytics across 100% of interactions

- eliminate the bias associated with call sampling
- analyse, filter, search and sort every customer interaction across all channels, across all agents



Implementing innovation

Ensure that change programmes are informed by data, using analytics to uncover the insights

- Encourage small focused groups to deliver incremental changes – a **multi-disciplinary implementation team operating as a squad**
- Use **test and learn** to apply an iterative series of incremental changes – with measurable success criteria – to drive momentum and show business value quickly
- Use **metrics and reporting as a governance mechanism** to track the impact of changes – where processes and solutions can be adjusted based on observing the ‘real world’ impact



Implementing innovation

Developing a structured operational approach to Continuous Improvement

- Be clear on the problem you are trying to fix
- Gather evidence to identify the solution ‘opportunity’
- Define success criteria - how will you know the solution has solved the targeted problem
- Consider the possible downsides to delivery



CI process: what does good look like



Brainstorming workshop

Involve internal stakeholders in defining the potential solution from a customer and automation perspective

Action change

Separate operational initiatives (policy or procedure based) from automation solutions that will require digital sprint based delivery processes



Select opportunities

Identify pain points that impact customer experience based on having accurate caller intents, call summaries and outcomes

Evaluate solution

Craft a quantifiable problem statement for each issue – using data as evidence – and score the potential impact and ease of implementation

Track impact

Monitor changes in contact patterns and extrapolate savings and benefits through improved customer outcomes, reduced contact rates and lower handle times

Increased agility – from problem identification to tracking the impact of change