



STRATEGY GUIDE

7 CX Strategies to Get Your Contact Centres Back on Track

Seize CX innovation to reshape 2021



Reset CX for 2021



The magnitude of COVID-19 has changed life forever in 2020. In the face of adversity, contact centre leaders rewrote the rulebook to launch customer experience (CX) innovations to weather the storm.

As the crisis subsides, leading companies are looking to focus on gaining efficiency and cost-savings momentum while also improving customer and employee experiences.

Traditional contact centre labour models won't be enough to recoup what's been lost. Organisations are rethinking their contact centre operations by doubling-down on the innovations that got them through the crisis -- like remote workforces, intelligent automation and cloud technology.

This strategy guide offers 7 key strategies to build resilient, future-proof contact centre operations to win now and in the future.

Make today's innovations a part of the new normal

7 Key Strategies

ONE

Distribute your workforce

TWO

Future-proof your business

THREE

Prioritise digital-first

FOUR

Expand CX self-service

FIVE

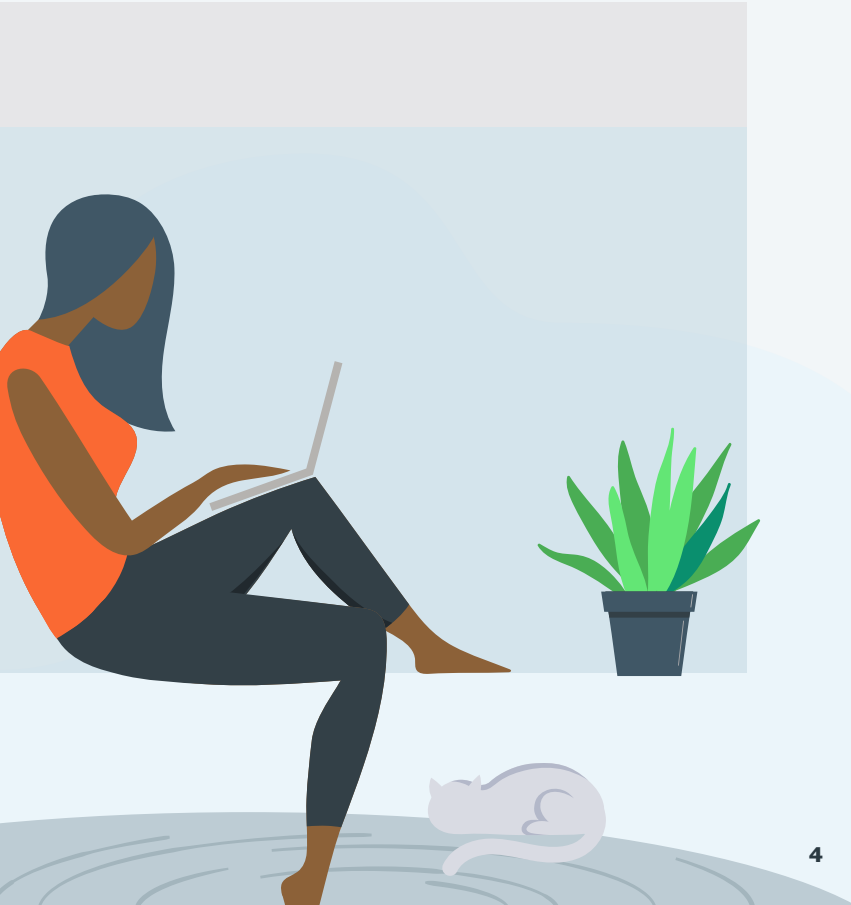
Rethink security policies

SIX

Restart your sales engine

SEVEN

Build a new classroom



ONE

Distribute your workforce

Organisations with distributed operations and at-home infrastructure fared better than those with centralised brick-and-mortar locations. Contact centres with resources across the map were ready to disperse and deploy at-home resources or move operations elsewhere.

Planning tip:

Contact centres that use a physical and remote hybrid model of work can maximise diversification in skills, resources and locations. This flexibility is needed to deploy agents for various volumes and support needs.

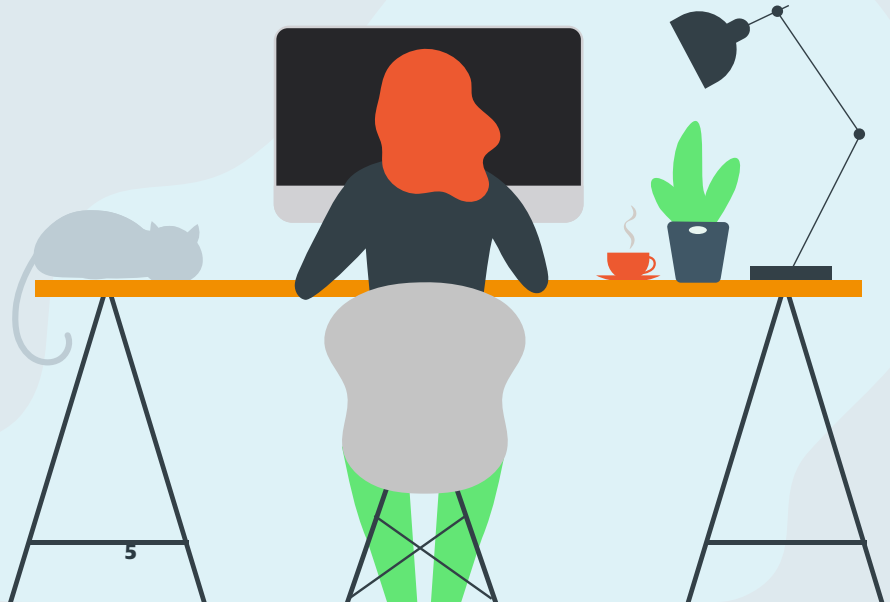
TWO

Future-proof your business

Disasters, natural or man-made, will draw large volumes of support. Expected or unexpected, leaders will want to be prepared for the next crisis.

Planning tip:

The service capabilities enabled by remote work will give organisations a flexible avenue to deploy emergency staff in times of distress. In times of uncertainty, contact centres can pivot and scale support capacity quickly.





THREE

Prioritise digital-first

Digital transformation tools, once on the backburner, are now a necessity. Customer-facing organisations realised the mission-critical benefits of digital tools when they had to deploy solutions quickly during the crisis.

Planning tip:

Automation, AI-enabled learning, messaging and cloud-based systems will become a mainstay of contact centre operations. Organisations have already seen costs decrease while contact resolution, employee productivity and customer satisfaction increase through a mix of agents and technology.

FOUR

Expand CX self-service

Massive effort was needed to support urgent needs in every industry when the pandemic hit. The triaging of labour resources to emergency issues made self-service essential. Smart IVRs, online FAQs, automated chatbots and enhanced knowledgebases became key call deflection solutions.

Planning tip:

The push for self-service will enable organisations to get more service capacity with the same units of labour. These advancements will be useful for providing customers with relevant information quickly without having to force everyone into the voice channel.



FIVE

Rethink security policies

Technology innovations are securely enabling remote work in areas including virtual private networks (VPNs), private cloud systems, “dummy” workstation machines and more. As remote work becomes common, security policies need to adapt to allow these technologies to be applied in a contact centre environment.

Planning tip:

Video monitoring will allow for more flexible work arrangements without higher costs. Security leaders will have to rethink what works best and not be limited by what has always been done.



SIX

Restart your sales engine

In-person sales visits will be greatly minimised for the foreseeable future. And broad, untargeted sales strategies will not be sufficient with tight budgets.

Planning tip:

Advanced analytics will help target the most likely sales leads and retention opportunities, paired with an optimised inside sales team to help sales organisations be more effective and improve speed-to-close. From a tactical perspective, an at-home inside sales model also allows for greater flexibility and more personalised meetings. Remote sales agents will also be essential to connect with customers for renewals, replacements, and upselling/cross-selling activity as physical locations remain shuttered.



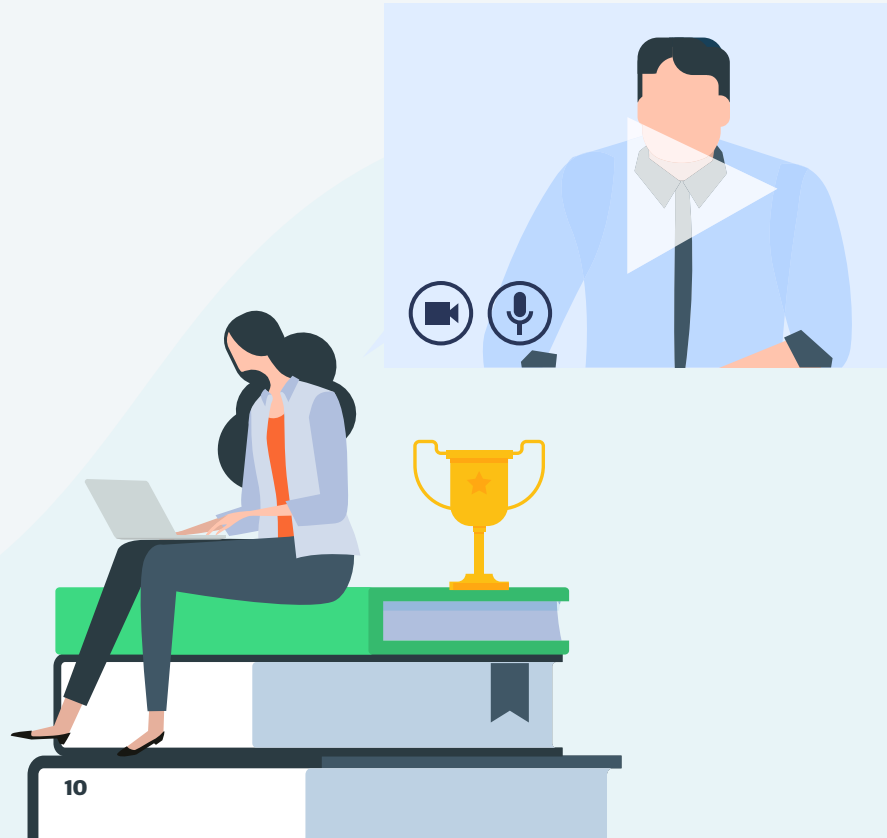
SEVEN

Build a new classroom

Agent training is a critical piece of great CX delivery. Organisations will have to rethink what the classroom environment will look like in a hybrid remote and physical future.

Planning tip:

Organisations can leverage asynchronous, digital tools such as gamified learning, AI-driven training practice scenarios and immediate feedback on individual strengths and weaknesses to tailor training that produces the highest performers. Leverage the potential of secure, non-classroom formats to personalise learning styles for different learners and offer self-paced, ongoing assessments.





CASE STUDY

Emergency action builds long-term resilience

Faced with an overwhelmed contact centre during the COVID-19 pandemic, a state agency added chatbot and messaging options for citizens seeking unemployment assistance. Callers were given an IVR prompt to connect to a remote messaging agent and an automated chatbot connected website visitors to a live agent to answer their questions. Quick wins have set the foundation for a new primary communication channel for the government.

Results

35%

of voice contacts deflected to messaging

25%

customer increase in messaging channel in less than 2 weeks

3.5x

At-home messaging agents closed 3.5x contacts compared to voice calls



CASE STUDY

Customer support efficiently adapts to working remotely

A financial services company needed to rapidly enable its customer services department to work from home to ensure continued service during the COVID-19 pandemic. The key to its success was utilising a digitally-enabled platform with an emphasis on data security.

Results

93%

MSAT performance

2K

Employees equipped to work from home

97%

Compliance



Reset for long-term resiliency

As both private and public sectors move past uncertainty and plan for the coming year, they must prioritise the temporary innovations made during the recent crisis to carry them into resiliently into the future. The strategies in this guide help create a blend of happy employees, satisfied customers, technology innovation to produce a strong bottom line that is future-proof.

Learn more about how TTEC can work with you to build your future CX plans:

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About TTEC:

TTEC Holdings, Inc. (NASDAQ: TTEC) is a leading global customer experience technology and services company focused on the design, implementation and delivery of transformative customer experience for many of the world's most iconic and disruptive brands. TTEC Digital delivers outcome-based, human-centric, tech-enabled, insight-driven customer experience solutions. TTEC Engage operates customer acquisition, care, fraud prevention and detection, and content moderation services. These two offerings combined deliver flexible and extensible customer experience solutions at scale. Founded in 1982, with nearly 50K employees and offices on six continents across the globe, the company and its employees are proud to live by a set of customer-focused values that guide relationships with clients, their customers, and each other. To learn more about how TTEC is bringing humanity to the customer experience, visit www.ttec.com/emea.

