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The Next-Gen Contact Centre, enabled by a Cognitive Experience

Deliver growth and efficiency through your contact centre, leveraging cloud and innovative technologies

Unlock the full potential of your contact centre

The main objective of a contact centre is to ensure a seamless customer experience, considering changing customer expectations. The new standard for contact centres appears to be the ability to offer customers personalised interaction whenever they want and through their preferred channel. Today, most contact centres are facing similar challenges, mostly related to the lack of homogeneous customer experience and too low accessibility, their high operating costs, and the ease of work for their agents.

First, a true omni-channel model is key to providing clients a coherent and homogeneous experience and easy access to the information and support they need, everywhere. Their journey should be considered end-to-end, with no constraints in switching channels, repetitive requests, nor incoherencies.

Furthermore, contact centres must guarantee impeccable accessibility and short response time, especially even during peak periods and when unexpected events occur (e.g., storm, high agent absence rate, large communication,…). The support of automation and artificial intelligence can make the difference to reduce the workload for agents for both voice and non-voice channels.

They also have to constantly improve the customer experience at lower price. This can only be achieved by maximising the level of automation and operational efficiency, while reducing costs linked to infrastructure and systems maintenance. The agent ease of work is core to ensure the efficiency of the teams, with a focus on value adding and commercial activities.

To achieve these objectives, contact centre leaders have to equip their company with modern technologies. By doing so, contact centres will improve their ability to serve customers more efficiently and effectively. Here's how the modern technology takes contact centres to the next level.

COVID-19

The COVID-19 crisis has disrupted all aspects of life, and contact centres—as the first point of contact for a wide range of issues—were among the earliest and hardest hit. Calls, chat messages, and emails came pouring in as people around the world scrambled for information and help with everything from medical advice and rearranging travel plans, to filing for unemployment benefits and obtaining emergency loans. Meanwhile, contact centres found themselves crippled by COVID-related challenges like employee illness, social distancing requirements, and global disruption of offshore operations. This triggered widespread contact centre service failures, including endless busy signals waiting time. The crisis highlights the need for standard contact centre operating models to be flexible enough to cope with highly unpredictable events.

MAIN OBJECTIVES OF CONTACT CENTRES

Create a true homogeneous omni-channel customer experience

Guarantee and stick to strong accessibility rates

Reduce operating costs through seamless integration

Improve agent ease of work

What will enable a market disruption?
From problems to solutions by leveraging the right modern technology for a cognitive experience

Facing the same challenges and targeting the same objectives, the management of the contact centres keep asking the same question: "What can we put in place to enable this required disruptive change?"

The answer is to implement the right modern technology and leverage key accelerators.

Those four key accelerators are the following:

- **Cloud computing** to enable more flexibility, scalability and cost reduction in terms of infrastructure and maintenance (42% of the contact centre leaders have already moved their CRM and KM capabilities to the cloud*).

- **Artificial intelligence** to automate processes with lower added value for agents (robotic process automation-RPA) and to proactively anticipate client needs by generating next best action for agents based on client information. AI uses your data and keeps getting smarter, and your customer interactions get better (50% of the contact centre leaders stated that AI is a focus area and that it is ready for broad adoption). AI is a fantastic lever for case deflection (case solved by the user himself while interacting with the machine).

- **API-fication** to easily integrate modern technology with a legacy system at lower cost while accessing the necessary data (62% of respondents are presenting inconsistent customer experiences across their offered channels*).

- **Data to leverage** collected information and be able to tailor your services to client needs (e.g. personalisation of the interaction, tailored to client's life event,…) and obtain efficient real time reporting to take the right corrective action on time.

This modern technology enables to solve the main challenges faced on the short term and take Contact Centers to the next level.

> **50%** of the contact centre leaders stated that AI is a focus area and that it is ready for broad adoption*

> **62%** of contact centres are presenting inconsistent customer experiences across their offered channels*

Modern technology leverages on 4 key accelerators:

Modern technology

| Cloud | AI | API-fication | Data |
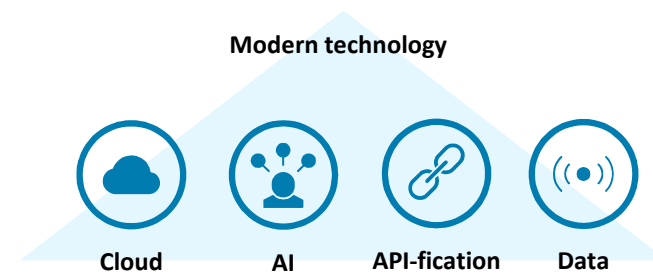
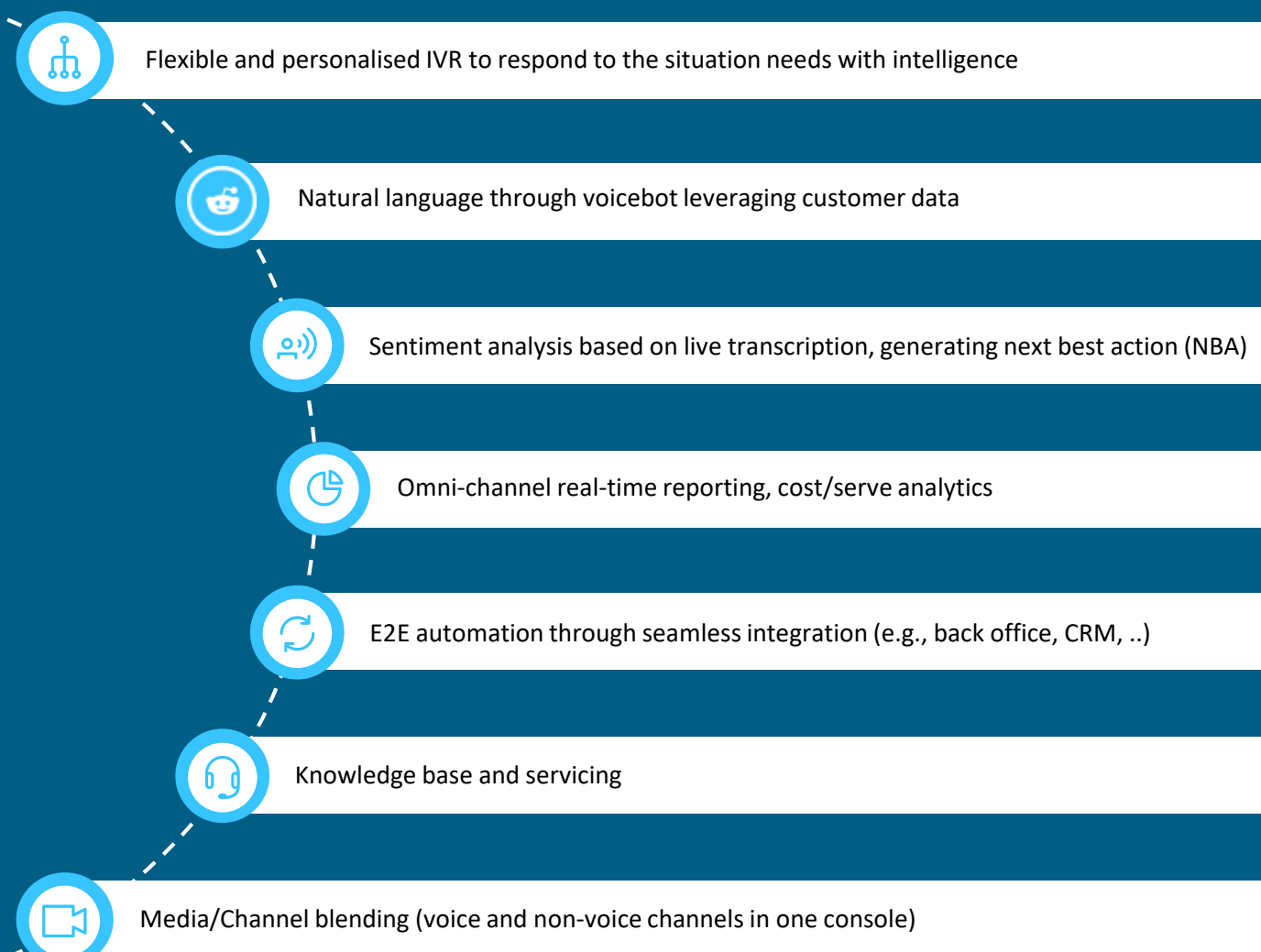*Source: Deloitte 2019 Global Contact Center Survey Results*

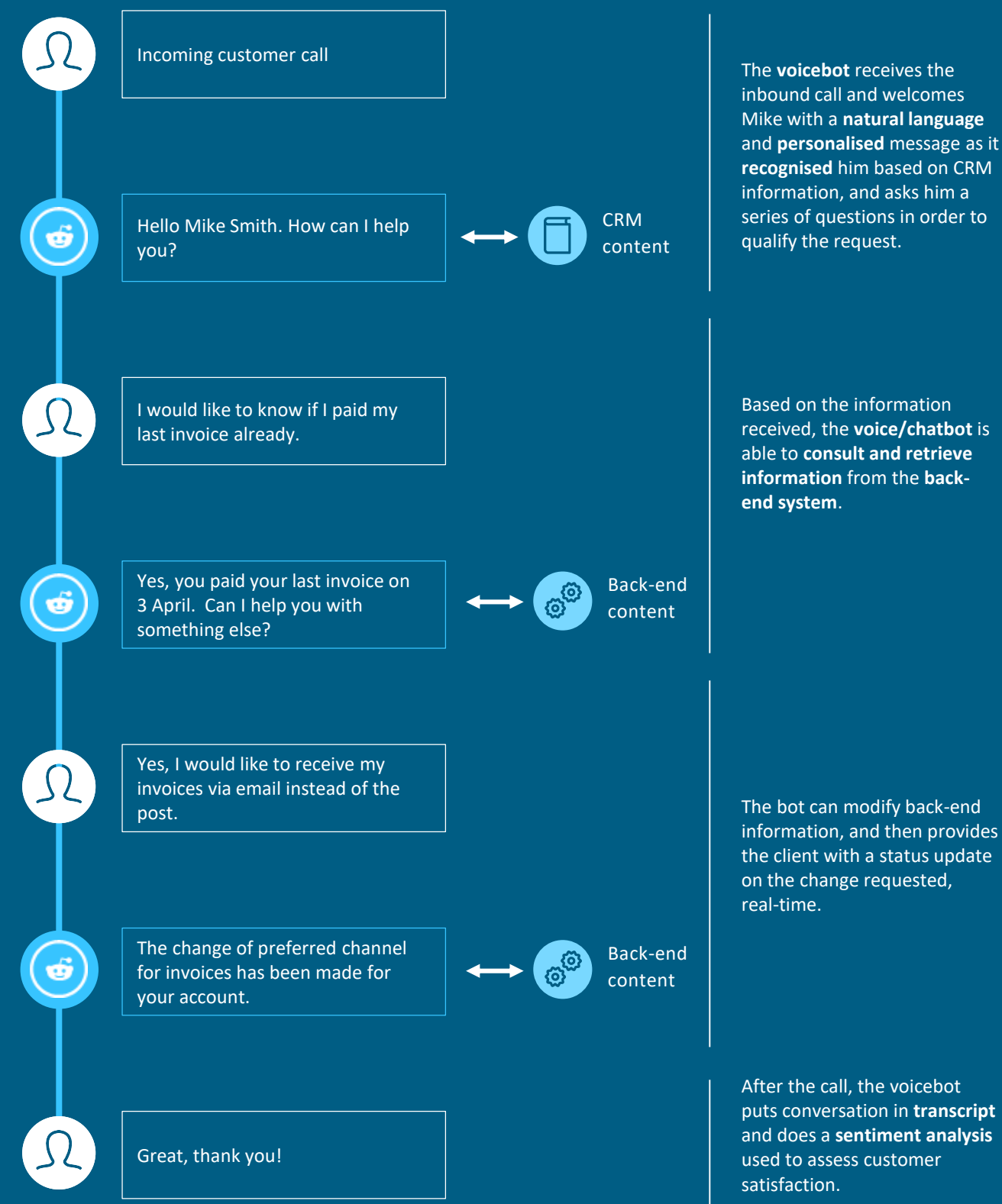# Innovative capabilities ready to be implemented

Modern technologies bring new strong capabilities

New capabilities are proposed by top-notch technologies and enabled by the previously mentioned accelerators (cloud, artificial intelligence, API-fication and data).

Between all the innovative capabilities, here are the core capabilities linked to a cognitive contact centre.

Flexible and personalised IVR to respond to the situation needs with intelligence

Natural language through voicebot leveraging customer data

Sentiment analysis based on live transcription, generating next best action (NBA)

Omni-channel real-time reporting, cost/serve analytics

E2E automation through seamless integration (e.g., back office, CRM, ..)

Knowledge base and servicing

Media/Channel blending (voice and non-voice channels in one console)

A concrete example of how modern technology can deal with customer interaction for a quick request:

Incoming customer call

Hello Mike Smith. How can I help you? ⟷ CRM content

The **voicebot** receives the inbound call and welcomes Mike with a **natural language** and **personalised** message as it **recognised** him based on CRM information, and asks him a series of questions in order to qualify the request.

I would like to know if I paid my last invoice already.

Yes, you paid your last invoice on 3 April. Can I help you with something else? ⟷ Back-end content

Based on the information received, the **voice/chatbot** is able to **consult and retrieve information** from the **back-end system**.

Yes, I would like to receive my invoices via email instead of the post.

The change of preferred channel for invoices has been made for your account. ⟷ Back-end content

The bot can modify back-end information, and then provides the client with a status update on the change requested, real-time.

Great, thank you!

After the call, the voicebot puts conversation in **transcript** and does a **sentiment analysis** used to assess customer satisfaction.

If you would like to see a live demo of a true cognitive experience, please contact us.

Common use cases across sectors

Banking

- Card & account services automation
- General enquiries and customer support
- Collections, complaints, case management
- Fraud detection, compliance, conduct
- Advanced voice analytics, dynamic tonal sentiment
- Biometric authentication

Insurance

- Account management, renewals and benefits automation
- General claim enquiry automation
- Advanced voice analytics, dynamic tonal sentiment
- Fraud detection, compliance, conduct

Healthcare

- Patient and health professional enquiries
- General enquiries and patient support automation
- Transcribe/comprehend medical
- Well-being indicators
- Advanced voice analytics, dynamic tonal sentiment
- Multi language support

Public

- General enquiries, front door triage, hotline automation
- Case management and complaints
- Fraud detection, compliance, conduct
- Citizen well-being/vulnerability indicators
- Advanced voice analytics, dynamic tonal sentiment
- Biometric authentication

Retail

- Product and inventory enquiries automation
- Order tracking and returns
- Order/inventory/logistics integration
- Store enquiries

Utilities

- Automated fault reporting
- Complaints and case management
- Work order automation
- Accounts, statements and billing enquiry automation
- Advanced voice analytics, dynamic tonal sentiment
- Fraud detection, compliance, conduct

Deloitte as a partner of the contact centre of tomorrow

Deloitte is one of the first teams to successfully **Imagine**, **Deliver** and **Run** cognitive experience solutions in Belgium
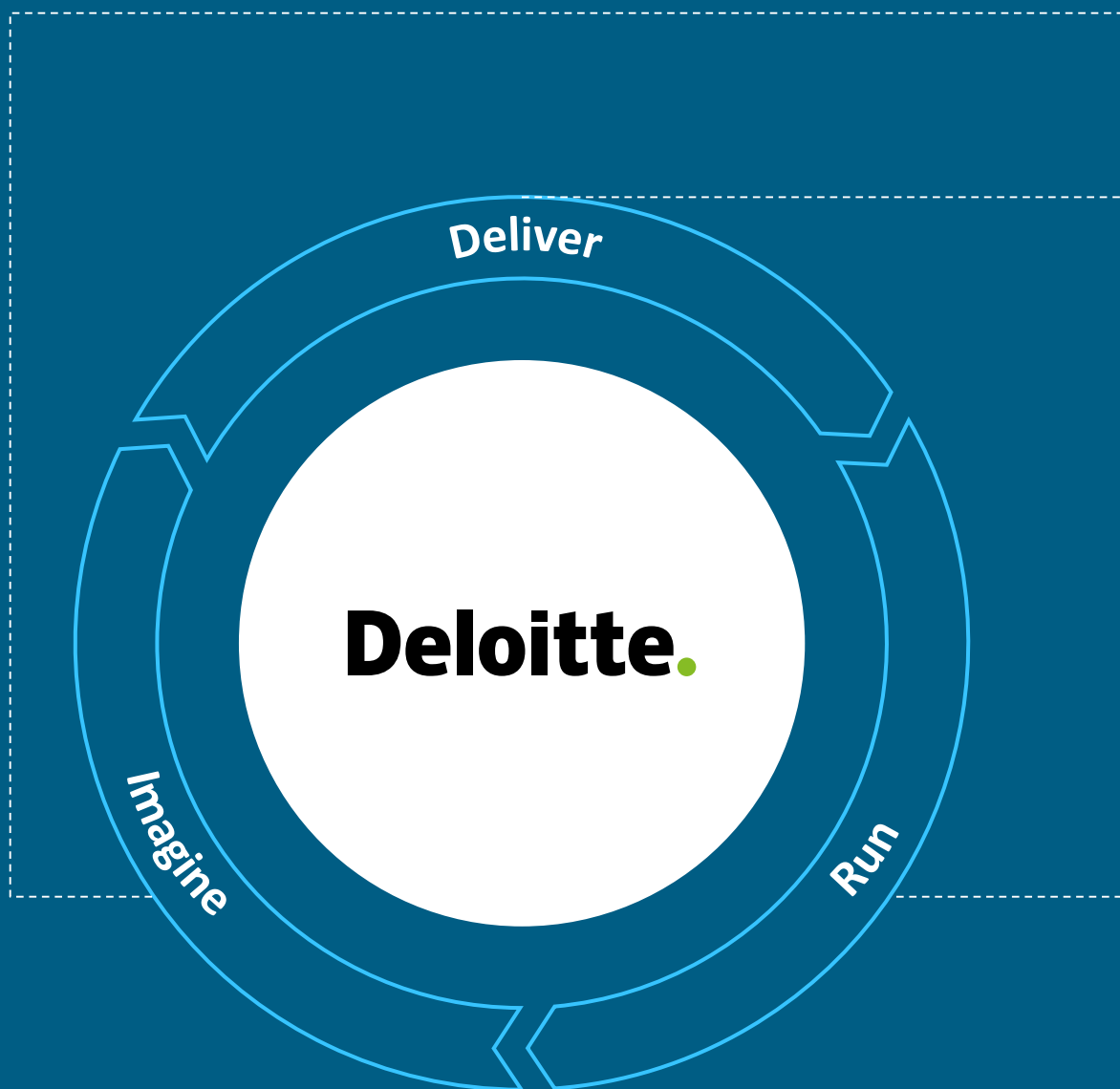
IMAGINE

Thanks to an extensive experience in both contact centre and industry specificities, Deloitte can easily understand and identify business needs while avoiding basic mistakes.

Our teams have the ability to distinguish what can be kept from the legacy system and what needs to be built based on business cases.

Defined accelerators are also available to size implementation efforts required and the savings potential of the solution implementation. Our accelerators and assets can help our clients to understand the 'Art of the possible' and define from there their own Journey.

Our global exposure gives us the opportunity to come up with best in class practices from around the world.

DELIVER

During the deliver phase, Deloitte has a set of preconfigured integration with leading core systems.

Over the past years, Deloitte started to build strong partnerships with technology providers to ensure we have the skills around the latest capabilities.

Based on past projects, our teams have a deep knowledge of core systems and CRMs. Therefore, they gain an understanding of the environment faster.

Our defined methodology is key during the building phase to manage the budget, the planning and dependencies.

RUN

The run phase is a seamless transition between the existing way of working toward the target solution with an approach adapted to the client situation and legacy.

Innovative solutions enable to significantly improve most contact centre key performance indicators

75% Reduction of wait time

38% Reduction in average handle time (AHT)

50% Reduction in Abandon rate

93% of agents saw an improved experience

Deployment within **12 to 15 weeks**

74% of clients are satisfied with natural voice AI interactions

Interested in a live demo or learning more about our next-gen contact centre?

Contacts

To find out how we can help you deliver unparalleled customer experience please contact us.

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