Contact Centers in the New Era of Customer Relationships

Government Contact Center Conference

Washington, D.C.
September 22, 2011

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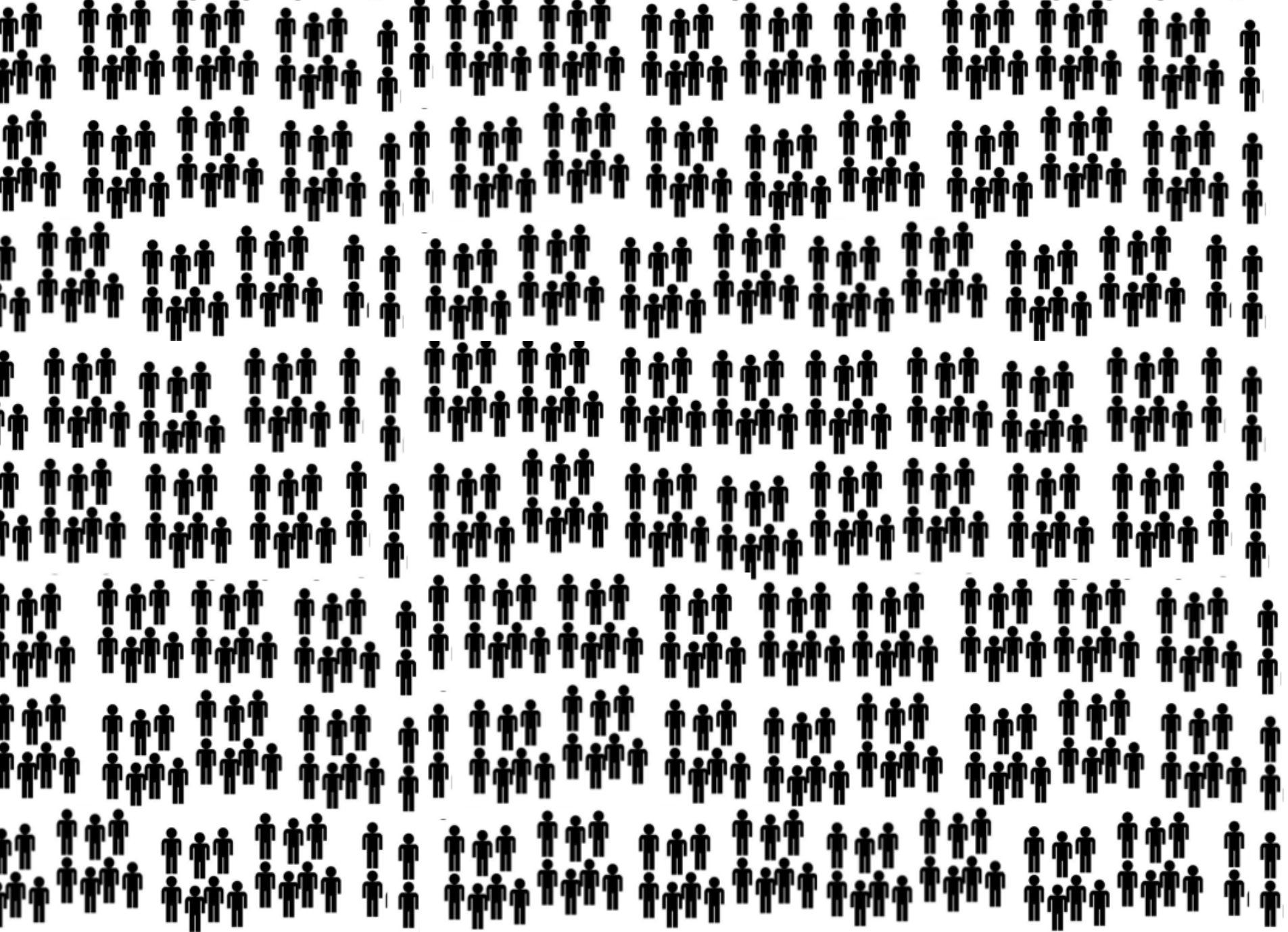# … Customer Lifetime Value
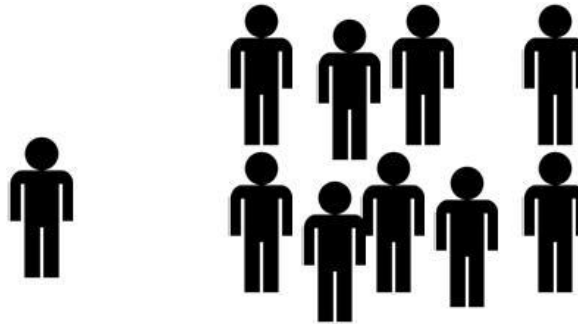
… Customer Lifetime Value
… Word of Mouth
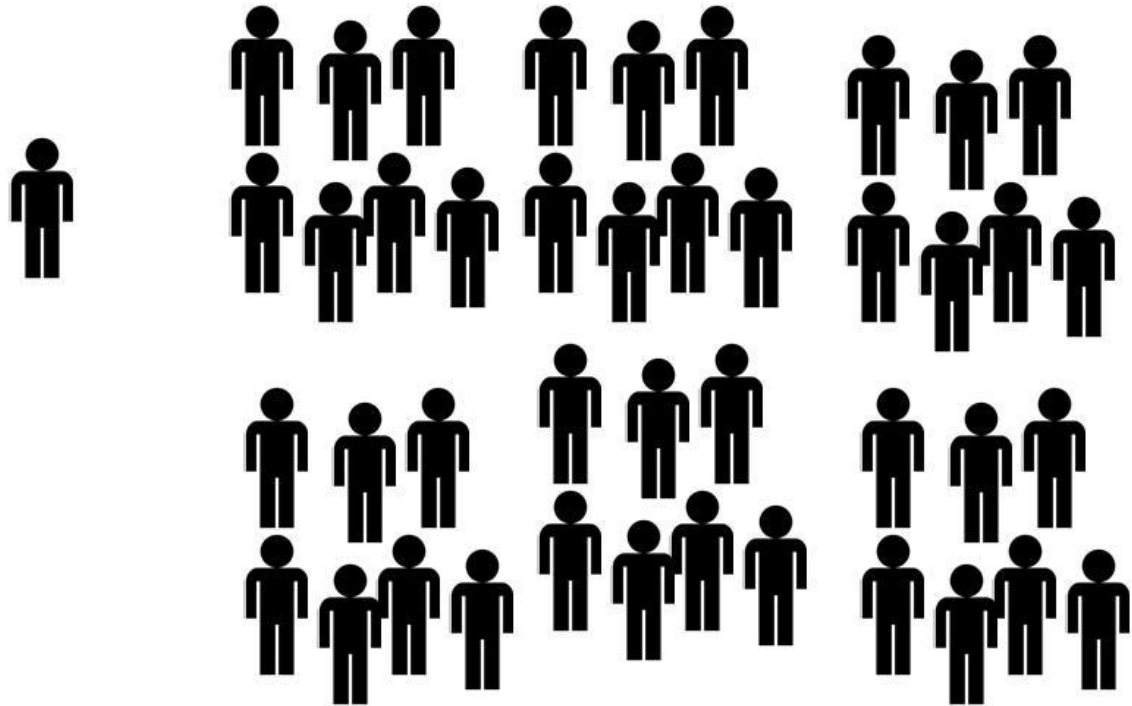
… Customer Lifetime Value
… Word of Mouth
… Word of Mouse

2011 Snapshot

- Over 1 trillion URLs

- 4,600,000,000 (4.6 billion) global mobile phone subscribers

- 750 million Facebook users

- 152 million blogs

- 200 million tweets sent per day

- +80%: Time spent on social networking sites in the past year

- Search – most common service entry point

Global statistics: Google, Nielson, Pingdom, comScore, IEEE, BlogPulse. Facebook, Twitter

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Search…
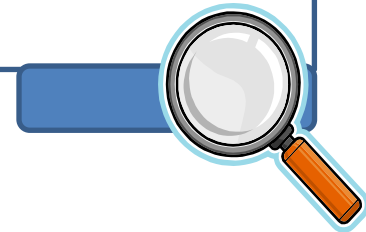
"Customer service is the new marketing"
-- Lane Becker

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The Conversation…

Harness the Contact Center's Potential

Business Unit Value (Strategic Value)

↑

Customer Satisfaction

↑
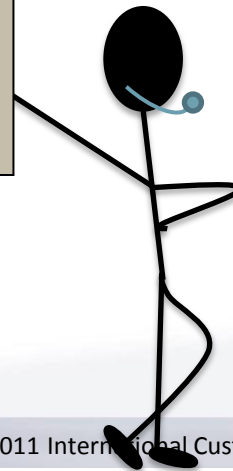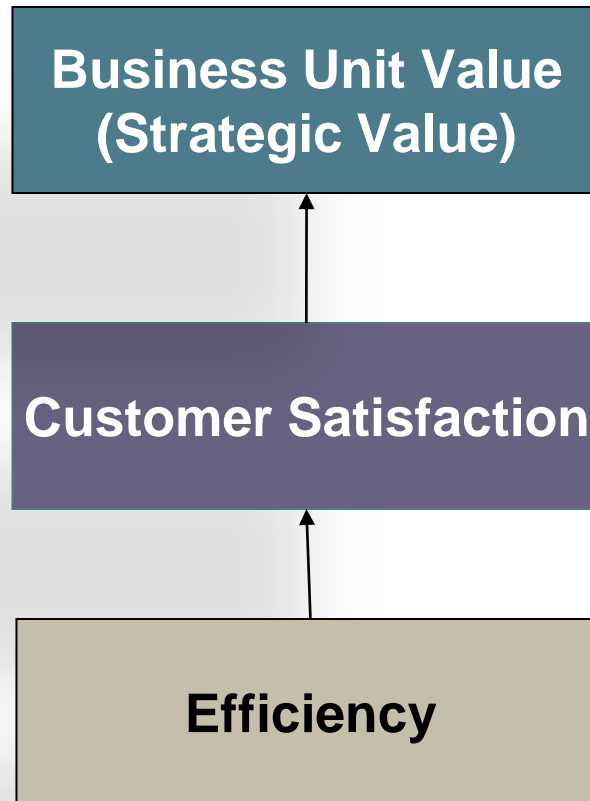
Efficiency

Traditional Customers

Emerging Channels and Communities

Business Unit Value (Strategic Value)

Customer Satisfaction

Efficiency

Shape the Customer Access Strategy

co browse

phone

feedback

self serve

email

forums

chat

social

search

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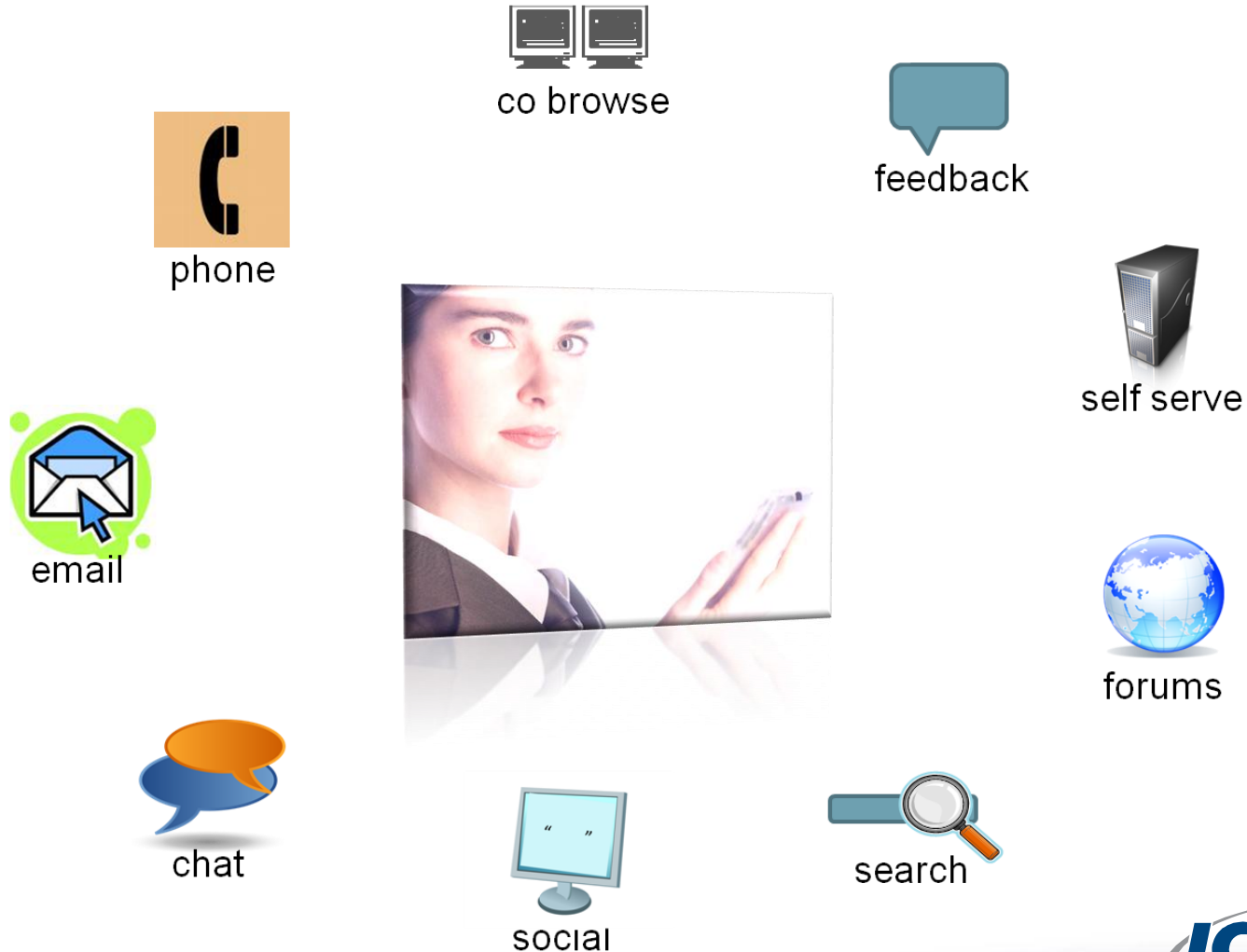
Customer Access Strategy

1. Customers

2. Types of Interactions

3. Access Channels/Communities

4. Service Level Objectives

5. Hours of Response

6. Routing Methodology

7. Person/Tech Resources

8. Information Required

9. Analysis, Improvement

Build all Interactions into Plans and Processes

Input:
Average Talk Time (Sec.) = **180**
Average After Contact Work (Sec.) = **30**
Contacts per Half-Hour = **250**
Service Level Objective (Sec.) = **20**

Wait Time Predictions

Source: ICMI QueueView

|<========= Number of customers waiting longer than x seconds =========>|

Agents	SL%	5	10	15	20	30	40	50	60	90	120	180	240
30	24	203	199	195	191	184	177	170	163	145	129	101	80
31	45	156	149	143	137	126	115	105	97	74	57	34	20
32	61	118	111	104	97	85	74	65	56	38	25	11	5
33	73	89	81	74	67	56	47	39	32	19	11	4	1
34	82	65	58	52	46	37	29	23	18	9	5	1	0
35	88	47	41	36	31	24	18	14	10	4	2	0	0
36	92	34	29	24	21	15	11	8	6	2	1	0	0
37	95	24	20	16	14	9	6	4	3	1	0	0	0
38	97	16	13	11	9	6	4	2	2	0	0	0	0
39	98	11	9	7	5	3	2	1	1	0	0	0	0
40	99	7	6	4	3	2	1	1	0	0	0	0	0
41	99	5	4	3	2	1	1	0	0	0	0	0	0
42	100	3	2	2	1	1	0	0	0	0	0	0	0

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Cultivate Strategic Value

Efficiency	Customer Sat.	Strategic Value
Resource planning	First contact resolution	Customer experience
Process improvement – contact center	Agent proficiency	Product innovation
Consolidation	Extended hours	Process improvement – enterprise wide
Agent productivity	Channel options	Contact avoidance
Cost structure	Remote support	Strategic impact
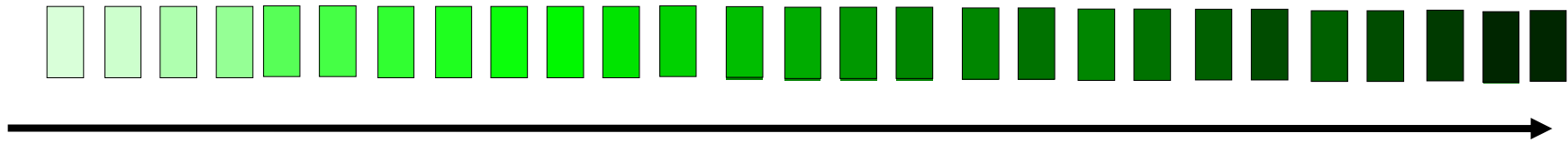
- Word of mouth

- Innovation

- Brand reputation

- Customer behavior

- Cost control

- Strategic impact

Main Points

- Join the conversation

- Harness the contact center's potential

- Reshape the customer access strategy

- Build all interactions into plans, processes

- Cultivate strategic value

Thank You!

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