

“How to optimise customer access To create a Customer Centric Enterprise

BY JEREMY PAYNE, GROUP VP MARKETING & ALLIANCES, ENGHOUSE INTERACTIVE

Optimised Customer Access

The communication channels on which we rely continue to multiply. In our personal lives we interact with family and friends through an increasing number of media types. Telephone, video, email, chat as well as a growing selection of social media, forums and mobile apps, all dominating our lives. Your customers' expectations are that they will have the same channel choice when they do business with you.

Intelligently providing your customers with a choice of channels through which to communicate, based upon the nature of their need, can deliver a more efficient, lower effort experience and will differentiate your service from that of your competitors. This Optimised Customer Access can also lead to more efficient utilisation of your own resources, helping to get the best from your employees, wherever they may sit in the organisation.

At the same time as opening up new channels, many organisations are helping customers to help themselves. Investment in comprehensive knowledge bases, peer support forums and FAQ's can enable customers to resolve many of their issues and queries without the need to interact directly with your staff. However, when a customer is unable to self-serve they will fall back on the live support provided through your contact centre.

Add to this the availability of new devices, such as smart phones, tablet computers, kiosks and set-top boxes, then the opportunities for you to differentiate your customer engagement model are boundless.

“SunTrust Bank has increased customer satisfaction by 30% ...with a platform that answers support questions round the clock, also our support site bounce rate decrease by 20%”

Renee Gable
Vice President / Online Banking Product Manager
SUNTRUST BANK

MULTICHANNEL CUSTOMER DEMAND

So, the challenge that organisations now face is how to deliver a consistent, efficient and easy to access service across all media types, channels and devices. At the same time encouraging self-service but with a seamless transition to assisted service through the most appropriate channel, should the need arise. Throw in the potential for customers to move between channels and back and forth from self to assisted service, this challenge requires a comprehensive, enterprise wide approach to managing the customer experience.

EMPOWER CUSTOMERS TO SELF SERVE

Enghouse Interactive solutions enable you to build a truly integrated self-service and assisted service platform, empowering customers to interact with you through their channel of choice and from their device of choice, moving seamlessly between self-service and assisted service.

A common rules engine is applied to customer interactions irrespective of media type. Analysis of the customer's profile and their previous interaction with the organisation are used to ensure they are delivered to the most appropriate resource anywhere in the enterprise.

Advisors are presented with full details of the journey the customer has embarked on, including their activity in self-service applications as well as across other media types.

Coupled with this, the comprehensive reporting capabilities of the Enghouse suite mean that performance across all media types can be accurately monitored and measured.

In Summary, Enghouse Interactive solutions intelligently engage customers through the most effective and accessible channels whilst ensuring a consistent and joined up experience. Efficient use of resources, anywhere in the enterprise ensures high quality service and low customer effort, leading to more satisfied, loyal and profitable customers. Through Optimised Customer Access you will deliver the second pillar supporting your Customer Centric Enterprise.

About Enghouse Interactive

Enghouse Interactive develops and supplies the widest range of customer contact solutions on the market through an extensive network of value-added partners. Enghouse Interactive's integrated suite of solutions includes multi-channel contact centre, self-service, attendant operator consoles and workforce optimisation. These solutions enable organisations to classify and respond to customers in the way that they want: quickly, efficiently and successfully, with minimal effort.