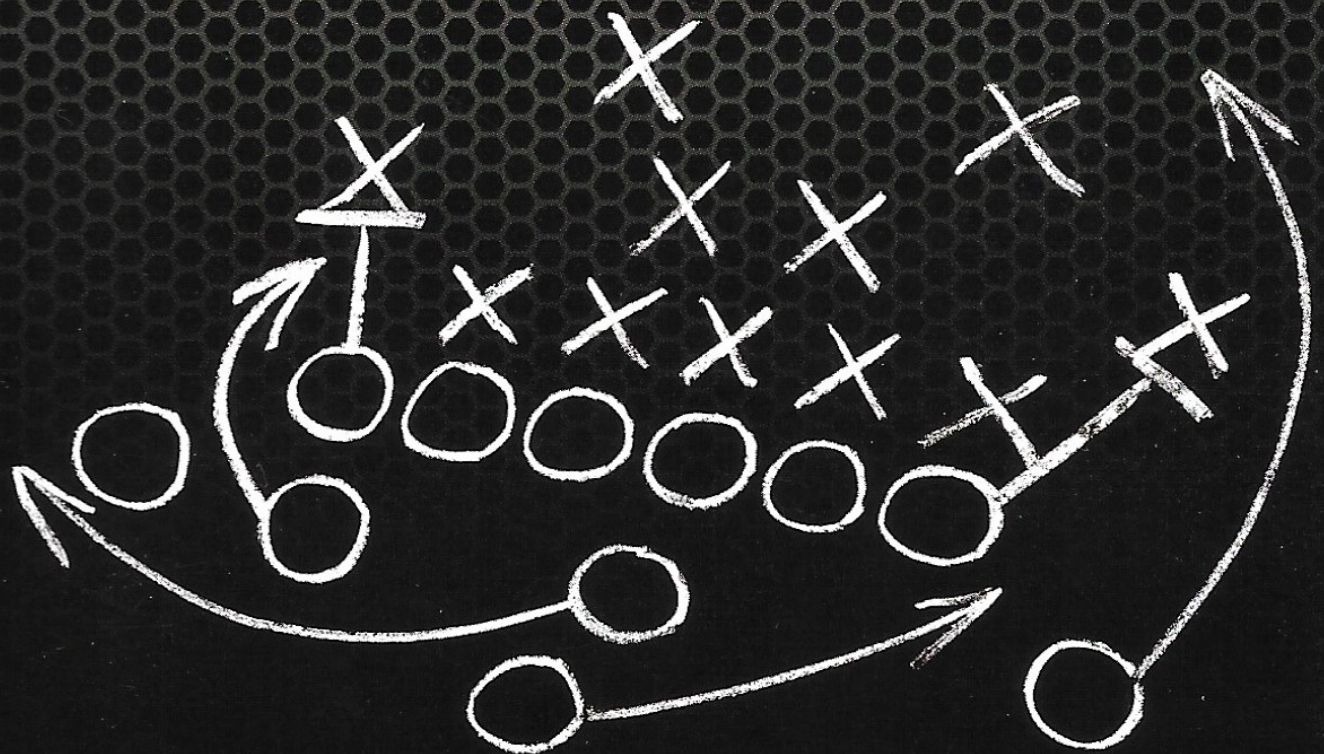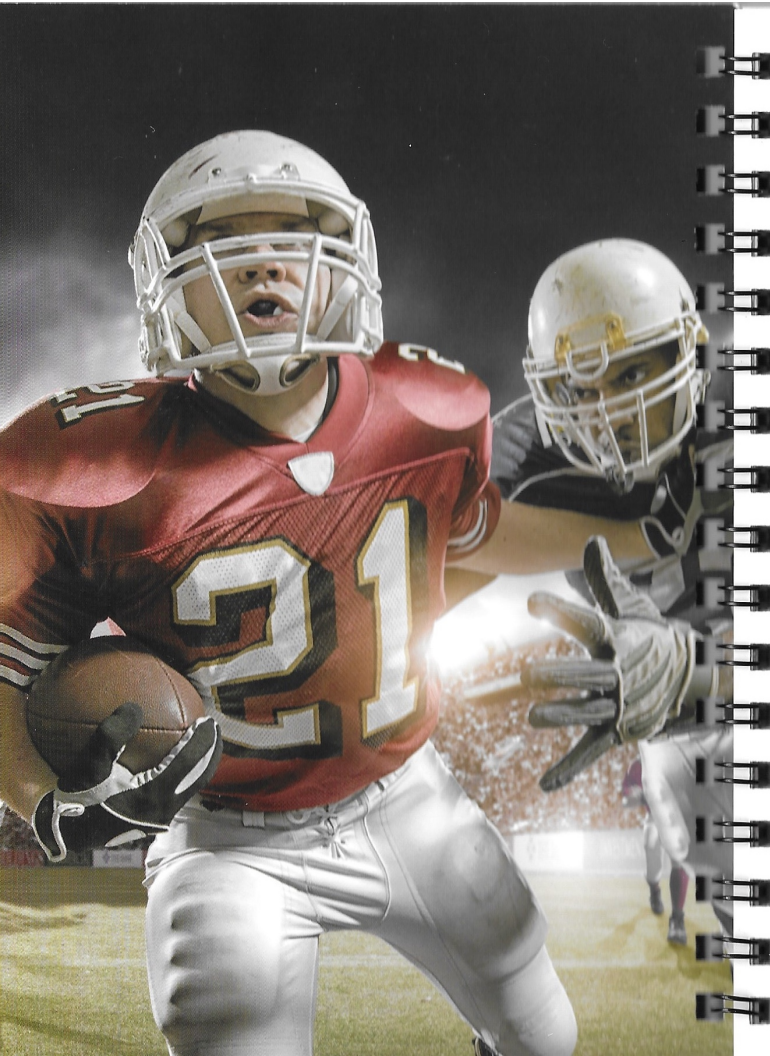# TOP 10
PLAYS FOR GREAT
END-TO-END
CUSTOMER
SERVICE

Stop Fumbling Opportunities and Score New Business Growth

Across industries, the most successful businesses are those who can deliver on their brand promise at every customer touch point.

Whether it's a face-to-face sales opportunity, a claim or application being processed in the back office, or a call or other interaction with the contact center, every customer contact is an opportunity to build your brand and business, or to let customers down.

It's impossible to deliver service that consistently builds your brand and Customer Experience Journey unless your whole team pulls together as one. Everybody needs to know which interactions are the most urgent and have the highest value and in what stage of the customer journey. The back office team needs to see what was done in sales or the contact center and vice versa. The agent responding to a customer email needs to see every other touch point the customer has had with your business. You need to ensure that the right agents with the right skills are available at the right time.

Here are your top ten plays for using an Enterprise Workload Management solution to accomplish these things and strengthen your brand.

Focus on the Customer Experience Journey

Customer needs, preferences and priorities are changing rapidly. Successful brands focus on the Customer Experience Journey and respond to these changes in ways that minimize customer effort.

Key moves for creating customer focus in your business are:

▶ Integrating many individual contacts across changing communication channels into a single customer conversation

▶ Seeing everything that has to happen to satisfy the customer as part of that conversation and in context with the stage of the customer journey, whether it's performed by the contact center, the back office, or anywhere else in your business

▶ Include the customer throughout the conversation by proactively keeping them informed over their preferred channel about the status of their work

When, for example, **a customer never has to call you for a status check because you already know where they are in their journey, it's a win-win business situation.** By reducing customer effort, it reinforces their positive impression of your brand. It also reduces your costs, because none of your staff has to take the call.

Improve Your Bench Strength

In a game where depth is everything, too many businesses fall short.

Agents come in trained to do one thing, and too often, they leave for another opportunity without having grown those skills. The obvious cost is the thousands of dollars to replace the employee. The less visible cost is the impact of unengaged employees on customer loyalty.

An Enterprise Workload Management solution helps you accurately assess employee skills and provide each employee with a training plan that helps them do their job better and acquire new skills. Not only does this reduce attrition and increase morale, it can increase business effectiveness.

For example, you could create a pool of skilled agents solely to handle high value customers, or cross-train agents who take calls to also handle email and web inquiries, or create a pool of blended agents to handle both incoming interactions and also proactive outbound contact.

Make Every Down More Productive

Even businesses that already rely on BPM, CRM and other workflow applications can use Enterprise Workload Management to increase working efficiency and customer acquisition.

With traditional workflow, tasks wait in an inbox until employees choose to work on them. This is very inefficient, with employees spending as much as 28% of their time deciding the next task to work on. This hurts any business and is a competitive disadvantage in industries where speed equals closed sales leads.

Enterprise Workload Management eliminates this inefficiency. Tasks are automatically sent to the person with the best skills to handle them. You can ensure the availability of skilled resources to increase conversion, and measure performance against business goals.

You also gain the flexibility to determine the most effective organization for your business, such as specialized agents, blended agents, or something unique to your needs, such as moving all paperwork to the back office so your front line is always selling.

Never Drop a Handoff

Many of the interactions that come into the contact center require work in the back office to complete.

But once the work leaves the contact center, too often it falls into a black hole with neither visibility nor accountability. In the back office, work sits in an inbox where employees manually choose their own work tasks, with no recognition of which task may be the most urgent.

Enterprise Workload Management creates a prioritized global task list across your contact center and back office and dynamically reprioritizes it as new tasks arrive. This ensures that, at any given time, the most important tasks are being worked on across your company.

It automatically pushes these tasks directly to the people with the best skills to resolve them. It ensures activities are aligned with your business objectives and can help avoid fines and penalties by eliminating non-compliant events.
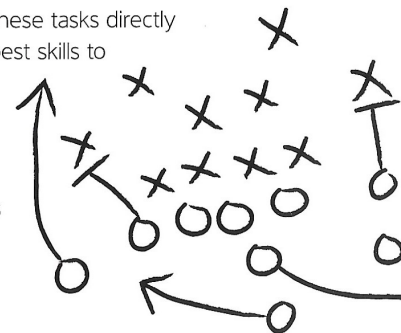
Put The Backfield in Motion

Often, measuring contact center performance and taking indicated actions has meant using Quality Management (QM). Typically this means recording some percentage of calls, then QA experts listen to the calls and pass insights and assessments to management, who at some point may take action.

Unfortunately, traditional QM too often yields inaccurate results because of the small sample size, subjective assessment criteria and manual processes.

What your business really needs is next-generation QM software that automatically tracks every interaction and follow-up, recognizes key phrases with their business context in the voice recordings, objectively assesses employees, and can automatically take a specified action, such as pushing training to the employee.

Adding this kind of QM component to an Enterprise Workload Management solution yields highly accurate, complete results that provide a true picture of employee performance.

Run the Option Play

A solution that makes your business more efficient, productive and responsive to customers has to be able to integrate with your existing investments.

After all, how efficient can a solution be if it costs you the time to rip out what you already have, with all the potential complications that can cause, before you can even begin deploying your new solution?

By design, **Enterprise Workload Management is an open–standards solution that works with your existing architecture and software applications.** Proven over years of use in a wide variety of environments, it lets you add productivity without the headache of tearing anything out.
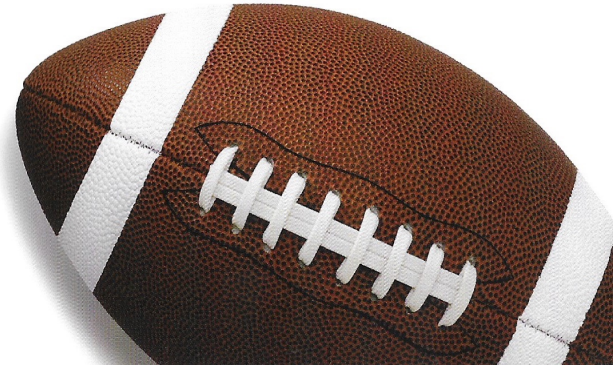
Put Your First String on the Field

Businesses are often caught with too many people available (increasing expenses), too few people available (reducing customer satisfaction) or with available people who don't have the right skills (increasing customer frustration).
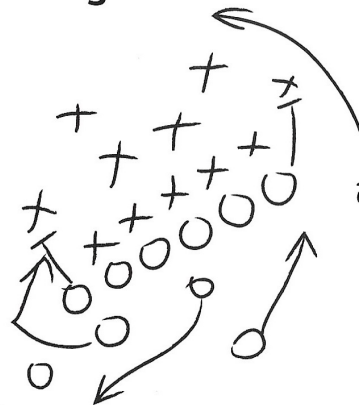
One measure of a successful customer service organization is **having the right number of the right people available at the right time to handle customer demand.**

This starts with you thoroughly understanding the customer demand. Besides understanding fluctuations in the volume of work, you also need to know the handle times of that work, and be able to schedule resources accordingly.

It also requires a strategy and a depth chart. If the best person to handle the issue isn't available, what resources can automatically provide backup based on both bandwidth and proficiencies?

Eliminate Incompletions

Reducing human error is one of the simplest things you can do to improve customer service delivery.

In many customer service organizations, task distribution is manual and wastes much time, employee assessment and training programs are manual, scheduling and forecasting are manual, etc. Simply by automating these areas, you can reduce most of the human errors that impact service delivery.

The right Enterprise Workload Management solution doesn't just automate processes, it intelligently distributes work to the best person to handle it. It automates employee assessment and based on those results, can automatically push the right training to employees.

It can recognize trends and take the actions you've specified without further human intervention. It can capture audit trails, ensure nothing falls through the cracks, and keep customer service in compliance.

Change the Play at the Line

Even with the best advance game plan, things happen.

Someone gets hurt, the clock ticks down, the marketing team forgets to tell you about the big campaign that launched this morning.

If you don't have real-time visibility into operations, you don't know there's a problem until customers start complaining – and that's too late.

With real-time visibility, you can see problems as they develop and tackle them immediately. So, the next time marketing catches you by surprise, you can see who's overwhelmed and where there's bandwidth, and continue to get the right customers to the right resource despite the volume.

You could bring back-office workers, branch workers, and other resources across your business into the front line on the fly, before your customers ever know there's a problem. Best of all, **your business users can adapt to real-time situations without the need for IT resources.**
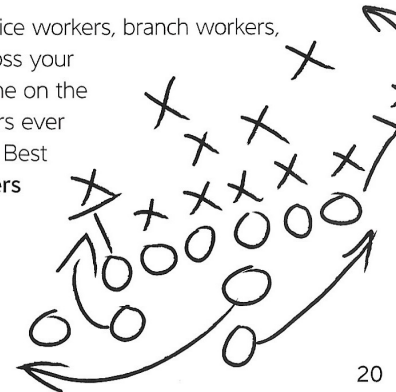
The Secret Weapon:
Genesys Enterprise Workload Management

The single solution that can help you do all these things is Enterprise Workload Management from Genesys. It lets you:

▶ Consolidate all work tasks into a single list that is continually re-prioritized based on business rules

▶ Push tasks directly to the available people with the best skills to resolve them

▶ Improve the knowledge, quality and productivity of your workforce

▶ Ensure customer service remains aligned with business goals as situations change throughout the day

Learn more about what it can do for you:
www.genesyslab.com/ewm

Genesys is a leading provider of customer experience and contact center solutions. With over 3,500 customers in 80 countries, Genesys orchestrates more than 100 million customer interactions every day across the contact center and back office. Genesys helps customers power optimal customer experiences that deliver consistent, seamless and personalized experiences across all touchpoints, channels and interactions.

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