



Speech Self-Service Surveyor

The Speech Self-Service Surveyor is Dimension Data's packaged consulting process, designed to identify and evaluate the potential scope for speech self-service in any organisation. It uses expert-facilitated workshops, interviews and observation to rapidly gain a structured perspective and deliver a considered speech self-service strategy to meet our customers' business objectives. Operational, business and technical criteria are used to perform a comprehensive assessment of the status quo and make detailed, business-justified recommendations on the end state required to meet the identified objectives.

The Challenge

Juggling cost-effective customer service and a world class customer service experience is a difficult balancing act for any contact centre. Speech self-service can deliver significant value to this balancing act by enabling contact centres to consider challenges that at first glance may not obviously appear to relate to speech self-service, including:

▲ **Refining routing strategies**

For example, based on agent skill groups, client value, language, and reason for calling.

▲ **Reducing operational cost**

In our experience, self-service interactions can cost as little as 15% of the cost of a live agent interaction, delivering significant savings per call.

▲ **Reviewing the viability of off-shore strategies**

Reducing the cost of handling calls on-shore can mean that calls that were previously off-shored to provide cost or call savings can now be handled on shore.

▲ **Addressing issues arising from negative customer experience**

We all know that long wait times and poorly designed IVRs impact customer experience negatively. We make recommendations on improving this by optimising interactions, applying persona design and involving Voice User Interface Experts from the outset.

▲ **Delivering a differentiated, personalised level of service to callers**

A richer automated interaction at the front end of the call to identify the caller and the reason for their call, moves the agent portion of the interaction away from: "Hello, what is your name / account number and what can I help you with?" and closer to: "Good Afternoon Mrs. James, I can see that you need to change your address...".

Implementing a speech self-service strategy can solve these challenges, but only if decision makers understand the critical success factors and dependencies required to make the deployment of speech self-service a success.

Questions the Self-Service Surveyor will Consider

- ▲ How well do you understand which interactions and/or processes can be automated?
- ▲ Do you understand in detail the business case around automation?
- ▲ What is your understanding of the technical architecture that is required to support the self-service surveyor?

The Self-Service Surveyor is completed through facilitated workshops, which provide 'as is' (as your operations are at present) and 'to be' (how you would ideally like to see self service playing a part in your operations in the future) outputs, as well as call centre agent and team leader interviews and phone jacking (listening to live calls as agents handle them)

As-is Business and Technical Review

- ▲ Investigate and document existing business processes, supporting technology architecture, call types, business and technical challenges and strategic objectives.



To-be Recommendations and Prioritisation

- ▲ Prioritisation of identified business processes based on cost, risk, complexity evaluation.
- ▲ Recommendations on technical architecture required to support proposed automation candidates.



Deliver Actionable Roadmap

- ▲ Detailed actionable roadmap to allow budget and resource allocation to implement identified initiatives.

The Surveyor

The Speech Self-Service Surveyor is an interactive process, involving stakeholders from all areas of the organisation, such as business, technical and operational, to assist us in gaining a cross-functional perspective of the impact of introducing speech self-service to your organisation to achieve strategic objectives.

Business

We run expert-facilitated workshops to work through your existing customer management strategy and better understand your strategic drivers.

Operational

Our specialist self-service consultants engage with call centre team leaders and agents, conduct interviews and listen in on live calls in the call centre. We then use the experience we've gained globally on multiple successful self-service projects to assess the relative complexity of the proposed interactions, according to cost and risk.

Technical

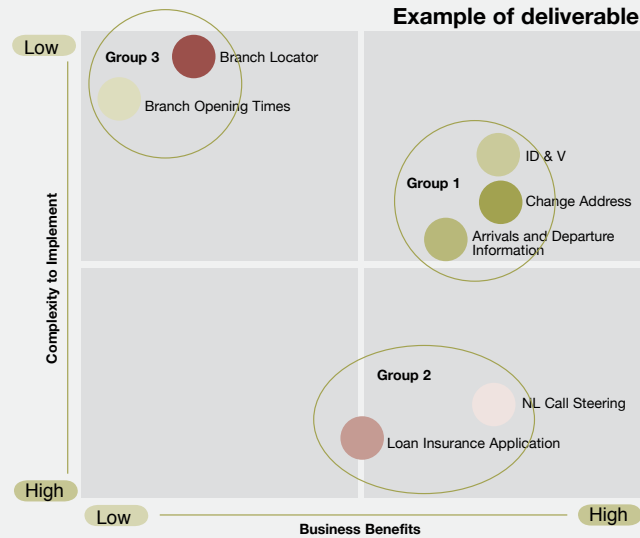
Our consultants interact with key stakeholders to evaluate the end-to-end technology investment that will be required to support a speech self-service strategy and build an 'as is' and 'to be' view of the systems architecture.

| Task Description | Dimension Data Resources | Customer Resources |
|---|--|--|
| Surveyor 'Context' Questionnaire Completion | | Business, Technical, Operational Stakeholders and Architecture |
| Kickoff Workshop Presentation | Consultant | |
| Kickoff Workshop Delivery | Senior Consultant, Consultant, Tech Consultant | Business, Technical, Operational Stakeholders +CC Team Leads |
| Technical Review (Timing is per contact centre) | Tech Consultant | Senior Architecture Resources: Telephony, Data Integration |
| Technical Output Preparation | Tech Consultant | |
| Business Review (Timing is per contact centre) | Senior Consultant, Consultant, Usability Consultant | Business, Operational Stakeholders, CCz Team Leads & Agents |
| Final Report Creation | Senior Consultant, Consultant, Usability Consultant, Tech Consultant | Consultant |
| Final Presentation | Senior Consultant, Consultant, Usability Consultant, Tech Consultant | All stakeholders |

Deliverables

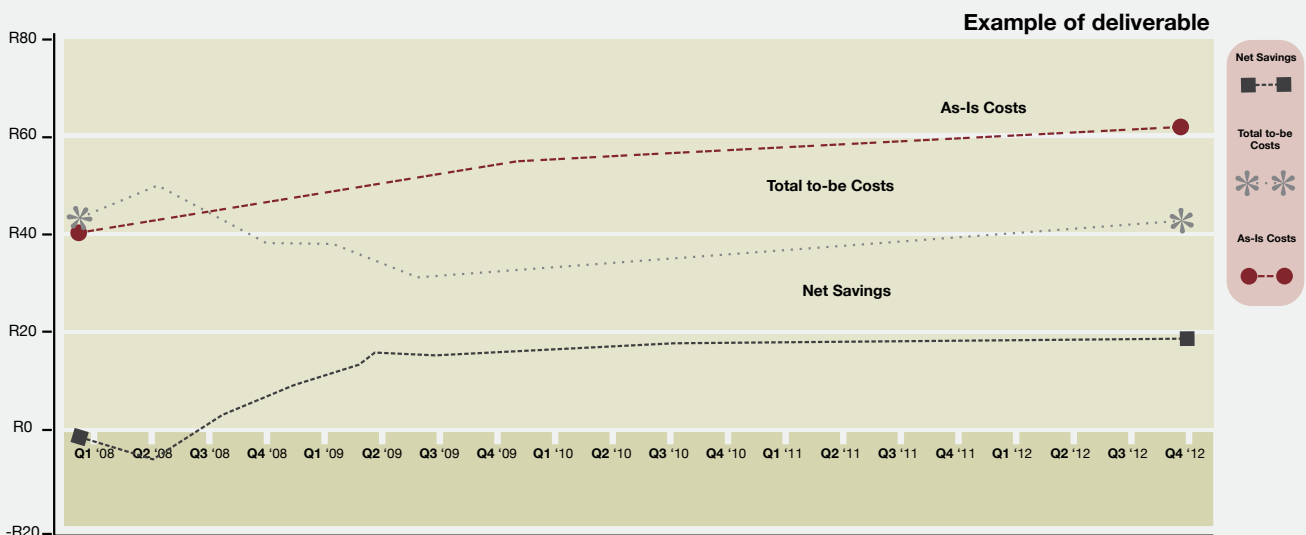
Following the assessment, Dimension Data will submit a report designed to aggregate the results of the various workstreams. The report details:

- ▲ The assessment methodology applied
- ▲ The criteria and assumptions made in prioritising applications and validating the speech-enabled self-service strategy
- ▲ 'Magic quadrant' (below) of potential applications



- ▲ Development over multiple customer engagements the Self-Service Surveyor has been used on four continents to identify and implement self-service strategies for organisations
- ▲ Candidate processes for automation are assessed by experts and a magic quadrant is produced that clearly shows those most attractive to the business
- ▲ Output focused on identifying what applications will deliver most benefit to the organisation, given the strategic focus and defined to-be position

- ▲ Systems architecture and integration considerations and recommendation
- ▲ Supporting business case for the identified applications (Outputs vary by customer requirement)



- ▲ The business case for investment is built to take into account all required investments including technology architecture, implementation, application development and support.
- ▲ The business case plots the impact on the business of proceeding with the recommended activities.
- ▲ This allows for informed decision making based on expert advice.

- ▲ Recommendations around Voice User Interface (VUI) design and branding (persona)

Benefits

Dimension Data's Speech Self-Service Surveyor assists your organisation to:

- ▲ Rapidly apply a globally tested framework to your self-service strategy (regardless of the stage of maturity of your thinking)
- ▲ Develop a comprehensive picture of your 'as is' contact centre architecture as it pertains to self-service, and an actionable roadmap for achieving the identified objectives
- ▲ Develop cross-functional understanding within your organisation of the role self-service has to play
- ▲ Deliver a branded, customer-centric interaction where customers get value out of every interaction

Case Studies

Cellular Provider

This Australian cellular provider developed a tactical marketing campaign to attract pre-paid customers. They approached Dimension Data to use our Speech Self-Service Surveyor to determine the validity of introducing automation in their contact centre to cope with future high call volumes. Dimension Data's Surveyor determined that the cellular company could gain a myriad of benefits from automating the SIM card activation (registration) process for its prepaid mobile customers. For example, this process also registers customers' SIM cards, as well as collecting information for regulatory purposes.

Global Hosted Provider

A global provider of data processing and electronic payment systems provides specialist services to major financial services organisations. The provider approached Dimension Data to assist them in formulating their strategy for implementing speech-enabled self-service, against critical success factors identified for delivering consistently high levels of customer experience and transaction completion rates. Dimension Data's Speech Self-Service Surveyor identified the benefits and Return on Investment associated with a speech implementation. The Surveyor also made recommendations regarding the most appropriate architecture to support the organisation's speech strategy.





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