



Real Time Virtual Coach Solutions
for Optimising Contact Centres

The Contact Centre Environment Today

Contact Centres are one of the most dynamic environments in business today with companies, products, policies, procedures and processes changing on a weekly or in some cases daily basis.

This creates a situation where people and systems are under significant pressure to perform in a rapidly changing environment. In addition, the following factors are adding to the pressure on Contact Centre teams:

- ▲ Agents, Supervisors and Management are under pressure to perform and are some of the most closely measured employees in any organisation
- ▲ Critical drivers are increasingly based on achieving high levels of first call resolution which has become a critical KPI that goes hand in hand with improving customer experience
- ▲ Agent attrition, which averages 28% in the UK means many agents are under skilled or lack knowledge and/or experience
- ▲ Business processes can be complex and be getting more complicated due to regulation or compliance with best practice
- ▲ Agents are typically required to use multiple applications and systems and need to cut and paste data between screens and/or applications
- ▲ Sales through service initiatives require further skills for non sales personnel

This situation means that Contact Centre management face a number of challenges resulting in the creation of a management “wish list”;



“I wish agents would...”

- ▲ Remember all their training and effectively apply it to each interaction
- ▲ Follow all business processes accurately and consistently
- ▲ Never forget to enter critical data into all applications and avoid data entry errors
- ▲ Accurately transfer information from one screen to another or to a completely different application
- ▲ Recognise cross sell and up sell opportunities
- ▲ Handle sales objections based on what our best agent would have said to the customer
- ▲ Prevent customers from churning or closing their accounts
- ▲ Close 100% of all customer queries on the first call
- ▲ Spot fraudulent customer activity
- ▲ Alert supervisors in real time about an abusive customer or a complaint call
- ▲ Have supervisors and agents see how they are performing in real time
- ▲ See how well alternative cross sell or retention strategies are working in real-time
- ▲ Deliver consistently the best possible customer experience

Dimension Data can address all these wishes using applications based on the concept of a “Real Time Virtual Coach”. These applications uses a unique approach that will significantly improve the performance of contact centre managers, supervisors and agents providing major productivity enhancements to your Contact Centre teams.

To understand the power of the “Real Time Virtual Coach” applications you need to imagine for a moment having a virtual coach on the agent’s desktop, which “floats” on top of all the current applications and is able to assist the agent at all times with any task at any point across multiple applications.

Example applications of the “Real Time Virtual Coach” are listed below and demonstrate the potential for optimising agent performance by;

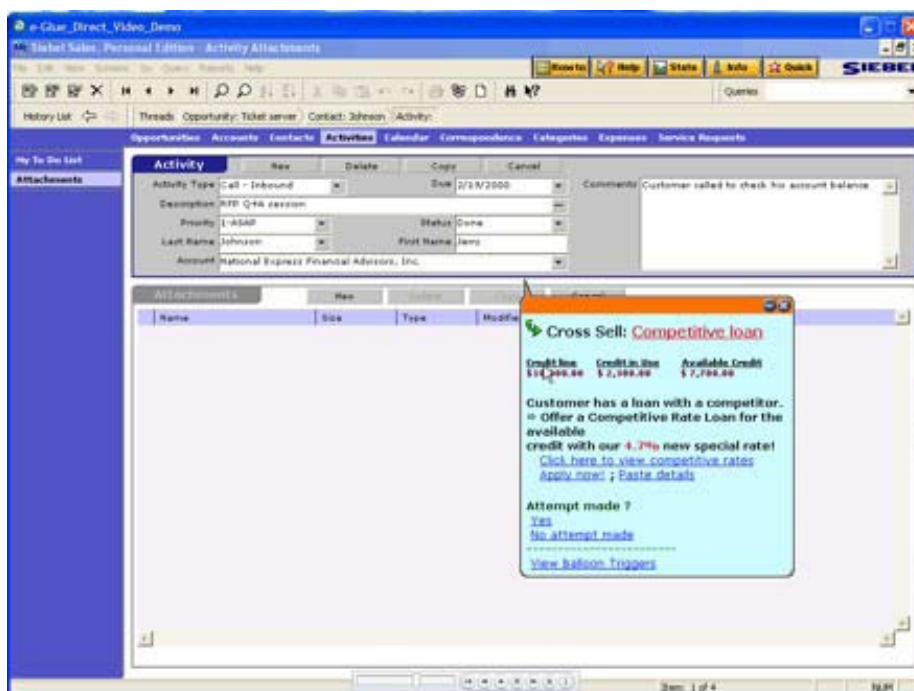
- ▲ Prompting agents with cross sell or up-sell opportunities
- ▲ Alerting agents to customers with the potential to churn
- ▲ Ensuring agents follow business processes from screen to screen and field to field
- ▲ Automating the cutting and pasting of data between multiple applications (Windows, Web, Green Screen, Citrix for example)
- ▲ Providing agents with objection handling tools based on best practice
- ▲ Providing real time performance data to agents and supervisors
- ▲ Providing the ability to push information to the agent to assist in closing a sales or preventing a customer from churning based on the best practice from the most successful agents

The existing desktop applications can be any combination of Web, Windows, Citrix, Green screen or homemade and the Real Time Virtual Coach can be integrated with them using a non-intrusive application mapping technique, which means there is no systems integration required and has, in effect a zero footprint on the network or IT infrastructures. Typically agents may have five plus applications including CRM, billing, Outlook, Intranet and these can all be integrated with Real Time Virtual Coach applications without any impact to the IT infrastructure.

Examples include:

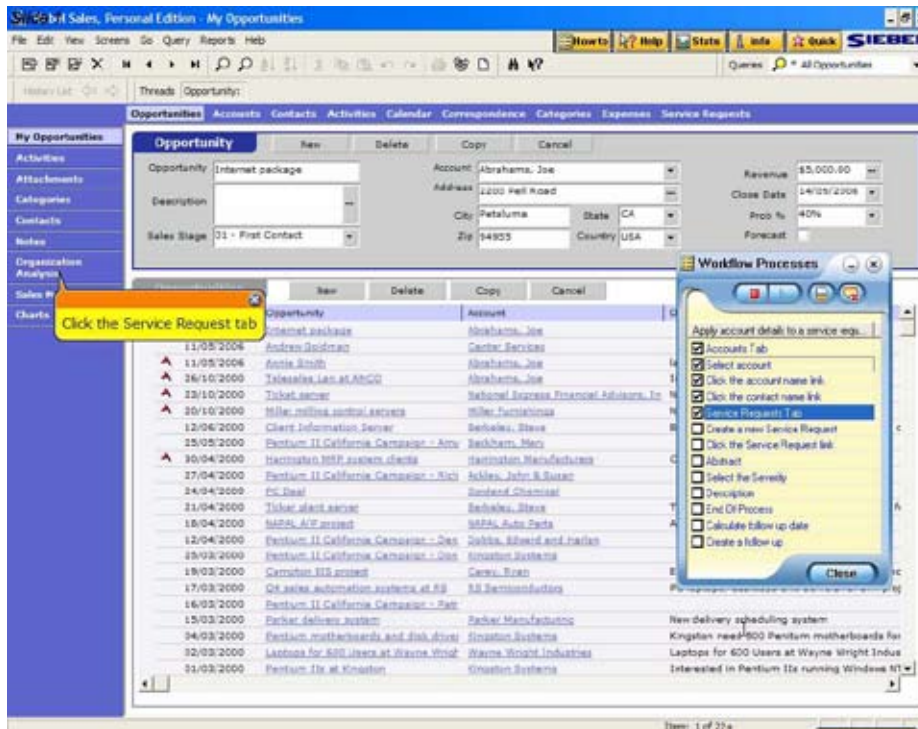
Cross Sell & Up Sell Capabilities

Up Sell opportunities using Virtual Coach applications to analyse information on various applications running in the background as minimised tasks



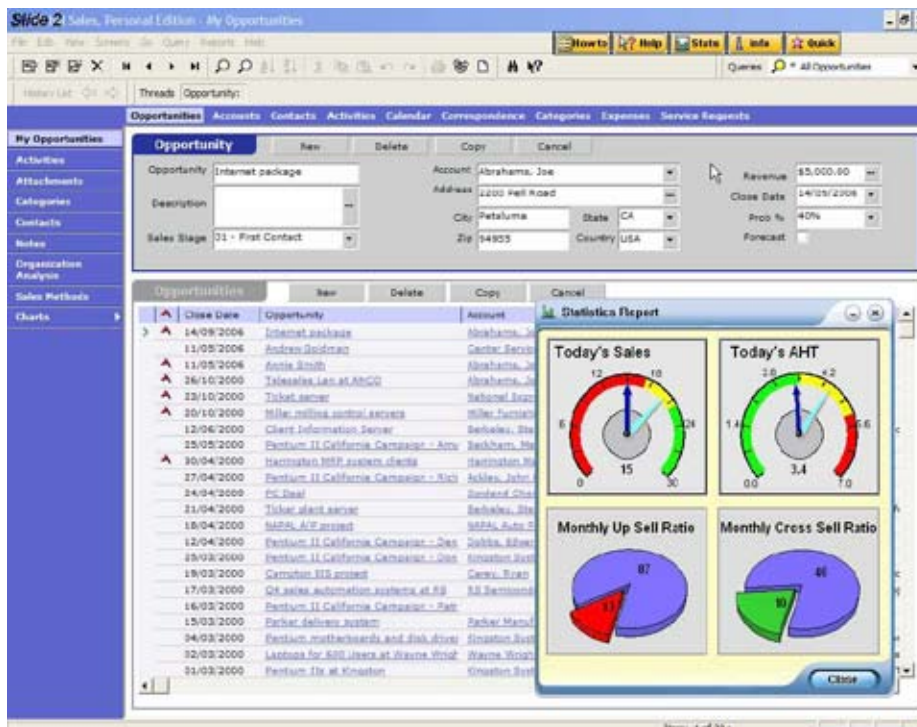
Real Time online training and assistance with complex business process

Note the "To do" list in the pop up on the right hand side and the yellow balloon prompting the agent to undertake a specific step in the process.



Real Time performance management

Agents have the ability to see exactly how they are performing through a dashboard which can be popped up from the toolbar by clicking the stats button.



Business Benefits

The business benefits to your business include:

- ▲ Improved quality of service and customer experience
- ▲ Increased first call resolution
- ▲ Increased sales—with significant improvements achieved in overall sales, upsell, cross-selling, and lead generation
- ▲ Increased customer retention rates
- ▲ Reduced call time (AHT)—with better efficiencies in talk and hold, net handle time, and between call times, and reduced call abandonment rates
- ▲ Improved performance—higher number of calls per agent, improved cancel/save ratios, reduced error and rework
- ▲ Reduced cost of training
- ▲ Reduced agent stress
- ▲ Provision of important statistical data to supervisors and agents regarding agent performance

Dimension Data has recognised the unique requirements generated by the Contact Centre environment and is delivering a new exciting technology that can address these challenges rapidly and effectively with minimal IT involvement and with a Return on Investment (ROI) of typically six to twelve months.

To view the “Real Time Virtual Coach” application and see how this could impact your business:

Contact Mike Cleugh CIS Business Development Manager at Dimension Data on: 01252 779483 or email mike.cleugh@uk.didata.com

Dimension Data Contact Centre experience;

We have more than two decades experience in designing, building and managing contact centre solutions for organisations around the world. Each year our solutions enable our clients to handle over 6 billion conversations with their customers.

Our expertise falls into 5 key areas that can significantly improve customer satisfaction; Contact Centre integration, Speech Self Service, Interaction Management, Workforce Optimisation and Operations.





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