

icmi™ EMPOWERING CONTACT CENTER EXCELLENCE



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icmi[™] CONTACT CENTER EXPO

Session 106

It's an Omnichannel World

The Brave New World of Omnichannel Agents!

Jeff Rumburg, *Managing Partner*, MetricNet, LLC

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MetricNet™ Performance Benchmarking

Contact Center KPIs Definitions & Correlations

Learn how each of the Contact Center metrics that we benchmark is defined, why it's important, and how it correlates with other metrics. We include metrics from the following six categories:

- > Cost
- > Productivity
- > Service Level
- > Quality
- > Agent
- > Contact Handling

MetricNet Performance Benchmarking
www.metricnet.com
703.992.8160
info@metricnet.com

MetricNet™ Performance Benchmarking

Contact Center KPIs Definitions & Correlations for sales Contact Centers

Learn how each of the Contact Center metrics that we benchmark is defined, why it's important, and how it correlates with other metrics. We include metrics from the following seven categories:

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29 Years of Contact Center Benchmarks

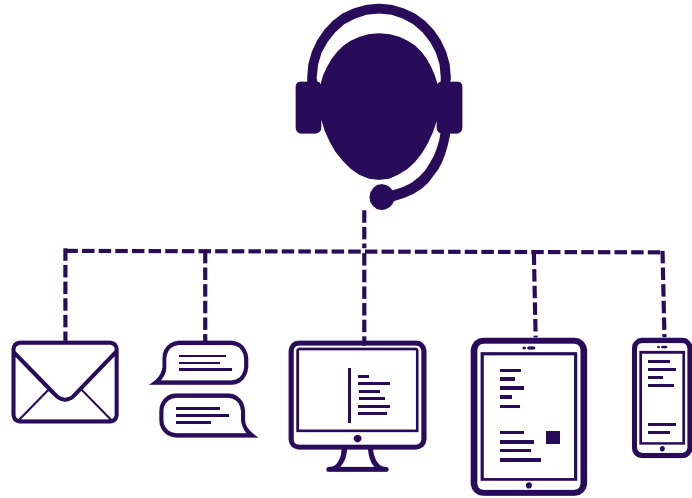


- Global Database
- More than 4,000 Contact Center Benchmarks
- 70+ Key Performance Indicators
- Nearly 120 Industry Best Practices

Contact Center Mega Trends

- ❑ The Value Center Paradigm for Managing Contact Centers
- ❑ Holistic Use of Key Performance Indicators
- ❑ Benchmarking to Achieve World-Class Performance
- ❑ Rapidly Increasing IVR and Self-Help Adoption
- ❑ Rapidly Maturing AI Channels
- ❑ Effective Channel Deflection Strategies
- ❑ Process Rationalization and Maturity
- ➡ ❑ The Migration to Omnichannel
- ➡ ❑ The Emergence of Omnichannel Agents

From Multichannel to Omnichannel



MULTICHANNEL CUSTOMER SERVICE

A strategy to quickly communicate or deliver information using as many individual channels as possible. These channels are not integrated. Each *separate* communication channel has a unique strategy.

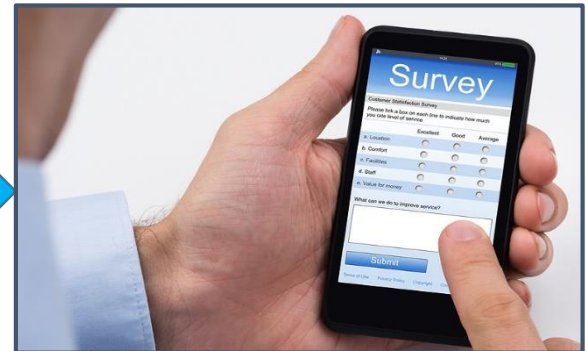
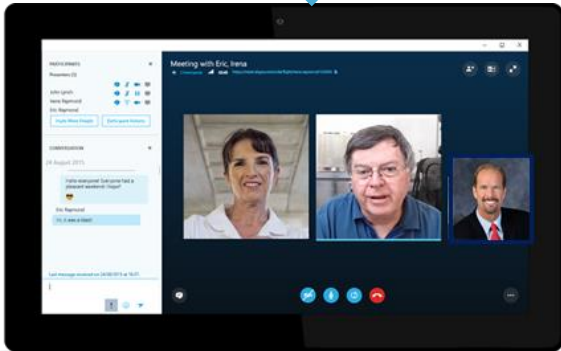
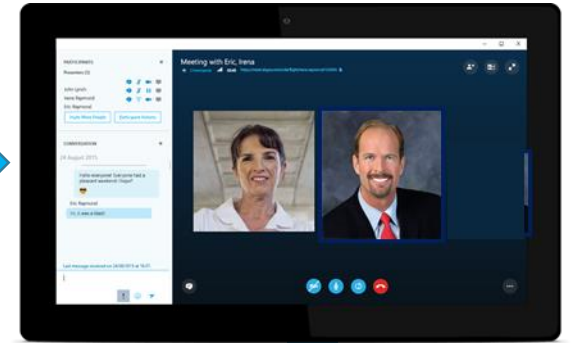
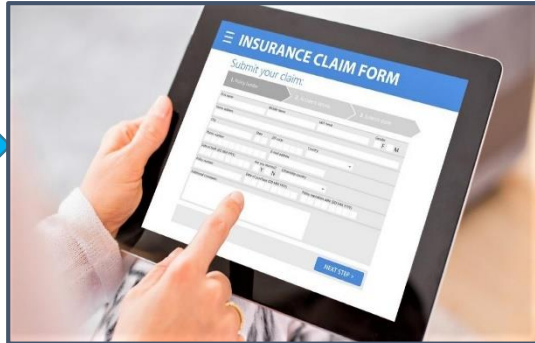
OMNICHANNEL CUSTOMER SERVICE

A cross-channel strategy based on the seamless integration and coordination of all communications channels. Easily switch between all communication channels

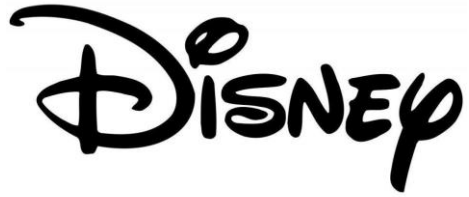


IBM Omnichannel Banking White Paper | 2017

My Own Case Study



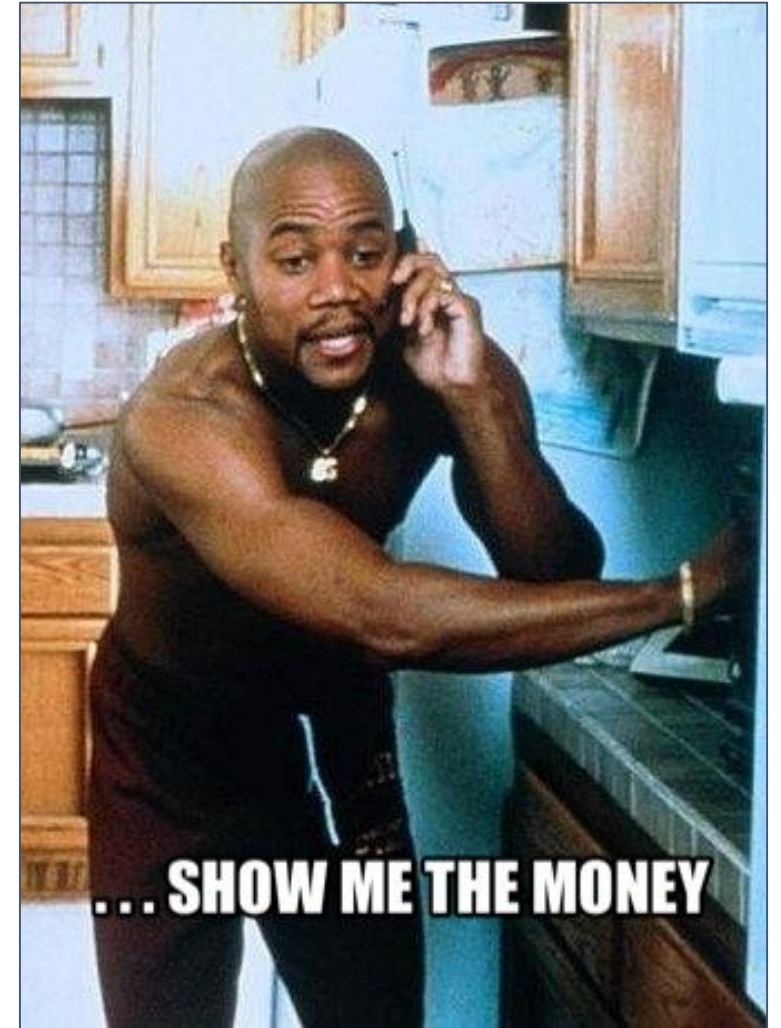
Who Are the Leaders in Omnichannel?



The Dogma of Multi Channelism

- Repeat Business – Customer Loyalty
- Greater Customer Lifetime Value
- Higher Product Count per Customer
- Price Premiums Through Product Differentiation
- Upselling and Cross Selling – Sales at the Point of Service (SPOS)
- Positive Word-of-Mouth Referrals

Show Me the Money!



Five Industries, and Five Measures of Success

Industries

- Airlines
- Wireless Telco
- Cable and Internet
- Credit Card
- Retail Banks

Success Metric

- Profit per Seat Mile
- Lifetime Customer Value
- Product Count per Customer
- Monthly Customer Spend
- 5 Year Stock Return

The Financial Benefit for the Top Performers

Company	Financial Benefit vs. Industry Average
Southwest Airlines	\$2.6 billion greater profitability in 2018
Verizon Wireless	\$13 billion greater profitability in 2018
Rogers Canada	\$3.1 billion greater profitability in 2018
American Express	\$1.9 billion greater profitability in 2018
PNC Bank	\$36.3 billion increase in market value over 5 years

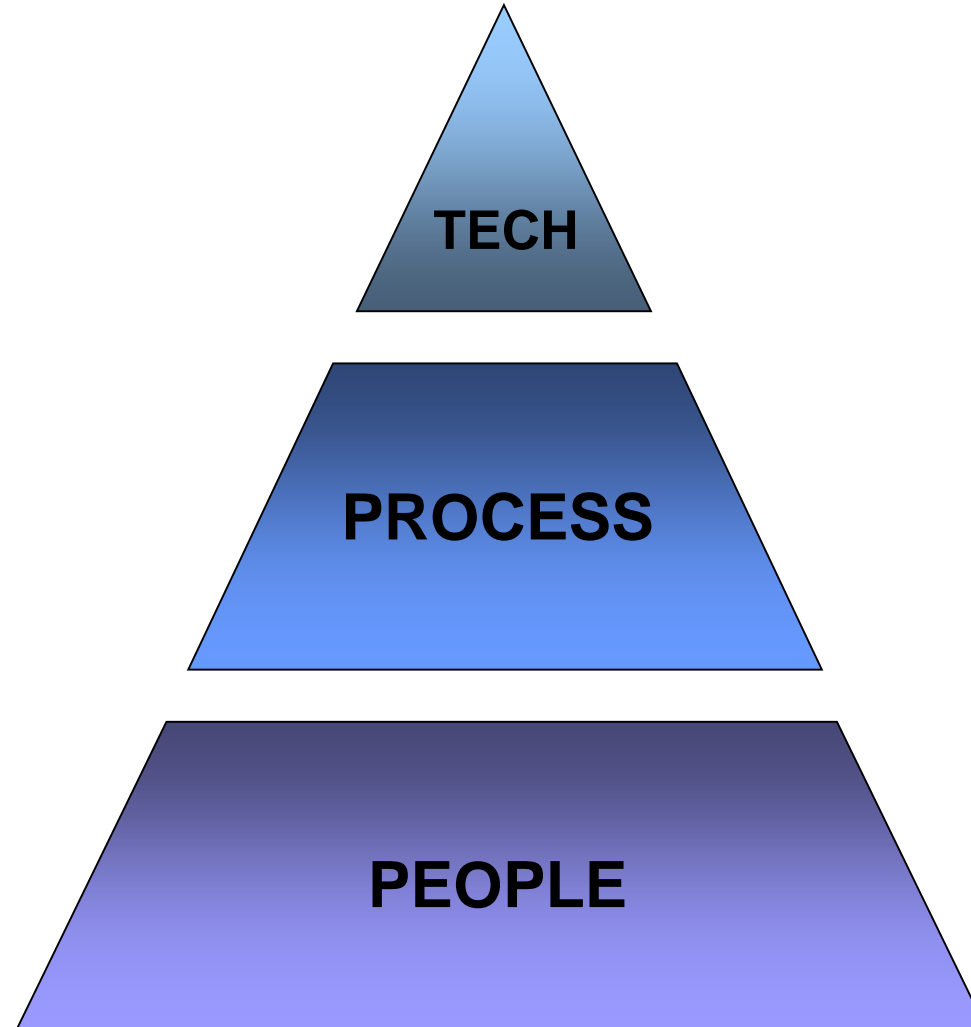
The Customer Benefits of Omnichannel

- Channel Choice – in any part of the customer journey
- Device Choice – in any part of the customer journey
- In Context Interactions – 360-degree view of the customer
- Quicker resolution times
- Precision targeted solutions
- A Frictionless Customer Experience – CSAT, CES, NPS

What About the Contact Center Agents?



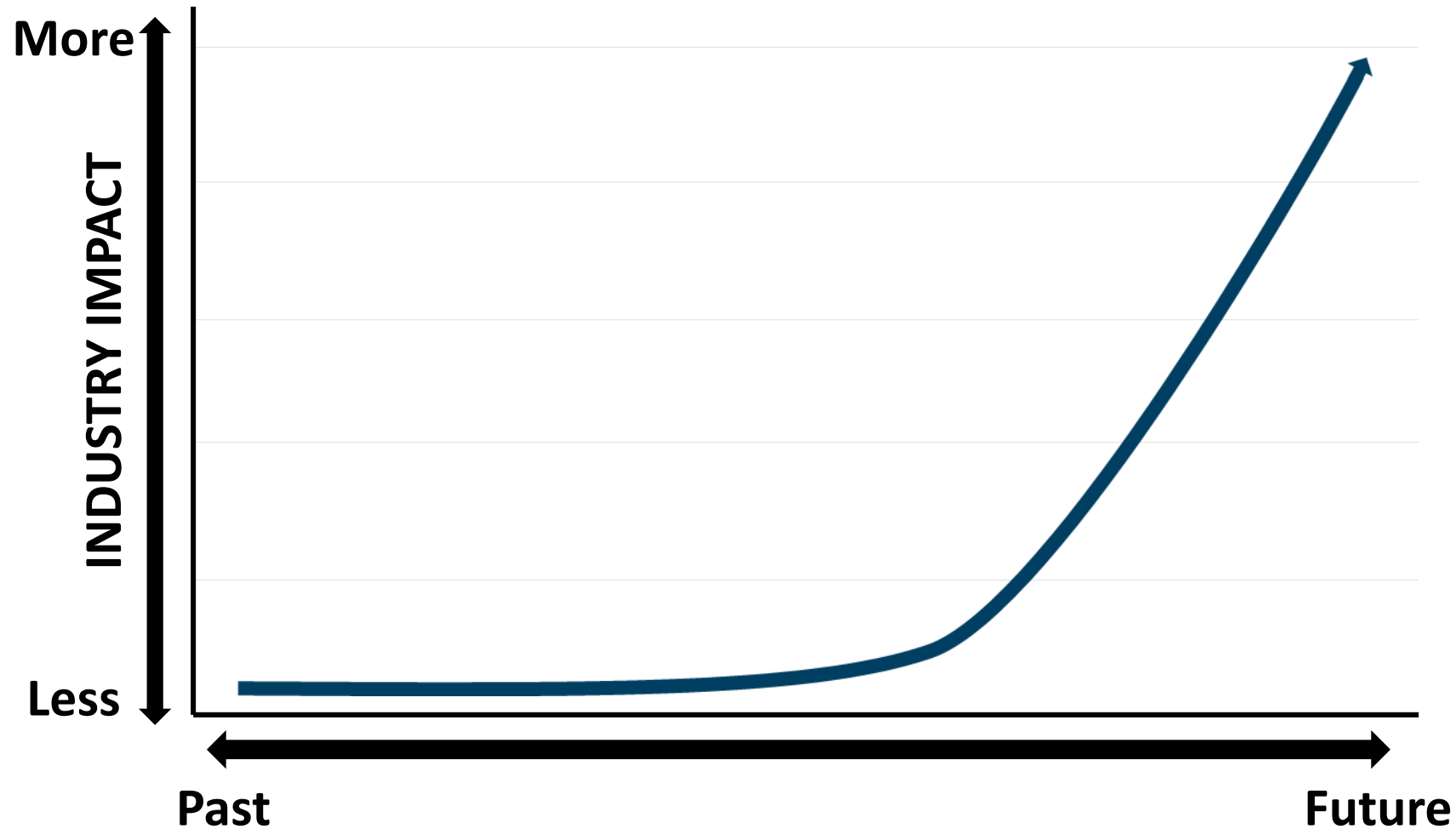
Technology is Leading the Way



The Bots are Coming!



We're at an Inflection Point for People

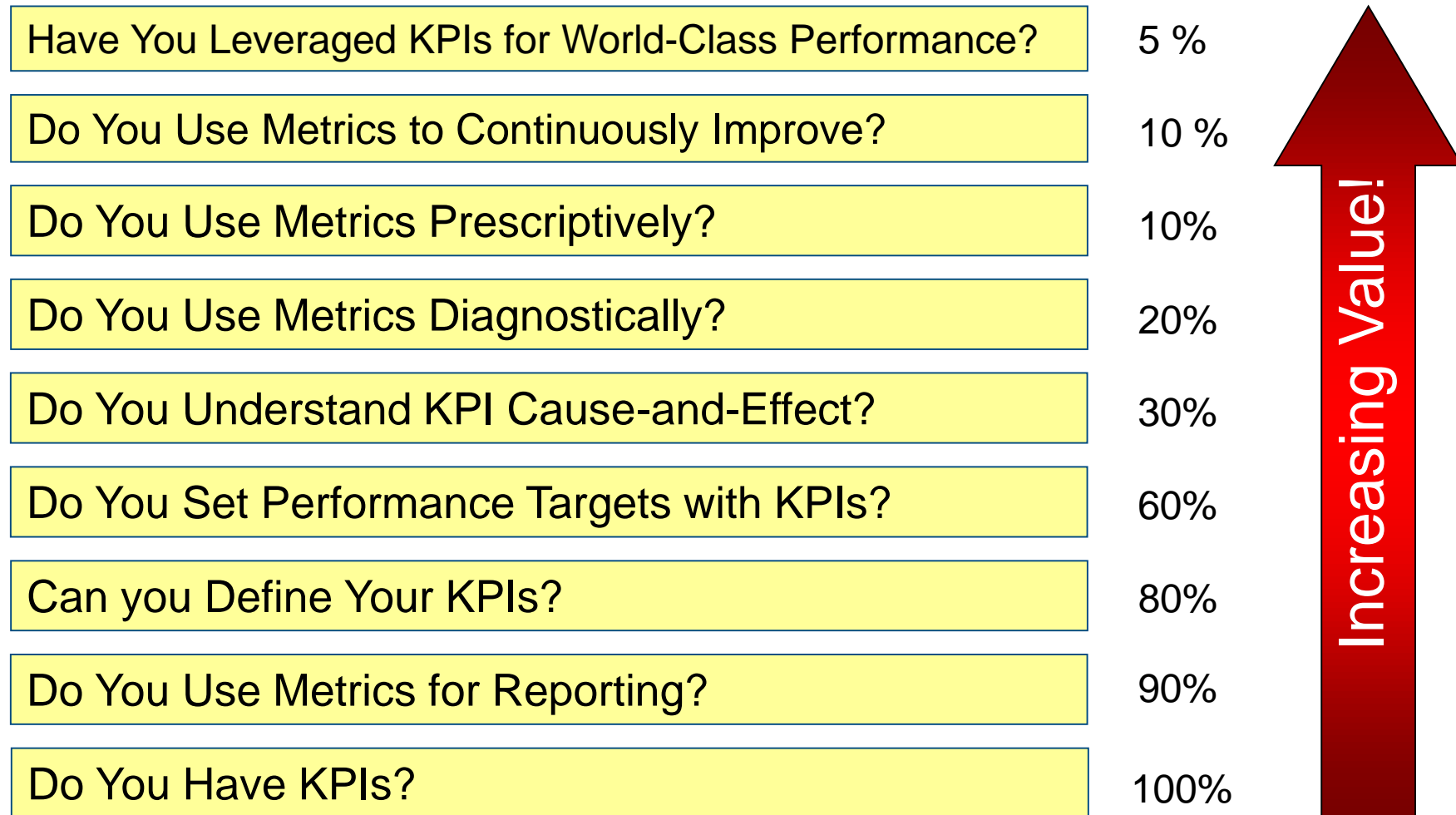


Traits of An Effective Omni Channel Agent

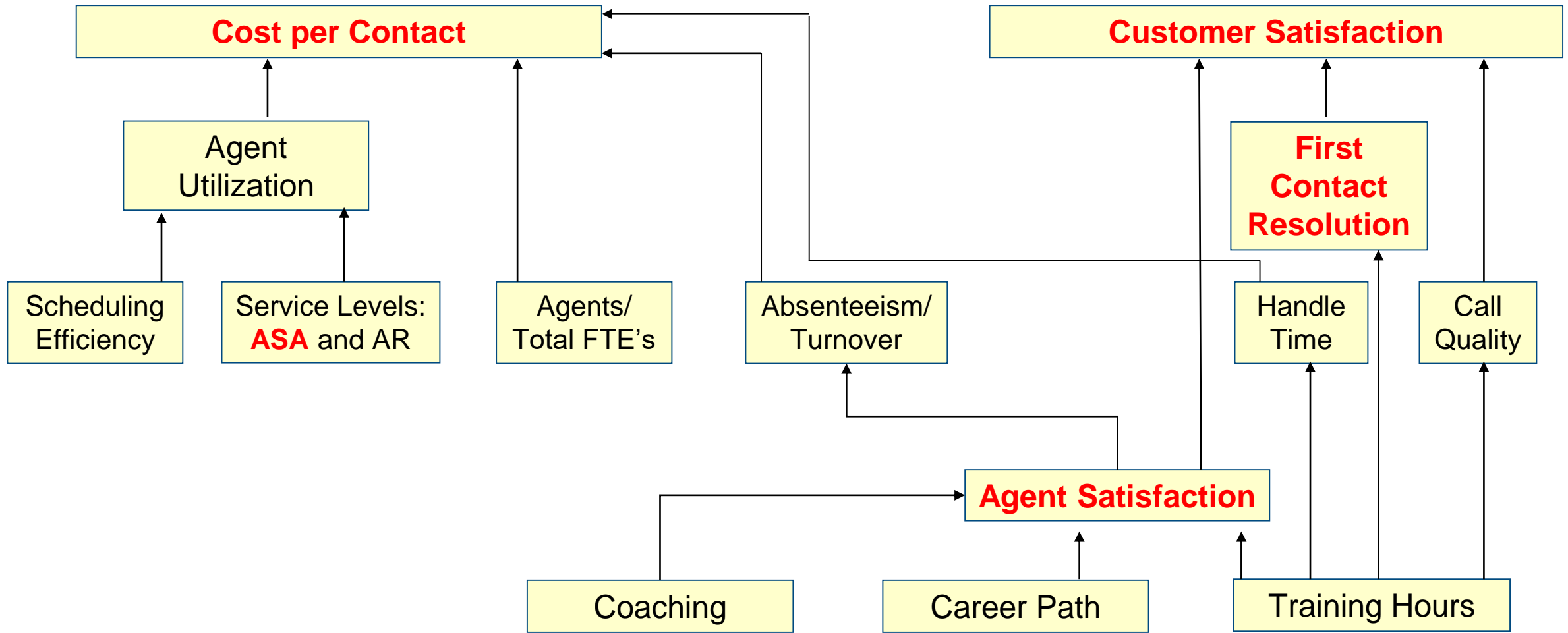


Single Channel	➡	Multi Channel
Transactions	➡	Journeys
Time Focused	➡	Value Focused
Scripted	➡	Conversational
Soft Skills	➡	EQ
Observe Metrics	➡	Leverage Metrics
Process Driven	➡	Outcome Driven
Agent	➡	Business Person


The Contact Center Metrics Hierarchy



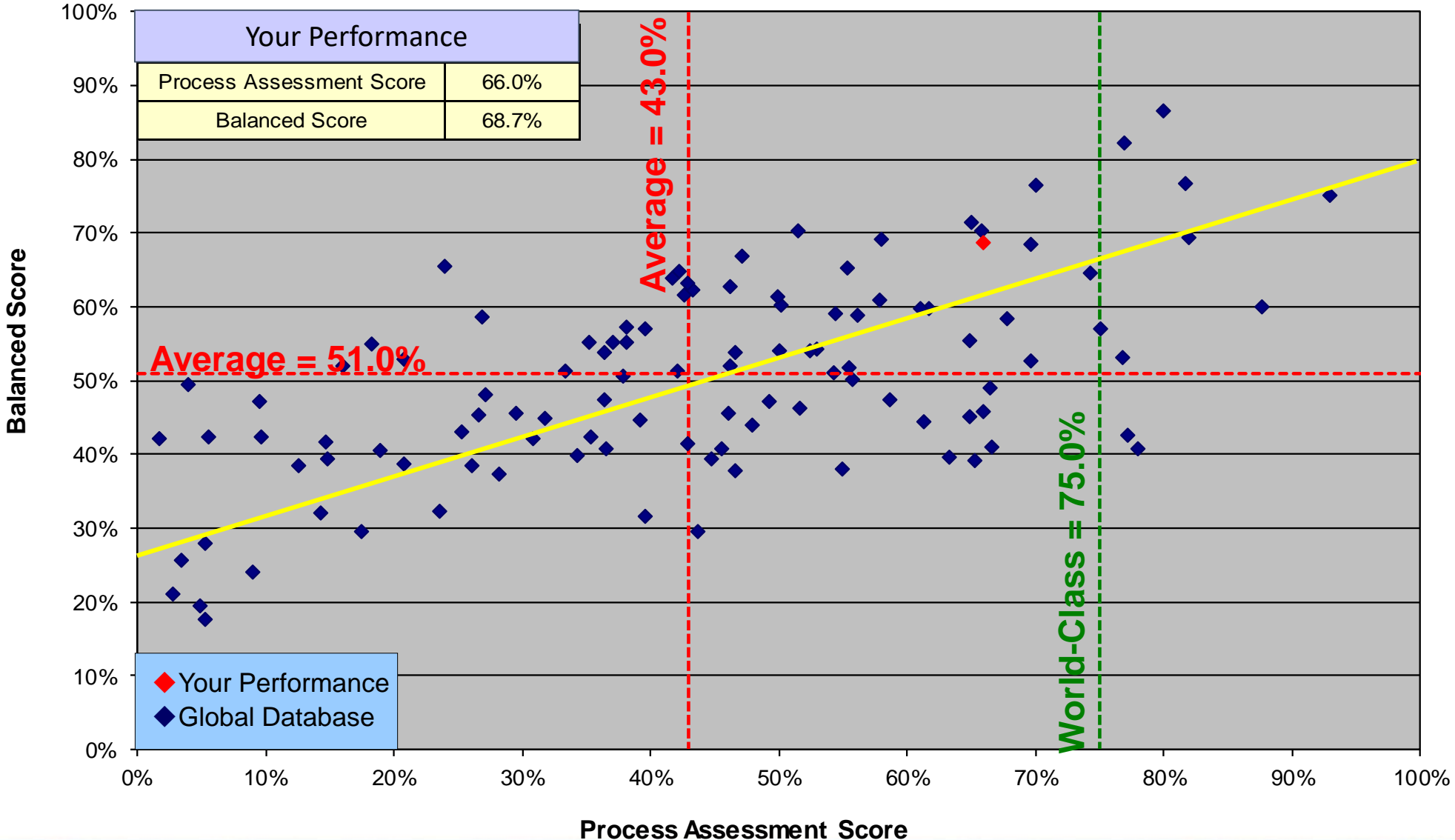
Important Contact Center KPI Correlations



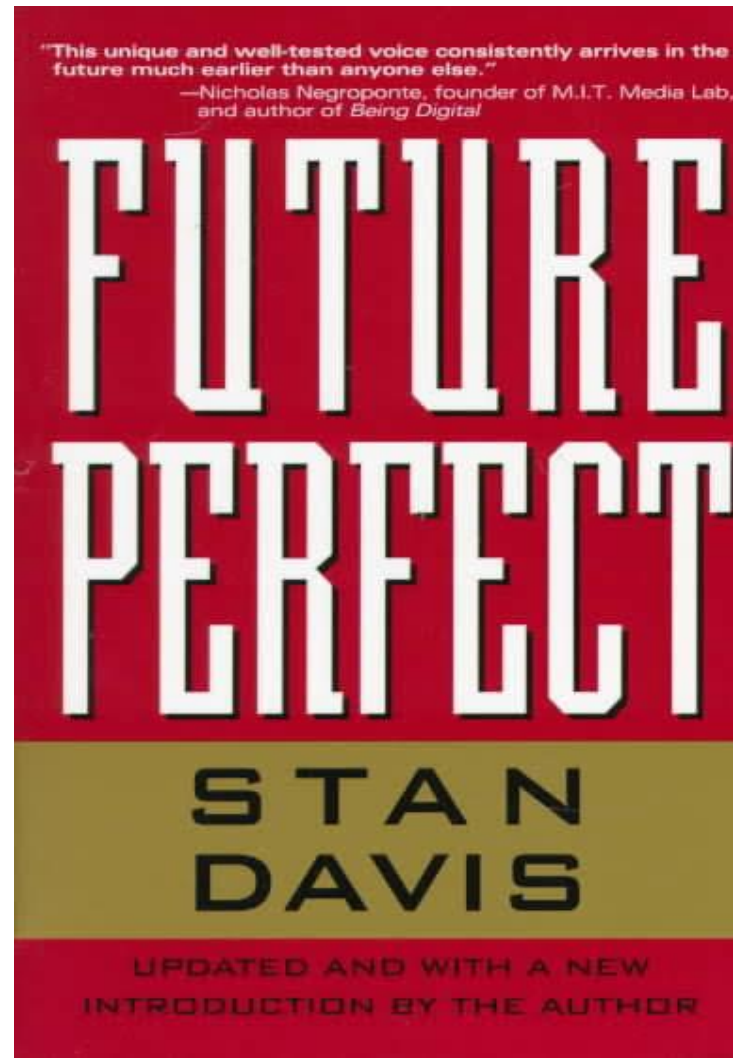
Process Maturity Assessment

	Model Component	Definition
Strategy	Strategy	Defining Your Charter and Mission
Human Resources	Human Resources	Proactive, Life-cycle Management of Personnel
Process	Process	Expeditious Delivery of Customer Service
Technology	Technology	Leveraging People and Processes
Performance Measurement	Performance Measurement	A Holistic Approach to Performance Measurement
Stakeholder Communication	Stakeholder Communication	Proactively Managing Stakeholder Expectations

Process Maturity Drives Overall Performance!



Any Time...Any Place



The \$85 Trillion Global Economy



Global Contact Center Cost

\$1.3 Trillion

Global Contact Center Employment

16 Million FTEs

Global Contact Center Footprint

200,000+ Contact Centers > 10 agents

Global Contact Center Demand

265 Billion Customer Service Calls Annually

Your Opportunity to Excel



Single Channel



Multi Channel

Transactions



Journeys

Time Focused



Value Focused

Scripted



Conversational

Soft Skills



EQ

Observe Metrics



Leverage Metrics

Process Driven



Outcome Driven

Agent



Business Person

QUESTIONS?

Don't forget to fill out the evaluation for this session!

These evaluations help shape future events!


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Session 106:
**It's an Omnichannel World:
The Rise of Blended Agents!**

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Session 705:

705: The Profit-Center Mentality: Managing Contact Centers as a Business!

Jeff Rumburg, Managing Partner, MetricNet, LLC

Thank You!

QUESTIONS?

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About MetricNet

Your Benchmarking Partner

Your Speaker: Jeff Rumburg



- Co Founder and Managing Partner, MetricNet, LLC
- Winner of the Ron Muns Lifetime Achievement Award
- Named one of HDI's Top 25 Thought Leaders 2016, 2017 & 2018
- Former CEO, The Verity Group
- Former Vice President, Gartner
- Founder of the IT Service and Support Benchmarking Consortium
- Author of *A Hands-On Guide to Competitive Benchmarking*
- Harvard MBA, Stanford MS

Contact MetricNet...



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Benchmarking is MetricNet's Core Business

Contact Centers

- Customer Service
- Technical Support
- Telemarketing/Telesales
- Collections

Information Technology

- Service Desk
- Desktop Support
- Field Support

Telecom

- Price Benchmarking

Satisfaction

- Customer Satisfaction
- Employee Satisfaction



Meet a Sampling of Our Clients

MetricNet Conducts benchmarking for Contact Centers worldwide, and across virtually every industry sector.



Thank You!