



# Turning Features and Functions into Customer Experience Best Practices

J.R. Simmons, President  
COMgroup, Inc.

[jrs@comgroup-inc.com](mailto:jrs@comgroup-inc.com)

# COMgroup, Inc.

- Eleven member firm with roots back to 1973
- Owner / Principal Consultant: J.R. Simmons
  - 33 years as an Independent Consultant
- Contributing member of BC Strategies
- Regular articles for No Jitter
- Immediate Past-President of the SCTC International
  - **S**ociety of **C**ommunications **T**echnology **C**onsultants
  - Ethics based association of independent consultants



# Agenda

- Customer or Agent focus?
- Multi-channel challenges
- Statistics & Speech Analytics
- Personalization and Customization
- IVR and menus
- Artificial Intelligence and Bots

# Implementing Change

**Are you making decisions to  
benefit the customer, the  
agents, or the organization?**

# Help the agent improve CX

- Cross-training
- Multi-media skills
- Gamification and motivation
- Single Point of Contact attitude
- Click to dial integration
- Get all employees involved

# Doing it all wrong

**Bad customer experiences  
produced by misguided use  
of technology is worse than  
no change at all**

# Bad CX Examples

- Repeated reauthentication “for security purposes”
- Inaccurate predictive wait times
- AA using a conversational Bot that only picks up a key word or two – search-type results
- Hiding or resisting live agent help
- Having to repeat the information or the steps

**Choice is a key**

**Empowering the customer  
is a great way to  
customize the experience**



# Multi-Channel Success

- Let the customer choose the channel they prefer
- Make and keep a response time commitment
- Allow the same agent to handle a media escalation
- Provide knowledge of automated part of journey
- Implement co-browsing and desktop sharing
- Social media tracking as a channel

# Are Calls Important?

- Self-service is common and preferred
  - Over 80% attempt to find solution before calling
- Call volumes slowly dropping
- But, calls more important than ever
- Inefficiency remains a problem

# Other contact types

- On-line chat (used by over 60%)
- SMS / Text on the rise – critical for mobile society
- E-mail still has an important role
- Customers consider digital solutions more responsive
- 40% prefer digital solutions to human contact

# Omni-Channel

- Combined / blended strategies
- Identify segments and preferences – not one size for all
- Allow fluid movement between channels
- Information tagged to total journey
- Comprehensive staffing approach
- Blended reporting

# Live video in action

- In addition to the streaming tutorial approach
- Let the customer choose
- One-way OK, more value seeing than showing
- Images of problems – customer view
- Images of options / products – company view
- Beware the impact of distractions

# Reporting Analytics

- Length of time on contact
- Speed of answer – from customer point of view
- First contact resolution
- Customer satisfaction – actual rather than statistical
- Mine the results for trends and learning opportunities
  - Predictive analytics

# Dashboard Use

- Should be actionable data
  - Will agents behave differently?
  - Will supervisors invoke a change?
- Results tied to measurements and rewards

# Speech Analytics

- Suggested resources and responses
- Supervisor assistance situations
- Quality Monitoring scoring
- Agent training
- Trend analysis and stats gathering
- Compliance searching



# Personalization

- Individual routing rules
- Customer choice
- Preferred agent (not just preferred groups)
- Multi-media consistency

# Leverage Knowledge

- Most recent transaction
- Previous agent
- Pending transactions
- Preferences and habits
- Recent social media activity

# Personality matching

- Agent profile
- Caller profile based on access & caller-ID
- Caller profile – per CRM information
- Information gained from social media mining

# Call-Back Winners

- Queued call back
- Scheduled call back
- Dropped call / accidental disconnect call back
- Call back after abandoned?
- Not a substitute for proper staffing

# IVR & Menus

- Automate for the customer, not the business
- Limit levels and selection choices
- Don't add unnecessary information
- Pay attention to phonetics and linguistics
- Don't prevent live agent help
- Consider visual IVR menus on mobile devices

# Self Service and Bots

**Artificial intelligence  
improvements will help  
change how we interact  
with an organization**



# Bad Bots

- Pretend to be human
- Misunderstands requests
- Try to do too much
- Won't stop or let the customer out to live help
- Implemented to help the business instead of the client

# Good Bots ...

- Solve problems / provide answers promptly
- Can take proper action (for standard requests)
- Quickly route calls, accurately
- Can automate the authentication process
- Track the journey, passing off to agent when needed
- Are optional, not forced



**Buying technology will not  
improve customer service**

**Properly implementing  
technology based on  
customer needs is the key**

# Thank you!

## Questions?



**Slides or comments:**  
[jrs@comgroup-inc.com](mailto:jrs@comgroup-inc.com)