

The Why
And
The Why Not

START



Transformation over Technology Experience over Efficiency Simplicity to drive velocity



Crawl



Walk



Run

Where were we when we started the journey?



Value	Provide a low-effort, live experience with some self-service options if preferred.	Work with the customer where they prefer to work.	Guided problem solving
Operational Aspect	<ul style="list-style-type: none"> • Continue to enhance live channels • Large base of reps • Perform transactional surveying & experience metrics 	<ul style="list-style-type: none"> • Provide a wide variety of service channels and options • Flex reps across channels • Monitor various experiences across channel adoption 	<ul style="list-style-type: none"> • Rationalize channels • Balance cost while preserving experience • Focus skilled reps on complex work • Measure self-service containment & deflections





Set our community (*Compass*) as the foundation



Defined a Knowledge Management (*KCS*) Strategy



Federated Search & bot strategy (*Cognitive Search Platform*)

Self-Service Process

Improve the findability of relevant information across your digital properties - irrespective of where the information resides. Deliver an impeccable self-service experience to your customers, prospects, partners, and employees.



Decrease Average Handle Time

Empower your support agents to quickly find and access all the information and help they need to resolve more customer queries in less time. Reduce AHT, increase customer delight.



Augment Support Efficiency

Go beyond simple automation of mundane processes - predict cases and then smartly sort, triage, and route them. Assign every case to the best-fit agent based on the agent expertise and the case sentiment.



Increase First Call Resolution

Equip your agents with cutting-edge technology and tools that empower them to stand and resolve customer queries in the first call. Improve the experience of your customers.



Drive Knowledge-Centered Support

Implement next-gen support programs like knowledge-centered support (KCS) and intelligent swarming successfully. Measure, quantify, and showcase the success of these initiatives.



Maximize Your Customer Service ROI

Measure, quantify, maximize, and showcase ROI in your entire support ecosystem. Save ~\$1 Million in support cost in three months of deployment with quick time to value.

Where are we today?



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