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Four Steps to Secure Executive Investment in Your Contact Center Program

Get Buy-In and Develop a Plan for Growth

October 24, 2023

AGENDA

1 **The Current Contact Center Landscape**

2 **Overcoming Cost Pressure**

3 **Building Your Business Case**

4 **Objection Handling**

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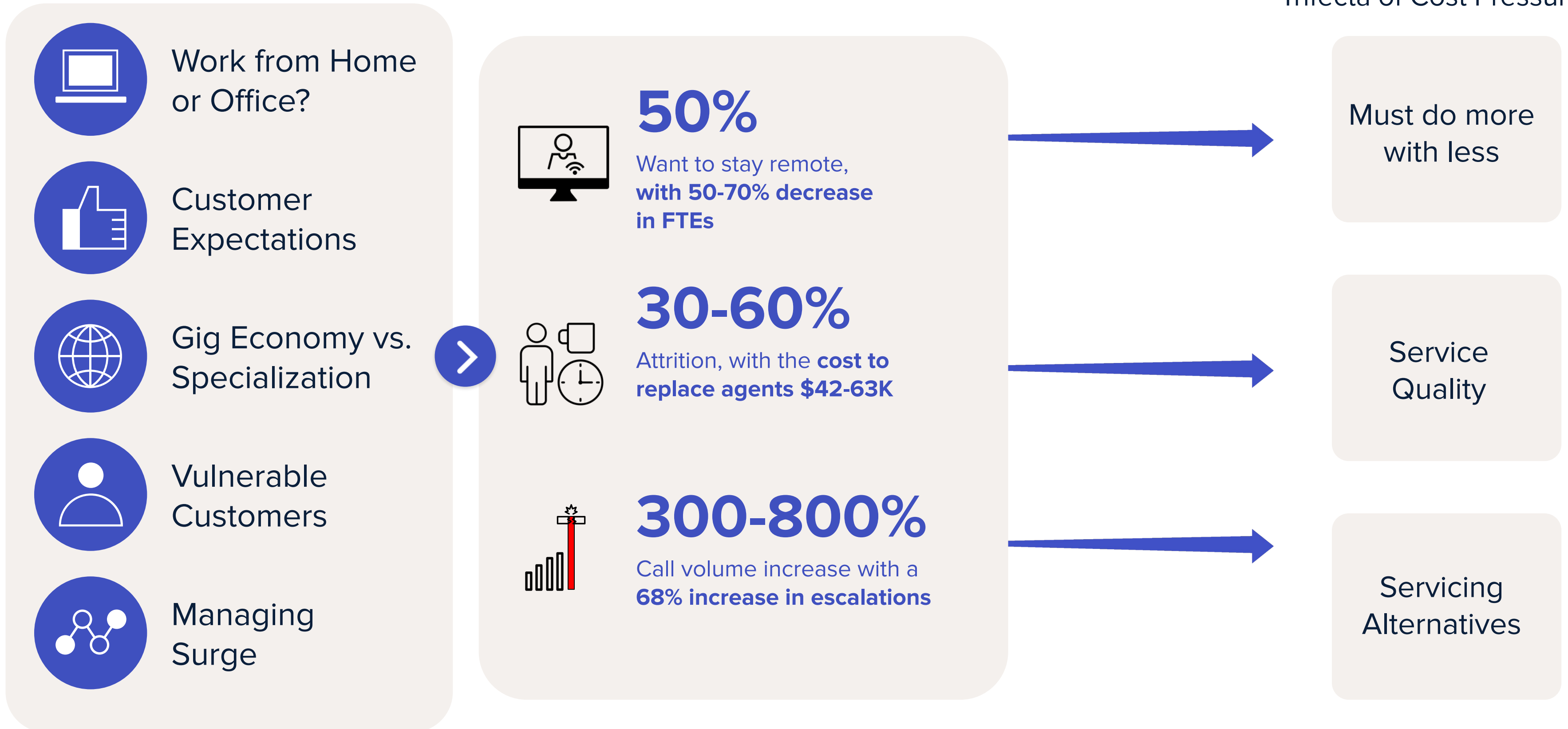

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The Current Contact Center Landscape

Work from Home or Office?

Customer Expectations

Gig Economy vs. Specialization

Vulnerable Customers

Managing Surge

50%
Want to stay remote, **with 50-70% decrease in FTEs**

30-60%
Attrition, with the **cost to replace agents $42-63K**

300-800%
Call volume increase with a **68% increase in escalations**

Must do more with less

Service Quality

Servicing Alternatives

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Levers to Pull to Overcome Cost Pressure

Omnichannel Impact
Improve omnichannel journeys to drive customer satisfaction at lower cost to serve

Operational Efficiency
Optimize resource efficiency and impact

Service Quality
Increase customer service experience while reducing cost to serve

Employee Experience
Happier employees drive better CX and reduce cost pressures

Revenue Generation
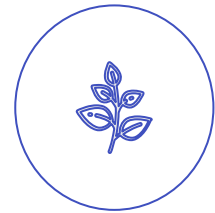Refocus contact center operations from a cost center to a growth driver

Planting the Seeds
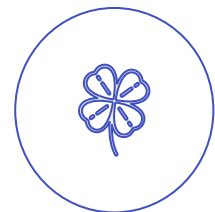# for Change

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Growing Your Idea

- Define the problem or opportunity

- Ensure alignment with strategic priorities

- Gather supporting data & evidence

- Tell your story

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Foundational Metrics for Building Your Business Case

Omnichannel Impact

- Increase self service utilization
- Prevent next call
- Improve containment rate
- Reduce digital abandonment
- Change in call type mix

Operational Efficiency

- Reduce cycle time
- QA efficiency
- Shorten ramp-up
- Automate insights creation, analysis and reporting
- Increase quality of insights

Service Quality

- Prevent the Next Call
- Increase First Contact Resolution (FCR)
- Reduce Average Handle Time (AHT)
- Deflect calls to self service
- Increase customer satisfaction with agent
- Reduce hold time
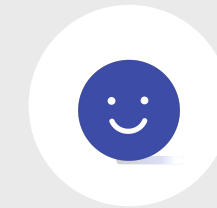
Employee Experience

- Increase employee satisfaction
- Increase referrals
- Longer tenure, reduced attrition
- Decrease training costs

Revenue Generation

- Improved NPS
- Deeper customer relationships through cross-sell
- Reduce churn potential
- Improve targeted marketing efforts

Think Outside the Silo: Contact Center metrics serve as your KPIs for tracking opportunities for any future business case

Overcoming common objections and hurdles to getting a 'yes!'

"Not a priority"

"No funding available"

"I don't see the value"

"Customer service is just the price of doing business"

"It's a good idea, but we are already spread thin"

"Too much change already"

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Next Steps

Implement Your Learnings

Cultivate these new strategies to get a yes. Start with the four steps.

1. Define the problem or opportunity.
2. Ensure alignment with strategic priorities.
3. Gather supporting data and evidence.
4. Tell your story.

5 Reasons to Attend

- See next generation technology
- Get inspired by the world's experience leaders charting new paths
- See how AI and deep learning are delivering breakout results
- New tracks for Employee Experience, Customer Success & Innovation
- Get smart with hands-on Learning Labs, training & certification

Thank You

Book a meeting with an expert:
www.medallia.com/experts-on-demand

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