

# Customer Contact is Changing . . . And YOU Need to be Ready

Major change is happening in customer contact operations and technology. How do you get ready? First, discuss whether the changes described here apply to your environment and your readiness for them. Then, identify your actions for defining and executing the right strategic moves.

## The "Hot" List

- ▲ Voice over IP (or IP Telephony), server-based applications, and open platforms and standards
  - Migrate core voice-switching infrastructure to packet-switching based on IP networks.
  - Move contact management intelligence to open, server-based applications.
  - Leverage standards such as SIP and CCXML for application development and integration.
- ▲ Multiple media and collaboration
  - Include a variety of media – such as email and text chat – in a common routing and reporting infrastructure.
  - Enable web collaboration to enhance web-based contacts with collaborative browsing.
- ▲ Multiple sites, virtualization, globalization
  - Operate dispersed locations as one, whether main sites, satellite offices, or home offices.
  - Leverage the IP-based architecture to add efficiency and effectiveness to the implementation and management of a multisite, virtualized environment.
- ▲ Unified Communications
  - Integrate the center with the enterprise using UC functions such as IM, presence, and collaboration.
  - Use communications to automate and streamline end-to-end processes.
- ▲ Insightful reporting and analytics
  - Implement “performance optimization” or “performance management” to define, monitor, and manage the key performance indicators that address core business goals.
  - Provide reporting and analysis with a cohesive view across sites and media – analyzing data, speech, or both.
- ▲ Speech-based, self-service applications
  - Use speech recognition to offer improved voice access to information and transactions.
  - Use new ways to develop applications that leverage web architectures and offer a broader developer pool (VoiceXML).
- ▲ Business continuity/disaster recovery
  - Define an operations and technology plan for mitigating vulnerability and recovering from disruptive events quickly and effectively.
  - Leverage the IP-based architecture to optimize survivability and recovery.
- ▲ KM, CRM and Unified Desktop
  - Promote self service and enhance consistency and efficiency on assisted service using Knowledge Management.
  - Integrate through a unified desktop to provide quick access to KM, CRM and legacy applications to efficiently serve customers.
- ▲ Personalized applications
  - Use business rules to drive intelligent routing, self-service interactions, scripting, and other events that optimize customer contact value to the corporation.
- ▲ Web 2.0
  - Tap community involvement through wikis, blogs, RSS feeds, social media sites, and more – supporting internal communication and customer-facing communication.
- ▲ Sourcing
  - Define the processes and technology you should provide in-house and which you should outsource. If outsourcing, decide where to locate: on, near, or off shore.
  - Define which technology applications should be premise-based and which should be hosted/SAAS, or managed services.

Where does your company stand on these “hot” list items? Have you defined if they fit, and where, when, and how you will pursue them?

## What It Means for You

Based on the types of changes on the “hot list,” the nature of the technology and operations environment to which we are moving is very different from the past. The new environment enhances flexibility and options, while ultimately simplifying the architecture. However, because it is very different, we must do things very differently.

Have you considered the implications of these changes for your operations and your technology organization? Have you begun making plans and getting people ready to adapt?

## It's Time to Get Ready for Change

The bottom line is that these changes in customer contact mean that you need to start planning now. Strategy is immensely important. Prepare for change, commit the necessary time and resources, and include change management as your center evolves and adopts these “hot” new capabilities.

Are your strategies defined and aligned? Do they include the types of changes noted here and ensure that you are ready to change when you need to?