

Redefining Customer Experience

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HP Confidential. For HP and Partner use with Customers under HP CDA





The call centre

Rigid, structured, inflexible, uni-channel, isolated



Home Working

Anything goes, any channel



Business as unusual

How do we make this work?

WHAT SHOULD
I DO NEXT?



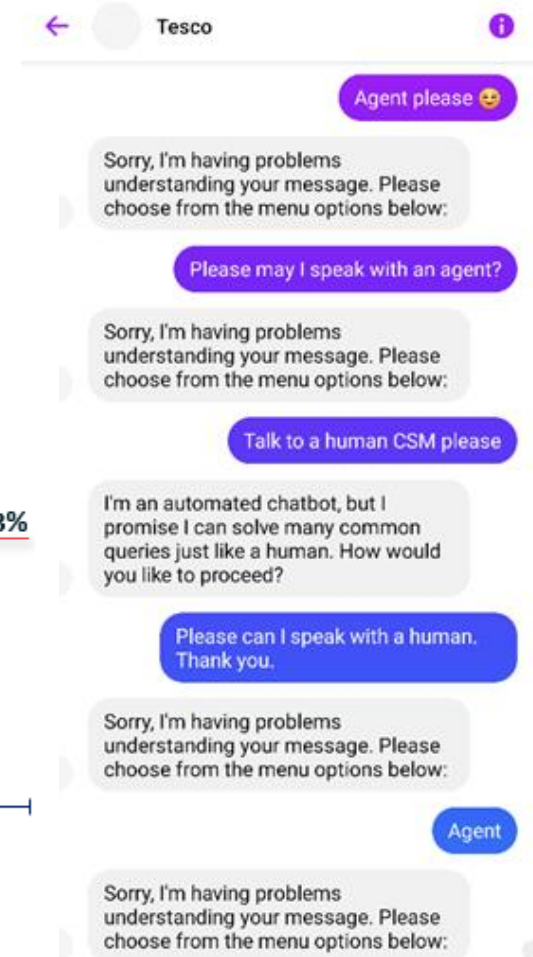
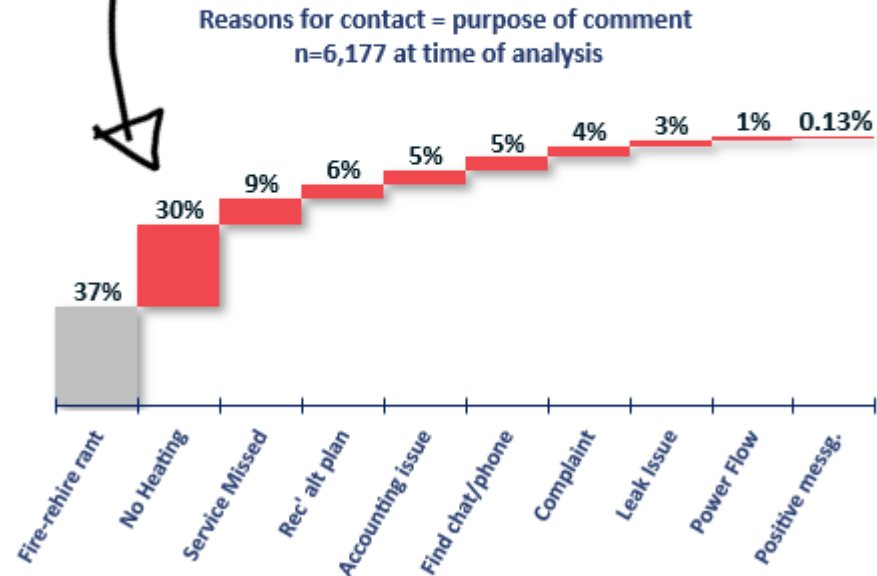
Rebuild Trust In Contact

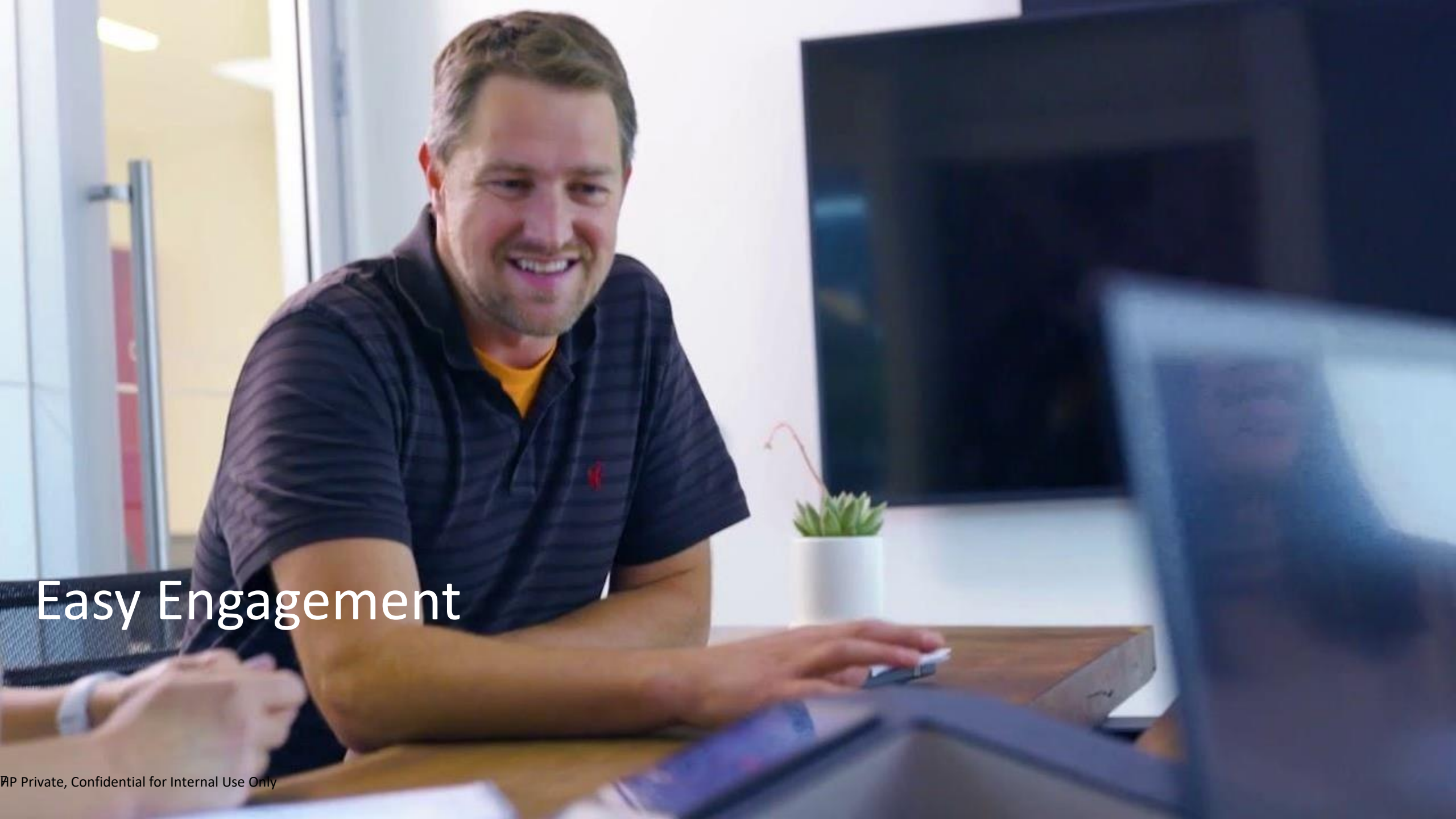
“Your call is important to us, please hold”

2021 British Gas FB Advert 7,300 comments



>2,100 customers report they had no heating via FB comment spamming





Easy Engagement



One Organisation



Getting it right – People

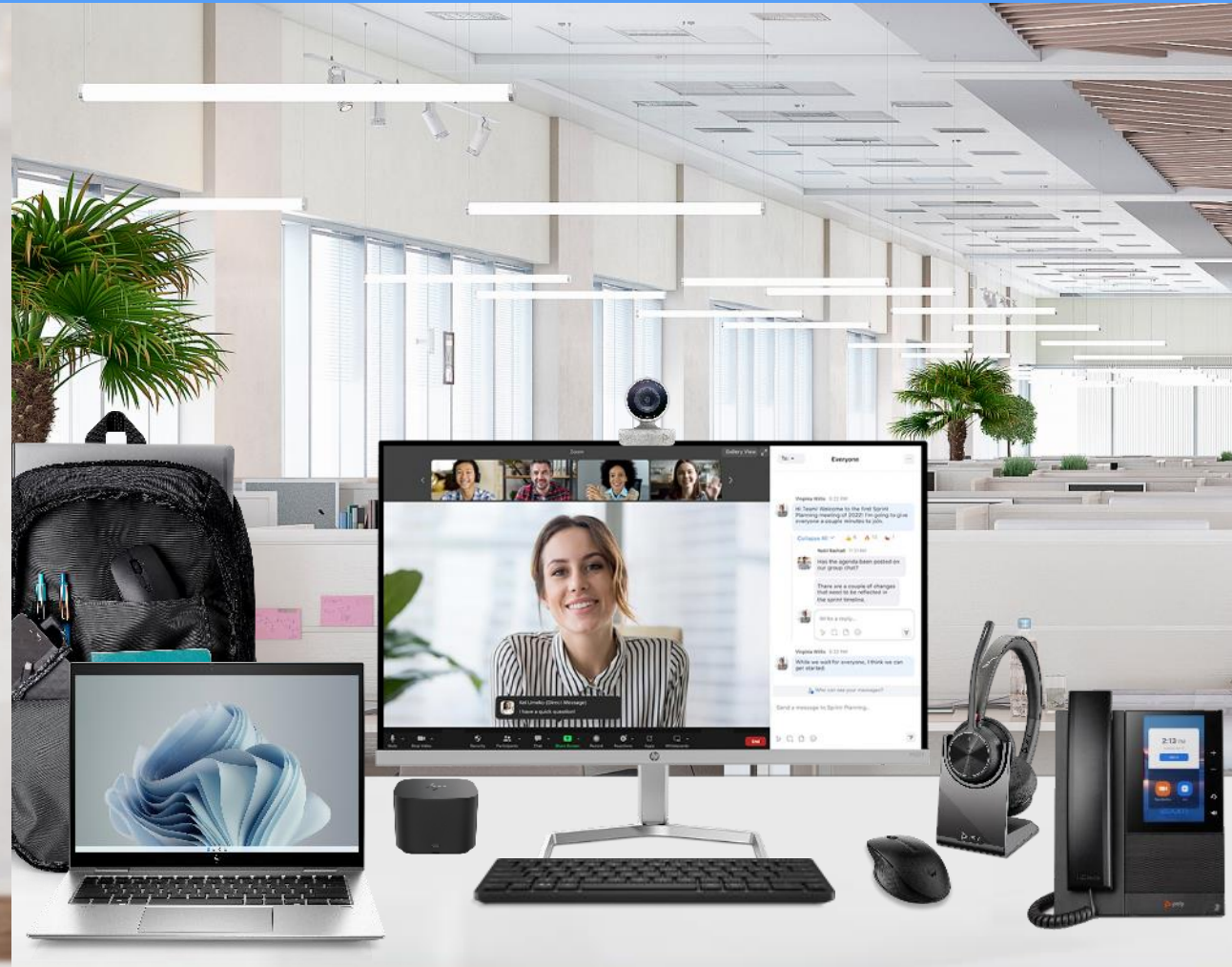




Getting it right - Spaces



Getting it right - technology





DELIVERING THE FUTURE OF WORK

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