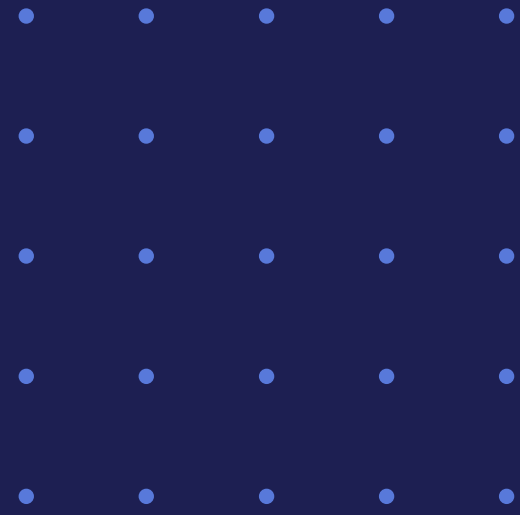


Divert calls to Messaging (WhatsApp/SMS) for a better at home agent and customer experience

April 2, 2020



Agenda

Thur. 02, 2020

Why Contact Centres are moving their calls to Messaging during the Covid-19 crisis

Technical and operational steps needed to move your home workers and customers to Messaging

Operational opportunities and challenges of running an at home messaging centre at scale

Who?

Moving calls to Messaging during the Covid-19 crisis

Major Pillar UK Bank

2X automated conversations, increased messaging agents from 800 to 2,300. Moving 1,000 staff from branches



Major UK Insurance Company

Doubling messaging agent numbers, launching WhatsApp to drive messaging



Major Pillar Bank

Closing contact centres. Agents working at home, adding WA, ABC and IVR deflection to drive messaging outside of app



Major Global Airline

600% surge in messaging. Developing home working strategy



Major Italian Utility

Shifting agents to home working, repurposing back office staff as messaging agents



Major Albanian Telco

Adding Facebook Messenger support and increasing agent numbers



Home is a different environment than a contact center 🙄

Considerations for @ home agents:

- Right level of internet bandwidth for clear calls
- Necessary hardware, including quality headset
- Quiet environment to take calls



Why?

Moving calls to Messaging during the Covid-19 crisis

01 Messaging requires less bandwidth and no specialised hardware. Agents also have access via an iOS app

02 Messaging is Asynchronous, e.g WhatsApp, it gives peace and time back to the consumer and also the agent, to help them operate in this new environment.

03 Quickly build automations through Bots to handle Covid 19 driven intents. - 24 Hour Stand Up Bots

04 Proactive messaging, such as for cancellations or policy changes, is also an effective way to get ahead of inbound inquiries

Technical & Operational Steps

Moving agents and customers to messaging



Strategy & Design



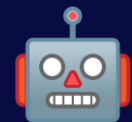
Provisioning/Channels



Setting up users



Setting up skills



Setting up Automation



Test & Pre-Launch



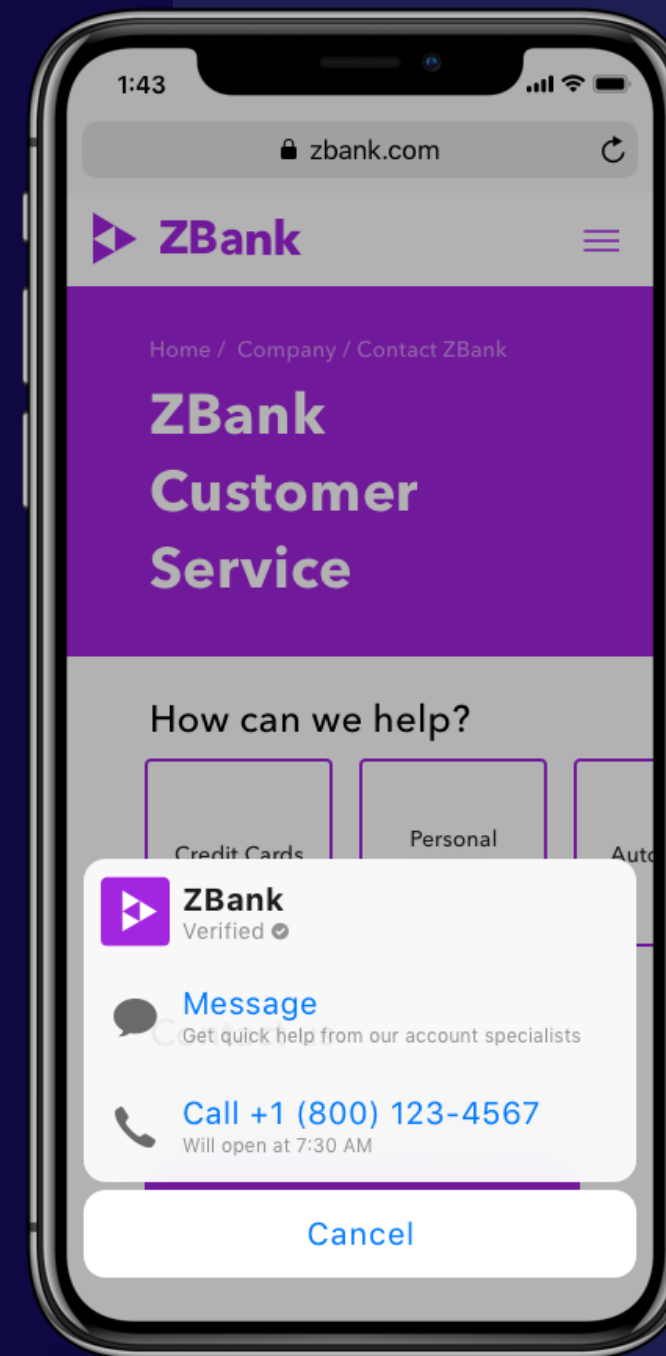
Launch



Running a home working Messaging centre at scale

Operational opportunities and challenges

- Moving away from voice allows your agents to serve multiple customers at once
- Moving to messaging allows for the introduction of automation to assist your customers self serve and reduce pressure on agents by solving FAQs.
- A challenge is keeping Agents supervised remotely - but Real-Time Dashboard and Reporting Dashboards give you key insights here
- Regular operational and performance review meetings



Next steps

IT Solutions LivePerson Service Experience

01 Digital Transformation

03 Success Management

02 Client Onboarding

04 Systems Integration

100+ Successful Projects EMEA, APAC, US
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