

Support Execution Optimization


Optimizing All Customer Touch-Points To
Deliver A Superior 360-Degree Experience



Overview

If you are running a complex customer or technical support operation, you would know the importance of automation and knowledge development to keep support consistent and smart. But, you would also know that all that automation and planning works right till the time a customer makes that call and reaches your agent. It then becomes a matter of how the conversation between two people goes. The capability of the agent, to tackle the issue and satisfying the customer as soon as possible, is all that matters in the end. These conversations hold the power to make or break your organization.

So, what can support organizations do to make sure that firstly, the customers get all the help possible to resolve the issue themselves; and secondly, when they reach your support center, the agents are fully-equipped with the right arms and ammunition to know the challenges faced and resolve them with agility and ease.

According to **Forrester's**
Customer Index, 
customer-centric companies gained **43%** in 
performance compared 
to a **33.9%** decrease for companies 
who have neglected 
customer experience. 

This calls for Support Execution Optimization tools and techniques to make every support transaction award-worthy.

Challenges Faced By Customer Support Organizations

Customer expectations



- ▶ Expect 24x7 service
- ▶ Demand real omnichannel experience
- ▶ Dislike scripted support and want genuine help
- ▶ Anticipate 100% accuracy from self-help and agents

Connected devices and services



- ▶ Growth of connected devices from 10 billion in 2013 to 50 billion in 2020 (Source: Frost & Sullivan)
- ▶ Internet of things - Connected home, connected office, connected city
- ▶ Inability of support organizations to tackle cross-technology/cross-devices issues

Omnichannel support



- ▶ 87% customers believe that brands need to work harder to create a seamless customer experience (Source: Zendesk)
- ▶ By 2016, 54% of customers would use digital channels (web self-service, mobile, chat, video, social media) rather than traditional channels (phone, email)

Support costs



- ▶ Reducing support costs through automation
- ▶ Minimizing call volume through web self-service
- ▶ Offshoring support to multiple locations and yet offer an integrated experience

Optimizing agent productivity

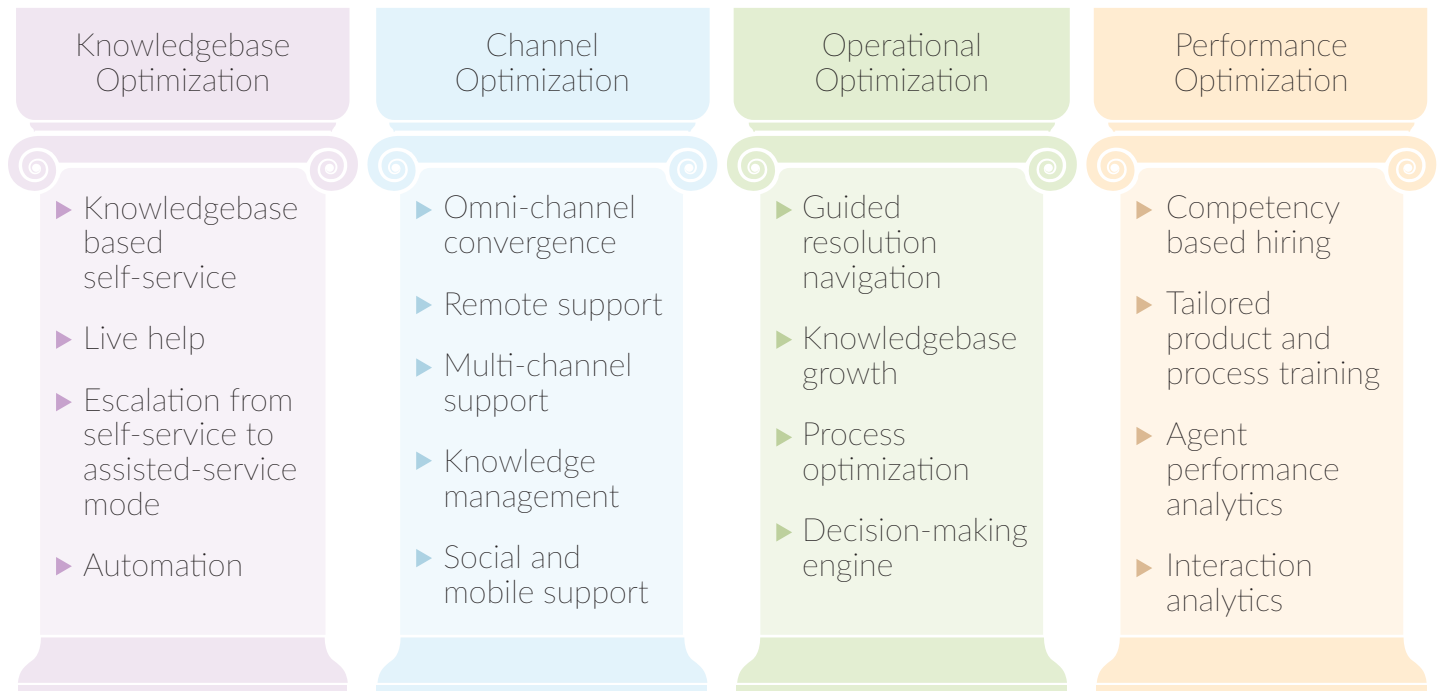


- ▶ Supporting agents with rich knowledgebase
- ▶ Providing agents with customer history and background
- ▶ Offering a guided path for resolving support issues

Support Execution Optimization

Establish an unfailing competitive advantage with optimized support execution

Support organizations need to consistently find ways to improvise and exceed expectations in order to generate a lasting competitive advantage and increase customer satisfaction. This requires optimization at each stage of the support process. Here are the four pillars of optimization that we will discuss in this whitepaper:



Contact centers should focus more on quality of customer interactions rather than quantity. In fact, taking up more calls and not handling them effectively might seriously hamper a company's reputation. While, taking the time to understand customers' challenges, offering the right advice, and maybe cross-selling/up-selling the genuine and right products (although, this might increase the call duration significantly) – will benefit the company in the long run. Greater importance should be given to how accurately the agent captures the customer information and how quickly he provides the answers to customer's challenges.

Understanding why your customers made the call in the first place is only the beginning. There is a need to study every customer transaction to know what kind of information do customers demand, why are customers escalating the issues, what is the customer's preferred medium of communication, what types of services the customer might need in the future, and so on. With deep customer analytics and behavior study, the processes can be modified and tweaked in order to deliver faster and more effective support.

On the other hand, guiding the agents and enabling them with the right tools, knowledge, and technology to help customers faster and to their satisfaction, would go a long way in developing a support environment that is healthy and optimized from all angles.

iOPEX Is Among The Front-Runners In Support Execution Optimization

iOPEX redefines the way a customer-facing process operates, and identifies new and innovative ways to deliver the best results at each step of the process. We have in-house optimization tools, best-practices, and analytics capabilities to conduct a deep-dive analysis of any business process (irrespective of the industry), and propose practical strategies to implement on the floor and drive positive change across the chain.

iOPEX works with hundreds of clients in refining their customer support strategies and optimizing performance and we have successfully utilized support execution optimization techniques and analytics to streamline processes, increase efficiency, shorten customer interactions, and improve resource allocation.

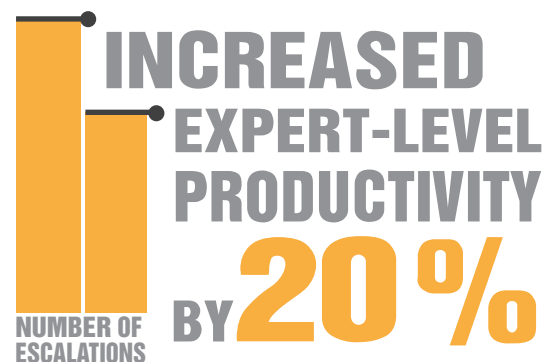
With the use of optimization tools and technologies iOPEX has generated several business advantages for its clients. These include:

HIGHLY STREAMLINED SUPPORT



The in-house optimization tool used by is among the most advanced technologies available in the world. Additionally, we also add our own customizations based on client requirements in order to optimize the support process. Our tools help us in maintaining an integrated knowledgebase to support self-help customers as well as agents in finding solutions to tough challenges. We have developed deep cross-platform and cross-technology expertise and knowledge to enable our agents with the power to resolve complex issues with ease. The whole process is seamless and analyzed at each stage for continuous improvement.

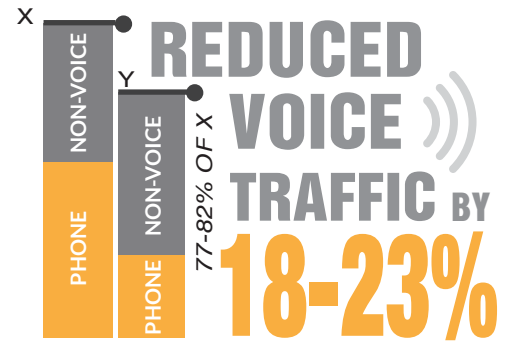
With the help of guided agent navigation, we stay ahead of the challenge of relying completely on the skills of the agents. Even our entry-level agents are able to handle expert-level problems with the use of agent navigator and extensive knowledgebase. This results in lower number of escalations and higher resolutions during the first call itself.



↓ REDUCED COST OF OPERATION BY 18%-20%

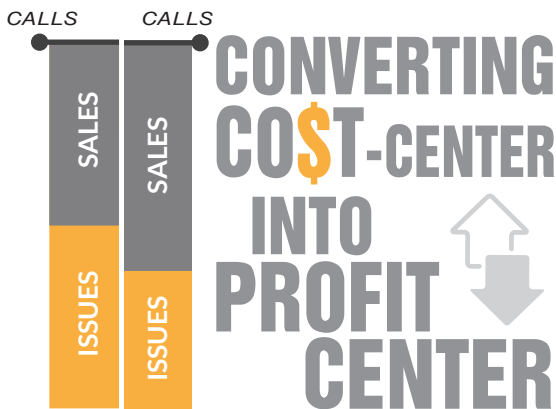
With increase in overall efficiency and productivity, reduced volume, enhanced agent performance, remote support, defined processes, and more – the total operational expenses start seeing a downward movement immediately. With our hybrid delivery management model, we are able to deliver consistent savings to our clients.

iOPEX has defined best practices along with the use of advanced tools and technologies to create a structured and integrated knowledgebase that is useful for customers looking for self-help. We also provide automated assistance and glitch-free escalation from self-help channel to assisted channel without any loss of customer information.



With our agents utilizing the guided call resolution technologies that are supported by a robust knowledgebase, we are able to resolve 85% of the call during the first contact itself. The call handling time is also significantly less as compared to traditional methods of agent-dependent call resolution.

With the use of performance and operational analytics tools, we are able to maximize the output of each agent. By assigning the right agent for the right task at the right time, we are able to make sure that each customer reaches the most capable agent available at that moment. Agents are able to move within various functions without any loss of productivity.



Traditionally, support centers have relied on the agents' acumen to identify support calls that can be converted into further sales and the onus of offering the relevant pitch at the right time also depended on the agents' skills. But at iOPEX, technology has become the biggest enabler in helping agents understand the customers better based on analytical insights, device more relevant offers automatically, and most importantly, strike when the metal is hot.

We help our clients to increase brand loyalty and satisfy their customers with support that exceeds their expectations. With customer interaction analytics, we track each step that the customer takes and analyze areas of discontentment or delight. The quality enhancement process at iOPEX is a continuous one as we strive for greater customer satisfaction with each engagement.



Conclusion

As predicted by various studies Support Execution Optimization is the next big wave sweeping the support domain. Guided resolution is the fastest growing market segment, at a CAGR of 20.2%. These numbers give a clear picture of the future. Although, businesses and their support organizations are still struggling to convert a fractured support infrastructure into a seamless and optimized one; the coming days will see a rise in clients asking for optimized support with customers settling for nothing less.

FROST & SULLIVAN
VALUES THE SUPPORT
EXECUTION OPTIMIZATION
MARKET AT
\$1.3 BILLION
GLOBALY IN 2014
GROWING AT A CAGR
OF 12.1%, DOUBLING TO REACH
\$2.6 BILLION BY 2020

iOPEX Overview:

- ▶ Global Services Organization with HQ in San Jose CA
- ▶ Delivery Centers in - Philippines, India, Costa Rica
- ▶ Key Services - Customer Support, Retention, Inbound Sales, Technical Support, Outbound Sales,
- ▶ Global Seat Capacity of 1,000 Seats
- ▶ Worldwide Employee base of 1,500