



Win the 2020 of CX



A C SQUARE COMPANY

C Square formed CX Connect in June 2019 as its Management Consultancy & Services arm to provide Smart Experiences.

Our CoachX program provides End to End CX Management consultancy whether organizations are planning to revamp, upgrade current CX Operations, set up new CX Operations, establishing service quality function and standards, CX process mapping, training of the teams involved in managing CX Operations, selection, integration and implementation of voice and non-voice channels. Creation of frictionless service journeys and transformation.

CoachX services include development of performance management metrics (KPIs) for team and operations overall in line with international COPC standard

CX Connect is led by Reshma Abdullah, an experienced CX Management resource having over 20 years of experience. She has Masters in Criminology, International Relations and is a Certified COPC Implementation Leader.

She has managed Global Contact Centre for Pakistan International Airlines, South Contact Centre of Mobilink and flydubai Airline Pakistan Contact Centre. She has been instrumental in advising many business leaders in areas of establishing contact centers, help lines, Business process Optimization, Emergency response services and green field service functions.



Everyone talks about Experience but very few have the Experience!

Giving a great customer experience is not about latest technology, tastefully designed walk-in centers, free gifts, scores of scores, website hits or app downloads.

What it takes to give create Excellent Customer Experience?

Ease of contact and access

Efficient systems and well-trained people

Effective customer centric process

Low effort for staff and customer to get things done

Customers want their needs and expectations met; in the manner they get value for their money in less time and their next interaction almost at Zero Effort.

Whether they call, use your app or contact via chat all they want is same level of service across channels, across regions and time zones.



Bad experience is driving customers away—fast.

You won't have many chances to get it right. One in three consumers (32%) say they will walk away from a brand they love after just one bad experience.

CoachX works with you and your teams to:
Improve the customer experience through increased understanding of customers' requirements and expectations, through alignment of systems and processes to meet those expectation

Provide framework and structure to sustainable Customer Operations and Experience

Design processes to evaluate and manage a multichannel customer experience program

Increase revenue & Quality of Service

Reduce the cost of providing excellent service.



Companies need to get the must-do's right.
Speed, convenience, helpful employees and friendly service matter most, each hitting over 70% in importance to consumers.

Good customer experience leaves consumers feeling heard, seen and appreciated. It has a tangible impact that can be measured in dollars and cents.

Effectiveness & Accuracy (reducing the cost of providing service)

Increase FCR reduce repeat interactions

Cost of re-work and faulty interactions: the cost of being wrong resulting in financial loss to customer or/and company or violating any regulatory requirement

Increasing Efficiency

Reducing time spent on interactions by improving talk time and overall handle time by better staff utilization and improving processes and automation of systems

Occupancy: Better scheduling of staff and developing multi skill agents (Omni Agents). Increase interactions with same level of resources. Standardizing and measuring KPIs which matter!

Utilization: Reducing work time in NR mode so as to reduce resources required handle operations

Cost per transaction when overall efficiency metrics are aligned and standardized as above it will reduce cost per transaction



73% of all people point to customer experience as an important factor in their purchasing decisions. 43% of all consumers would pay more for greater convenience; 42% would pay more for a friendly, welcoming experience.

Reduce Backlog: by improving processes to handle backend transactions (automatic responses, Digitalizing FAQs, use of bots, self-service IVR, smooth customer journey across Omni Channels and proactive approach to reduce reason of customer calls) will decrease backlog and increase on time response.

Increasing on time response of transactions may result in increased handled volume thereby increasing revenue

Reduction in interaction/transaction volume

Processes designed based on customer expectations, business & regulatory requirements along with right use of technology will divide load on one channel, provide baseline to add new channels, reducing workload on staff and paving way for augmented human and technology-based services

Quality of Service



Customers generate revenue. Employees drive the experience.

Reducing obstacles to provide services by empowering the staff

Improved and simple processes enabling the staff

System upgrades and tech intervention to reduce staff effort

Staff trainings and development increasing skill set and opportunities

Above will eventually reduce burden on staff thereby increasing their engagement in providing customer experience and reduce customer churn, absenteeism & attrition

Balanced work load due to improved processing backed by technology can reduce head count requirement, reduce cost of HRs and other resources, increase in revenue, customer retention and satisfaction. Frees up time and resources to focus on areas of improvement and process development, reduces re-work increases first contact resolution.

Staff Engagement



Analyzing customer journey across omni channels

Analyzing service journey across omni channels

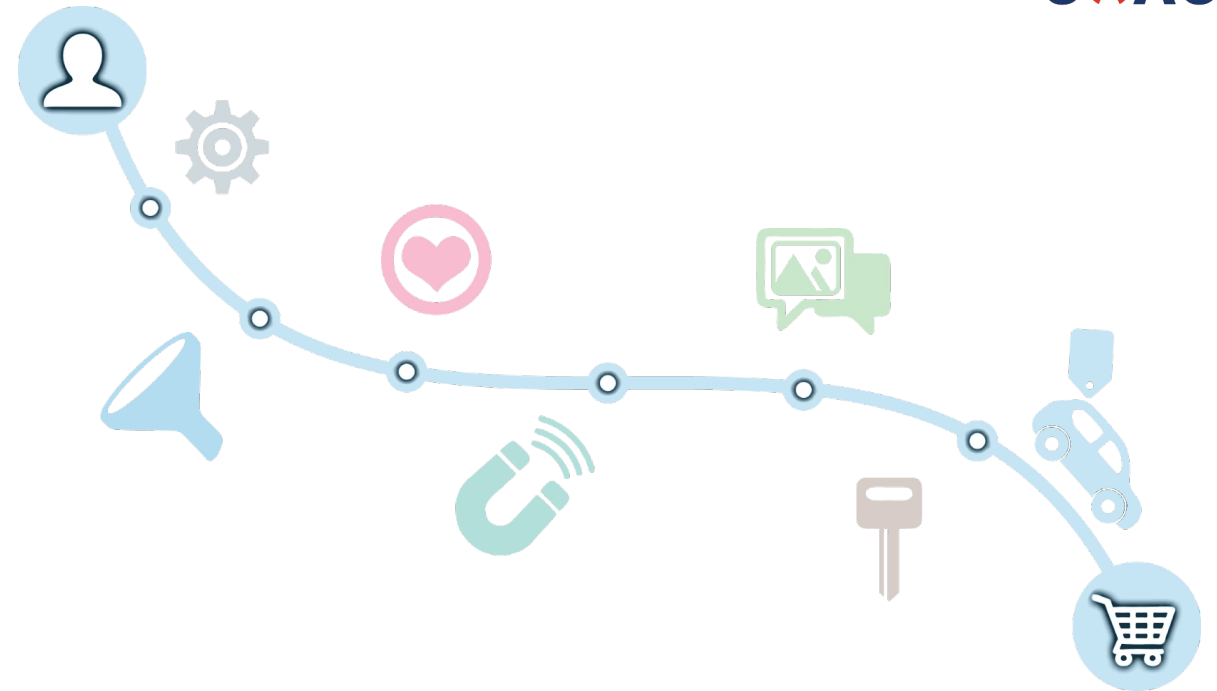
Mapping Customer & Service journey

Consistency across channels

Customer Surveys/feedback, satisfaction and dissatisfaction scores.

Customer input to improve product design

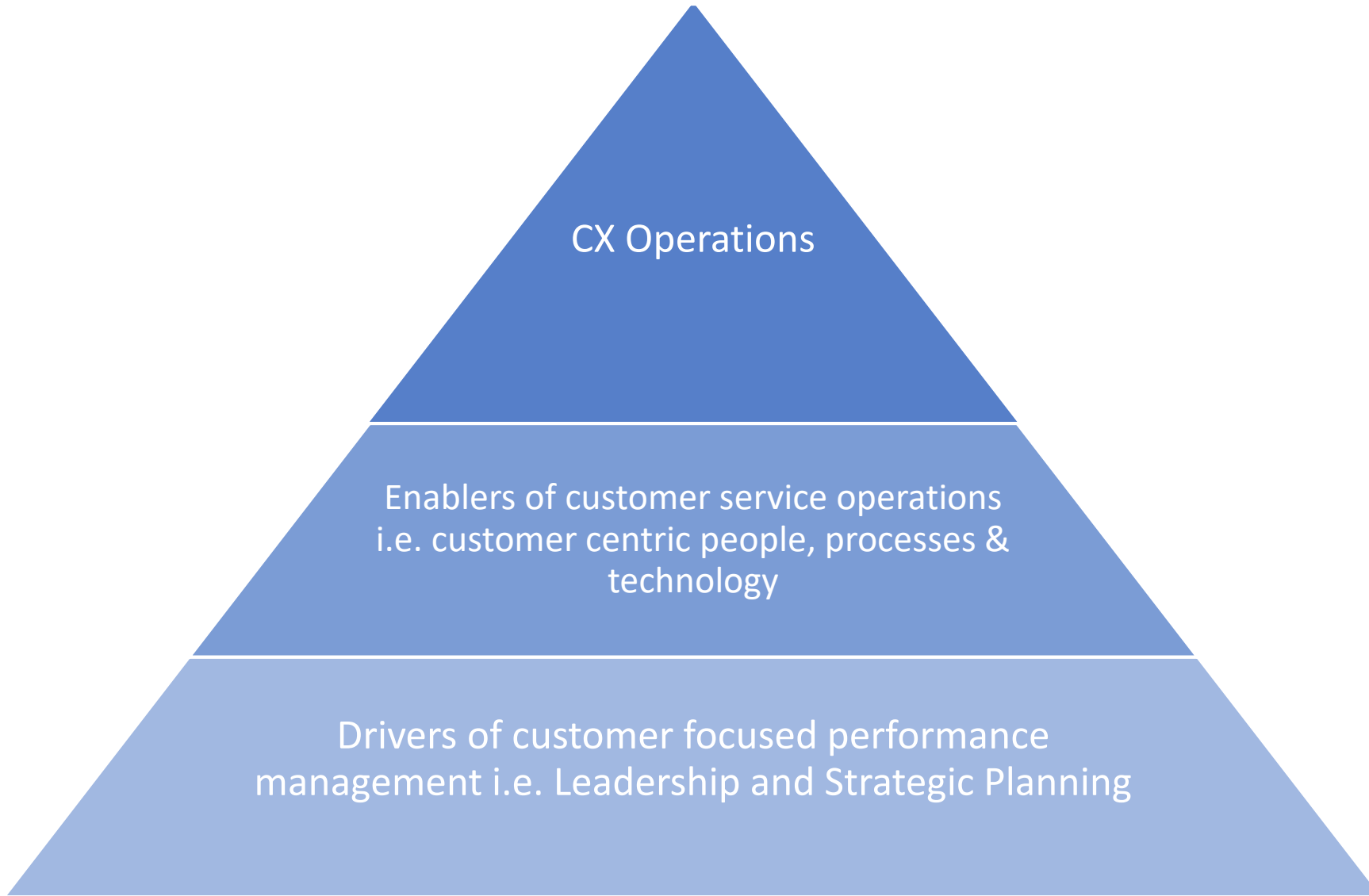
Reduced customer effort

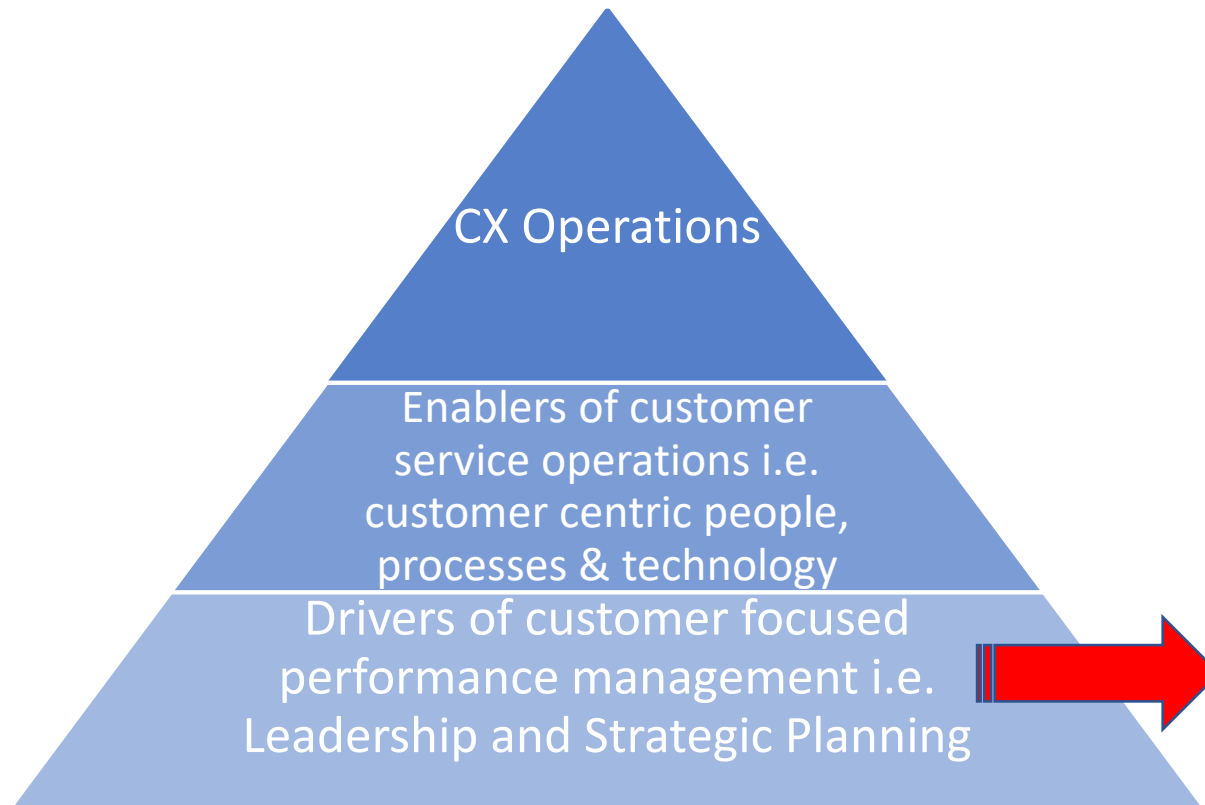


Customers expect technology to always work (and are unlikely to take note of new technology unless it malfunctions or interrupts the seamless, friendly experience).

They want the design of websites and mobile apps to be elegant and user-friendly; they want automation to ease experience. But these advances are not meaningful if speed, convenience and the right information at the right time are lacking.

Drivers & Enablers of the Program





Strategic Direction and commitment to ensure all departments work together effectively and their behavior is aligned to improve customer experience

This may require effective planning in terms of:
Voice of customer

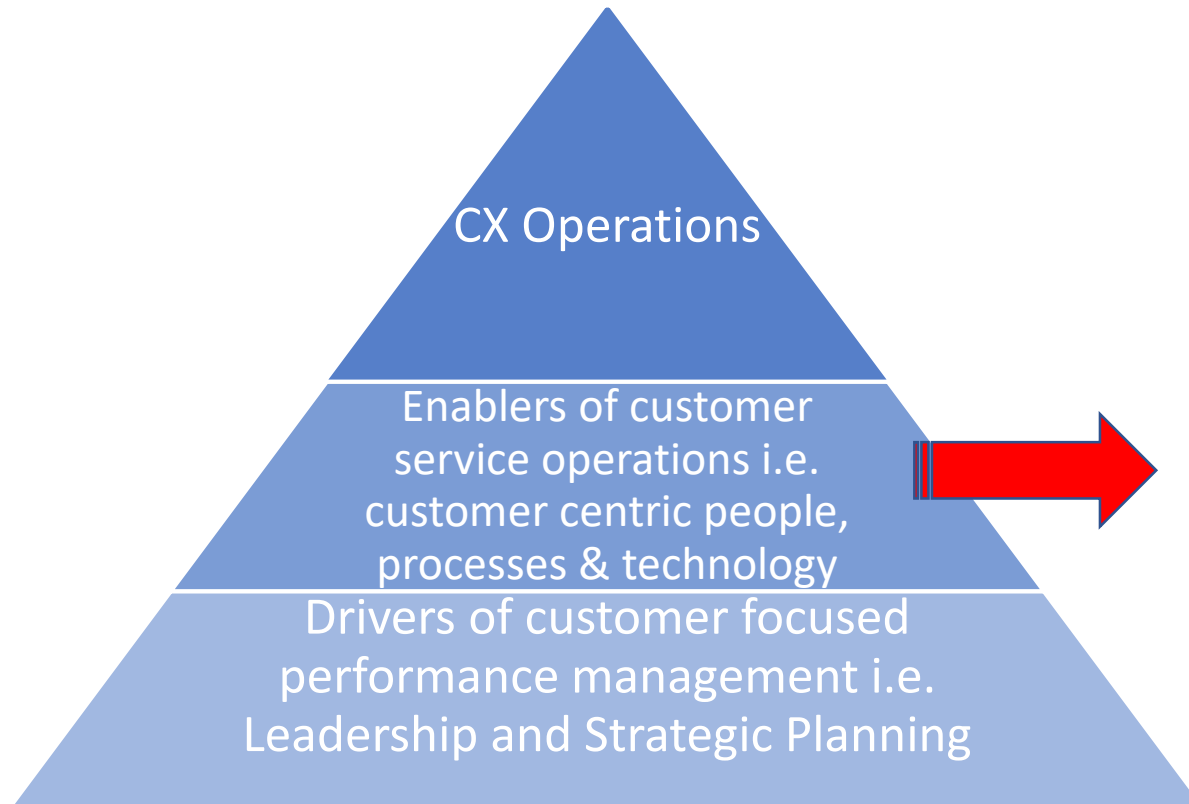
Performance metrics contributing to service and experience

Service design and journey

Plans are clear and teams understand their responsibilities and KPIs

Financial and non-financial targets are well defined and communicated clearly.

The organization must have documented approach for performance and business targets review, improvement and modification



The teams on the Ground

Define Jobs reflecting skill set and knowledge required to perform customer related jobs
Recruiting and hiring criteria standardization
Skill Verification process to provide insights in to performance levels, thresholds and improvement process
Quality management, monitoring and coaching process to identify performance gaps and upgrades, new product training etc.
Learning & Development process must have defined and planned criteria, process for all customer handling jobs
Performance Management, define standards and KPIs



All customer impacting Processes and systems (front & back end) shall be aligned and developed to ensure customer experience.

The processes and systems must operate efficiently & effectively

The processes must be accessible to all teams directly managing customer interactions along with any additional data/material required.

All systems must be aligned with business processes & regulatory requirements

The content must be similar across all channels

The processes must be designed for all customer impacting touch points, Quality and training teams, for customer experience management team.

The processes must be designed for all channels

Assisted Channels

Inbound & Outbound Contact Centers

BPO (Loyalty program management, claims processing, record management, verification, admissions processing)

Retail Stores, Front offices, medical centers, assistance centers, concept stores

Field Service Operations, service technicians, repairs and delivery functions

Collection, Recovery Services

There are areas customers identify for improvement, creating clear opportunities for advancements by using new technologies and digitizing more of your business and processes. Advances in technology will have an impact on customer experience, and the majority of consumers are aware of that. But that impact could be positive, frustrating or a little bit of both.

Unassisted Channels

Content Management to provide information using self-service channels and internal knowledge management managers and content providers

Digital Service Management; operations to provide customer services through digital channels such as online services, mobile applications, self-help, self-service systems.

CX Connect offers CX Operations Management consulting & training for sustainable Smart Operations. We work with you to transform your operations to improve performance and deliver Smart Experiences. We help organizations to improve their operations, increase revenue and reduce cost of providing services.

* Source: PwC Future of Customer Experience Survey 2017/18

Contact now for winning the 2020 of CX



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