



CHANGE THE CONVERSATION

创新服务 沟通无限 Change The Conversation

CTI论坛
www.ctiforum.com

闵承忠 Adam Min

业务拓展总监

Alcatel-Lucent 
Enterprise





Drag your coffee into the Pomegranate



Coffee Brewer

里程碑 | 2011

孩子的玩具在
不断演进...



人们的阅读方式
正在发生改变...



云聚云散
人云亦云...





1992



2000



2012



2011年

- Ø 过去20年全球移动电话用户数从124万增长到**53亿**
- Ø Facebook全球用户数达到**8亿**
- Ø Skype 实现**6.63亿**视频呼叫用户
- Ø YouTube达到**1T**的视频播放
- Ø **60%**的iPAD工作台非IT采购
- Ø Android系统支持**170款**智能手机 #1
- Ø ...



facebook.



skype™
ep@be



You Tube
Broadcast Yourself™

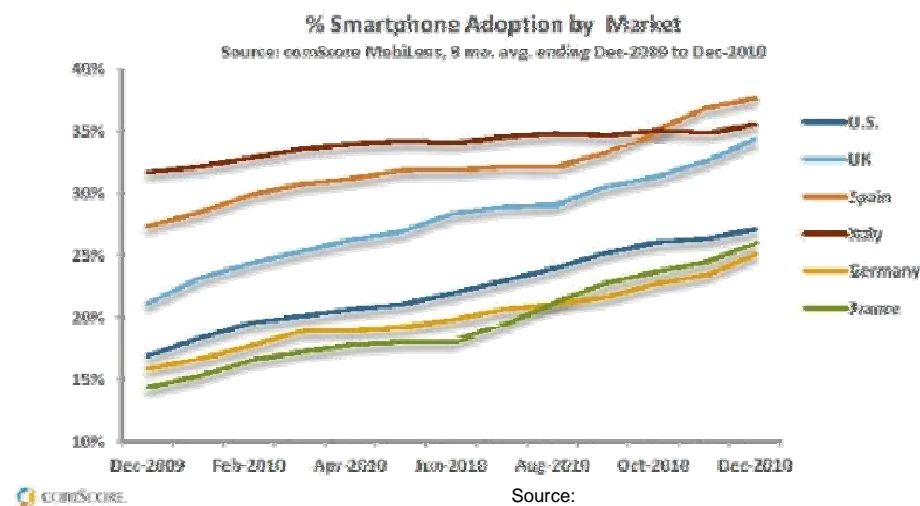


消费者引领变革

- Ø 超过44% 的美国人使用智能手机
- Ø 全球1 M+ 的手机应用
- Ø 顶尖100中91个知名品牌有移动应用

Apple	488831
Android	257001
Blackberry	38803
Windows	28394

- ...但是2011年 **84%** 的美国成年人使用移动交易有困难



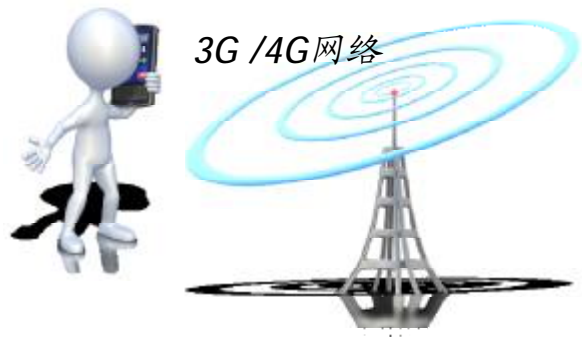
- Source:
1. Nielsen Co.
 2. Mobilewala
 3. Distimo
 4. Ibid

2011年 中国

- Ø 固话用户增幅回落，达到**12.5亿**
- Ø 移动电话快速增长，达到**9.6亿**，3G用户达到**1亿**
- Ø 新浪微博超过**3亿**用户，每天超过**1亿**条
移动用户的访问量已经超过固网宽带50%
- Ø 中国4G拭目以待
FDD, LTE
- Ø ...



创新世界带来新的客户体验需求



超过您的预想...



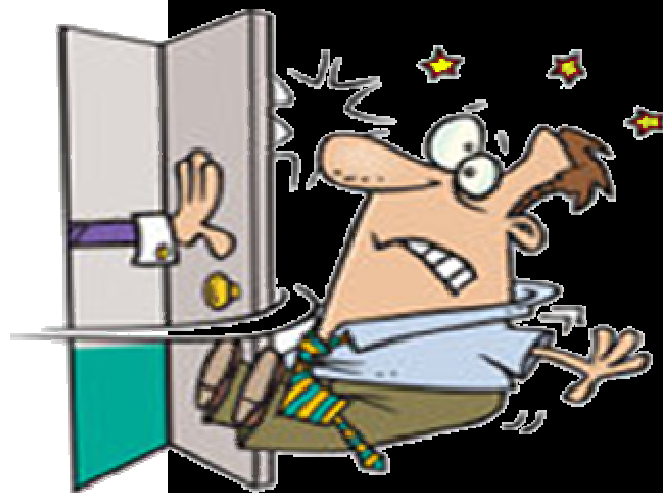




创新世界



企业



“消费者创新”正在超越了企业
并且正在破门而入

移动正在改变我们的会话模式

功能更强大

沟通更广泛



更加个性化

客户体验更丰富



创新服务 沟通无线



CHANGE THE CONVERSATION



企业的移动策略

- 越来越多的企业和公司都在开拓移动应用

企业的“移动”策略是？

- 主要的驱动力

1. 品牌运营
2. 市场营销
3. 实时决策
4. 降低人员成本



市场

运营

IT / CC

决策

客户体验就是一切

如今的移动应用

客户服务 & 联络中心

如今，移动客户的体验却“断线”

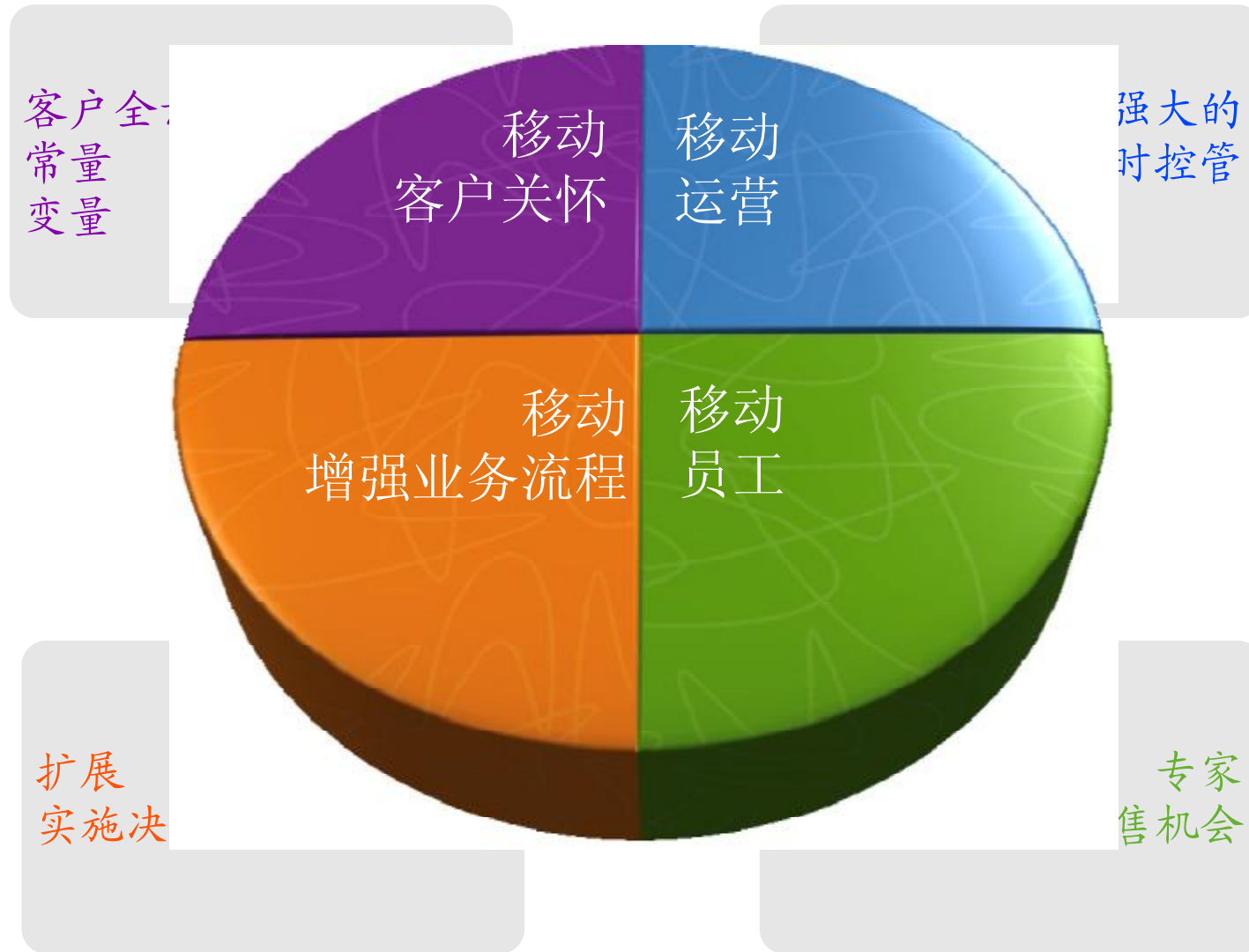
- “盲目”的服务请求
- 缺少客户全景
- 长时通话
- 客户受挫
- 错失交叉销售，客户维系，客户价值度量

导致

- 品牌和客户忠诚度降低
- 市场营销和促销无效
- 糟糕的客户体验

移动应用本应实现与客户的深度交流(Conversation)

移动策略



移动客户关怀



- 贴心的关联服务
- 设备呼叫预验证
- 精确的路由
- 高级认证



移动客户服务:

扩展联络中心能力至移动平台



银行

车载

旅游

保险

手机/移动终端应用

连接应用

延迟交互

位置服务

应用实例

移动服务

路由

SIP

主动服务

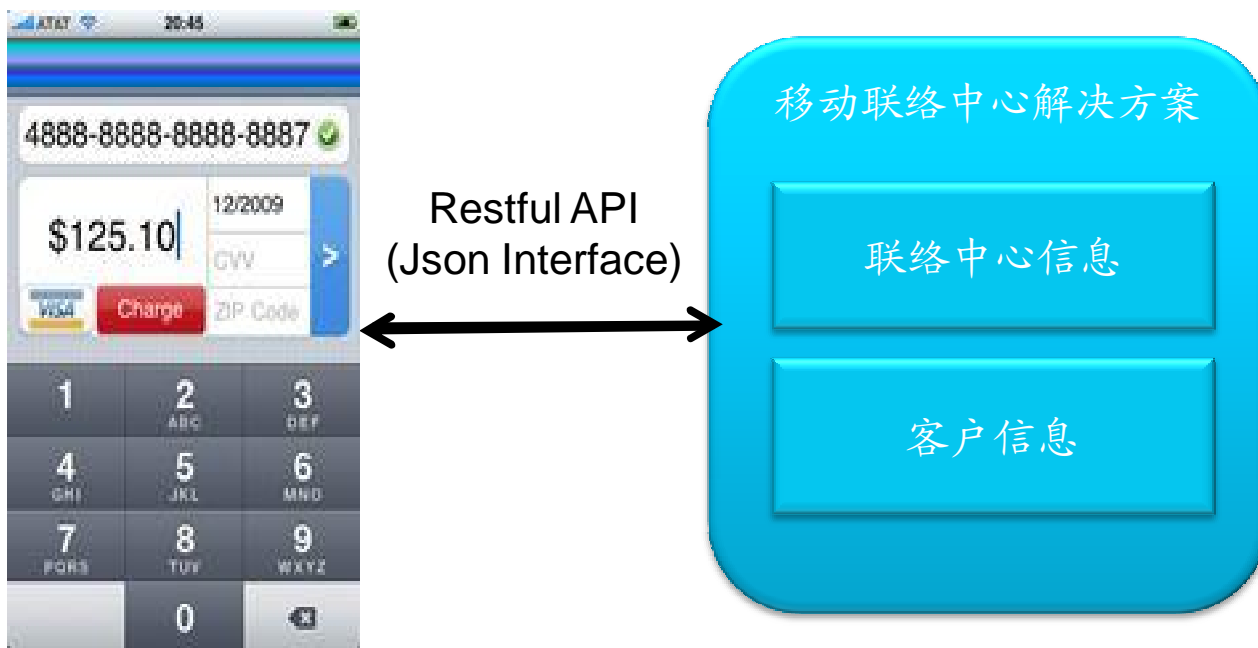
分析

多媒体

客服中心



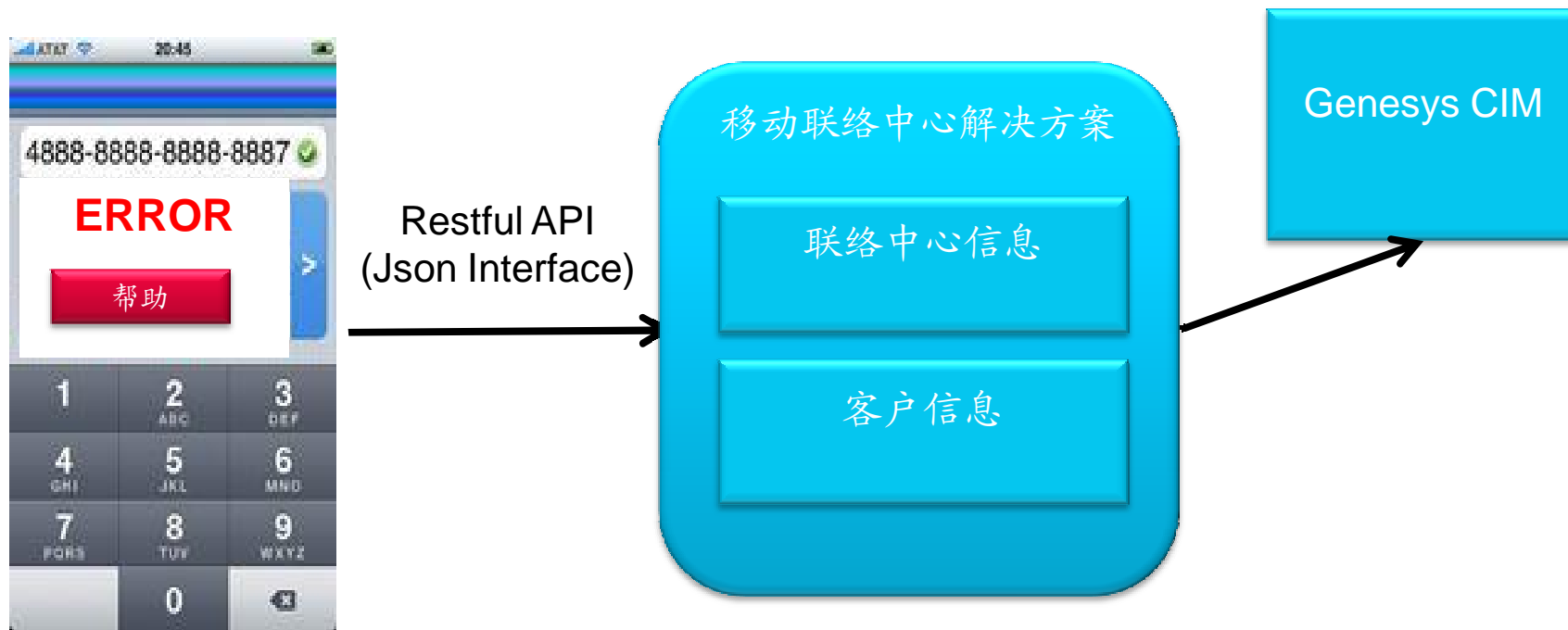
移动应用： 申请



购买承德榴Phone \$25.10

移动应用通过接口与移动联络中心的状态

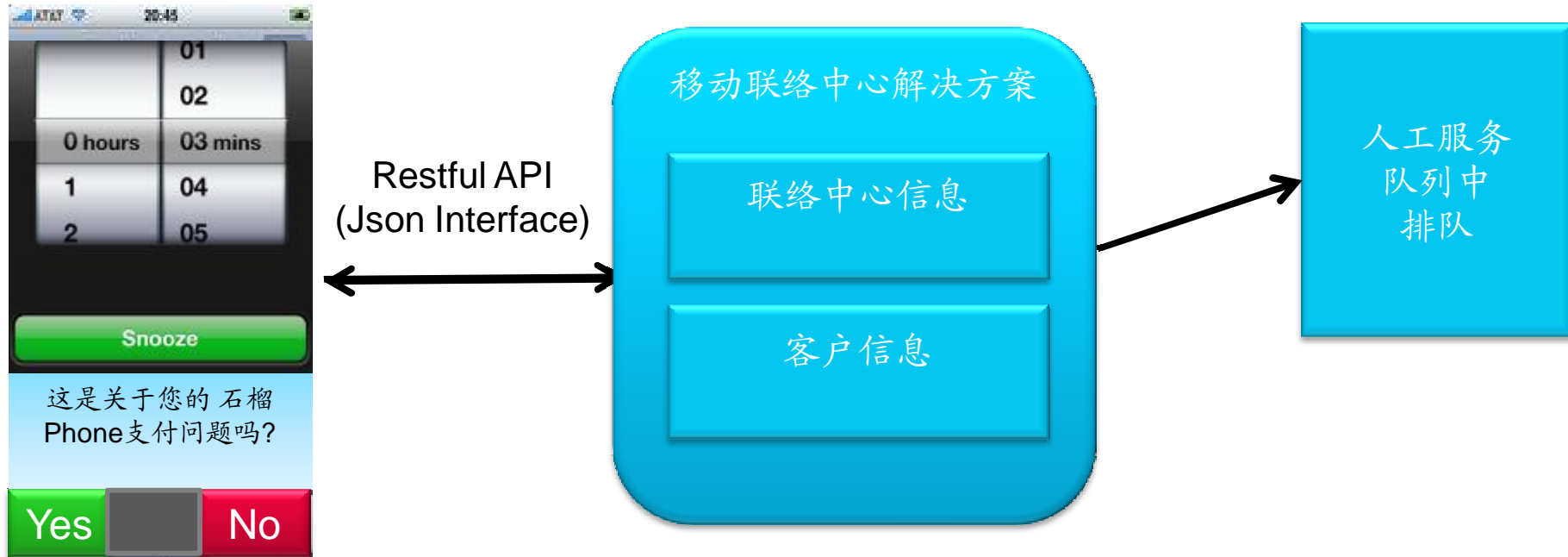
移动应用： 申请人工帮助



帮助申请：付款石榴Phone

客户可以按应用中的“帮助”键以获得协助

移动应用： 申请人工服务支持



3分钟选择相关问题石榴Phone支付问题

系统确认允许将者进定Genesys网页更更排信息。

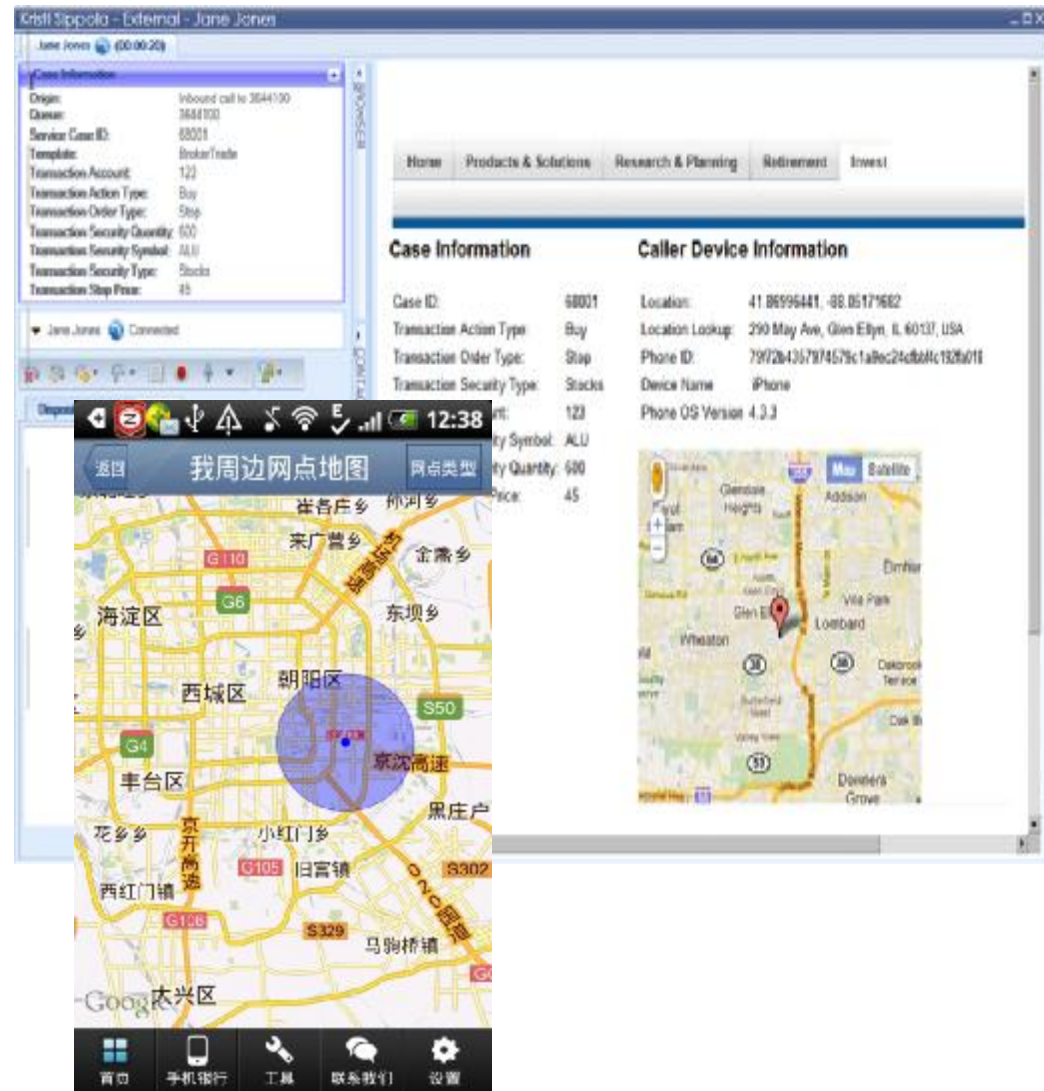
移动互联网在呼叫中心应用： 位置服务

描述：


可客户位置信息，并动态更新。

益处：

基于客户位置信息，座席可提供与位置相关的服务。
例如：附近网点、机票预订等等。



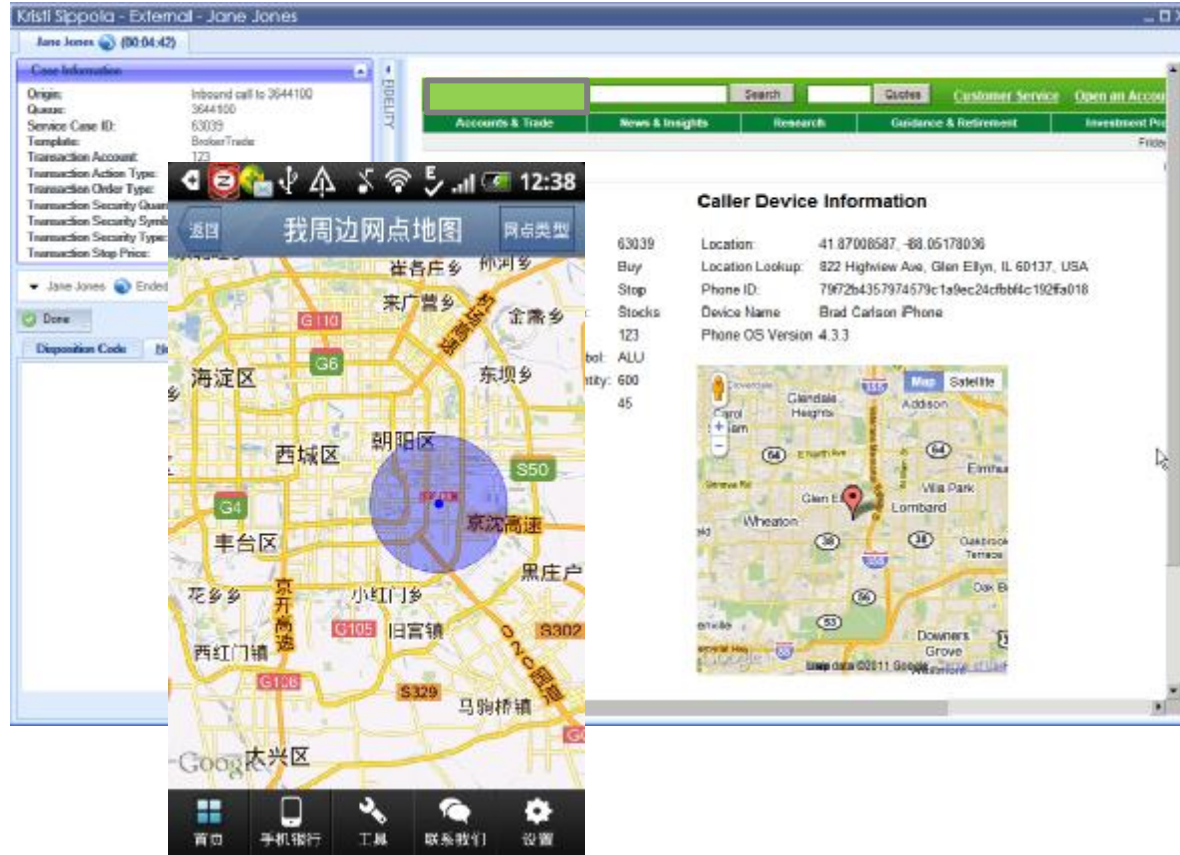
移动应用： 申请人工服务支持



来自于Myco的郭美美
正在呼叫您...

接受

重新预约



Case Information

Origin: Inbound call to 3644100
Queue: 3644800
Service Case ID: 63039
Template: BrokerTrade
Transaction Account: 123
Transaction Action Type:
Transaction Order Type:
Transaction Security Guard:
Transaction Security Symbol:
Transaction Security Type:
Transaction Skip Price:

Caller Device Information

63039 Location: 41.87008587, -88.05178036
Buy Location Lookup: 822 Highview Ave, Glen Ellyn, IL 60137, USA
Step Phone ID: 797264357974579c1a9ec24c6b64c192fa018
Stocks Device Name: Brad Carlson iPhone
123 Phone OS Version: 4.3.3
bot: ALLU
city: 60045

为了保证首次呼叫解决率，联络中心的座席在来电的时候已经有了很多必要的信息，如您的交易历史和您的位置

移动运营



- 实时把握联络中心
- 提供决策数据
- “窗口”



窗口的需求

水星计划 太空人



通过
交互洞察
看到的呼入



飞行形态
Google Maps App



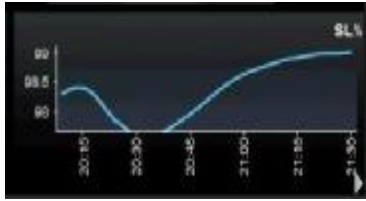
移动绩效管理

- 快速决策依据
- 用户行动可视化预测未来走势



简单浏览

可选的趋势图



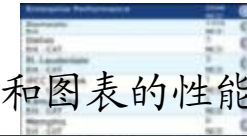
Google Maps



通过Email分享



截屏



警告和图表的性能监控视图

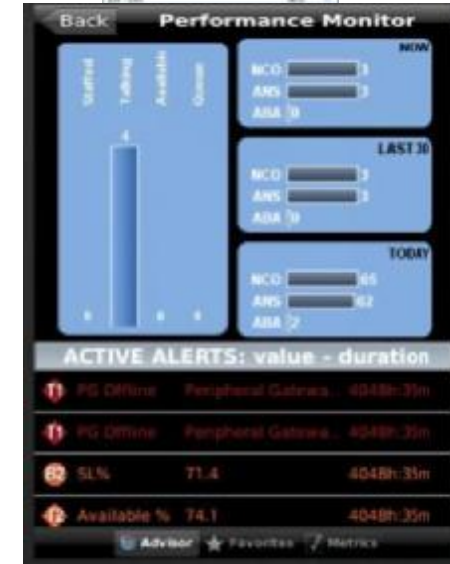
实时业务实例视图 (not Queues!)



柱状图
当前, 30分钟, 今天



个性化: 使用自己喜欢的视图
和统计数据



移动员工



- 无所不在的业务机会
- 客户体验增强
- 扩展/交叉销售捕捉
- 动态企业





触摸商机

DRIVERS

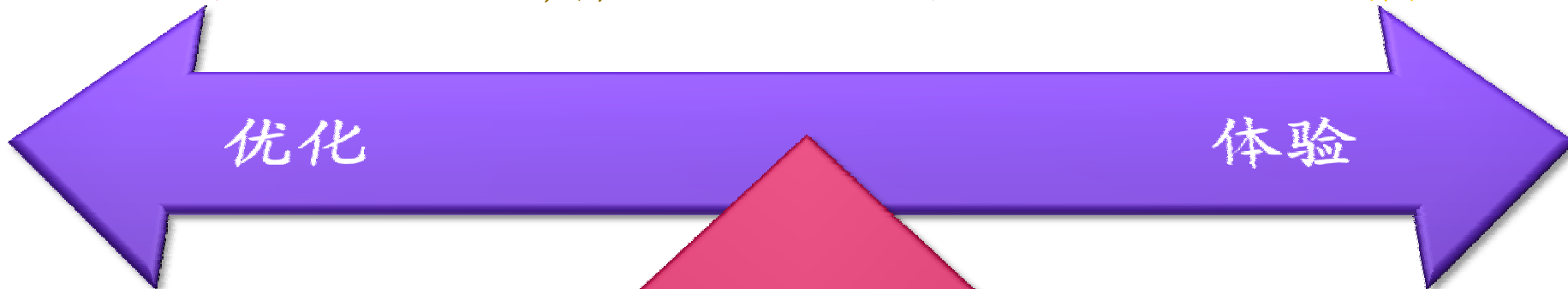
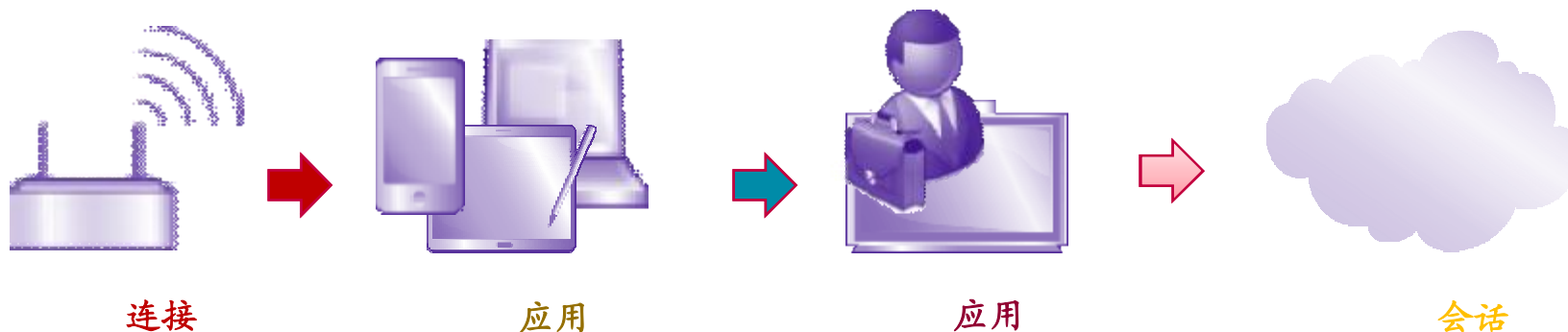
带上自己的设备BYOD

基于应用

多媒体
协同工作



移动员工和知识工作者



40%

OF OUR INSTAL

机会
销售

V | ALUE

2 digits

NEW USAGES

移动业务流程增强

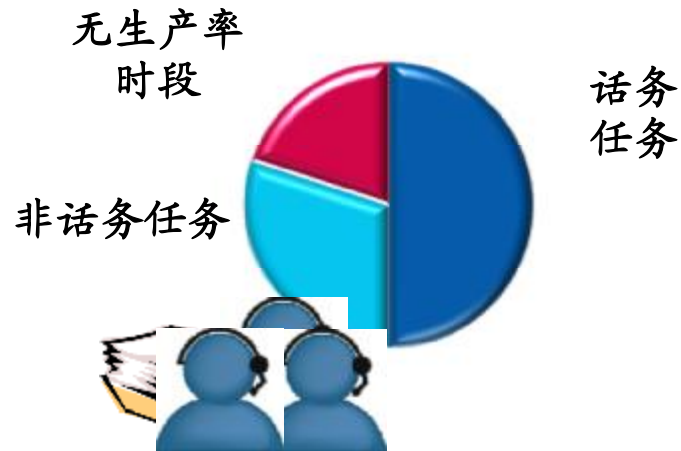


- 信息及时反馈
- 流程无限扩展
- 动态决策支持



成本节约：提升混合工作者的生产率

没有 移动业务流程



基于移动业务流程



获益



当前座席数



生产率提升



单座席全额成本



成本节约：降低流程阻塞

没有移动业务流程



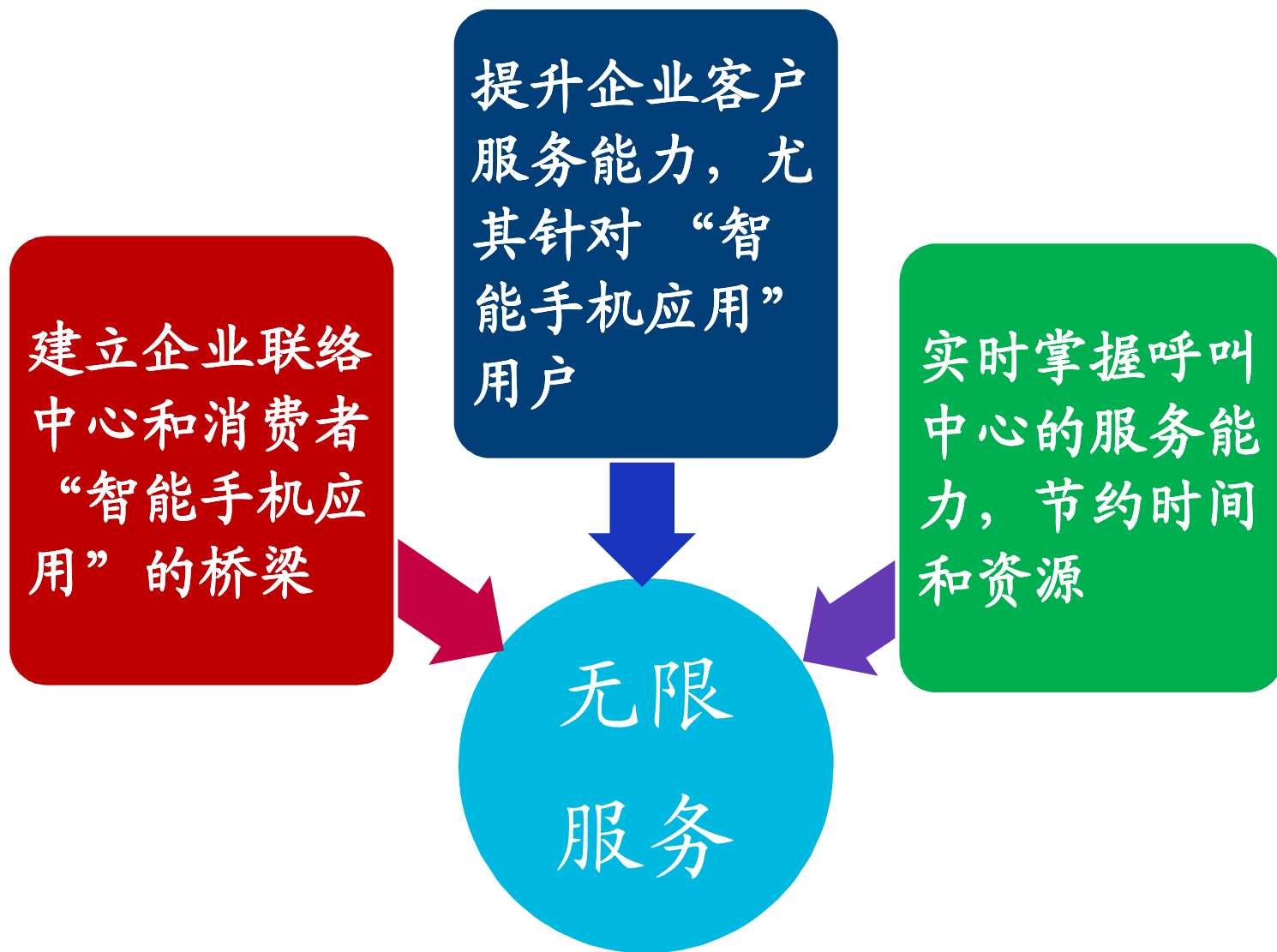
基于移动业务流程



获益



移动互联网在呼叫中心应用





**CHANGE
AHEAD**

一成不变的生活永远不会带来
进步，不改变观念，就无法改
变任何事情。

George Bernard Shaw 萧伯纳

联接客户交互与无限资源





发现商机



共同合作

为您创造无限客户价值 Alcatel·Lucent 



我们的新浪微博：[阿朗Genesys群英会](#)

个人微博：[闵承忠_Adam](#)

欢迎您的加入，共同探讨联络中心的明天





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The mobile revolution

● device

channel ●

Mobile Today | Transactional Applications

- Companies are leveraging mobile for transactional applications

Insurance	Banking	Travel
<ul style="list-style-type: none">• Pictures for claims• Location services	<ul style="list-style-type: none">• Payments• Remote Deposit Capture	<ul style="list-style-type: none">• Trip Management• Notifications, social media links
		

- Key reasons companies enter the mobile space
 1. Brand presence
 2. Marketing, promotion of goods and service
 3. Reduce cost with Self-Service

Impact on Customer Experience

Today's transactional applications

Customer service & contact center

Mobile customers get **disconnected** experience today

- A "blind" service request is made
- Lack of customer context
- Long call times
- Customer frustration
- Missed opportunities for x-sell, retention, customer metrics

This leads to

- poor brand presence & loyalty
- ineffective marketing & promotions
- bad customer experiences

Mobile applications will need to become Conversational



Why are we here?

- The major revolution in mobile exposes a BIG gap for enterprises
 - The gap is an integrated mobile strategy that incorporates customer service
 - There are many “me too” mobile apps, that establish presence and offer basic functions but leave out customer service
 - By leaving customer service out of mobile initiatives, companies further dilute their brand, frustrate customers and miss critical business opportunities
- Genesys can lead companies through a strategy that links mobility to customer service

Creating the Mobile Conversation

Today



Contact Us

Blind Call to the Contact Center

Call now option only

Wait on hold

Tomorrow



Contact Me

"Click to Contact" with integrated channel management

Transfer based on context

Call now or schedule a callback, no hold times



Connect Me

Routing to best qualified person

Extend to back office, branch, floor workers

Cross channel - Voice, Social, Chat, e-Mail, SMS



Know Me

Personalized Experience

Customer service requests tracking and management

Proactive "push" of relevant offers and information

Mobile Customer Conversation



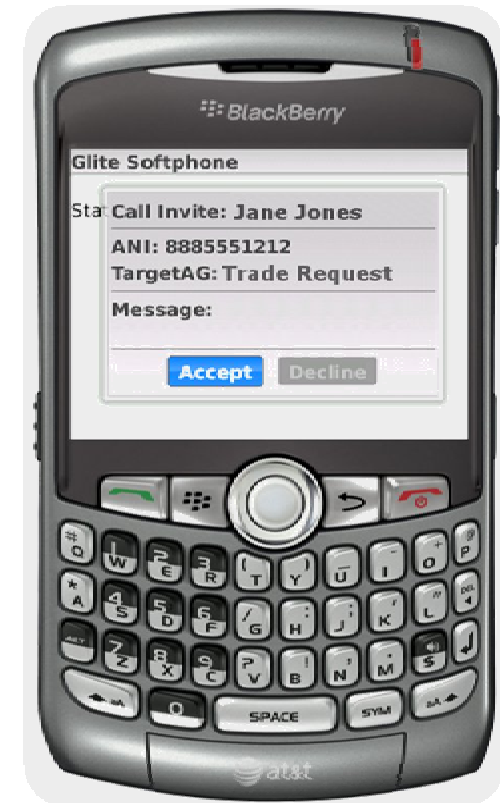
Contact Me | based on my preferences

- Make it easier for your customers to escalate to customer service
- One-touch function for customer service
- Secure and private
- Engage from Mobile to any Service Channel
 - Voice
 - Text
 - Chat
 - Social
 - E-Mail
- Extend Customer Context between channels
- Leverage Business Rules and Targeting Marketing



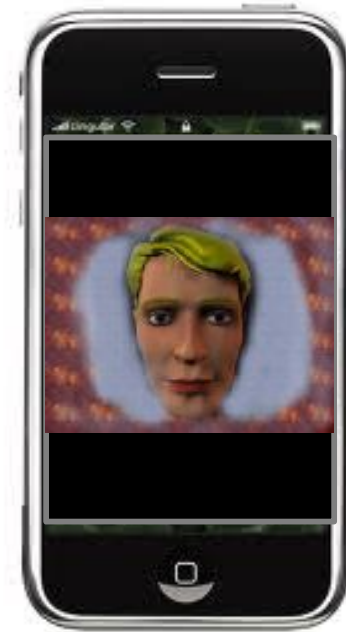
Connect Me | to the right resource

- Extend the conversation to the knowledge experts, overflow to other stores, or branches
- Leverage the mobile worker
 - **Mobile Professionals**
 - **Mobile Retail experts**
 - **Mobile Travel, Healthcare and Field Service**
- Leverage employee skill assignments
- Monitor and ensure quality
- Leverage Analytics and Real-time Performance Management



Know Me | Know my preferences, personalize my experience

- Know my service preferences
 - Channel
 - Schedule
 - Location
- Remember existing service work items
 - Alerts for steps or tasks that are completed
 - Automated requests and notifications
 - Engage directly with the service owner
- Monitor operational efficiencies with real-time access to data and resources



Summary

- Mobile is changing the conversation
 - Mobile impact on business:
 - a major shift in consumer communication & engagement
 - a new battleground for the customer experience
 - a new opportunity to differentiate & grow
 - Move from transactional applications to mobile conversations
 - Genesys enables companies to integrate the Mobile Conversation
 - integrate mobility into customer service strategy
 - improve business performance by extending the mobile conversation across the enterprise
 - deliver next-generation customer experience
- ...while leveraging existing assets



Step 1: The Integrated Mobile Experience

- Sometimes you need the human touch – what are the best practices?
 - Don't go from automated app to automated call
 - Don't forget what they've already done
 - Use the right resource with the right information
 - Set consistent customer expectations
- How do you deliver a new experience?
 - Customer and contact center knowledge bridges into the Contact Center
 - Tracking of transaction history
 - Open standards allow communications between channels
 - Reporting and analytics to constantly improve processes



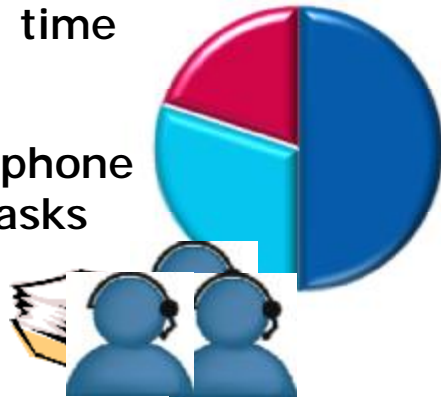
Cost Savings: Increased Blended Worker Productivity due to Visibility via Real-time Monitoring & Reporting

The Genesys solution provides total visibility of all agent activities – on phone and off phone – to ensure worker accountability, timely feedback and agile decision-making. The result is improved agent productivity.

Without Real-time Visibility

non-productive time

off phone tasks



on phone tasks



With Real-time Visibility

non-productive time

off phone tasks



on phone tasks

Benefit



Current # of Agents



Increase in Productivity



Fully Loaded Cost per Agent

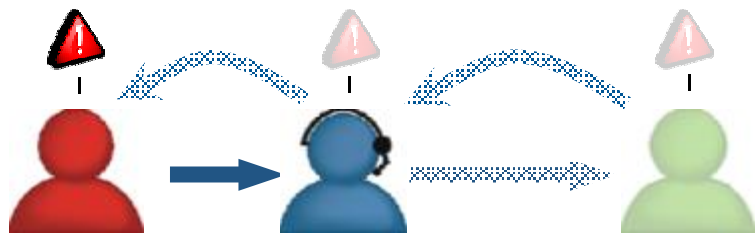


Revenue & Cost Savings: Improved Service Levels

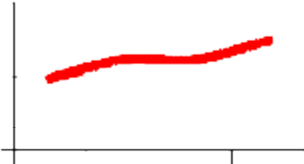
via Cradle-to-Grave Visibility of Customer Support Incidents

The Genesys solution provides cradle-to-grave visibility of customer support activities, from initial contact through back office support and resolution. Improved service levels can mean reduced penalties based on SLAs and/or reduced customer churn.

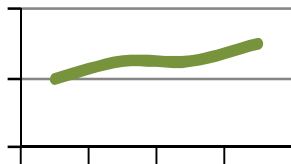
Without Cradle-to-Grave Visibility



Customer Churn



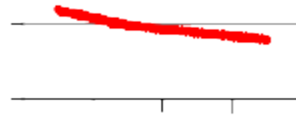
SLA Penalties



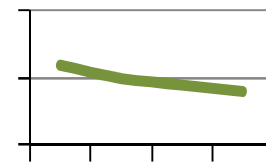
With Cradle-to-Grave Visibility



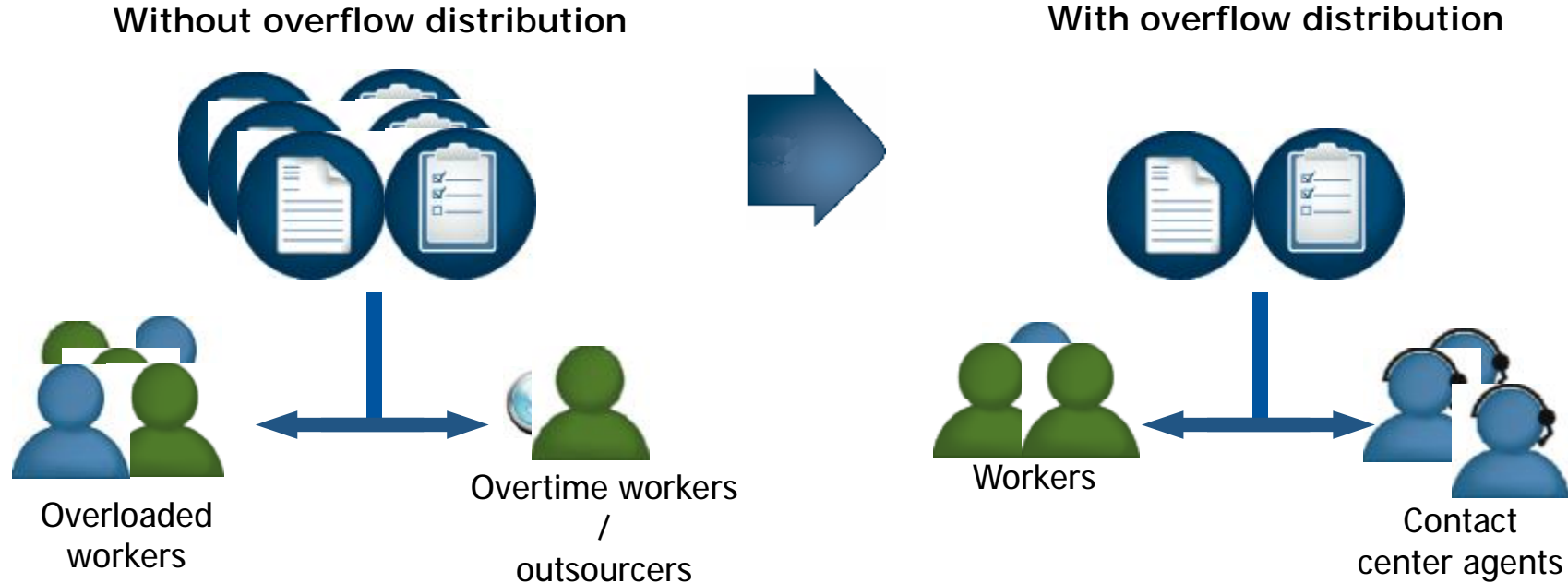
Customer Churn



SLA Penalties



Cost Savings: Reduced Resource Costs due to Overflow Distribution of Tasks

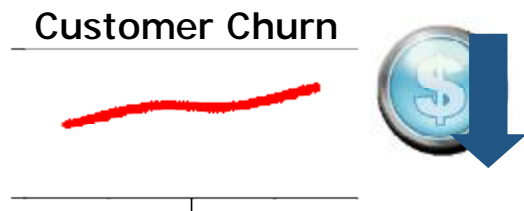
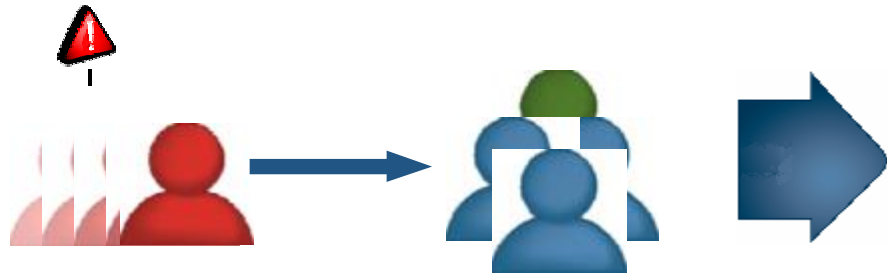


Benefit = Total overflow tasks × Task handle time × [Worker overtime or outsourcer cost + Additional worker cost]

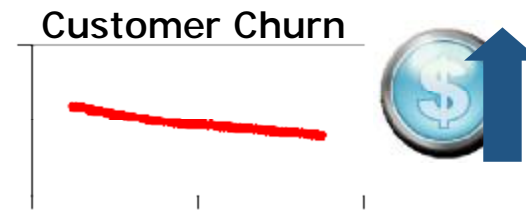
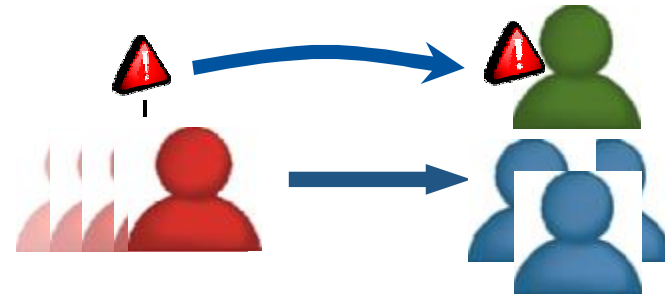
Increased Revenue: Reduced Customer Churn due to Business Value Prioritization

Historically, the distribution of work has been silo'd by type (faxes, web forms and other work items). This approach limits the ability to manage tasks by business value. The Genesys solution allows for intelligent task distribution, which delivers a task to the best resource, based on rules such as customer value, task priority, worker skill, availability, cost and more. This ultimately reduces customer churn.

Without Business Value Prioritization



With Business Value Prioritization



Benefit = $\#$ Customers retained due to Improved Customer Satisfaction

Benefit = $\left[\text{Average Customer Acquisition Cost} + \left(\text{Lost revenue per Customer} \times \text{Gross Margin} \right) \right]$

硬件损耗折旧

灾备中心融合

客户创新世界

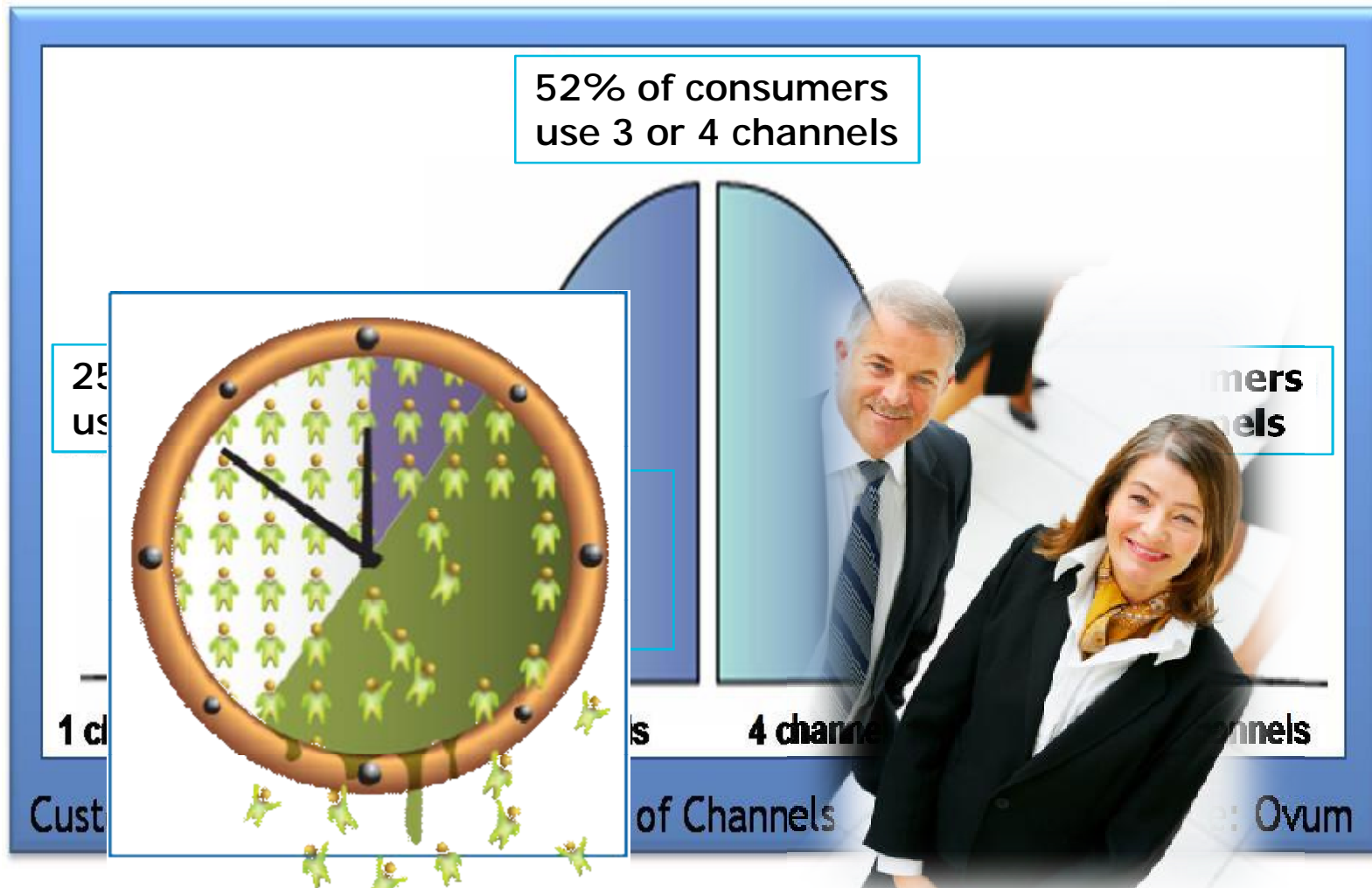
快速业务增长

应对挑战

今天，我们的用户需要的是什么？

金融与物联网融合

Trends That Are Forcing Change

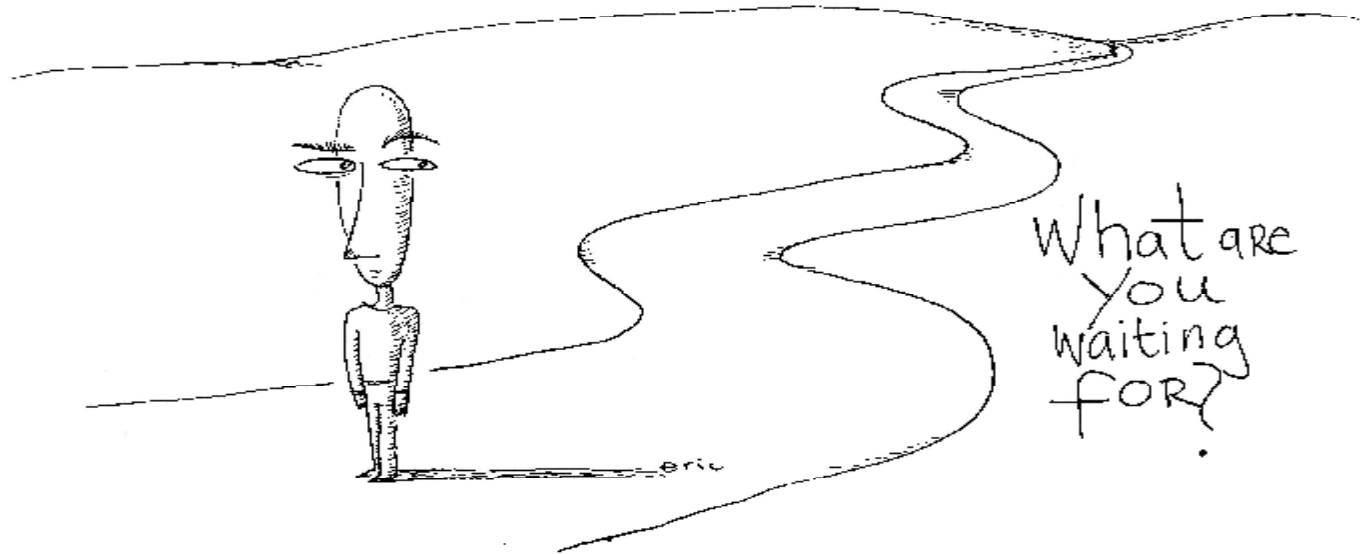


Real-Time Decisions

Business Elevation

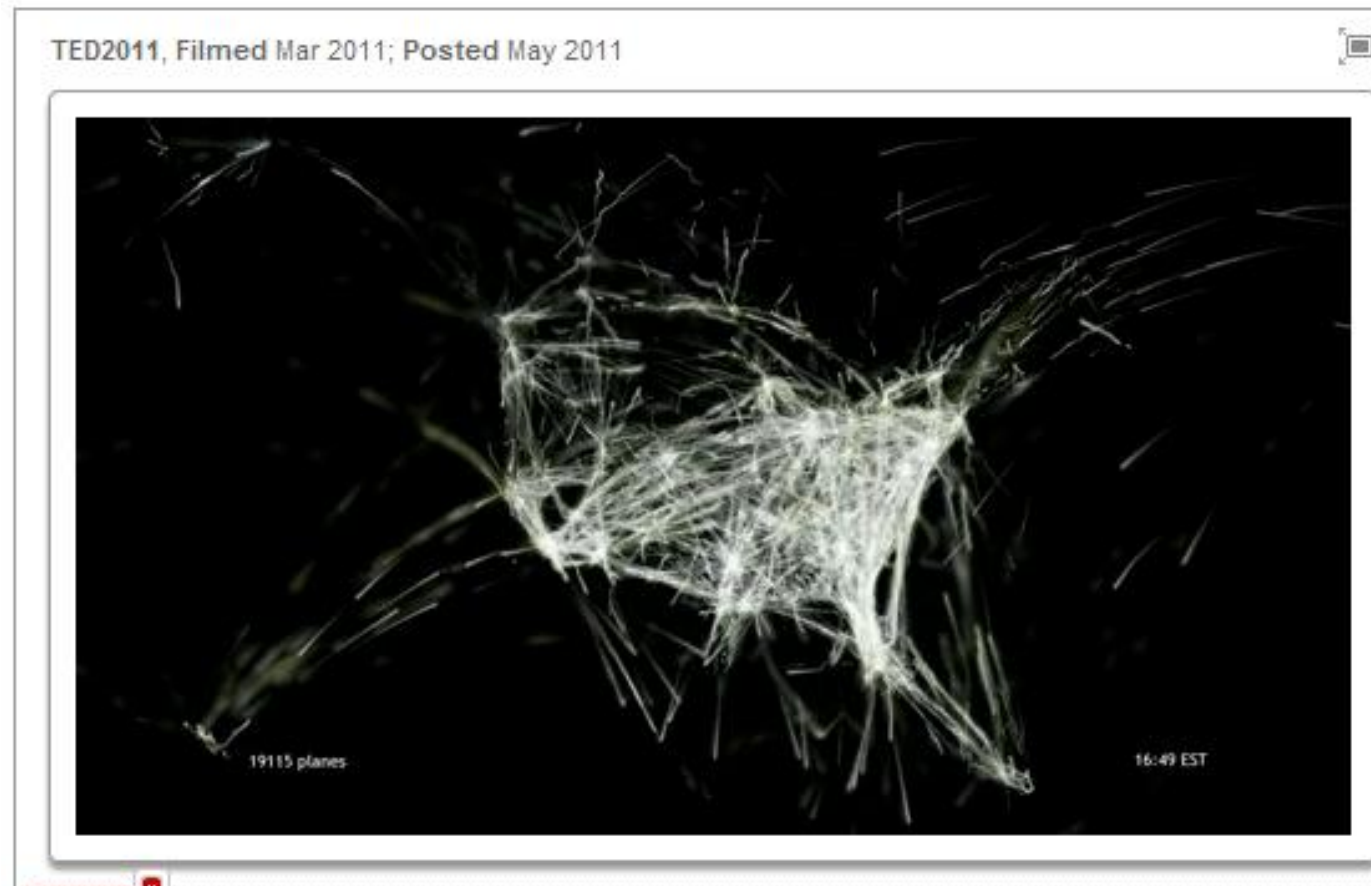
Conversation Manager Has Matured

- Context Services and Rules System were GA in 2011
- Pricing is available, simple, and effective
- Conversation Manager has been sold, installed, and is in production
- Popular (a NALA bank) has already been used for references



Can Contact Centers Use Something This Beautiful?

Aaron Koblin: Artfully visualizing our humanity



http://www.ted.com/talks/aaron_koblin.html

