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DIAL INTERACTIVE

Dial Interactive iNsights Newsletter

Contact Center Optimization Provides Increased ROI

Summer 2015

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Call (954) 256-1818 today to discuss how DI can help you assess what solutions are right for your contact center.

Meet the Team

John Nibbe - Senior

Greetings!

Contact center channels have changed dramatically. It was uncommon to text message just a few short years ago. Now over 6 billion texts are sent daily. Voice services have significantly reduced in usage and alternative mediums have had accelerated growth. In response to these drastic shifts in communications, many companies are asking questions like; "Should we design a new contact center, refine the performance of the existing center, or introduce an entirely new service or channel to meet these demanding changes?"

That is the big daunting question we are going to explore in this DI iNsights Newsletter.

Like most, Dial Interactive believes that working smart vs. working hard makes an impact. Of course working hard helps too! To stay competitive, we must leverage our resources, time, money and effort. As a TL 9000 certified company, Dial Interactive knows that quality is critical. Continuous improvement is key and many times undervalued. As Richard E. Winder says, "Quality is an ongoing process of building and sustaining relationships by assessing, anticipating and fulfilling stated and implied needs."

Let's look a little deeper. Should you fix it before you nix it?

Technology Consultant

Q: When approaching the issue to buy or fix your contact center, what would you recommend as an action set for your clients?
A: It depends on the issue. Most situations are an opportunity to reduce costs and improve revenues, and should be communicated to management as such.

Q: What do you like about fixing issues you find in a contact center?
A: Client satisfaction has always been rewarding and a priority from Day One (even before DI).

Q: What do you like about DI?
A: Great support from the DI team, challenging projects, and an environment for 'out of the box' thinking.

About DI

DIAL INTERACTIVE

DI provides domestic based contact center business and complex technical consulting services to two channels; Indirect (Business Partners) and Direct (End-Customers). The Indirect Channel includes leading telecommunications and technology business partners and service providers. The Direct Channel includes Fortune 200 to Fortune 1000 clients.

DI provides Contact Center Consulting Services focused on Strategy, Technology, and Optimization. DI can help enhance the customer's experience, meet company objectives, elevate the value of your investments and produce quantifiable and tangible business ROI.

Thank you,
Ali Regli
Director of Sales and Marketing

Business Transformation Using Professional Services

WHO
WHAT
WHERE
WHEN
WHY
HOW

The current workforce is stretched very thin these days. Engaging a credible professional services organization can help your company with change management and overcome the challenges involved in transforming your business to adapt to these shifts. Whether you are planning to buy or fix your contact center there are several factors to consider. Companies with large scale projects usually have rigorous requirements, need to mitigate risks and lack the skill level to execute on their own.

When planning for business and technical transformations it is important to understand both your customer's and your company's end user requirements. When exploring how to meet these demands common challenges include:

- Resistance to change
- Unrealistic expectations
- Poor project management
- Lack of proper skills
- Multi-channel platform communications
- Incompatible systems
- Multiple vendors
- Incompatibilities with release cycles
- Stringent reporting requirements

Customers operating contact centers today have older legacy systems with seasoned staff. They have a great deal of experience with older technologies. However, they typically have limited experience with newer technologies. You can engage a third party, who has the expertise in creating and implementing current contact center solutions so they can ask and answer the

Whether you want to fix it or nix it, Dial Interactive is your Contact Center Consultant that can help decide which path is best for you. Call us today to engage us on helping you design the best solution for your organization.

Attention Partners, Customers & Vendors

DI wants to collaborate with you. Contact us if you want us to highlight your stories and newsworthy events in our monthly DI iNsights Newsletter.

Call today!

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current contact center solutions so they can ask and answer the following questions:

- Is your existing solution being fully utilized?
- Are you using all the features?
- Can you customize the application?
- Does the application meet your business needs?
- Are you ready for day 2?
- What business units will this deployment affect?
- What is your business forecasting for the next 1 to 5 years?
- What other equipment might you need?

Selecting the right partner is as important as selecting the right platform. Choosing the right consulting firm, like Dial Interactive, can guide you through the cultural, behavioral, and process changes required to assure a successful solution is implemented.

To be proactive and prevent issues, Dial Interactive recommends periodic audits to look for potential problems. You do not know what you do not know. Proactive audits can lead to productivity improvements, cost-avoidance savings from IT resource headcounts, training, and knowledge transfer. Companies benefit when they can access intellectual knowledge that provides invaluable insight they would not have had on their own.

Hiring an outside consultant to help you improve your existing system will help you save money by deploying a resolution to a problem more precise and quicker than without the support. DI has seen some horror stories by hiring the wrong partner or implementing the wrong solution. When you take the right path, you can customize the best solution for your organization. DI can help. Contact us today.

Business
Transformation
Straight Ahead

First Things First

Contact center legacy systems are steadfast. New multi-channel technologies blaze trails. The handoff between these older systems and new solutions plays a critical role in how we accomplish business objectives today and well into our future. There is no shortage of hot new trends to chase in today's call center industry, such as Visual IVR, Social Media Integrations, Virtualization and Cloud Services. Which one is going to be the next magic bullet and become the benchmark for tomorrow's success?

As we discussed in earlier newsletters, systems like Avaya, Cisco's UCCE, and Genesys provide foundations for making a solid call center. New solutions are coming out at lightning fast speeds and require highly skilled expensive resources to maintain. Do you take a leap of faith or play it safe? Do you have the resources to make it happen? A small to mid-size company cannot afford to spend frivolously, but might be nimble enough to pull off exploring something new. However, a large global complex enterprise organization may be able to budget the application without making a dent, but cannot move swiftly. Fork lifting a system for either size company is cumbersome for many reasons. Making a wrong choice can negatively impact operations, be detrimental to your bottom line, and can be a career-limiting moment for the decision maker.

Shiny objects are notorious for piquing our interest. Should your organization choose to improve, upgrade, migrate or sunset an application? First things first. Before making any big decisions, take inventory of what you have and where you are at from both the technology point of view and your employee skill level. You need to articulate clearly where you want to go. Consider surveying your customers about how they want to communicate with you. Do this before any big investment. It is stunning how many companies we see neglect doing a proper assessment first.

Before you buy, consider optimizing your investment first. So simple, yet passed over so many times. Think about it on a personal level. Do we need the latest mobile device or would last year's model work just as well? Are you presently using all the features offered on your device? Chances are no. Statistics show we do not even scratch the surface when it comes to using all the functionality of our existing solutions before we jump to the next trend. Resources are limited while our options are not. You must be smart in how you choose to move forward.

We live in a disposable world. It just seems easier to buy something new vs. taking the time to improve what you have. Spending your time and budget on professional services to tweak what you have is a prudent approach. Over the years, I have become a physio-environmentalist, living by the motto "recycle, repurpose and reuse" whenever possible. Can you update what you have before doing a complete overhaul? It would be easier and cost effective. Smart business and technology transformations can result from a subtle, steadfast, and resourceful approach.

Contact DI today for a free hour of consulting time.
Click here to let us know.

Bolstering the Messaging Feature for Enhanced Customer Experience

One path to enhancing your customer's experience is leveraging the features and functionality already built into your contact center's eco-system. Chances are you are under-utilizing what you have. Are you using chat, video or instant messaging? Is your system slow? Can you increase your response time? Here are a few ideas for improving and leveraging what you have.

Increase speed: Improve the number of concurrent users that the system can deal with to avoid customers left on hold or abandoning calls. You can increase capacity by reducing average call length or by migrating voice call traffic to a live engagement via a chat session. Voice calls are resource intensive, whereas messaging is a more efficient channel that instantly increases capacity. An agent working in the chat medium can handle several streams at once vs. a voice agent who can handle only one at a time. The customer does not need to wait in a queue.

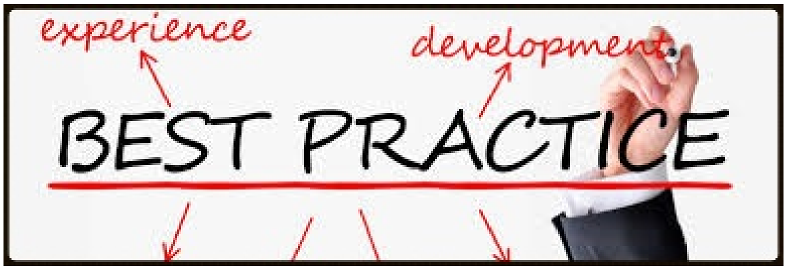
This will increase response speed. Customers are happier with a quicker response to their issues.

Consistency: Increase consistency with simple techniques like prepared scripts for both text and voice agents. This can speed up basic interactions such as greetings and offering assistance. Repetitiveness improves the delivery and quality of your messaging.

Improved resolution: Text-based communication is usually more succinct than voice conversation, enabling agents to resolve calls more quickly, again increasing capacity. Messaging gives you more for less.

These efficiencies allow you to serve more customers using either the same number or reduced staff. The result is that message-based contact centers can handle a greater number of concurrent users than their voice counterparts. That is good for both the customer and your company by introducing operational and cost efficiencies that serve your bottom line.

Smart Moves Using Best Practices Can Save You Money



Make smart moves to enhance your contact center. Use knowledge gained from an in-depth discovery and analysis of your current business, operations, culture, and goals for your desired future outcomes. Benchmark your performance using key performance indicators (KPIs) to reveal which ones can help you manage your contact center. By identifying the gaps, you can implement intelligent strategies to support best practices.

Did you know your call center agent is the most expensive thing in your contact center representing about 60% to 70% of the overall cost? Consider focusing on agent performance to reveal improvement opportunities that can save you money. When you review agent processes, procedures, and technical capabilities review agent processes, procedures, and technical capabilities you can uncover the gaps to find best practice resolutions for improved quality.

Systems need to be reviewed and fine-tuned on a regular basis to assure there is continual improvement. Leveraging smart tools and knowledge are indications where existing applications can be enhanced to help you deliver services at lower costs. For example, optimizing touch-tone and speech recognition solutions could help improve caller satisfaction, increase calls handled, shorter hold times, and reduce contact center costs.

Understanding performance and analytics helps identify where you can make smart moves. Quality monitoring across the contact center is critical to developing an optimal customer experience. Examine your business drivers and goals, and map them to quality-monitoring evaluations and scoring schemes. Track alignment of quality initiatives to corporate, contact center, agent, and customer objectives with professional guidance, methodology, and meaningful evaluations that help you uncover what needs to be addressed. Needs to be addressed.

quality
skills
BEST
PRACTICE
solution
develop
success
strategy

Frugal Insights - Don't Be Over Sold

My father taught me that it is not a bargain if you do not need it, and my frugal depression era father-in-law taught me to use what I have. The same rules can apply to the corporate world. Could you squeeze a little more out of it before you make a change?

Solution providers drive change and pride themselves on being thought leaders, but do you ever question that they may be selling you snake oil? Buyer beware. Don't get us wrong. Solution providers and manufacturers are Dial Interactive's friends. They provide a valuable piece of the equation. However, sometimes the stock value and end of quarter profits influence motives and can impede decisions. Take your time and think it through.

How can you upgrade a system that has not even been installed? Avoid buyer's remorse! It is not an easy pill to swallow when you know you have servers sitting in the box that have yet to be deployed. Were your eyes too big for your stomach when an overzealous sales person closed in on you with a year-end special that seemed too good to pass by?

Remember, you the customer bear responsibility for understanding what you are buying. Technology sales are a collaborative process, in which vendors and customers meet in the middle. When overselling, a solution provider can run the risk of corrupting the trusted advisor relationship.

Success comes from building and maintaining relationships based on trust. Think about using a third party to mediate the process to help you see a clear picture before you invest in a new system. Bring in an expert who can work side by side with the vendor, your team, and leadership. You need both business and technical proficiencies at the table. A neutral party can help support your strategic business needs and build a road map that takes you from your current environment to your future vision.

Do your numbers add up? Click here to connect with Phil Grosdidier, our Cheif Systems Architect and go to guy for all things that are common 'cents'!

Dial Interactive Can Help

Does one more initiative for your contact center add to your stress? We can help! DI can assist you in reviewing your operational requirements, vetting vendors, and recommending the products and services best suited to meet your overall business needs.

We are passionate about what we do. On behalf of the DI Team, thank you for taking the time to read DI iNsights.

Warmest regards,
Ali
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DIAL
INTERACTIVE

SYSTEM CERTIFICATION
TL 9000
SGS

Call (954) 256-1818 to discuss how DI can help!