

2017 RESEARCH REPORT

CONTACT CENTER CAPABILITIES SELF-ASSESSMENT RESULTS

Research Reveals Common Themes and Trends Across
Companies in 10 Key Areas

ABRIDGED
EDITION

Includes selected
sample pages from
the full report

86%

of buyers say they would pay *more* for a better customer experience.

Only 1% feel companies consistently deliver.*

AT ASPECT we have gained a unique view into what 850+ global companies — both Aspect clients and non-clients alike — are doing to innovate and where they feel the greatest technology opportunities for improvement lie. This insight is the result of our Contact Center Capabilities Assessment tool, created to help businesses quickly and easily assess how well they have adapted to the explosion in technology capabilities and level of consumer expectations over the last several years.

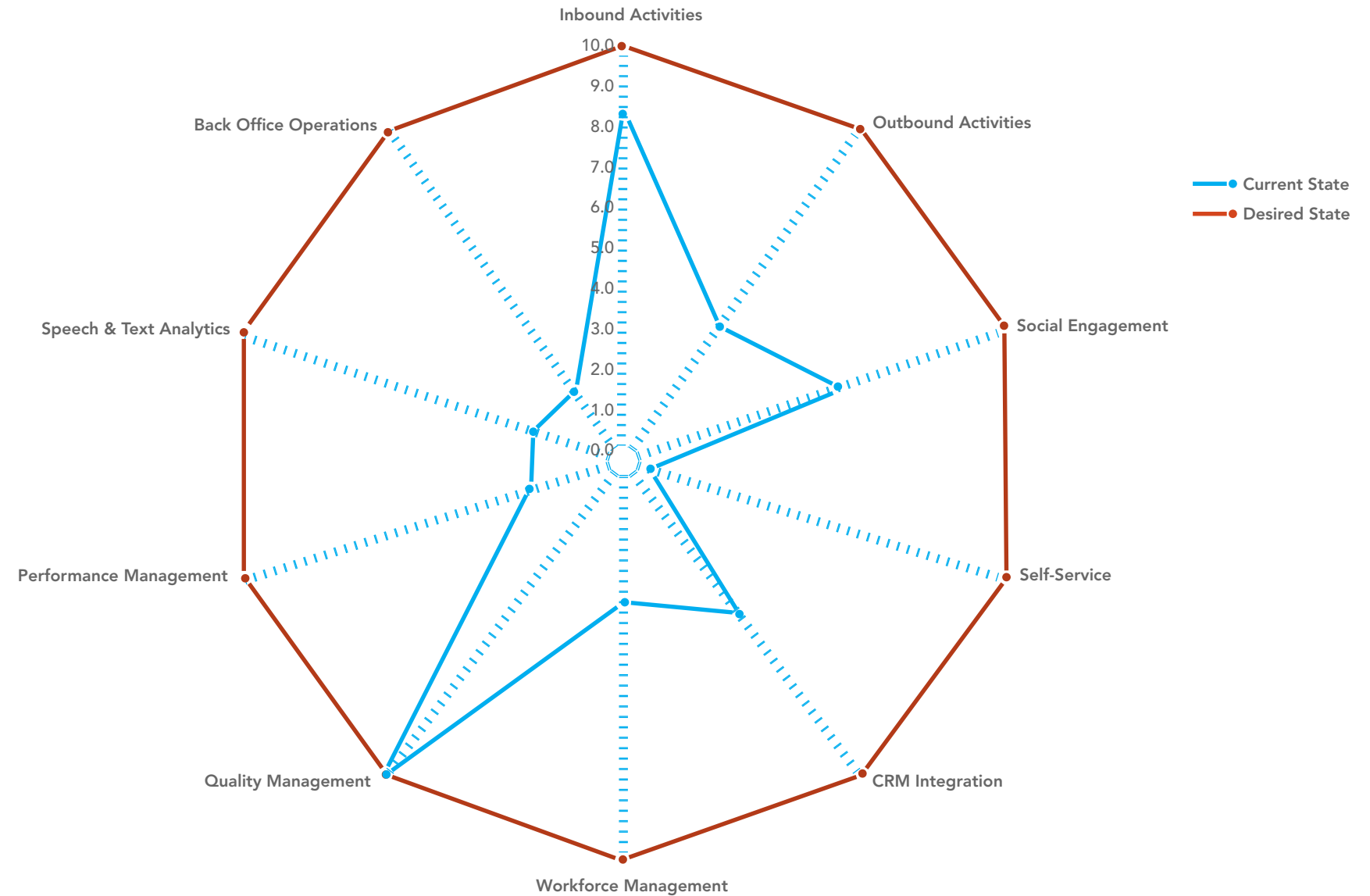
This self-assessment tool includes an inventory of capabilities drawn from our years of knowledge and experience in the customer contact arena. Each participant receives a personalized report detailing their results, including their current state compared to desired state score and our recommendations. The 850+ organizations that have completed the self-assessment provide a strong cross-section of representative data in terms of industry, maturity and technological sophistication. From this data, we've compiled the following report that highlights the 10 highest ranking capabilities in terms of maturity ("We have this capability today") and perceived value to the organization ("Having this would help our company.")

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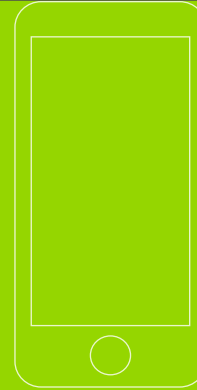
Scoring *Current State* vs. Desired State

The gap between current state and desired state is reflected in a score that is calculated as the percentage of capabilities a survey participant has compared to the total capabilities they would like to have. Our online self-assessment asked companies to rate their use of specific contact center capabilities across 10 areas of business that affect the customer experience. We then scored these results, excluding any functionality that would add no value to the organization, and presented a matrix comparing their use of technology to optimal, best-in-class use.

The sample matrix summary shown on the right illustrates how an organization's current capabilities in each area measure up against all capabilities they would benefit from, providing a snapshot of where they stand vs. where they would like to be. The lower a company's score in a particular area, the more room there is for improvement in adding or optimizing specific capabilities.



SAMPLE SELF-ASSESSMENT RESULTS: The chart above compares a company's current capabilities with all capabilities they feel would benefit their organization. As shown in this example, the company's quality management and inbound capabilities are excellent—presently at or near their individual "desired" level. Their capabilities in self-service, however, reveal many opportunities for improvement.



In the ten key areas we surveyed, the following charts illustrate what percentage of companies have capabilities already in use, which capabilities they feel are needed and which would likely offer no value.

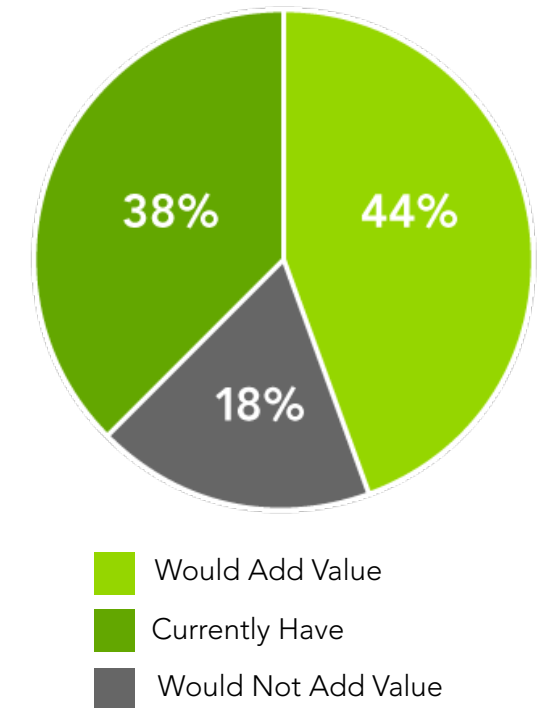


#1 *Inbound Activities*

To stay competitive, today's contact centers must interact with customers across a wide range of communication channels encompassing phone, email, chat, text and social media. Text-based inbound channels in particular have the advantage of being a lower-cost alternative to the traditionally more expensive voice channel.

INBOUND CAPABILITIES SCORED:

- Assistance (live or self-service) offered in response to SMS notifications
- Web-based/mobile app chat
- Social media contact
- Appropriate routing of email inquiries
- Intelligent routing based on contextual data
- At-home agent support
- Callbacks



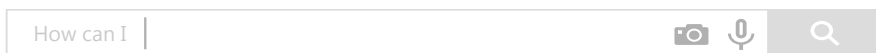
Trend Analysis

Our examination of survey results revealed three major themes emerging around need-to-have customer service capabilities (versus “already have” or “no value perceived”), which suggests the following trends:



Self-service is defining customer service

Expanding and elevating self-service is taking on an increased urgency. The differentials between “need” and “have” on questions relating to self-service were some of the highest. For example, over 60% of respondents feel they need to move forward from simply offering phone-based IVR self-service. But necessary improvements do not stop there. Omni-channel self-service is needed, but it must be easy and convenient. Over 69% want to enable agent-assisted service from directly within a mobile app, and over 71% want to preserve context when customers cross channels, switch to live service or resume an interrupted communication.



Efficiency and quality is defining agent-assisted service

Businesses are focusing on contact center efficiency and agent productivity. This statement might seem to almost contradict the first, but we see two these themes as highly complementary. Differentials of almost 50% between “need” and “want” surfaced around the need for speech and text analytics of tasks relating to: identifying knowledge gaps requiring increased need for agent coaching; real-time guidance during interactions including next best action rules; monitoring unproductive agent time for potential abuse issues; root cause analysis to determine the topics consumers most commonly have (and may therefore be ripe for self-service!). These needs dovetail with business’ top-of-mind workforce optimization concerns: ensuring proper staffing levels; quality monitoring; and performance management.

Customer service is defining the enterprise

The contact center must be seen as an essential, integrated part of larger enterprise business processes and data ecosystems. Performance management, expressed as a need by close to two-thirds of respondents, really broadens the focus of the contact center to an enterprise level and alignment with corporate KPIs and strategic goals. This notion is bolstered by the strong need expressed for back office solutions that provide: visibility into staff availability and task status across the front and back office; the ability to automatically direct work items based on business rules and agent skill sets; and merging of work items from multiple systems. On average, across back office survey items, nearly 68% of respondents expressed a need to up their game when it comes to synergy between the front and back office.



Take Action

Imagine the *possibilities*. Reimagine customer service.

Aspect provides a rich set of solutions that combine to form that perfect mix of customer service capabilities, regardless of your organization's size, industry or operational complexity. Aspect brings all the pieces together that keeps your consumers on the quickest path from question to answer, empowers agents in boosting productivity levels, and guides enterprises in orchestrating cohesive workflows that keep service levels high and costs contained.

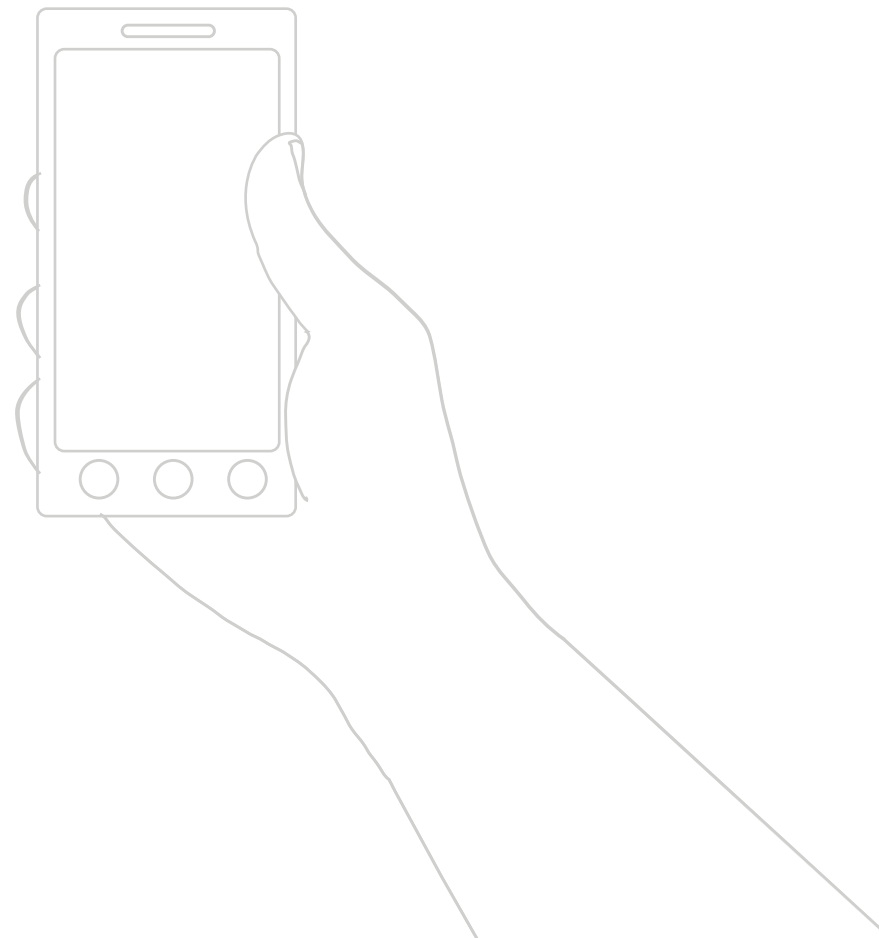
Whether you're in need of dedicated products for interaction management, contemporary self-service, campaign management, workforce optimization or a powerful solution that seamlessly unites all these capabilities, Aspect can help.

What opportunities are you missing to improve customer engagement?

Contact an Aspect expert to discuss the score reflecting the gap between your current and desired states in detail.

Haven't yet completed the self-assessment? Take it now and receive your personalized report as well as the full version of this eBook:

<http://www.aspect.com/self-assessment>



Explore ways to build better customer relationships now.

<http://www.aspect.com>