c·centric
Real-time Data Intelligence

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>
> **Pioneering companies are now seeing the opportunity to drive significant business benefits from new smart routing strategies".**

Summary

New caller recognition solutions can now drive the latest generation of routing capability found in telephony platforms such as Genesys, Avaya and Cisco.

Automatic caller recognition is an underused technique. But the advent of flexible, intelligent call-centre solutions in combination with enhanced data handling can provide a low effort, low cost solution with important benefits.

This paper provides a short summary of rationale for looking closely at automated inbound caller recognition and seeks to help you decide whether this technology is right for your business.

The growing issue of call transfers

In the UK it is estimated that £1.5 billion is spent each year on the agent cost of transferring calls to another team.

Many call centre managers are reporting rising call transfer rates and say that addressing this issue with new call routing strategies has become one of 2017's priority areas. Over and above agent cost, call transfers can lead to poor customer experience and lower NPS.

There are a number of factors behind this increase. Widespread adoption of inbound campaign tracking numbers and their leakage across the Web means that existing customer service and new acquisition teams are experiencing heightened levels of call pollution. Compounding this issue further has been the ongoing wave of data security clampdowns. This has resulted in many core customer operational systems being restricted to fewer contact centre sites and teams. This has significantly impacted those who built up a distributed in house/out source and off shore/on shore mix and have multiple product lines.

More calls are now going to inbound teams who don't have the specific system access to serve the customer and need to transfer. In their attempts to address this situation organisations have been challenged by the rapid growth in inbound calling from mobiles. This has reduced the percentage of calls that telephony CLI recognition can identify and route. Most large B2C CRM system's have surprising sparse mobile population of customer records compared to land line.

A step change in agent call routing to increase revenues

Reduction in call transfers is a direct and clear opex saving and efficiency fix.

The major goal of recent routing improvements has been to increase cross-sell revenues. Within existing customer sales/service teams there is wide degree of diversity of capability in cross sell.

Some agents are better trained and equipped with Next Best Action (NBA) systems. Cross-sell conversions rates can range widely between contact centres/agent teams and by agent.

By investing in pre-routing customer recognition there can be better matching of calls to the right agent. A UK telco reported increased revenues from improved routing of 60,000 calls a month to the right cross-sell team.

This raised conversion on those calls from 10% to 15%, generating a projected incremental £9 million revenue per annum.

Changing Contact-Centre Landscape

In recent years, SIP (Session Initiation Protocol) as a foundation of IMS (IP Multimedia Sub-systems) has seen wide adoption and become the dominant technology in ACD (Automated Call Distribution).

Providing increased scope for flexibility and intelligence in the routing process. SIP can route other media, in particular chat sessions, as well as voice.

Leading platforms have improved and simplified CTI (Computer Telephony Integration) capabilities to more easily integrate with CRM systems, providing additional information to the agent at the desktop and can even 'remember' previous customer interactions to improve the customer experience and assist the agent.

However, the movement towards improved routing has been slow, in part this has been due to the close historical relationship between the call centre queues and contact centre platform.

Implementation issues - particularly data coverage (number of known CLIs) and data integration issues (data warehouses designed for marketing rather than call centre needs, disparate CRM and order systems) have contributed to the slow advance of intelligent routing.

The goal of intelligent routing is to more closely match callers to the correct agent or queue and to allow the contact centre to tune call priority.

Knowing something about the caller is a critical first step to successfully leveraging the power of the contact centre.

Historically ACDs have only had access to limited information on a new caller, that is:

- The dialled number (NGN)
- IVR menu choices made by the caller
- Customer Entered Digits (CED)

Once the caller is connected to an agent there may be some level of CTI but, surprisingly, CLI recognition is not common practice for even large contact centres.

For CLI recognition to play a signifcant role in improving call centre efficiency several things must happen:

Increase the CLI Universe to improve the chance of recognizing a caller.
Not all callers are customers and even those callers who are "**on the system**" may use an unrecognized device – for example calling on a mobile, when the landline is the one on file.

Link CLIs with key data about the caller, this can include:
- Whether the caller is a customer
- Information about products held and contract status, if applicable
- Order status
- Other useful demographic information (home-owner, home-mover, household composition)

Provide simple, adaptable integration between the contact centre infrastructure and data-services.

Taking each of these issues in turn:

To broaden the CLI Universe firms should:
> Integrate (match) all available internal data sources. Matching techniques will include Name & Address, CLI and Customer Number.
> Integrate new telephony customer recognition solutions with reliable external data sources. These solutions will include numbers which are not available internally, and may allow the firm to "fill-in" missing mobile or land line numbers, as well as add non-customer records.
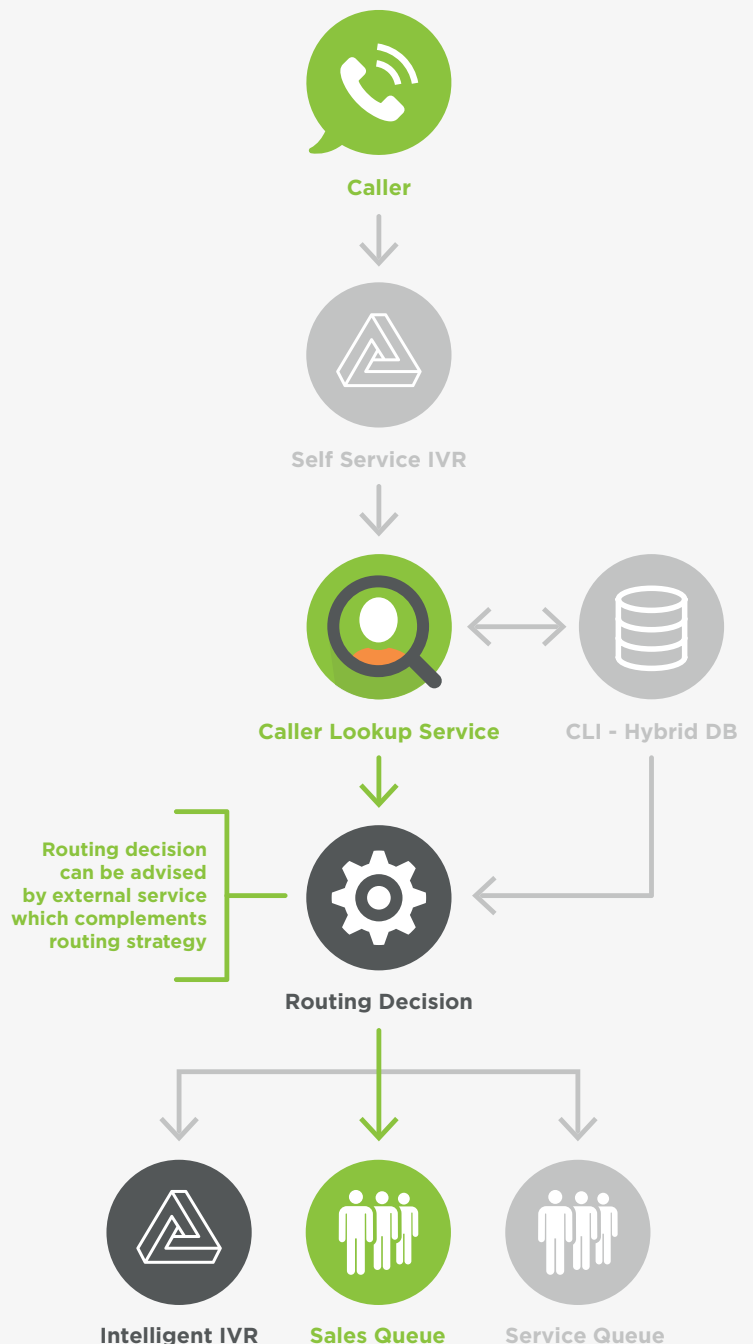
To increase data-availability firms should:
> identify key data elements which will can be used to assist rule based routing.
> adopt an agile approach to the integration of additional data sources.
> linking to large corporate data warehouses or single customer views should be avoided where this significantly increases implementationtimescales.

To ease integration firms should:
> provide simple interfaces (REST or SOAP APIs) for consolidated data-services which are optimized to allow the contact centre system tocall.
> use simple techniques in routing strategies to implement and test intelligent routing based on caller information.

Organisations should adopt an iterative, marketing driven approach, not only to see which factors reduce call wait time and opex, but also to test and roll-out strategies which improve sales and sale-conversion.

Call recognition can fit into the call handling process at the start of the call, or after the caller has interacted with the IVR menu.

Caller

Self Service IVR

Caller Lookup Service   **CLI - Hybrid DB**

Routing decision can be advised by external service which complements routing strategy

Routing Decision

Intelligent IVR   **Sales Queue**   **Service Queue**

> Note that all or part of the existing routing strategy may still be executed – for example if the support queue is full the recommendation from the caller look-up may still be over-ridden to direct the call to the appropriate queue".

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Business Chart - Visual

Business Chart

Interactive User

1,505

Space Usage (750 Mb)

18,321

Realtime Dashboard

37.91%   31.88%   30.23%

Focus on Your Finances

Target

Is Caller Identification right for your business?

Firms will benefit f om implementing a caller identific tion solution if:

1. Organisation experiences low customer recognition rates for inbound.

2. A significant or rising level of call transfers

3. A desire to increase conversion with Inbound cross sell and new acquisition.

4. There are multiple locations (queues) to which inbound callers should be directed.

5. Your organisation holds name and address information and ideally some telephony data concerning your customer.

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About C-Centric

C-Centric is a provider of services supporting inbound and outbound calling in UK contact centres.

The C-Centric team has over 20 years experience providing technical and data-solutions across all marketing services and is focussed upon contact centre optimisation.