Introduction

Optimised contact centres allow rapid resolution of customer queries via multiple channels and can improve customer experience while creating new opportunities. Improved user experience through a coherent and user-friendly contact management system also delivers significant efficiencies in terms of training, performance and staff satisfaction.

However, most organisations struggle to deliver improved customer and user experience as their IT ecosystems consist of largely non-integrated legacy systems, applications and fractured customer data.

Estafet are experienced in designing and delivering complete customer and contact management solutions. Our solutions provide service and application integration through a SOA architecture and create holistic business processes linking these – accessed through simple, coherent, user-friendly interfaces.

How efficient is your contact & case management?

Many contact centres are constrained by the need for agents to interact with multiple systems, utilising inconsistent interfaces with poor usability. As a result agent processes cannot easily respond to the way callers want to interact. For example:

- *Most contact centres don't provide agents with a single view of the customer.* Time spent searching for the right information can appear inattentive and unprofessional.
- *Many contact centre activities involve complex workflows that span several systems.* Waiting on hold as agents navigate from system to system, and possibly re-key the same data, creates the impression that agents are not properly trained.
- *Inability to track interactions across multiple channels.* Many contact centres are unable to track customer interactions across multiple channels so can't provide a cohesive multichannel customer experience.
- *There is no easy way to implement process change.* When a process change is required, everything slows down while systems are updated and agents are retrained, reducing performance and accuracy.
- *Agents don't have the ability or authority to completely handle the customer's request.* If an agent can only handle part of the customer's request, achieving first contact resolution becomes difficult.
- *Inconsistent documentation of customer interactions.* If the procedure for documenting case notes is not uniform across agents, you may not be able to accurately track first contact.
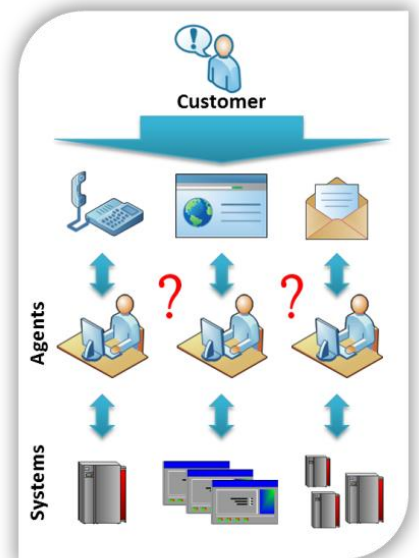
All the above impact performance and create a poor customer experience. Additionally, where agents are focusing on their systems, they may miss valuable opportunities.

Improving contact management

Automation of existing workflows across multiple systems using a process engine, along with a consistent, well-designed and user-friendly user interface will boost agent efficiency and reduce training needs. Estafet can help you:

- Provide a cohesive user experience based on professional usability standards
- Provide agents with a single view of the customer
- Analyse your 'as-is' processes and improve them to reflect your value streams, rather than letting being constrained by your applications
- Add contextual, onscreen process guidance
- Streamline processes with auto-navigation
- Automate repetitive manual tasks
- Automate searches across multiple systems
- Enable single sign-on for all the contact centre software applications agents use
- Alert agents to relevant sales promotions to increase upsell and cross sell opportunities
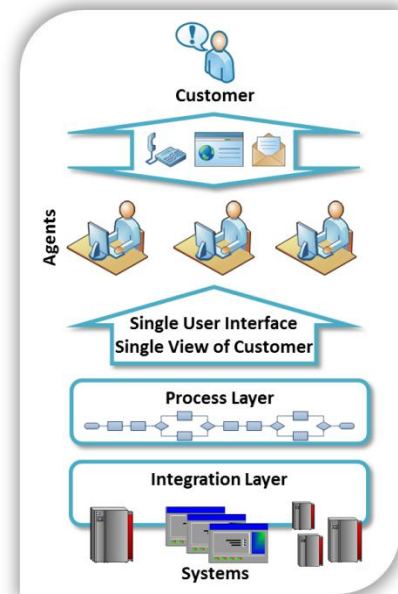
Estafet have specific products and expertise which allow us to help organisations deliver on all the above. We:

- Quickly identify broken, inefficient or manual contact centre processes for targeted improvement
- Design improved 'to be' processes using industry-standard process improvement approaches
- Analyse your existing IT architecture and identify solutions to optimise its usability
- Architect and incrementally deliver solutions through agile delivery teams

Benefits

- Reduce process variation & agent error
- Increase first contact resolution
- Improve performance & access accurate performance data
- Improve customer experience & satisfaction
- Increase revenue & lower training costs
- Improve staff satisfaction & lower staff turnover
- Lower maintenance, change and operating costs

Selected previous experience

Laura Ashley – Contact Centre and User Experience

Estafet undertook the analysis and solution architecture for two applications: an in-house order management system and a contact centre management system. The solutions were based on key elements of the Oracle Fusion suite, with a focus on providing streamlined order processing and a single view of customer while facilitating retirement of expensive legacy platforms.

WorldPay – Contact Centre, User Experience and Integration

Having provided the architecture and installation of a new Fusion platform, Estafet are currently delivering against both customer and contact management solutions. This includes customer and agent landing pages, UX design, appropriate portals and selected business processes. For contact management, this includes single view of the customer, the provision of multi-channel case-handling functionality, functionality to capture, store and retrieve unstructured content, and to create and deliver outbound correspondence across preferred channels.

Michael Page International – User Experience and Integration

Estafet delivered a bespoke recruitment administration application on Oracle Fusion, centred on improving the customer's back office booking system for temporary employees. The application was delivered with a rich front end user interface and is central to the improved efficiency of the customer's business

Deutsche Bank – User Experience and Integration

Estafet were engaged to provide a system to capture and view global settlements for the purposes of trade reporting. Through providing the architecture and development of the product using core technologies, Estafet created a rich web-based user interface onto trades. By integrating an Oracle Coherence caching layer to facilitate straight processing, the customer was able to receive immediate feedback on payments and process or make recommendations for improvements.