

Customer Interaction Strategy

“A Customer Interaction Strategy can achieve the strategic congruence necessary to ensure your contact centre receives the full support of the wider organisation.”

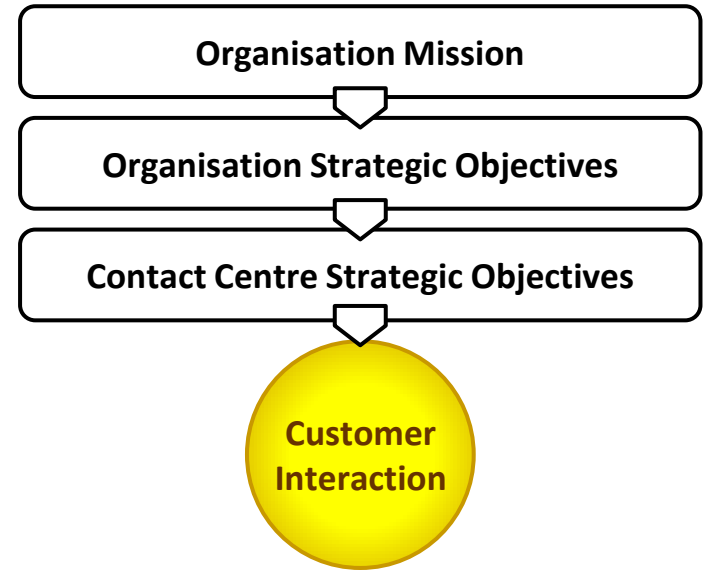
Jason Metcalfe



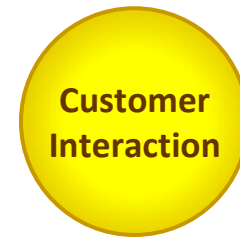


**“Twas the month
before Christmas...”**

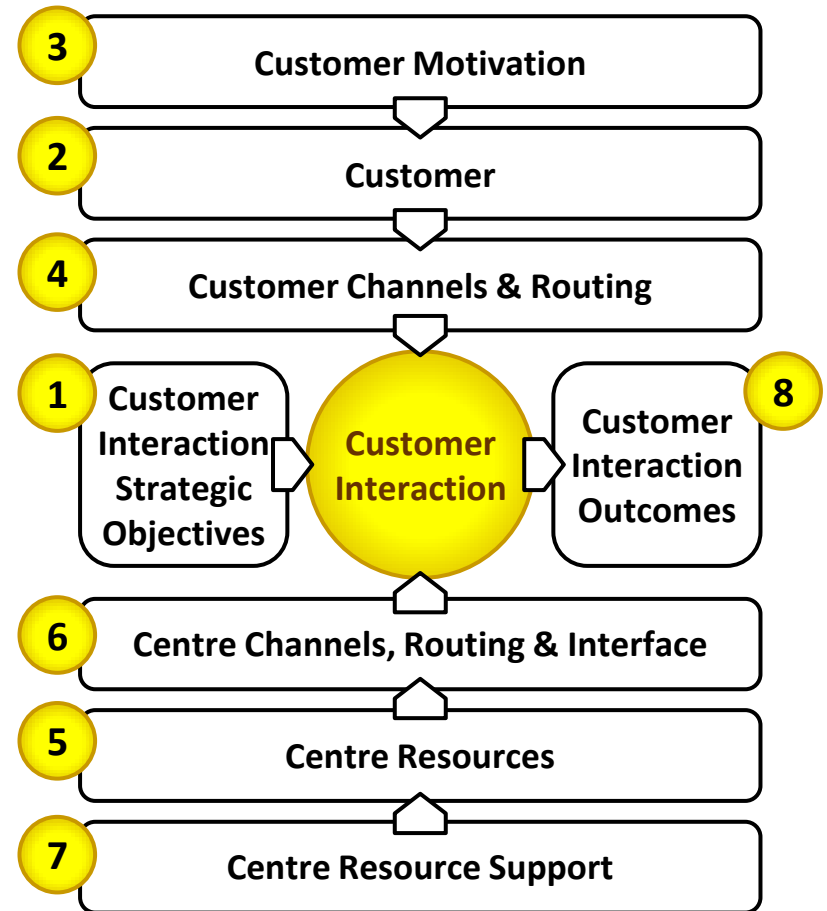
**“Are the outcomes of your
Customer Interactions
congruent with the objectives
of the wider organisation?”**



“So much of a contact centre’s time and resource is spent in pursuit of activity peripheral to actual customer interactions.”



“A Customer Interaction Strategy describes the means and manner by which customers interact with your contact centre.”



**“Investigation of your current
Customer Interaction Strategy
is a great way to engage the
entire contact centre
and its partners.”**



**“Measures of success
must be meaningful
beyond the walls of
the contact centre.”**





**“But I’m still learning about
call centres...”**

Anonymous

Level 1: Efficiency

Operating cost

Cost per sale

Cost per customer

Level 2: Satisfaction

Customer satisfaction

Customer retention

Customer sales

Customer revenue

Level 3: Strategic Value

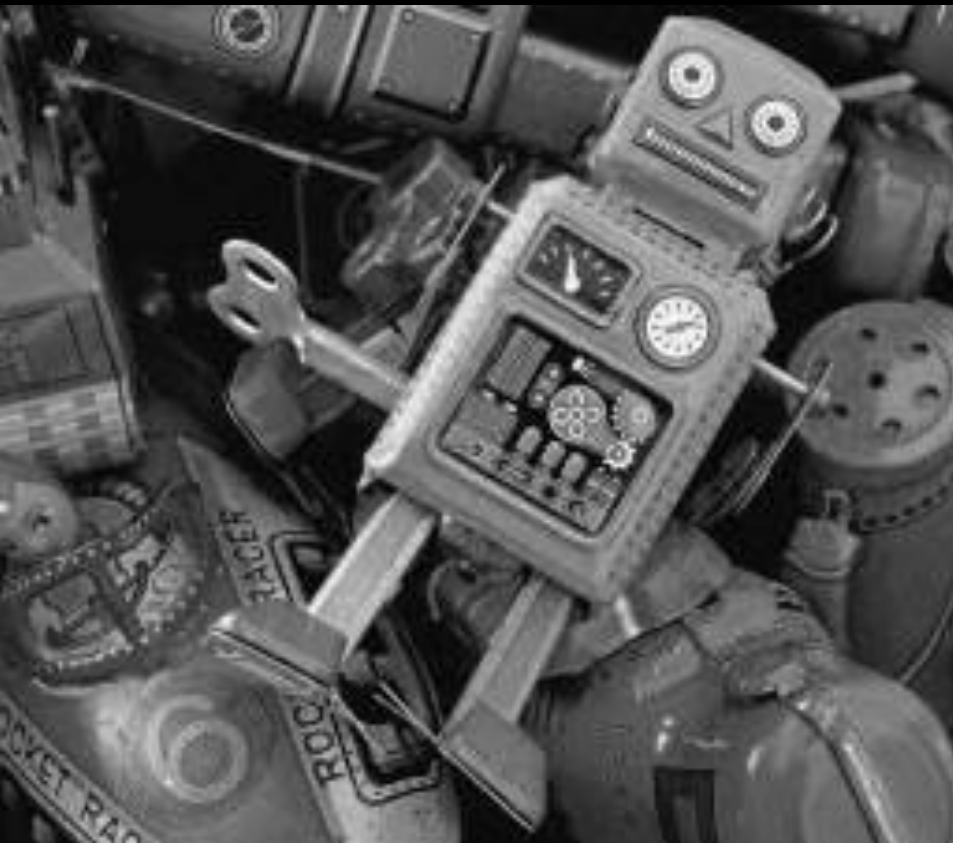
Competitive advantage

Brand establishment

Market intelligence

Process improvement

Product development



Market Leader

Toys our customers want

Toys at cheapest price

Greatest customer convenience

Maximise investor's returns

Proud employee Team

Increase new customers by 10%

Increase retention from 50% to 70%

Improve profitability by 5%

Operating cost

Cost per sale

Cost per customer

Customer satisfaction

Customer retention

Customer sales

Customer revenue

Competitive advantage

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Operating cost

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Competitive advantage

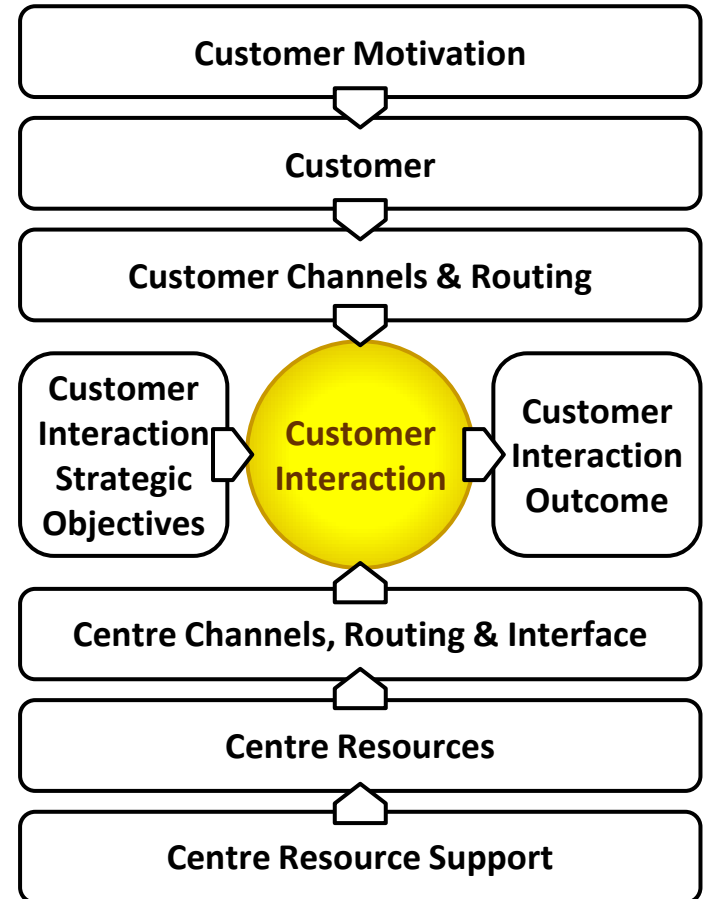
Brand establishment

Market intelligence

Process improvement

Product development

Reduce centre operating cost by 10%



Reduce cost per sale by 10%

Increase contact to sales ratio by 5%

Increase revenue per sale by 5%

Increase repeat purchases by 15%

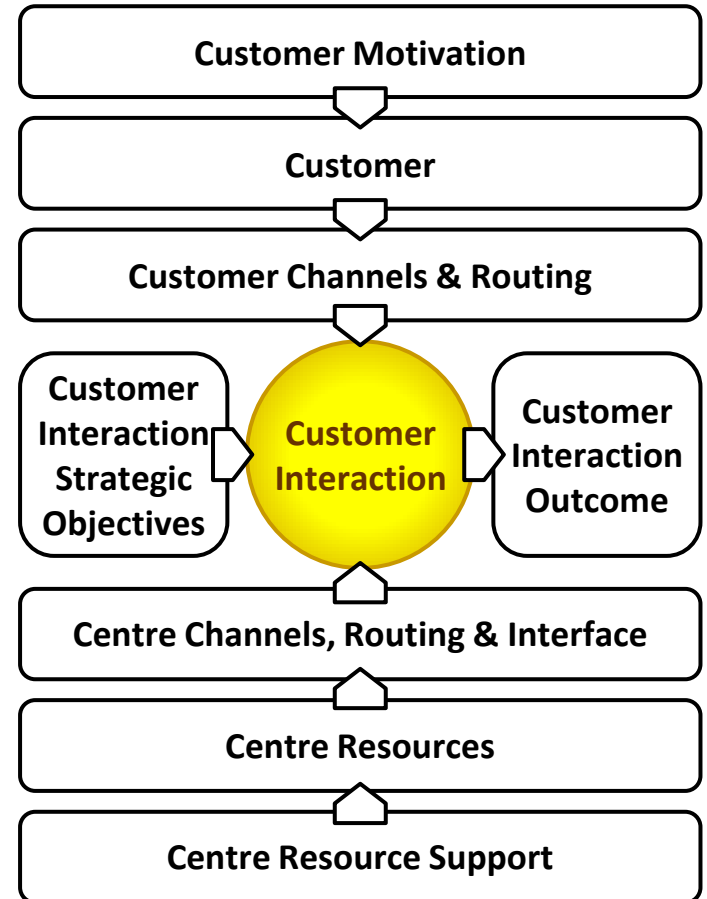
Ensure we have what customers want

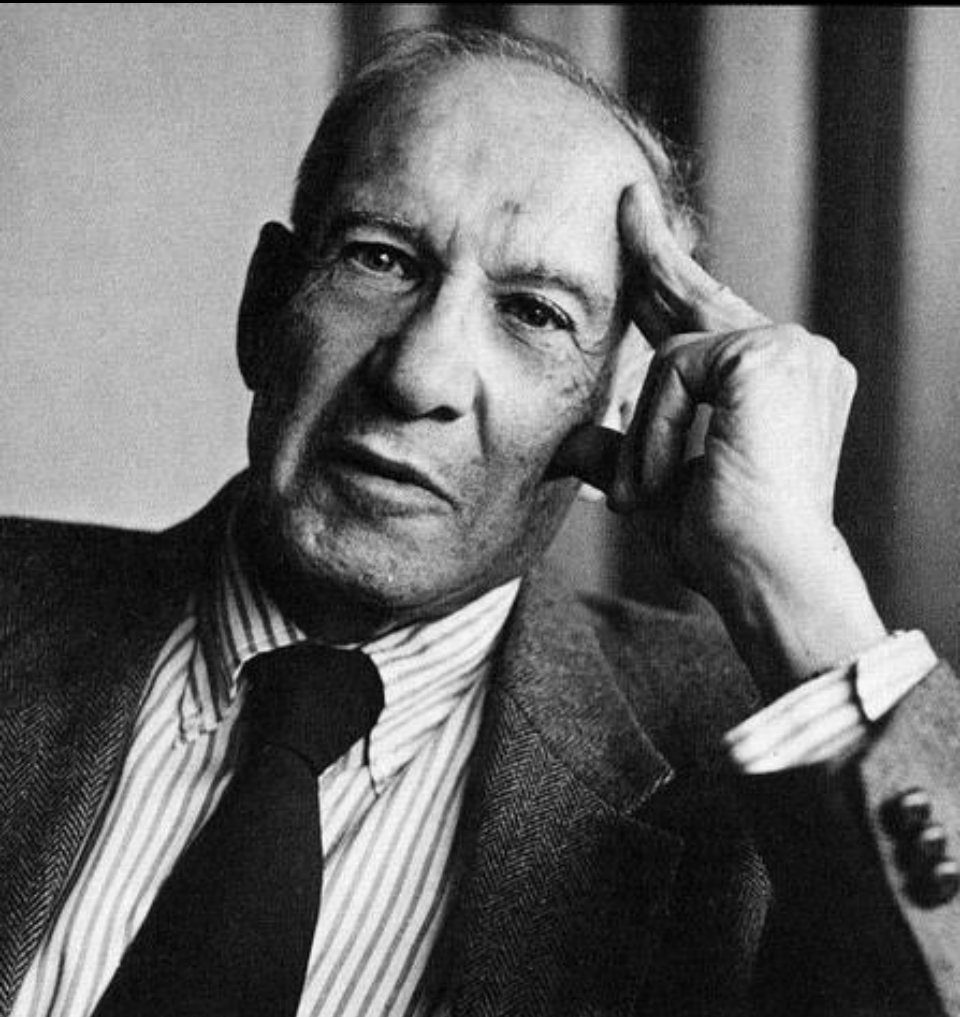
Ensure we offer the cheapest price

Ensure we are easy to do business with

Drive process improvement

Contribute to product development



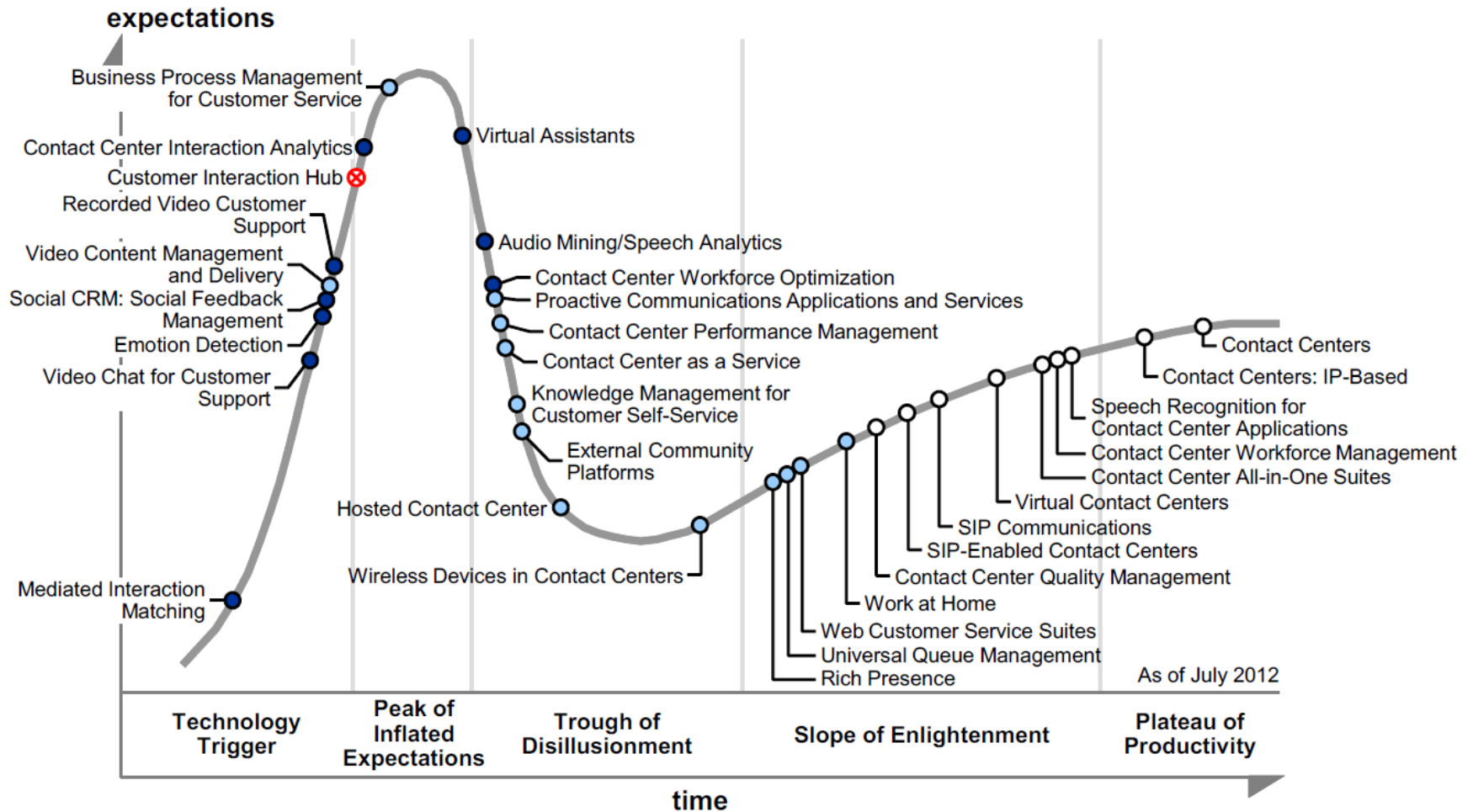


“What gets measured gets done.

**Make sure you are measuring
the right things!”**

Peter Drucker

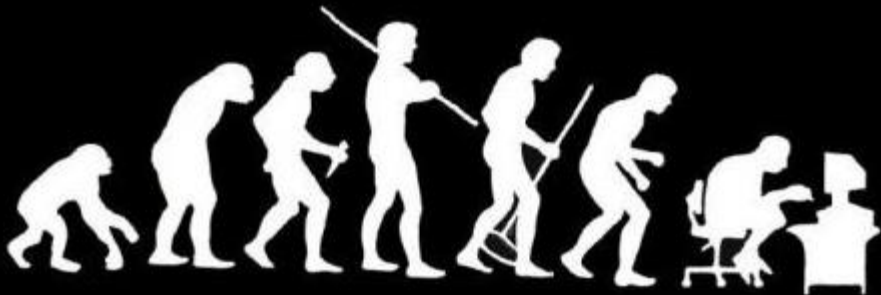
Gartner: Contact Centre Hype Cycle



Plateau will be reached in:

- less than 2 years
- 2 to 5 years
- 5 to 10 years
- ▲ more than 10 years
- ⊗ obsolete before plateau

Evolution versus Transformation



The gap between today's Objectives and Outcomes determines the scale of change.

Evolution if a small gap lies between Objectives and Outcomes.

Transformation if a chasm lies between Objectives and Outcomes.



**“However beautiful the strategy,
you should occasionally look at
the results“**

Winston Churchill

**“A successful
Customer Interaction Strategy
cannot be created
in isolation.”**



**“A successful
Customer Interaction Strategy
cannot be outsourced.”**

**“The invitation to consult is an
invitation to cooperatively and
objectively assess challenges,
explore new possibilities, and
ultimately empower an
organisation to make the
choices they intuitively know
they must make.”**

- 1. Introducing the Customer Interaction Strategy...**
- 2. Demonstrate direct, significant, and integral contribution to organisational objectives...**
- 3. Owned by the contact centre, but never created in isolation from the wider organisation...**
- 4. Never outsourced; but you can always seek partnership for assistance...**

Thank you

