



**HOW TO USE CX, CONTACT CENTERS, AND BACK-OF-HOUSE
AUTOMATION TO GROW YOUR BUSINESS IN 2022**



WHAT DO YOU WANT FROM YOUR BUSINESS, ULTIMATELY?

Most people would answer this question with some mix of productivity, profit, innovation, sustainability long-term, and consistent, repeatable growth, market share, and scale. Obviously, there's only a few thousand companies in human history that have achieved a majority of these elements -- and most did so because of strong hiring processes, great products, solid messaging, the vision of the founders, the execution of the team, a focus on the right priorities, and partnerships. No one does any of this alone. Look at the biggest, greatest companies to ever dominate our week-to-week lives. They all did it with partnerships: vendors, software providers, agents, franchises, etc.

You can globally scale and contain costs by investing in partnerships; otherwise, why would anyone do it? No one will enter into a partnership that will cost them more than they make, and no one will enter into dynamics where scale is reduced.

If you're investing in partnerships in 2021-2022 and beyond, what do you need to be thinking about? We want to help you get to efficiency, insight, scale, speed, and share (with a focus on reducing costs).

MAKE SURE THERE'S A BACK-OFFICE AUTOMATION COMPONENT

This is where work is heading -- or, at the very least, a lot of the task side of knowledge work.

It can take several forms, notably RPA and chatbots.

RPA, or Robotic Process Automation, is usually used for:

Highly-manual and repetitive processes: Think about high-transaction volume or processes that occur daily. Accounts receivable and invoicing fall here, often.

Prone to human error: What are some of your processes most prone to human error, that then causes additional work for others? Some HR functionality typically applies here.

Rule-based processes: Think of processes that follow a specific set of "if-then" type rules, and can easily be turned into a template. When decision-making is based on a series of standardized rules, that process makes sense as an automation contender.

Low exception rate: These would be processes with a low number of various scenarios. Exceptions create complexity, and a project can often be completed by partially excluding exceptions with low volumes.

Standard readable electronic input type: Excel, Word, XML, ERP, CRM, readable PDFs. There is now RPA work being done with unreadable types, including OCR -- but that does require an

assessment of what's necessary to make it readable.

High volumes: high-transaction volume and high frequency.

Mature and stable processes: Think of well-documented processes with known operational costs. Again, billing often falls into this bucket. Vendor selection RFP could as well.

Most of the clients we work with on RPA do want to see some type of cost savings or cost containment. However, that's not usually their primary factor for buying into a RPA program with us (or anyone).

When they buy, what they're concerned about is:

- How good is this vendor's tech?
- How much does the vendor know about RPA?
- Can the vendor guide me on how to maximize RPA for what I need?
- Is the vendor solving my specific problems with technology, or making it worse?
- Will my end users feel satisfied and protected dealing with bots as opposed to humans?
- Where is the human and technology intersection? Who handles what?
- Can the vendor consult me on new areas where RPA could work, as well as human scheduling?
- Can the vendor understand chatbots broadly, and other digital services?

Typically those types of questions need to be addressed either before we reach the cost containment stage, or in concert with discussing the cost containment stage.

It's hard to determine specifically how much RPA can save your brand, as it varies by many factors -- and, as noted above, it shouldn't be your primary reason for getting into RPA vendors anyway.

[In some industries, though, there are reports of 25-60% cost savings, often around labor.](#)

A bigger savings might be in time, which translates to money in its own right. A customer return might be reduced from 15 minutes to 3-5 minutes, or a product swap from 10 minutes to 2 minutes. In financial services, we've seen loan applications go from 35 minutes to 5-10 minutes, and calls about loan questions reduce by 200% or more.



In 2019, Gartner came out and said that RPA would probably save the financial industry 25,000 hours of avoidable work annually.

One healthcare tech company saved 423,500 man hours with RPA.

So, the savings and efficiencies are absolutely there. It's not the entire picture you need to consider around vendors, no. But the money and time will be saved.

The other back-of-house automation to consider is chatbots; it's similar to RPA, but a bit different.

Chatbots are typically used for:

- **Improving customer service:** This means getting customers quick answers to FAQ, or reducing wait time, giving customers another option instead of waiting, etc.
- **More effective shopping process:** A customer sends specifications to the chatbot, and the chatbot can go into the inventory or contact the sales department directly -- plus, preferences get saved, so the next time the customer returns, that information is pre-loaded.
- **Personalization:** Instead of a customer having to navigate a website with potentially hundreds of different pages and navigation options, the chatbot creates a 1-to-1 conversation.
- **Response rate:** Chatbots can reply to 100% of messages, which humans often do not do (largely because of time being a finite resource). When responses are actually answered, you obviously have a better chance of converting a visitor to a buyer.
- **The automation of repetitive tasks or questions:** This saves your business time, and it keeps your customers happy. Who wants to wait forever for the answer to a simple question, when you can get it quickly from a chatbot?

As for savings, this figure does vary by industry, but in general, [customer service costs can be reduced by 30%](#). Businesses all-in spend about \$1.3 trillion on 265 billion customer calls per year.

Chatbots can help businesses save on customer service costs by speeding up response times, freeing up agents for more challenging work, and answering up to 80% of routine questions.

Chatbots are expected to help trim \$8 billion from business costs by next year. And it's not just about shaving costs, either: many businesses use Chatbot technology to generate leads and make sales. Chatbots can proactively alert customers to sales and discount opportunities, increasing upsells and engaging visitors. Chatbots on third-party messaging platforms such as Facebook Messenger can provide useful content that drives visitors to the company website. They can also offer expansive menus that present customers with options that they weren't even thinking about when they initiated the chat – encouraging clicks and product discovery.

To determine exactly how much your brand could save, get in [contact with us](#).

With back-of-house automation, you want to cost contain and get the nuts and bolts of customer interaction at scale done correctly. Those are huge elements of a growth strategy.

DATA AND ANALYTICS

This will be a shorter section, because we don't need to belabor the point -- to compete right now, you need the best data and analytics possible for speedy decision-making. It's not even negotiable.

Work with any potential partners on SLAs, KPIs, customizations, and what's available to you. The most robust data, interpreted the right way, makes for the best path to scale and growth.

LANGUAGE FLUENCY

In a contact center context, any partnership needs significant language fluency to ensure quality global coverage 24-7. For example, we can cover 35+ languages. We recently did a deal with the European Union (EU), where we cover all 24 major European languages: Bulgarian, Croatian, Czech, Danish, Dutch, English, Estonian, Finnish, French, German, Greek, Hungarian, Irish, Italian, Latvian, Lithuanian, Maltese, Polish, Portuguese, Romanian, Slovak, Slovenian, Spanish and Swedish.

Part of our location strategy, actually, is making sure that we have language fluency covered in multiple parts of the world. That's why, for example, we have two locations in Istanbul, Turkey. That's a gateway between the east and the west, it's a highly-educated population, and we can cover dozens of languages 24-7 from there. This allows our clients to scale their customer relationships and ultimately customer satisfaction.

CAN AGENTS BE STRATEGIC?

Important question, and often ignored.

Can a call center agent impact sales, for example? Indeed.

Sales is driven by information, relationships, and cost efficiencies. Customer experience teams provide the ability for all three. They have info on existing customers and their perceptions of what you already do. They have relationships with those customers, and they inherently provide cost efficiencies.

On the relationship front: one under-utilized aspect of front-line agents is cross-selling and upselling. It requires training on the brand and price points and offers, yes. But if an agent has an existing customer on the line, and the customer needs XYZ business-critical service, the front-line agent should be empowered to make that cross-sell. It doesn't need to go back through sales, necessarily.

And here's where the sales-to-customer-experience silos need to die. If sales educates and contextualizes the process for agents, and agents provide customer intel and concerns back to

sales, everyone wins and the business grows.

Can customer experience agents drive product decisions? Absolutely.

They are talking to customers every single minute of every single day. Their knowledge and context goes well beyond surveys and email blasts.

This is where product and customer experience agents have to work together. It's absolutely essential to grow the product/service line correctly. Silos cannot exist between those two worlds.

We talk in our own marketing materials about "co-creating" or "co-strategizing" with our clients. It can seem like marketing-speak from afar, for sure. But it's completely true! What it often looks like is that a company brings us in for customer experience or content moderation work, but we regularly interact with product, sales, and marketing teams. Daily/weekly. We tell them what we've seen, observed, and captured. It makes their goals and efforts more achievable.

QUICK REFRESH: THE CORE TENETS OF ANY CX OR CONTACT CENTER PARTNERSHIP

- **Global footprint:** Cover multiple languages, multiple geographies, multiple time zones, and make it possible for the organization to scale effectively.
- **Strategy:** 10-15 years ago, the model for outsourced contact center work was largely about order-taking, with a few pinnacle brands doing more. Now many clients go hunting for contact center partners who can be strategic, i.e. [the agents use their front-line observations to help the product, sales, and marketing teams](#) iterate themselves.
- **Cost:** While the nature of the outsourcing contract has shifted, companies are looking for cost optimization and value in their contact centers.
- **Flexibility:** Can the contact center partner scale up (and down) quickly based on seasonal demand? This was a huge factor in 2020 as some industries that become more robust when people spend more time at home -- think user-generated content, for example -- needed a lot more agents and moderators. Can the partner get those quickly?
- **Youthful embrace:** We've seen this on a few recent contracts we've been in discussion around. Leaders of organizations around the world realize that younger consumer generations aren't necessarily going to call into a contact center -- so you need to reach them where they're at, which can be mobile, in-app, etc. There's a different approach to customer experience needed.
- **"Goldilocks:"** This is something that's been very successful for us especially. "Goldilocks" refers to the child's story of the same name; if you remember the plot, Goldilocks ends up preferring the not-too-hot, not-too-cold porridge. She likes the "just right" one. Clients look for the same thing, in that they want a partner where it's small enough that you still have access to executives and stakeholders, but it's big enough to help the client achieve scale and brand safety without sacrificing speed. That's the exact intersection where Conectys sits. Can the partner be flexible?

QUESTIONS TO CONSIDER BEFORE LAUNCHING A PARTNERSHIP

- Can it be strategic, or just take orders?
- What is the cost structure vs. the value?
- Can the partner help you scale?
- What languages, geographies, and time zones can be covered?
- How often do they report on metrics, and can they customize the metrics you are most interested in?
- How advanced is their tech stack?
- Do they understand the need to balance tech and human touch?
- Where are they with digital tools, automated processes, bots, and more?
- What does their client base/history look like? Have they served your industry specifically?
- How communicative are the executive team and client teams?

If you'd like to talk about growth plans, strategy, scale, cost containment, and more ... reach out!





Contact us at sales@conectys.com

Or learn more from our [Blog](#).

