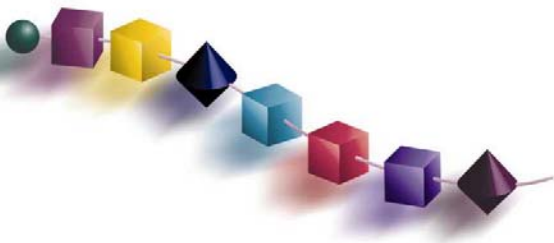


The Unification of Contact Centers, SOCs and NOCs

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LTC International Inc.
May, 2008

We learn something every day,
and lots of times it's that what
we learned the day before was wrong.
- Bill Vaughan



Roadmap

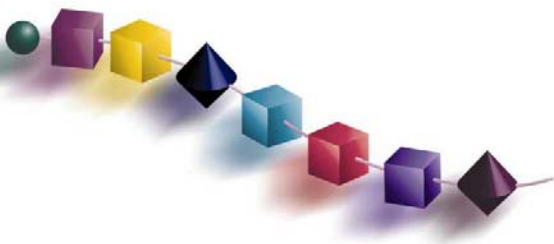
- Hopes for Customer Self Service have not panned out, time to once again become Customer Centric.
- Time to re-integrate the functions of the Contact Center, SOC, and NOC using the NGOSS Framework:
 - Integrate the applications, organizations, and teams
 - Map the data and build knowledge centers
 - Rationalize the processes
- From Customer Centric to Collaborative Customer:
 - Apply autonomics to new analytics technologies.
 - Rebuild around Collaborative technologies.
 - Refine simple processes with Game Theory.



Customer Self-service

- Customer self service was designed as:
 - A means of offloading work
 - A way of gathering better data.
- But not all customers embraced self-service and it not always appropriate.
- Consider all business drivers:
 - Efficiency through work shedding,
 - Automation improvements,
 - Improved customer service.
- Stop distancing the service from the organization.

...personal contact is still needed



Customer Centric Operations



- Not a hands-off approach relying on customer self service.
- Instead targets greater customer cohesion by engaging with the customer by opening up the delivery/response team.
- Real reasons, not just codes. Real answers not just checking of steps in a script.
- The company must listen to the customer, negotiate, and provide flexible responses.
- Concentrate on 'services delivered by available resources to meet specific customer needs'.
- Apply a technology for *Process and People integration*.
- Social Networking technology, re-tasked.



Re-unify CC, SOC and NOC

Call Centers, Service Operations Centers, and Network Operations Centers have become specialized and separate.

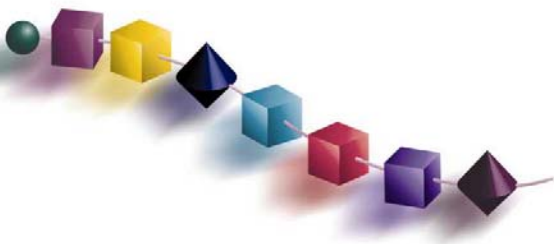
It *seems* technical expertise and customer interface skills can't co-exist.

But:

- Brand is affected.
- The communication chain is itself a problem

We need an integration of Incident and Problem Handling by:

- Replacing scripts with directed process flows.
- Mapping of eTOM and ITIL facilities into CCs.
- NGOSS Integration framework.
- Integrate business applications and data.
- SOA is an enabler.



Two Case Studies

Integration:

- What happens when an enterprise expands its service via new intranet and extranet web portals?
- How to reach into the organization to gather needed information and gain access to specialist skills?

Rapid Analytics:

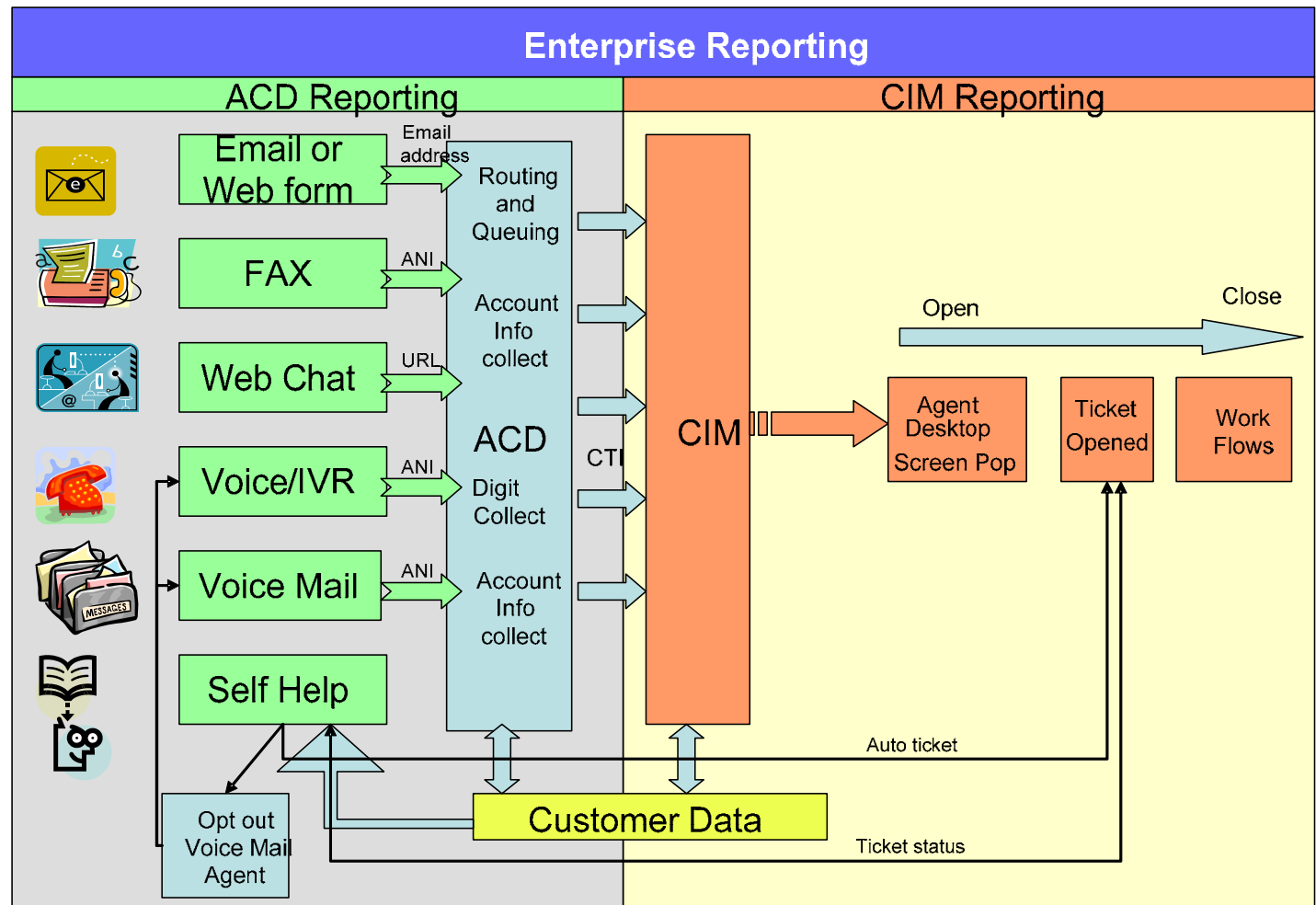
- How to feed the lessons learned from direct customer contact back to the developers and the specialists?
- How to identify, rapidly respond and save disaffected customers?

First, the use of NGOSS architecture, frameworks, and methodology for integrating COTS Contact Center software with COTS CRM.



Basic CC/CIM integration (example)

1st step is basic integration of *Unified Contact Center* and *Customer Interface Management*.



NGOSS

- NGOSS technologies can aid in system integration of OSS, BSS and CC's products
- SID data models and abstractions of patterns
 - No comparable unified data models exist in contact center world
- Data mapping
 - Model in the Middle
 - Central requirement and practical enabler in this unification
- eTOM mappings used for long chain processes.
- Assurance process with CC becomes:
 - a classification,
 - quick answer,
 - process invocation,
 - introduction of company goal,
 - rapid action to achieve that goal



Voice Analytics (example)

Bell Canada's Use of Analytics

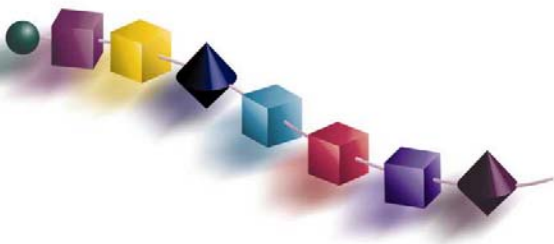
- Complete interactions (voice and screens) are automatically saved.
- Some calls are automatically selected for analysis.
- The analytics team reviews a large number of recorded calls in remarkably short times.

Payoffs

- Improve call training and processes reducing workload while improving quality.
- Identify, act, and save customers that are in danger of churning.
- Present product managers and executives with actual examples of customer experiences.

Results in:

- Greater customer cohesion.
- Better products created in next cycle.



Collaborative Teams

- The Contact Center is skilled at listening, asking questions, and creating a positive impression with the customer.
- The Service Operations Center is knowledgeable in products, inter-dependencies, and end-to-end quality.
- The NOC is skilled in discovering any relevant network issues and resolving them quickly.
- The trick is to have all three managing their tasks correctly, resulting in a positive customer experience.
Yet this requires the various groups to engage the same problem with a consistent, cross group process.

Everyone must work well together.



Collaborative Workspace

- Trouble Tickets systems are not robust enough.
Delay from sequential task and then hand-off.
- Extend self help & knowledge systems to users via web portals and IVRs.
- Relieve pressures for regimentation of work force and processes – use feedback - concentrate on what works for the customer and the delivery team.
- Re-engineer Assurance systems with an aggregator engine.
 - Automatically choose the best available team members and invite them to the collaborative workspace.
 - Place everyone in a shared environment where the same data is concurrently viewed, interacted with, and where messages are exchanged as a group.
 - SIP/VoIP enables multi-media conferencing.



Continue with post incident reviews, but...

Incorporate analytics as a part of real time response processes.

- Examples:

- Spotfire: Rich visualizations of the information can give insight and a “feel” for the problems in context. Is this person experiencing the same thing or something extraordinary?
- Panoratio: Compressed datasets deployed to remote centers and even to customers.

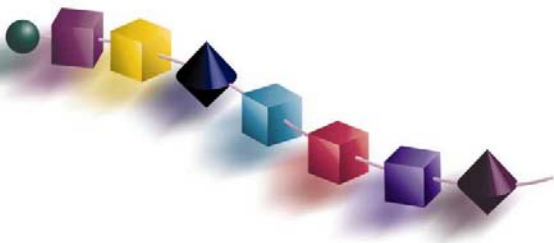
- Add in a specialist to the collaboration team.

Link in a team member trained in statistical analysis to assess the data and display results to the team.



Using Game Theory

- If the approach is wrong, you cannot fix it with more elaborate processes.
- A process implies predictable behavior on the part of all participants.
 - Only if everyone cooperates and fulfills expectations, does a *process* lead to success.
 - What if the players deliberately sabotage the process.
- People do not interact as automatons in processes
 - Use process steps as goals or milestones in a collaborative game.
- Every interaction occurs in an interactive “game”:
 - Players vary strategies
 - Players to alter their behavior based on observation of past behavior and speculation about future behavior.



Thank you

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