

“Does your contact centre
experience leave you on hold
for something better?”

Sword Ciboodle

Lots of **noise** about **new** communication channels



Yet consumers still report lack luster experiences with the contact centre... ³



"I selected option #2, to get help with my billing question, but I was switched to option #3, to get a hard time with my billing question."

3: Source: Forrester Research

Call centre agents represent the majority of costs and can
define the Customer Experience

Operational Costs

Agent Costs



There may be **several factors** dragging the contact centre down...



Most CRM systems were designed “inside-out” to support management information and

Command and control



Most Contact Centre agents are
controlled by the second...



...and are too busy navigating screens to focus energy where it matters most

```

Tritus SPF PRIMARY OPTION MENU
OPTION  =>
0 TSPF PARMS - Specify terminal and user options
1 BROWSE    - Display source data or listings
2 EDIT     - Create or change source data
3 UTILITIES - Perform utility functions
4 FOREGROUND - Invoke foreground user applications
5 SYSTEM INFO - Display system and product information
6 COMMAND  - Execute operating system command
7 DIALOG TEST - Perform dialog testing
C CHANGES - Display summary of changes for this release
T TUTORIAL - Display information about Tritus SPF
U VIEW    - Browse source data using Edit screen format
X EXIT    - Terminate Tritus SPF

USERID - TRITUS
TERMINAL - IBMPC
DATE - 02-01-07
TIME - 12:19a
PF KEYS - 4

Select option, then press ENTER.
Enter END command to terminate TSPF.

Tritus SPF
(c) Copyright Tritus, Inc. 19
  
```

Renewal Targets

Pet 5 11
 Home 6
 Auto 4 ~~HTT~~

```

MFP - BUNSA Mainframe Display
91078021625 Diet 80 GENERAL ENQUIRY 2CH01-A Page 1 of 77
Name MR D MCCULLOCH CIC8AAA1
Supply 20 HABERLER GARDENS GLASGOW G53B 8XB 03/07/01 11:23:45

Mark1, Mark2, MSA-Unknown 03/07/01, MSA-MVE 03/07/01
Let bill 23/05/01 Let actn 03/07/01 Ad 22/11/00 Etd 06/09/00
32358715
BPD Bill QUARTERLY Due MSQDEF 028 By +14 Follow-up A75
PCO
STANDARD Version 1
Offer type C9 Tariff XXDSIR
5/02/01 to 23/05/01
Pd 0.00 Total 62.94
  
```

Offer of the week

2 x autos
 Same address
 >1 driver
 20% discount on Yr 1

Task List

Call Mom
 Send MTA form to Barak Obama
 Get Ben to process claim

	A	B
Balance Sheet for XYZ Corp		
<i>numbers in thousands</i>		
3	Period Ending	31-Dec-05 3
4		
5	Assets	
6	Current Assets	
7	Cash and Cash Equivalents	€ 33,275
8	Short Term Investments	
9	Net Receivables	€ 27,484
	Inventory	€ 9,321
	Other Current Assets	€ 3,262
	Current Assets	€ 73,342
	Long Term Investments	€ 20,592
	Plant and Equipment	€ 107,010
	Intangible Assets	
	Accumulated Amortization	
	Other Assets	€ 7,391
	Long Term Asset Char	

Telephone Nos

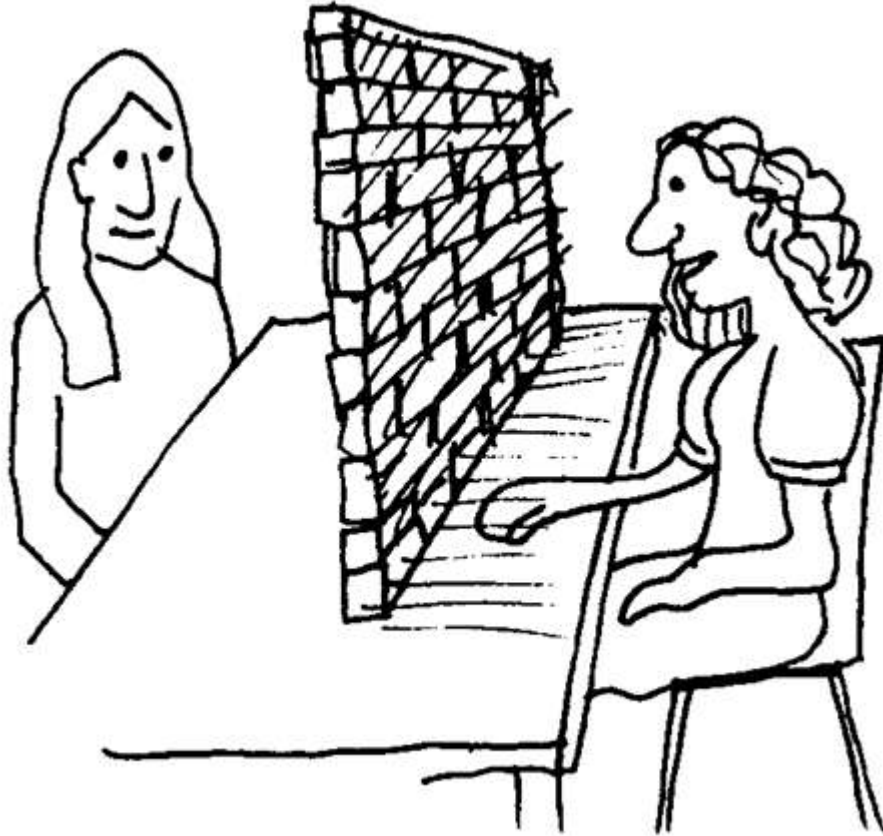
Underwriting x7789
 Risk x8976
 Sales x9456
 Comms x7656

Workarounds

Ctrl + 5 = Print
 Close Acct
 •Set pending
 •+ 24 hours Close



Disconnected and Siloed customer engagement...



One size fits all approach to Agents and Customers

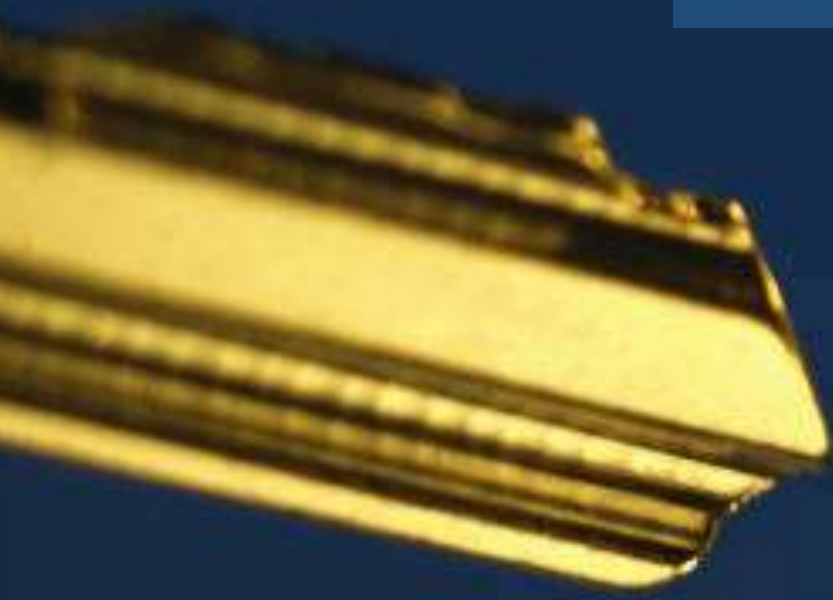




The Contact Centre could be your
point of experience
differentiation

Arm agents with the right tools

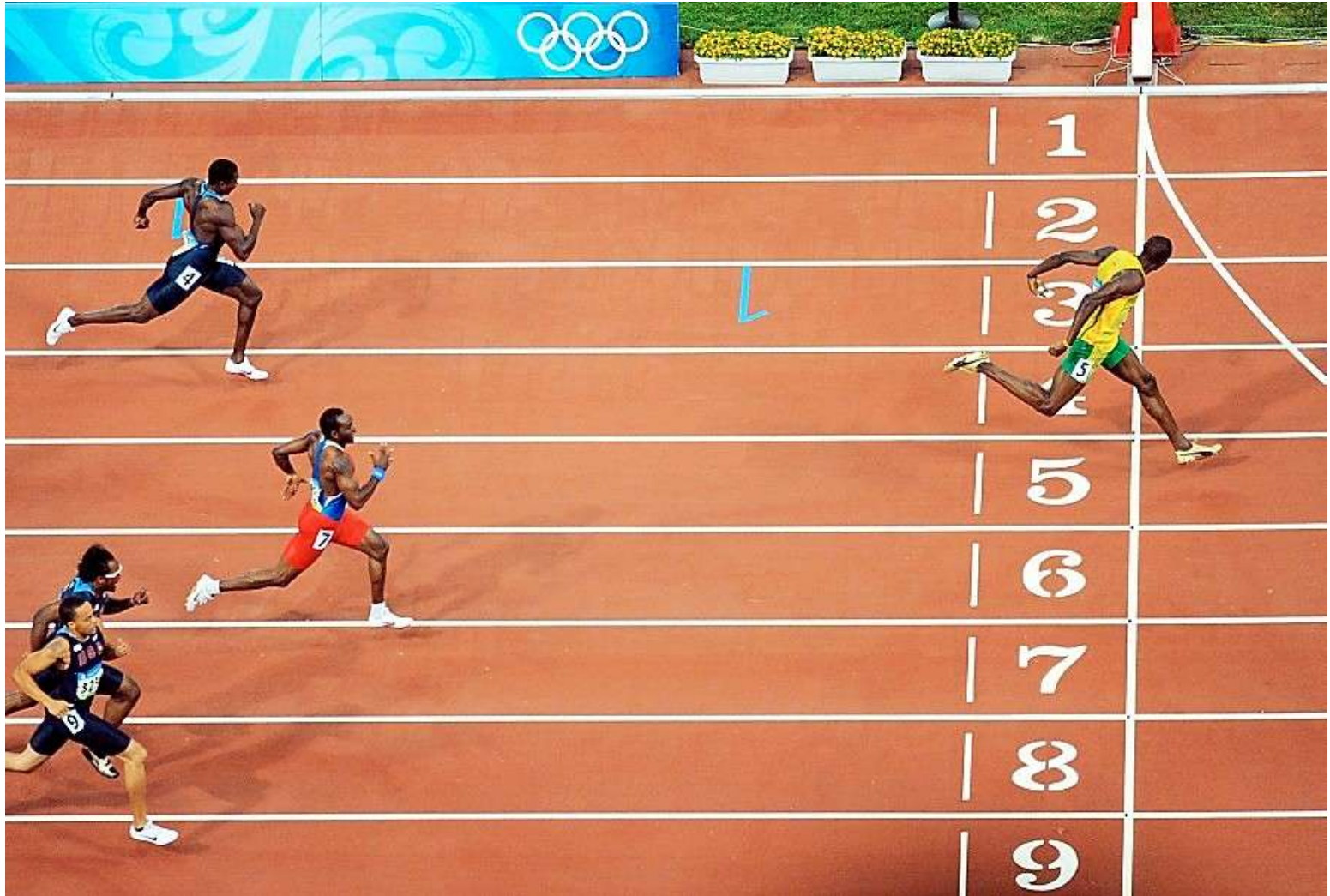
- ✓ Unified
- ✓ Intuitive
- ✓ Context-rich



Be Pro Active



Consider **Speed** of Response



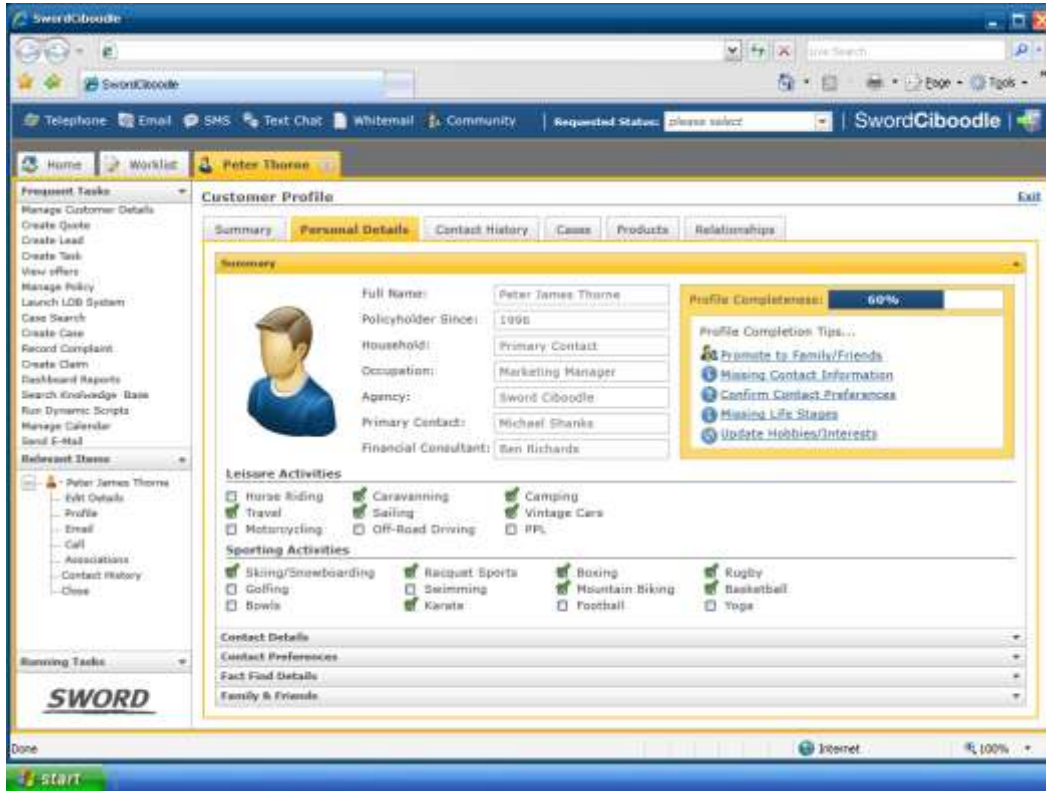
Become a Service Enterprise



Our approach? A better way of designing the Agent experience...

Unified

Intuitive



Context Rich

Multi Channel

...And embracing engagement holistically

- what we call the Customer Engagement Continuum...



Each touchpoint with your customers is an opportunity to shape customer engagement and experience

Recognising some Customers prefer to...

Be Served



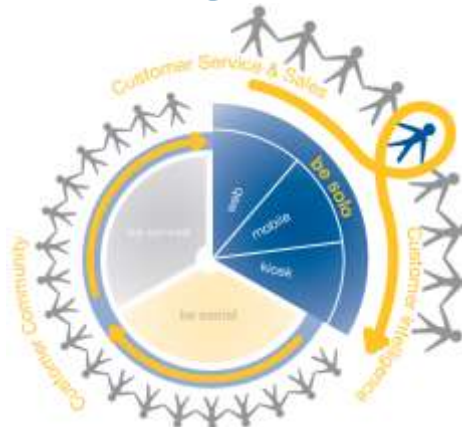
© Original Artist
Reproduction rights obtainable from
www.CartoonStock.com



search ID: aton1015

"And you deliver anywhere, right?"

Be Solo



© Original Artist
Reproduction rights obtainable from
www.CartoonStock.com



search ID: grin443

"DARLING, I'M JUST COLLECTING MY PENSION.
IS THERE ANYTHING WE NEED FROM THE SHOPS?"

Be Social



www.VikramMadan.com

© 2011 Vikram Madan

Over time we've worked with some major worldwide brands...



ADMIRAL



...delivering tangible results that balance cost and experience



- Increased first call resolution by 30%
- Reduced transfers by 20%
- Winner Gartner CRM Excellence Award



- 10% increase in sales
- Saving £600k a year due to increase in customer enquiry resolution



- Increased sales by 13%
- Increased patient visits by a third
- Improved service levels by 20%




- Increased no. of completed application by 22% in 1st week
- 30% reduction in complaints to regulator
- Decreased training time by 50%

Near term **opportunity** for big time differentiation...

Too few businesses are prepared to deliver, much less compete on a consistently branded experience via their contact centre:

What if you could be one of them?

A close-up, slightly blurred image of a hand with the index finger pointing directly at the viewer. The background is a soft, out-of-focus gradient of warm colors like orange, red, and purple.

Want to know more about Sword Ciboodle?

- ✓ Visit us online at www.sword-ciboodle.com
- ✓ Listen to what we have to say at www.sword-ciboodle.com/blog
- ✓ Follow us on twitter at [www.twitter.com/Sword Ciboodle](http://www.twitter.com/Sword_Ciboodle)