CALL CENTRE OPTIMISATION & AUTOMATION PLAN

engage HUB

FIGHT THE RISING COSTS IN CALL CENTRES

A guide on where to begin your contact centre optimisation journey and deliver automated self-service solutions to gain real cost benefits and provide meaningful customer interactions

RISING PRESSURE AND COSTS IN CALL CENTRES IS INCREASING THE NEED FOR AUTOMATION MORE THAN EVER BEFORE.

But the challenge we often hear from our clients is what are the definitive reasons customers get in touch in the first instance and also where automation implementation should start.

Engage Hub's product suite has been created to help you understand where you should begin as a business with automation and how you can deliver self-service solutions that provide meaningful customer interactions but also significant cost savings in your business.

INTENT DISCOVERY AND RECOMMENDATION
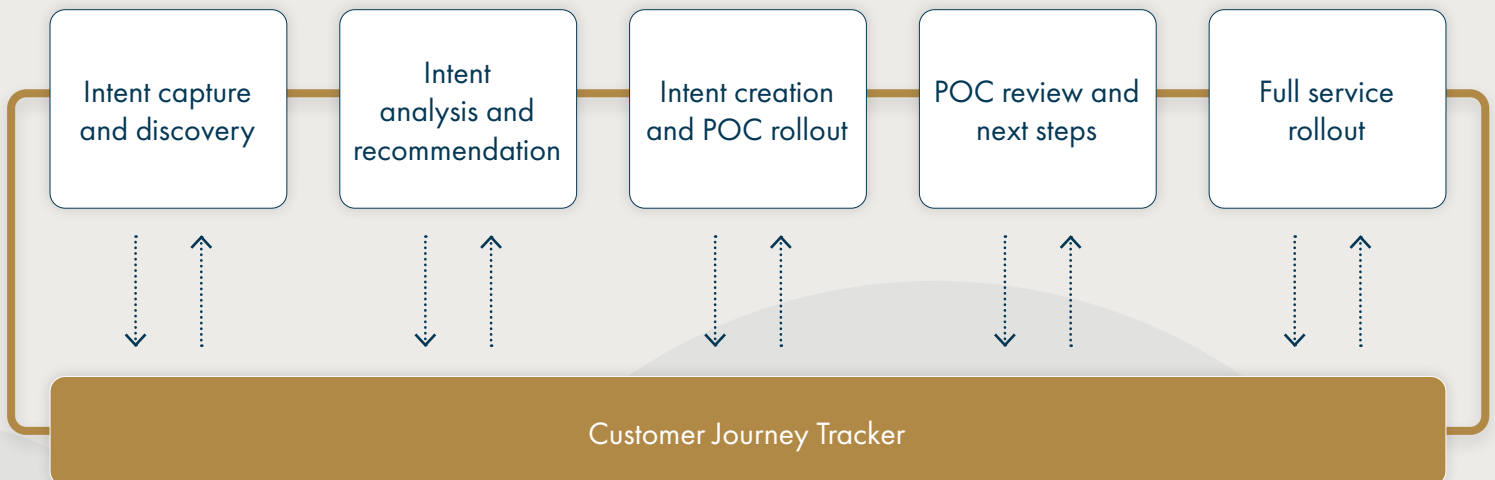Identify what your customers are contacting you about

CONVERSATIONAL AI
Provide automated, intelligent first-line support for your customers

CUSTOMER JOURNEY TRACKER
Understand what's happening to optimise each of your customers journeys

CONTACT RESOLUTION PRODUCT SET

Intent capture and discovery → Intent analysis and recommendation → Intent creation and POC rollout → POC review and next steps → Full service rollout
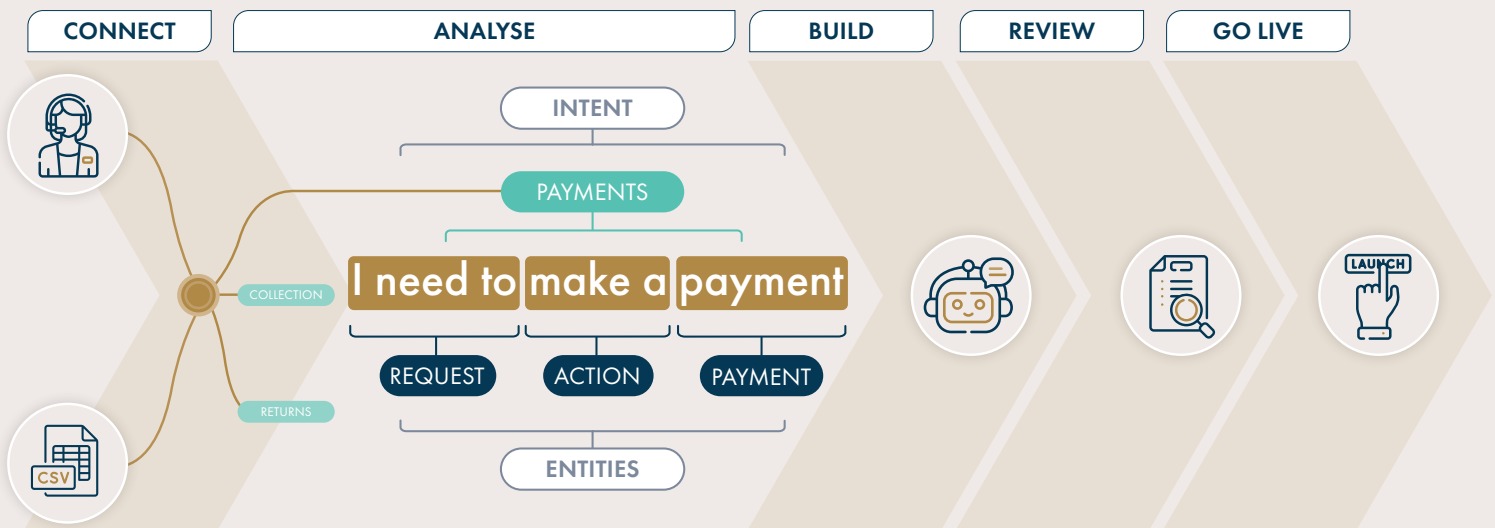
Customer Journey Tracker

KEY BENEFITS

- Identify unseen journeys for automation planning
- Reduce contact centre costs
- Reduce burden on agents
- Reduce average handling time (AHT)

- Provide 24/7 self-service
- Improve customer journey efficiency and experience
- Fewer agents needed to handle customer queries
- All channels supported - Voice, Web Chat, WhatsApp, Facebook Messenger and more

ASKS FROM YOU

- Route calls to Engage Hub's data capture service or share historical data
- Participation in workshops

DELIVERABLES FROM ENGAGE HUB

- Suggested intents
- Recommended Chatbot structure
- Creation of NLP-driven Intent Schema
- Journey mapping
- On-going review process
- Continual service optimisation
- Chatbot training
- Full self-srevice solutions

CONNECT | **ANALYSE** | **BUILD** | **REVIEW** | **GO LIVE**

INTENT

PAYMENTS

COLLECTION

RETURNS

I need to **make a** **payment**

REQUEST | ACTION | PAYMENT

ENTITIES

ONE OF OUR CLIENTS IS ALREADY REAPING SAVINGS IN EXCESS OF **£2.5M** ANNUALLY

EXAMPLE OF DEMAND ANALYSIS

TOTAL CALLS	**10,000**
PAYMENTS	2,750
I WANT TO MAKE A PAYMENT	1,750
MY PAYMENT FAILED	1,000
PIN ISSUES	3,900
I LOST MY PIN, I NEED TO RE-SET	2,000
MY PIN IS NOT WORKING	1,900
CARD ISSUES	1,850
MY CARD IS NOT WORKING/DAMAGED	1,200
I LOST MY CARD	650

FIRST JOURNEY ROLLOUT COST SAVINGS

TOTAL CALLS PER DAY PIN RE-SET	2000
CALL AUTOMATION RATE	50%
CALLS AUTOMATED PER DAY	1000
COST PER CALL	£5.83
TOTAL COST BENEFIT PER DAY	£5,830
TOTAL COST BENEFIT PER MONTH	£174,900
TOTAL COST BENEFIT PER ANNUM	**£2,098,800**