CALL CENTRE OPTIMISATION & AUTOMATION PLAN

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.

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-service solutions

CONNECT ANALYSE BUILD REVIEW GO LIVE

I need to make a payment

INTENT
PAYMENTS
PAYMENTS
REQUEST ACTION PAYMENT
ENTITIES

EXAMPLE OF DEMAND ANALYSIS

<table>
<thead>
<tr>
<th>TOTAL CALLS</th>
<th>10,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>PAYMENTS</td>
<td></td>
</tr>
<tr>
<td>I WANT TO MAKE A PAYMENT</td>
<td>1,750</td>
</tr>
<tr>
<td>MY PAYMENT FAILED</td>
<td>1,000</td>
</tr>
<tr>
<td>PIN ISSUES</td>
<td></td>
</tr>
<tr>
<td>I LOST MY PIN, I NEED TO RE-SET</td>
<td>2,000</td>
</tr>
<tr>
<td>MY PIN IS NOT WORKING</td>
<td>1,900</td>
</tr>
<tr>
<td>CARD ISSUES</td>
<td></td>
</tr>
<tr>
<td>MY CARD IS NOT WORKING/DAMAGED</td>
<td>1,200</td>
</tr>
<tr>
<td>I LOST MY CARD</td>
<td>650</td>
</tr>
</tbody>
</table>

FIRST JOURNEY ROLLOUT COST SAVINGS

| TOTAL CALLS PER DAY | 2,000 |
| CALL AUTOMATION RATE | 50% |
| CALLS AUTOMATED PER DAY | 1,000 |
| 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 |

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

SALES.ENQUIRIES@ENGAGEHUB.COM +44 (0) 800 3580966 WWW.ENGAGEHUB.COM