

Transform disparate information channels into superior customer service

Connect communications

How Artificial Intelligence creates fast, accurate responses and increases customer loyalty



Evolving the nature of your contact center to deliver 24/7 accuracy and responsiveness

Expectations of what constitutes an excellent customer service experience continue to elevate. Yet it is possible to create a state-of-satisfaction contact center – the primary focal point for customer interaction with your brand and company. After all, everything you invest in product development, service delivery, marketing, and sales is focused on that first moment when a customer interacts with one of your agents. Your contact center’s goals are to exceed customer expectations, maintain optimal agent productivity, and pursue new revenue opportunities.

When a customer initially reaches out to you, he or she may use up to nine different channels to interact – e-mail, Web, text, live chat, social media, phone, fax, physical mail, and beyond.¹ This results in a deluge of data – 80% of it unstructured and most likely processed and stored in disparate, disconnected systems or silos².

In this scenario, expecting your agents to efficiently find, sort, and prioritize information to respond to multi-threaded, segregated customer inquiries without the support of advanced technology is simply unrealistic.

Customers demand excellent service and competitors are vying for their business

Consider your own online and customer service experiences. If you cannot find what you want after scanning a Web site, chances are you look elsewhere rather quickly. And when you phone a company and they provide inadequate or incomplete information, transfer you from agent to agent, keep you on hold, and never satisfactorily resolve your issue, you either look at another company or use social media to complain about your poor customer experience.

Your customers are no different. A customer whose question is not resolved on the first call is 15 times more likely to consider competitive options to your product or service.³ Industry research notes that customers will wait less than one minute, on average, before hanging up.

60%

60% of customers would not consider switching to a company with a reputation for poor service³

89%

89% of people in one study stopped doing business with a company after just ONE bad experience⁴

Optimizing your contact center’s ability to quickly aggregate and intelligently organize data from all channels is essential. Assigning agents to cases that correspond to their experience, and providing them with an advanced knowledge system – including a 360-degree view of the customer and all communications – allows them to meet your goals for first-call resolution and increased customer satisfaction scores.

1 State of the CEM Market. Aberdeen Group, March 2014

2 Managing Massive Unstructured Data Troves 10 Best Practices. Chris Preimseberger. eWeek, July 3, 2013

3 First Call Resolution: The Metric That Matters Most. Mike Desmarais. Service Quality Measurement Group, 2008

4 Customer Experience Impact (CEI) Report. Harris Interactive, 2011.

Tame, funnel, and make sense of a deluge of unstructured, disjointed data

Challenges

The number of channels customers use to communicate with your contact center is exploding. Web, e-mail, chat, text, **Facebook, Twitter**, other social media, fax, and traditional mail have joined voice, with new channels sure to emerge. However, your contact center is likely optimized for only one channel – the phone.

The information coming from new channels is mostly unstructured, and is likely to be handled manually or through separate, channel-specific processes. New and existing information is stored in silos, so it is impossible to gain an understanding of the interrelatedness, context, or volume of communications from one customer. Yet the ability to properly route, prioritize, and manage these interactions is the key to superior service.

Customers routinely use multiple channels during a single conversation, and they expect your agents to follow the entire thread and be able to access every input.

When this is not the case and an issue cannot be resolved on first contact, customer loyalty is threatened. Taming, funneling, and making sense of this avalanche of disparate data has become essential for the success of your call center and customer relationships.

Solution

- Provide all agents with complete information on the customer and all communications, regardless of channel used
- Seamlessly merge all communication channels including all unstructured inputs to instantly create understanding, context, and meaning
- Ensure that all other data repositories – along with communication workflows and any related manual processes – are fully integrated
- Track and measure each customer interaction, regardless of channel(s) utilized

Advantages with Info Insight

When you work with Kodak Alaris, you not only translate the sea of unstructured data into information and answers that make sense, you also turn this data into valuable business insight.

Kodak Info Insight Platform takes on all communication channels coming into your organization to –

- Understand unstructured inputs, extract and classify relevant data
- Connect with the appropriate system or database to validate or enrich this input
- Identify a single issue from multiple channels and identify multiple issues from a single communication

With **Kodak Info Insight**, you provide your agents with complete transparency of customer data so that they can provide immediate, comprehensive and consistent responses to customers.

Industry Research and Statistics

25%

of consumers use one or two channels when seeking customer care and 52% of consumers use three or four channels ⁵

80%

of businesses that do not support Web-based customer service solutions on mobile devices will suffer a revenue loss ⁶

29%

In 2012, 29% of corporations were looking at integrating traditional channels with emerging channels. That number shot up to 89% in 2013. ⁷



⁵ The US Contact Center Decision-Makers' Guide - page 125, Contact Babel, 2014.

⁶ Gartner Predicts 2012: CRM Customer Service and Support Stagger into the Post-human Age, Michael Moaz, Gartner Group, November 2011.

⁷ 2013 Customer Experience Management Benchmark Study, Digital Roots, February 4, 2014.

Create a 360-degree view of all customer interactions

Challenges

You are putting a lot of effort into covering new channels to respond to the communication preferences of your customers. But these newer channels are often managed by different departments within the organization and not accessible by the contact center. As a result, 93% of call center agents need to consult four different applications to resolve a call, and that's not an efficient way to provide answers.⁸

Add in the mix of additional critical information required to respond to contact center inquiries, such as CRM and order entry applications, paper filing cabinets, product documentation, and manuals (many not even in electronic format), and it's easy to understand how agents don't know where to look to find information in any kind of logical or intuitive manner.

Without a 360-degree customer view, consumer inquiries are not handled satisfactorily due to incomplete responses and slow time-to-resolution rates. You incur unnecessary costs, valuable agent time is wasted, and you may damage your brand image.

The Solution

- Arm your contact center agents with a 360-degree view of all customer interactions including legacy data
- Ensure that, no matter how information is submitted, from e-mail, Web, text, live chat, social media, phone, fax, physical mail, documents, etc., that it is logically and contextually represented in one solution
- Strengthen first-time/anytime problem solving for every agent, regardless of time of service or aptitude

Advantages with Info Insight

Implementing **Kodak Info Insight Platform** gives your contact center the 360-degree view and knowledge required to provide the most appropriate and customer satisfying answer to every question.

With access to all customer communications, regardless of communication channel - including all unstructured data and that in scattered repositories - you can provide every agent exactly the data they need to

take care of each inquiry instantly. Because each agent has access to insightful data, first-contact resolution rates will increase. Response time expectations will be met. Customer satisfaction and retention will increase. When confusion, delays, and unsatisfactory responses are eliminated, your customers become more open to cross selling and upselling approaches. Result: more sales and higher margins.

Industry Research and Statistics

30%

Only 30% of businesses have a formal strategy to create a single view of all customer interaction data across the enterprise to ensure consistency in the customer experience.⁹

51%

Top performing contact centers are 51% more likely to seamlessly integrate data capture across disparate enterprise systems than the other 80% of companies.¹⁰

\$84 billion

Poor customer service costs business \$338.5 billion per year worldwide and \$84 billion in the US.¹¹



⁸ The US Contact Center Decision Maker's Guide. Contact Babel, 2014.

⁹ Aberdeen Group, State of the CEM Market, 2014.

¹⁰ Aberdeen Group, State of the CEM Market, 2014.

¹¹ 2011 Customer Experience Impact (CEI) report, Harris Interactive, 2011.

Overcome contact center inefficiencies, reduce agent frustration, and increase agent retention

Challenges

Pressure to resolve customer issues on the first call or contact keeps increasing. While your current agents bring varying levels of expertise, with only the most senior agents able to efficiently resolve complex issues. Peak situations are handled by bringing on junior agents on a temporary basis.

Consider this research statistic about contact center personnel: the top 20% of performers achieve a first-call resolution rate of 83%. The industry average is 51%. For the lowest 20% of agents, the rate is only 29%.¹²

When a customer question or complaint arrives, it may be transferred between less-skilled agents before finding its way to one who can expertly address and solve the problem. This is inefficient, resulting in frustrated, less-loyal customers and discouraged, stressed contact center agents. Alternately, experts who get assigned trivial questions feel underused and may get frustrated as their expertise is not being valued. Unless a dysfunctional process like this is addressed, your customers will turn to competitors while your agents look for other employment, exacerbating an already high turnover rate.



Solution

- Allow your most senior, skilled agents to handle complex issues so they don't become bogged down with low-level customer problems
- Grow agent satisfaction and retain key performers by empowering each individual with the organized, complete information they need to provide exceptional answers to customers at first contact
- Choose and implement a solution that is dynamic and reflects the latest business situations; that is enhanced through exception handling by the most experienced agents
- Cover simpler customer questions through a flexible self-service portal, enabling your organization to handle higher volumes without additional staff

The Advantages with Info Insight

With the **Kodak Info Insight Platform** in place, you achieve ideal matching of your agents with inquiries that align with their level of expertise. You provide them with a knowledge system offering optimum support to deliver exceptional customer service.

Agents are empowered via access to the correct data to solve a customer inquiry, with dynamically updated information keeping each situation current. Now every agent – even a new hire – has access to the best answers immediately.

The Artificial Intelligence capabilities of **Kodak Info Insight** continue to enhance your knowledge base, learning from each new question and expert answer.

Because it's a self learning system, your entire contact center will benefit and increase its level of expertise.

The self-service solution allows your system to handle simple requests without agent involvement, catering to customers who prefer to look for information on-line. It leverages the same knowledge base used in the contact center, enabling customers to find relevant information quickly – rather than sifting through complex FAQ lists.

You gain the benefits of time and money savings and positive, consistent customer experiences 24/7/365. This avoids inefficiencies instantly, ensuring a motivating, rewarding work experience for your agents as well. And when agents enjoy their work experience, you avoid agent turnover and guarantee superior customer service. It's a win/win/win for you, employees, and customers.

Industry Research and Statistics

49%

Large call centers average 49% annual attrition rates for their agents.¹³

78%

78% of contact center executives stated that "ensuring quality and consistency of call center agent responses" is "very important" to them.¹⁴

¹² Multi-channel Contact Center: Delight Customers Where They Live. Omer Minkara. Aberdeen Group, November 2012.

¹³ Chris Braken of Call Me! IQ, cited in Managing Hidden Cost of Contact Center Teams in the New Economy, Trostle & Associates, 2012.

¹⁴ Strategies to Address Call Center Challenges: Sanjay Jain, FIS Global, 2014.

'The top 20% of performers achieve a first-call resolution rate of 83%. The industry average is 51%. For the lowest 20% of agents, the rate is only 29%.'¹²

The essence of **Kodak** Info Insight:

Turning disparate, unstructured communications into contact center service excellence

Kodak Info Insight Platform allows you to combine and convert disparate correspondence and data – regardless of source or format – into a single, unified view of customer information providing a 360-degree view. Instead of sorting customer communications based on the channel used, you will be able to extract the meaning and topic of each inquiry, so it can be matched to the appropriate agent and resources. The integrated self-service solution module leverages the same dynamic learning, and offers additional efficiencies by addressing simple questions without burdening the contact center.

Your agents will be highly motivated as they have the right information at the right time, so they can resolve issues on the first contact, resulting in satisfied, repeat customers – *with additional upsell opportunities.*

Info Insight uniquely delivers both significant enhancements in process efficiency and customer experience through a single solution that allows a contact center to tame content, harvest insight, and achieve intelligence. Through an array of targeted solutions modules, Info Insight is able to tackle and create a smarter solution for customer issues and the sea of disparate data that a contact center faces.

Want to learn more?

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