THE NEW FACE OF CUSTOMER SERVICE DELIVERY

HOW ENHANCED VIDEO COLLABORATION CAN TRANSFORM CUSTOMER INTERACTIONS, BOOSTING SATISFACTION LEVELS AND COMPETITIVE ADVANTAGE
Shaun needs to change his mortgage. He wants to talk to someone face-to-face, so he drops into the local branch of his bank. The adviser can’t meet with Shaun for another three weeks as he’s not based locally. Shaun doesn’t want to wait; he goes to another bank that has live video chat. Shaun makes an appointment for the next day and gets all his questions answered. As a result, he doesn’t just change his mortgage but also his provider.

This isn’t just the next generation of customer engagement and service delivery; it’s the now generation of customer engagement and service delivery. There are videos on demand. Apps on demand. Information on demand. So why not experts on demand?

The risks of not adapting to this real-time, ‘real person’ model are high – businesses won’t just lose customers like Shaun, they will lose market share and competitive advantage too. For example, a quarter of consumers said they would leave a bank if advisers were no longer available at a local branch.

Such advisers are becoming increasingly important – not just in the banking sector – as customers demand access to trained and licensed experts. By their very nature, these experts are often in short supply, which means they must travel between multiple locations limiting the face time they can spend with customers.
MAKING AN EMOTIONAL CONNECTION

Giving customers rapid access to experts that can help them isn’t just about speed; it’s about sentiment. According to analyst Forrester, emotion has a bigger impact on customer loyalty than either ease or effectiveness.

Today’s prime customer engagement channels – phone, email and online forms - don’t allow for much emotion and, consequently, don’t inspire much satisfaction.

Although the phone remains the first choice for nearly half of customers making a general inquiry, it’s also one of the lowest rated touch points.

When we talk about our feelings or attitudes, only seven per cent of what we mean is actually expressed by the words we use; much more is conveyed by our vocal intonation and facial expressions.

Only a face-to-face interaction can cover off all three bases, which is why forward-thinking organisations are starting to take live chat one step further with live video chat.

With high-definition video showing facial expressions and high-definition sound capturing vocal nuances, an exchange with a remote agent or adviser can feel like a real-life meeting.

This remote approach not only cuts down on travel for customers but also staff. As a result, businesses will be able to establish a virtualised workforce, which will deliver both productivity and financial gains.

“IN 2015, THE RACE FROM GOOD TO GREAT CUSTOMER EXPERIENCE WILL HIT THE GAS PEDAL.”

MICHAEL GAZALA, VICE-PRESIDENT, FORRESTER
With live chat already topping the satisfaction chart for customer service touch points, its video sibling promises to be a powerful tool – as some businesses have already discovered.

Amazon was one of the first companies to introduce enhanced video support in September 2013 – just eight months later and 75 per cent of contacts from users of Amazon Fire HDX tablet were coming through the device’s ‘Mayday’ button.

A number of financial services providers have followed suit, including Nationwide – and not a moment too soon. According to research by Cisco, 54 per cent of bank customers are interested in using remote video conferencing with a financial adviser outside of the branch.

Nationwide has been able to capitalise on this interest using Cisco® Remote Expert Smart Solution for Retail Banking, which enables virtual face-to-face customer meetings with mortgage consultants. As a result, the building society has seen a 66 per cent improvement in new mortgage business and a 70 per cent improvement in customer net satisfaction.

**COMPUTACENTER’S UNIFIED COMMUNICATIONS CREDENTIALS**

- Computacenter has more than 30 years’ experience of transforming customer-facing operations through technology
- Our Customer Experience Centre enables organisations to evaluate the ‘human impact’ of video collaboration and digital communication by focusing on the user outcomes that can been achieved through IT and business process change
- We take an assessment-led approach to help organisations invest in the right technologies and achieve the right outcomes for their business and users
- We have extensive experience of optimising branch operations both in the retail and financial services sector
- Our multi-vendor, user-enablement approach to unified communications and collaboration engagements ensures a ‘right size’, ‘right solution’, ‘right outcome’ that delivers measurable business value
- We use repeatable blueprints for delivering unified communications solutions, such as on-demand video, which ensure cost-effective delivery

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**ADDING BUSINESS VALUE THROUGH VIDEO**
To achieve maximum results, organisations must get the basics right for enhanced video collaboration. With staff and their surroundings suddenly becoming part of the brand and customer experience, organisations need to ensure they are ready to step into the limelight.

When one financial services company piloted enhanced video collaboration as part of its iPad application, the cubicles of the relevant agents were given a make-over with special lighting and backdrops. It also selected the best camera angles to encourage persistent eye contact and trained its agents to inject their own personality into calls to hit that emotional sweet spot with customers.

Friendly staff and first-rate camera angles will count for nothing, if video collaboration doesn’t pass the ‘now’ test. One in five users of live chat believe they should be able to connect with an agent immediately — and you can bet video will be subject to the same high expectations.

As a result, organisations must ensure they have the right network and physical infrastructure foundations to not only establish a secure video connection but also sustain it over several minutes. With video being all about immediacy and the customer experience, any issues with network performance or downtime will quickly eliminate the business benefits of this increasingly popular medium.

To provide a seamless service, staff will also need real-time access to customer records from the same or adjacent screen. To prevent ‘dead’ time, customer and order databases will need to be optimised to minimise the keystrokes required to access and input information during a live video session.

**SETTING THE SCENE FOR ENHANCED VIDEO COLLABORATION**

5 STEPS FOR ENABLING ENHANCED VIDEO COLLABORATION

1. Validate the need and benefits of richer, more personal engagements, and use this to drive the business case for investment in video technology

2. Ensure the network and physical infrastructure can deliver the increased bandwidth demanded by high-definition video and voice

3. Determine the integration needed at an application and infrastructure layer to ensure rapid access to customer records

4. Work with internal stakeholders to understand user concerns and behaviours as well as cultural and security impacts

5. Establish a VIP support service for video collaboration users to prevent employee downtime and customer disruption
Although video collaboration can require a big cultural shift, the technology change is less invasive. Organisations have been steadily adding more channels to their unified communications portfolio, and many will already have the monitoring tools and expertise needed to safeguard the user experience.

Two-way video is the next logical step on this journey, and can be quickly delivered by increasing network capacity or making better use of existing resources through bandwidth prioritisation.

Colin Williams, Computacenter’s Chief Technologist for Networking, Communications and Security, explains: “Video-conferencing has been part of the collaboration landscape within many organisations for some time. With modern networks now primed for rich media digital transfer, the introduction of high-definition video-based ‘expert’ engagement solutions can be successfully achieved through the careful optimisation of the existing collaboration and networking infrastructure along with a greater focus on the enhancement of the ‘human experience’.

Offering omni-channel options to customers is becoming of increasing importance as digital adoption rises. According to research from Accenture, 89 per cent of customers use at least one online channel when prospecting, with the average being three digital channels.

As products, processes and information become similarly digitised, organisations need to take a similar approach to all ‘human’ interactions. As Colin explains: “To provide an exceptional customer experience, organisations need to be able to retain and retrieve a record of the whole customer dialogue – from email and chat to voice and video.

This will reduce the ‘channel void’ that many customers encounter today when engaging with customer service teams, resulting in both greater satisfaction and more sales opportunities.”
By embracing enhanced video collaboration as part of their digitisation and unified communications strategy, organisations will be able to:

- Increase service levels while decreasing operational costs
- Maximise employee productivity
- Boost customer satisfaction and loyalty
- Improve cross-sell and up-sell opportunities
- Enhance competitive advantage and brand awareness.

As enhanced video collaboration technologies and processes mature, Shaun won’t need to go to a branch to have a virtual meeting with a mortgage adviser; he’ll be able to do it from his sofa at home. Enhanced video collaboration doesn’t just empower customers like Shaun; it empowers employees and the entire organisation.

ENHANCED VIDEO COLLABORATION: HOW IT CAN MAKE A DIFFERENCE

- Provides customers with an ‘in-person’ experience that increases satisfaction and loyalty
- Matches customer queries to the availability and skills of different experts to enable an immediate and productive interaction
- Enables content sharing between customer and employee screens to enrich the experience
- Integrates with other devices, such as card readers and scanners, as well as other applications and workflows to ensure seamless service delivery
- Supports recording of interactions to meet regulatory and risk management requirements
- Ensures emotional cues, such as anger and disappointment, are picked up on and addressed quickly, changing the nature of customer engagements
- Enables experts to work as a virtual team, maximising their time and knowledge
ENABLING USERS: ENHANCED VIDEO COLLABORATION IN ACTION

IMPROVING SERVICE LEVELS: THE SOCIAL WORKER

Peter lives alone and has severe arthritis, which makes it difficult to get to appointments. With enhanced video collaboration, he doesn’t have to leave the comfort of his own home for his social worker to check on his progress. She can also call on other experts to talk to Peter about any new symptoms and use her screen to share test results. This doesn’t just help Peter, it also helps lots of other individuals like him, as his social worker can spend less time travelling and more time caring for people in need.

INCREASING REVENUE: THE PERSONAL SHOPPER

Sarah has received a last-minute invite to a black tie event, but she only has her lunch break to find something to wear. She uses an in-store tablet to talk to a personal shopper via live video chat who recommends outfits that not only suit Sarah’s style, but are also in stock in her size. The personal shopper also suggests additional accessories that complement the outfit: Sarah doesn’t just go home with a stunning dress, but also a scarf and bag.

SAFEGUARDING CUSTOMER LOYALTY: THE CUSTOMER CARE AGENT

Graham is angry that his new television has still not arrived. He’s tried calling and emailing the company, so he tries live video chat as a last resort. He talks to Michael, who works from home as part of a virtual customer services team. Michael quickly diffuses the situation and confirms a delivery date. Michael sends Graham a recording of their conversation, and Graham posts on Facebook about his great service experience.

EXPLORING ALL THE USE CASES FOR VIDEO CHAT ENGAGEMENT, BECAUSE IT CAN DELIVER SERVICES VIA EXPERT SERVICE PERSONNEL IN FACE-TO-FACE CONTACT WITH CUSTOMERS AND CITIZENS.

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ENHANCED VIDEO COLLABORATION: THE BUSINESS BENEFITS

- Better customer satisfaction and retention
- Higher staff productivity
- Greater competitive advantage
- Lower operational costs
Computacenter is a leading independent provider of IT infrastructure services and solutions. From desktop to datacenter, we help our customers minimise the cost and maximise the value of IT to their businesses. We can advise organisations on IT strategy, implement the most appropriate technology, optimise its performance, and manage elements of our customers' infrastructure on their behalf.

Computacenter operates in the UK, Germany, France and the Benelux countries, as well as providing transnational services across the globe.