

Optimise your customer experience with cloud contact transformation

Customer experience is a business differentiator, but meeting ever changing customer expectations is difficult. Our consulting experts can help you optimise the customer experience across all channels, embrace new digital trends and invest intelligently so you drive improvement as technology develops.

Customer service can drive your business. Up or down. Offering different channels and knowing what your customers want are the very minimum. Now, it's all about making it easy. Frictionless. And so in tune that you can anticipate how your customers will feel when they get in touch.

This means unifying multiple contact centre systems and channels and aligning people, process and technologies to provide an immediate, effortless, personalised experience at every stage.

But many businesses are struggling to provide a seamless customer experience. The job's made twice as hard by siloed technologies and disparate systems. These are complex and costly to manage, and make it hard to flex and change quickly. They're also a barrier to reducing costs.

So how do you create and implement an effective customer experience strategy, while still maintaining your service levels?

The challenge calls for a more consultative approach. We can help you navigate marketplace and technology shifts and changes – and avoid making investments which could jeopardise your goals. We'll set out a clear vision of where you want to go, and how to make a digital strategy a success. We'll help you transform your customer contact experience, for everyone involved.

Transform your customer experience

- be clear on the challenges you face and the business outcomes needed to address these
- understand your customer journeys across all contact channels to optimise them based on specific needs
- be able to consolidate your contact centre into a single cloud solution, removing internal complexity and improving customer satisfaction
- optimise your operations with new technology so you can automate more calls using natural language speech, robotics and artificial intelligence.

Without a clear vision for where you want to go with a digital strategy, you could make incoherent investments that fail to deliver strategic goals.

IDC FutureScape: Worldwide Digital Transformation 2018 Predictions

82% of customers agreed they would buy more if a company was easier to do business.

BT Digital Consumer study, 2018



Combining world class business insight with deep cloud contact knowledge

Digital transformation is complex, but we'll be on hand with our experience and expertise to help you navigate the challenge. You'll have defined outcomes, a roadmap for change and an optimised solution that will drive growth and maximise value. Of course, digital transformation isn't a single deliverable, it is a continuous process. You're committing to a long-term programme of change and we'll help make sure that change is positive.

Our Customer Contact Consulting capabilities

What if you could transform your customer experience and remove internal complexity with a single cloud contact solution?

Business Outcome Workshops

Better understand the challenges you face and define your target outcomes for a contact centre vision

Customer Journey Optimisation

Optimise the customer experience by analysing journeys across all contact channels and touchpoints. We look at different technology options and the trade-offs for each of them.

Cloud Contact Migration and Transformation Plan

If you want to consolidate your contact centre into a single cloud solution, we'll create migration and transformation plans across technology, process and people and build the business case too.

Optimise Impact of Digital Enablers

We'll help you optimise your operations with new technology, such as automation, AI etc, through our adoption services for these new digital enablers.

Why choose BT?

Our Cloud Contact Consultants combine world class business insights with deep knowledge of customer experience and cloud contact. We help you understand the benefits that a cloud-based customer contact strategy and associated technology will deliver. We'll work with you to effectively plan for the future, invest intelligently and continue to drive improvement as technology develops.

- every day, we work with global multinational organisations across all industries to deliver **transformational** consulting
- our consultants have deep **insight** and **experience** in their chosen field
- we partner with **'best of breed'** vendors to give technology choice, without being prescriptive
- our work is underpinned with a unique breadth of scope, reach and capability. We tap into a global team of around **17,000 experts**
- we provide a mix of **business and technical** expertise, enabling us to define and execute on a strategy
- we minimise risk and uncertainty with transition planning and proof of concepts to ensure a **smooth implementation**.

What could Cloud Contact Consulting do for you?

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