BPM TRENDS 2017
unwrap the future

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6 trends in Customer Service Outsourcing from our 44 trends in the BPM industry.

6 TRENDS IN CUSTOMER SERVICE

Automation and chat-bots

Automation is going to be one of the forces of disruption in the contact center operations market with an upfront commitment of 40-50% reduction in the total contact volume – and repetitive work will either be eliminated or automated. Today, since customers prefer self-service, it is critical that the self-service tools are supported by strong and effective Knowledge Management (KM) systems, enabling easy interactions. The new-age virtual agents and Chat-bots enable accurate probing with the ability to quickly scrounge through the knowledge base to provide near accurate responses as that of a live agent.

Service on-the-go

The rise of smart devices allows customers to resolve and access information, communicate, shop and engage on the move, anytime, anywhere. This is now a new platform in itself, not just a channel with integrated voice, email, chat, video, SMS and social media.

Right shoring

There is a trend among customers, who seek to balance their spread of delivery locations and bring balance to their representation of the user base. This enables convergence of languages, cultural fit, scalability and proximity to the market, which is critical for enhanced customer satisfaction. While this would drive up cost of operations, it is agreed that the cost of customer churn from a dissatisfied customer would cost even more – this easily makes right-shoring a key trend to look out for.

Work from home (WAHA)

Flexibility of the workforce is another critical dimension to meet market and customer needs. Work At Home Agents or WAHA, are of great significance and contribution, as it allows organizations to plan and staff, based on customer needs and also gives flexibility to the work force to plan their time effectively.

Analytically driven operations

Applying analytical models/techniques, and insights from big data in real-time to bring value to business operations is one of the key trends in Customer Service today. It helps to sync online and previous customer behaviors with agent schedules and forecasts enabling us to align the most capable agent to handle a specific type of query satisfactorily. All organisations must aim to facilitate a healthy mix of automation, virtual assistant and also a team of empowered and trained agents to provide consistent and positive customer experience.

From multi to omni channel

Contact centers will need to support the shift from Multi to Omni channel where customers do not stick to one medium of communication. Also the general expectation from customers is that the organization they interact with knows them, their likes, and their dislikes and keep a context to the conversation irrespective of channel of contact. With digital media being so active, the speed of addressing customer feedback/complaints will be as critical as the eventual resolution provided.