Four Steps to Secure Executive Investment in Your Contact Center Program

Get Buy-In and Develop a Plan for Growth

October 24, 2023
**AGENDA**

1. The Current Contact Center Landscape
2. Overcoming Cost Pressure
3. Building Your Business Case
4. Objection Handling

**MEDALLIA TEAM**

**Aviv Glick**  
Director of Business Value  
Medallia

**Judy Bloch**  
Principal CX Advisor  
Medallia
The Current Contact Center Landscape

- **Work from Home or Office?**
- **Customer Expectations**
- **Gig Economy vs. Specialization**
- **Vulnerable Customers**
- **Managing Surge**

---

- **50%**
  - Want to stay remote, with 50-70% decrease in FTEs

- **30-60%**
  - Attrition, with the cost to replace agents $42-63K

- **300-800%**
  - Call volume increase with a 68% increase in escalations

---

**Trifecta of Cost Pressures**

- Must do more with less
- Service Quality
- Servicing Alternatives
Levers to Pull to Overcome Cost Pressure

**Service Quality**
Increase customer service experience while reducing cost to serve

**Omnichannel Impact**
Improve omnichannel journeys to drive customer satisfaction at lower cost to serve

**Operational Efficiency**
Optimize resource efficiency and impact

**Employee Experience**
Happier employees drive better CX and reduce cost pressures

**Revenue Generation**
Refocus contact center operations from a cost center to a growth driver
Planting the Seeds for Change
Growing Your Idea

- Define the problem or opportunity
- Ensure alignment with strategic priorities
- Gather supporting data & evidence
- Tell your story
Foundational Metrics for Building Your Business Case

**Omnichannel Impact**
- Increase self service utilization
- Prevent next call
- Improve containment rate
- Reduce digital abandonment
- Change in call type mix

**Operational Efficiency**
- Reduce cycle time
- QA efficiency
- Shorten ramp-up
- Automate insights creation, analysis and reporting
- Increase quality of insights

**Service Quality**
- Prevent the Next Call
- Increase First Contact Resolution (FCR)
- Reduce Average Handle Time (AHT)
- Deflect calls to self service
- Increase customer satisfaction with agent
- Reduce hold time

**Employee Experience**
- Increase employee satisfaction
- Increase referrals
- Longer tenure, reduced attrition
- Decrease training costs

**Revenue Generation**
- Improved NPS
- Deeper customer relationships through cross-sell
- Reduce churn potential
- Improve targeted marketing efforts

Think Outside the Silo: Contact Center metrics serve as your KPIs for tracking opportunities for any future business case
Overcoming common objections and hurdles to getting a ‘yes!’

“Not a priority”

“I don’t see the value”

“It’s a good idea, but we are already spread thin”

“No funding available”

“Customer service is just the price of doing business”

“Too much change already”
Next Steps

Implement Your Learnings

Cultivate these new strategies to get a yes. Start with the four steps.

1. Define the problem or opportunity.
2. Ensure alignment with strategic priorities.
4. Tell your story.
February 5-7 2024 | Wynn Las Vegas

medallia.com/experience
5 Reasons to Attend

- See next generation technology
- Get inspired by the world’s experience leaders charting new paths
- See how AI and deep learning are delivering breakout results
- New tracks for Employee Experience, Customer Success & Innovation
- Get smart with hands-on Learning Labs, training & certification
Thank You

Book a meeting with an expert:
www.medallia.com/experts-on-demand