



# Government Contact Centre Summit

## **11 things you need to know about embracing digitalisation to meet changing customer expectations**

The emergence of digital is changing the game for government contact centres, forcing organisations to adopt new ways to reach and engage customers.

While many contact centres realise the importance of embracing digital to meet changing customer expectations, many still find the process of integrating platforms, people and planning on a fixed budget a continual challenge.

With that in mind, here are 11 tips to help you embrace digitalisation in your contact centre in order to improve service levels and remain relevant to the digital customer.

### **1. Be proactive, not reactive**

Digital is here to stay, and with it will come big changes. The biggest mistake a contact centre can make is to ignore the opportunities associated with digital. It all starts with shifting the culture and mindset of your organisation to ensure your contact centre is proactive to change, rather than reactive.

### **2. Set goals and define your strategy**

It's easy to get caught up in the hype surrounding digital, so make sure you clearly define what you want to achieve before you roll-out a multi-channel digital strategy. You can't be across all channels at once, so find out what channels your customers are most active on and invest in those.

### **3. Make some noise**

One of the biggest challenges facing contact centres is getting the budget to spend on the technology needed to support a digital strategy. Do your research, build a business case and raise the profile of your contact centre across the organisation. Demonstrate the value digital will have for your customers, as well as for business productivity.



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## **4. Become a master of channel integration**

Setting up mobile websites, self-service and social media channels to enhance the digital experience for your customers are only one part of the equation. The next step is to ensure a consistency of services and messages to the customers across all these channels.

The information on your Facebook page should be the same that is available on your website, or via phone. These days customers no longer seek information from one channel only, so it's important to ensure your services are integrated across all channels to ensure a seamless user experience.

## **5. Invest in the right people**

The quality of customer service interaction is only as good as the quality of the people providing it, which is why it is so critical to identify and invest in the right talent. A big part of successfully mastering digital is recruiting and retaining staff that have a customer-centric mindset.

## **6. Multi-skill your staff**

There is no point in investing in new tech and systems if your staff aren't trained to adequately use it. Train your staff to be super agents who can resolve all customer issues and work across different channels – like calls, emails, webchat etc. If someone is half way through a form online, you should know about it when they call you.

## **7. Keep it simple**

Simplicity is key. If the new channels or systems you are rolling- out are complicated, chances are your customers will not use them. Keep the interfaces easy for your customers to use, as well as your staff.

## **8. Make sure you promote your online offerings to your customers**

If you're investing in new digital channels, make sure you tell your customers about it. Take them along the journey with you, and help them understand the benefits of using the new channels. Driving customers to online offerings will not only help reduce call volumes and cost of contact, but it will also help boost customer satisfaction.



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## 9. Set up a customer feedback system

Finding out how your customers respond to change is a crucial part of any transformation strategy. If you're engaging your customers via new channels, find out what they like or didn't like about the process and then adapt accordingly.

## 10. Keep the future front of mind

Future proof your contact centre by making best use of available technology. Innovation in digital technologies is constantly changing, and therefore so will customer needs and expectations. Keep this in mind when choosing which systems and tech are right for your contact centre.

## 11. Embrace failure

Fear of change often stems from a fear of failure. Often contact centres shy away from embracing new channels like social media or 'click to chat' out of fear of what might go wrong. Don't be afraid to take risks, and if you make a mistake – embrace it and learn from it.

This year's [Government Contact Centre Summit](#) is all about digitalisation, transformation, changing your culture accordingly and re-aligning your contact centre with the overall organisation.

In this environment, government need a new operating model that is simple, flexible and responsive to the needs of the customer.

With that in mind, the [Government Contact Centre Summit 2015](#) has been designed to help you transform your customer service delivery through a focus on:

- **Simplifying service** - Creating a single access point and moving customers to self-service channels
- **Maximising productivity** - The latest in workforce management, engagement, recruitment and retention strategies
- **Preserving operating budgets** - Sharing resources, tapping into software as a service and cross-skilling staff to perform multiple roles
- **Increasing efficiency** - Identifying waste and stripping out unnecessary processes and services



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