

3 PILLARS OF CONTACT CENTER EFFICIENCY POWERED BY SELF- SERVICE CONTENT

A closer look at how three key aspects of contact center efficiency are strengthened by low-effort self-service experiences

INTRODUCTION

Poor customer service experiences are costing U.S. companies an estimated \$75 billion annually.¹

Improving contact center efficiency remains a top priority for most service professionals. Yet, the impetus for doing so has shifted from a conversation about cost toward a greater focus on the customer experience. The reason is simple: contact center efficiency costs are intertwined with the customer experience.

Increasingly, controlling cost in the contact center depends on the extent to which an organization can meet the growing demand for A+ customer self-service experiences. *When I have a question, customers now ask, is it quick and easy to find an answer?* Three important pillars of contact center efficiency now depend on the answer to this question.

PILLAR 1: Effortless Customer Self-Service Experiences

Most customers will give at least one customer self-service channel a go before initiating a call into the contact center. This is now where most customer interactions begin. In fact, the majority of customers would rather not initiate a call center interaction at all.

Instead, they would rather do a quick Google search or look at a company's website. When customers can easily find content relevant to their questions, a call or email becomes unnecessary. This saves the customer time and frustration and, in turn, reduces tier-one contact volume and frees up bandwidth for agents. Delivering these effortless self-service experiences, however, can be a challenge without optimized self-service content.

POTENTIAL BUSINESS OUTCOMES OF EFFECTIVE SELF-SERVICE:

- Reduce call volume by automating simple high-volume requests
- Increase search visibility and website engagement
- Gain valuable insights from content analytics

PILLAR 2: Consistency Across Channels

Customers interact with brands across an ever-increasing number of channels. This includes web, chatbots, social media, and more. When customers use these channels for self-service, they expect to find relevant, accurate, and consistent content as they move from channel to channel. And when they do engage with a chatbot or live agent, they don't want to have to repeat themselves.

Otherwise, customers are likely to grow frustrated, abandon a given channel, or end up initiating a live customer service interaction that's resource-intensive both for the customer and the customer service team. Again, it is the easy availability of self-service content that helps curb this kind of frustrating escalation.

POTENTIAL BUSINESS OUTCOMES OF CONSISTENT SELF-SERVICE EXPERIENCES ACROSS CHANNELS:

- Improve brand presence, recognition, and loyalty
- Decrease customer frustration
- Decrease call volume
- Increase first call resolution

57% of customers would stop doing business with a brand after a poor digital customer service experience.²

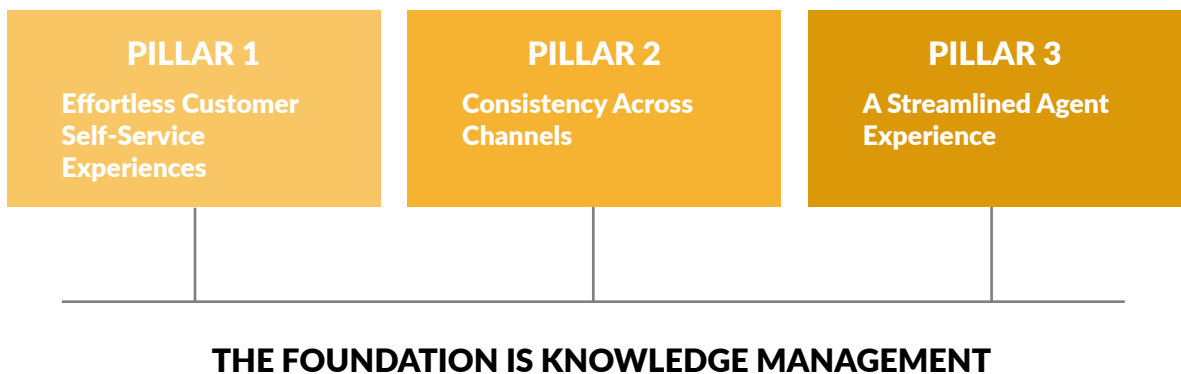
PILLAR 3: A Streamlined Agent Experience

Digestible and findable self-service content powers a more efficient agent experience, too. When integrated into the agent's existing screen real estate, knowledge content can help agents respond faster by limiting the "context switching" needed to locate relevant content. The ability of new agents to get up to speed can also be improved by the availability of this content.

Agents also need the ability to stay with customers as they move from channel to channel. This means having updated, real-time knowledge content so customers don't have to try solutions that already didn't work, get different answers for the same questions, or speak with agents who don't know the answer because they themselves don't have easy access to relevant information.

POTENTIAL BUSINESS OUTCOMES OF A STREAMLINED AGENT EXPERIENCE:

- Improved resolution times and incident resolution quality
- Faster agent onboarding times
- Reduced agent burnout and turnover
- Improved customer satisfaction (CSAT) and Net Promoter Score® (NPS®)



FOUNDATION: A Comprehensive Knowledge Management Platform

Since self-service content is so central to these three pillars of contact center efficiency, the knowledge management platform has emerged as an essential part of many customer-focused service strategies. That's because enterprise-grade knowledge management platforms give companies a "single source of truth" that can extend useful content to the internal and external channels that users depend on most. These companies can realize tremendous outcomes as a result. For example:

- An IT company reduced ticket escalation by 55%
- A high-tech software and services company reduced small business support requests by 33%
- A workflow automation vendor increase Net Promoter Score 20% (YoY)³

Self-service interactions cost very little—*Harvard Business Review* estimates the average cost of a live service interaction to be more than \$7 for B2C. In the B2B world, the cost of a live interaction balloons to \$13.⁴

By providing the content that makes self-service possible, companies can at once satisfy the demand for self-service and bring their top cost drivers in the call center under control.

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For an exploration of how organizational knowledge drives engagement, loyalty, and revenue, read our whitepaper:

ELEVATING CX WITH KNOWLEDGE MANAGEMENT

[READ THE WHITEPAPER](#)

ENDNOTES

1. NewVoiceMedia, "Serial Switchers Swayed By Sentiment: How Bad Emotive Customer Experiences Are Costing Brands Billions". <https://www.newvoicemedia.com/en-us/resources/serial-switchers-swayed-by-sentiment-how-bad-emotive-customer-experiences-are-costing-brands-billions>.
2. Conversocial, "The State of Digital Care in 2018". <https://www.conversocial.com/blog/state-of-digital-care-in-2018>. March 2018.
3. Based on actual results from MindTouch customers.
4. Harvard Business Review, "Kick-ass Customer Service". Matthew Dixon, Lara Ponomareff, Scott Turner, Rick DeLisi. <https://hbr.org/2017/01/kick-ass-customer-service>. Jan-Feb 2017.



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ABOUT MINDTOUCH

MindTouch offers an enterprise-grade, AI-powered knowledge management platform that includes functionality for customer self-service, agent assistance and departmental knowledge for organizations of all sizes and industries. Focused on the customer experience, MindTouch is trusted by more than 340 companies worldwide to deliver knowledge when it's needed, where it's needed and how it's needed. The result is faster, more consistent and more personalized customer service, along with increased operational efficiencies. MindTouch was founded in 2005 and is headquartered in San Diego, California. www.mindtouch.com