

Transforming the manufacturing contact center

Emerging technologies and changing habits
are transforming the customer relationship.

Find out how the contact center can help
you win in this new environment.



AT&T Business

Manufacturer challenges and the contact center

“When we sell a piece of machinery today, we don’t just sell the product. We also sell services, data and maintenance.”

- Joachim Lang, the director-general of Germany’s BDI industry federation, in a recent interview with The Financial Times [1].

Lang’s words neatly describe the realities for manufacturers around the world, whether in Germany, Japan or the USA. The era of merely selling the goods is definitively over. Even the move from transactional to contractual relationships has been superseded by and subsumed into the growing trend of device-as-a-service.

In the US, car leasing now accounts for almost a quarter of the auto market [2], an increase of over 50% in just half a decade. And the rise of the Internet of Things (IoT) means that many household consumer items now come with an ongoing element of service and maintenance.

These developments have put contact center leaders in ongoing contact with partners right along the value-chain, often for the first time. For the contact

centers of manufacturers, this raises a range of industry-specific challenges:

- Establishing a robust service operation in preparation for expansion into new markets.
- Building an effective and cost-efficient customer-experience platform, often from scratch.
- Delivering intelligent and personalized automated contact systems based on AI.
- Collecting product data and turning it into insights that improve customer experience.
- Managing compliance and regulatory issues around partner and customer data.
- Setting and maintaining industry-leading issue-resolution and service levels.

Achieving the right solution for manufacturers

AT&T has over 30 years’ experience working with contact center executives. We can help you find the right mix of technology, the right partners, and the right strategic operating model to deliver an integrated, omnichannel customer experience across the entire manufacturing supply chain.

Our consultants, specialists in contact-center optimization for the manufacturing industry, will work with you to understand your customers’ journeys, their goals at each point across those journeys, how well those goals are being met, and specific impediments and customer pain points. Together we’ll identify the optimum mix of touchpoints, and then implement that model across all channels, with highly-secure and resilient communications.

This includes the virtually seamless integration of:

- IoT, M2M and emerging network technologies
- Telemetry and maintenance on demand
- Location and proximity technologies
- Mobile commerce for improved upsell and cross-sell

- AI and big-data analytics resources
- Social media channels and communities
- Chatbots and process automation.

By upgrading the role of the contact center and making it the hub of a data-driven customer and value-chain experience, the business can respond in near real time in a more informed, intelligent way to market behaviors and emerging data signals.

Typically, this drives improvement in key measures such availability of raw materials, operational capacity, and delivery expectations. The move to a data-driven, omnichannel model can also significantly improve internal contact center performance.

While providing senior management the insights it needs to improve the customer and value-chain experience, it also provides detailed information on agent performance, skill-gaps, and training needs. These can be used to help build a more effective and more satisfying work environment, leading to increased agent engagement and retention.



1. Tobias Buck. “German business leaders raise alarm over Brexit progress”. The Financial Times, 2 September 2018.
2. Andre Salz. “Automotive finance hot topics: Lease residuals”. Deloitte, 2017.

Transforming the manufacturing contact center

As a manufacturer plays a bigger role in the customer experience, the contact center becomes increasingly important in the brand's relationship with customers and with channel partners.

With the right processes, the right technology, and a joined-up approach to data sharing across the enterprise, the contact center can use this role as aggregator of value-chain and customer data to measurably improve resolution times, customer satisfaction ratings, and other performance metrics.

Meeting the omnichannel challenge

Omnichannel has been a theme in the contact center industry for some time. Despite this, many manufacturing enterprises have not completed the transformation to a fully integrated, data-driven omnichannel contact center operation.

According to a 2017 study, one third of B2B businesses in the US struggle to successfully transition to an omnichannel business and customer-experience model [4]. This has the potential to be a significant limiting factor too: 73% of customers say that their loyalty to product or brand is influenced by its ability to provide personalized care [5].

A well-implemented omnichannel contact center strategy is not only for the customer-facing parts of the enterprise. According to Gartner, over 20% of US employees have now been issued a company tablet or

smartphone [6]. Factory floor workers, delivery drivers, retail staff and maintenance staff now routinely use mobile devices to track, record, and organize work.

The approach to technology deployment

Planning and executing the move to an omnichannel and data-driven customer-experience can be complicated.

Many enterprises already have significant investment in and reliance on legacy infrastructure such as IP-PBX systems and stand-alone solutions. Frequently, these systems aren't sufficiently integrated with the company's customer relationship management (CRM), unified communications (UC) structure or stand-alone social and live-chat functions. Consequently, these communications processes don't feed information seamlessly into customer records.

This kind of siloed setup can impede both horizontal integration across the enterprise and vertical integration with channel and supply partners. This degrades the customer and value-chain experience. It also makes end-to-end data collection and processing — vital for the optimization of everything from end-user support to logistics — difficult to achieve.

For contractual, commercial and technical reasons, many enterprises cannot migrate to an optimized mix of contact-center solutions right away. What's required is a modular approach to cloud-migration in which any given function can be migrated, when the time is right, and a mix of cloud and on-premises solutions work seamlessly together to deliver the right results.

Advantages of migrating to a cloud- or hybrid contact

center include:

- increased flexibility of service provision
- cost reduction
- cohesive customer experience
- simplified management
- incremental and scalable cost model.

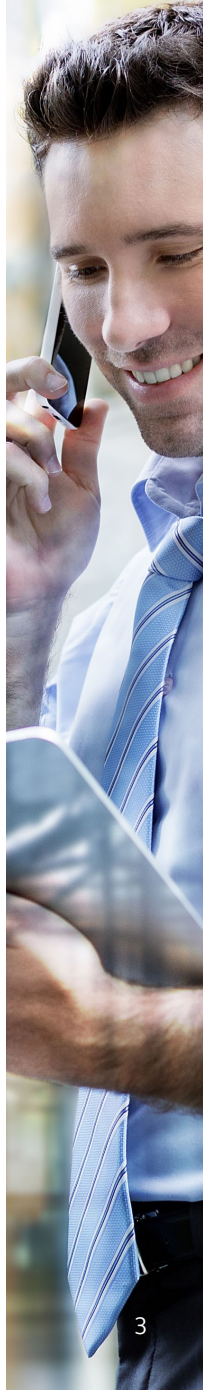
How to achieve success in manufacturing

With the right omnichannel strategy — one with the contact center at its heart, but embracing the whole organization, including factory floor, sales, e-commerce, customer services, and marketing — companies improve customer and value-chain experience by making interactions more timely, relevant, and targeted.

This can only happen if the migration to an omnichannel model for customer and value-chain experience is informed by the right insights, the right data, and the necessary depth of understanding of the real-world business processes involved. Often, it's difficult for organizations to achieve this using only internal resources.

By working with a trusted advisor, such as AT&T, that has experience in contact center transformation, manufacturers can avoid the pitfalls of modernization while reaping the rewards.

Our consultants can help you discover often unseen processes and touchpoints, find the right mix of vendors and platforms for your needs, and develop a strategy to maximize the return on investment.



4. "STUDY: One-Third of B2B Businesses Struggle to Provide a Seamless Omnichannel Experience". 24 January 2017, CloudCraze.

5. "How Manufacturers Are Revolutionising Customer Service". 15 September 2017, Salesforce.

6. "Gartner Survey Shows That Mobile Device Adoption in the Workplace Is Not Yet Mature". 29 November 2016, Gartner.

Building a better omnichannel experience for suppliers, distributors and sellers

Typical journey

Utilizing multiple channels and devices in a virtually seamless, unified experience



Customer Services Center receives order that exceeds inventory held



Advise appropriate corporate functions of fulfillment needs to complete order



Supply Chain Control Center automatically advised of raw materials and suppliers required



Supply Chain Center collaborate with Operations Center on manufacturing capacity and resource availability



Distributor automatically advised on process updates and likely stock availability



Sellers simultaneously advised of logistics and availability

Contact center support path

Powered by a rich, cross-channel history with customer



Website



Phone



Chat



Social



Helpdesk



Email

Technologies driving class-leading experience

Integrating innovative, complementary platforms for powerful and influential experiences



Collaboration



AI



API



IoT



Chatbots



Big data



Enterprise apps

Value chain experience =

Generating better customer outcomes



AT&T contact center capabilities

When you work with AT&T, our expert consultants work with you to carry out a business audit, capturing all the relevant processes, touchpoints, and stakeholder imperatives. Once we've understood your organizational requirements, we'll collaborate with you to design a technical solution — and the processes that underpin it — With the goal of meeting those requirements.

Typical manufacturing challenges addressed by AT&T



Help increase sales by removing friction points on the customer journey



Transform back-end processes for omnichannel delivery



Help ensure consistency of customer experience, across the enterprise and key partners



Find new ways for the contact center to help drive revenue and margin performance



Integrate customer data vertically and horizontally to help achieve measurable improvement



Balance the resources and priorities to help optimize ROI.



Why AT&T?

We work with 7 of the top 50 companies in the Forbes Global 2000 and many other U.S. and global market leaders. With our flexible and extensible suite of world-class solutions we can help you optimize your contact center with the right capabilities and technologies for your needs.

With our extensive contact center solutions portfolio, complementary and core connectivity services including IP Toll Free and SIP trunking, AT&T is able to deliver measurable improvements to both front-end connectivity and back-end efficiency. Underpinned by the AT&T global network, your organization will have a robust foundation on which to deliver a superior customer experience.

And because AT&T takes a whole-enterprise approach to change, we can help maximize investments by connecting existing systems with the entire enterprise, automate manual processes to reduce inbound call volumes, and enable flexible, remote working of contact center agents - all help to deliver an improved, empowered and efficient customer experience and place your business more favorably than competitors.



Working with industry leaders

With 30 years as a contact center specialist, AT&T has developed a comprehensive portfolio that provides organizations the ability to deliver enhanced omnichannel customer experiences, digitized and automated processes, and improved productivity - regardless of your current starting point.

AT&T Cloud Contact Center is a rapid deployment cloud-based platform. It integrates all communication channels with interaction history and interfaces with all leading CRM platforms for organizations that are ready to benefit from moving to the cloud.

For on-premises, hybrid, or existing cloud contact centers, the AT&T Contact Center Essentials portfolio offers a suite of cloud services that can incrementally improve your ability to meet customer expectations - without the need for a rip and replace strategy.



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Contact AT&T or visit
www.att.com/contact-center
to find out how we can help
you build the contact center
of tomorrow, today.