

# Transforming the retail contact center

In a changing business and technological landscape with rising consumer expectations, the retail contact center is undergoing radical transformation.

Find out how to win in this new environment.



# Retail challenges and the contact center

Consumers who have a good customer experience are 3.5 times more likely to repeat purchase [1]. Even more significantly, at the dawn of the data age, 63% of consumers would share more data with a company that offers a good customer experience [2]. In a rapidly changing retail landscape what counts as a good customer experience? What is the contact center's role in delivering it?

Recent research has found that:

- 66% of consumer-retailer interactions come via mobile[3]
- 74% of customers preferred to contact customer services via telephone (more than any other channel)[4]
- 75% of consumers start an activity on one device and then finish it on another[5].

The average user today is device channel agnostic. They may start an inquiry on their mobile phone using Twitter, move to their iPad on which they write an email to support, and then follow up using live chat from their work PC.

The only viable response to the changing retail landscape is an integrated omnichannel customer experience: one that is integrated and — from a user perspective — seamless across channels.

The contact center is the natural focus for all customer related information and the conduit through which the information can instantly and continuously be propagated throughout the organization

To effectively serve these functions, it must have the technology, the buy-in and the optimum operational model to enable it to fulfill this expanded and elevated strategic function.

# Achieving the right solution for retailers

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 retail customer-facing enterprise.

Our consultants, specialists in retail contact center optimization, 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 will strive to 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:

- Social media channels and communities
- AI and big data resources
- Chatbots and process automation
- Mobile commerce
- IoT, M2M and emerging network technologies
- Location and proximity technologies
- Telemetry.

By upgrading the role of the contact center and making it the hub of a data-driven customer experience, the business can respond in near real time in a more informed, intelligent way to customer behaviors and emerging data signals. Typically, this drives improvement in omnichannel metrics such as reduced cart abandonment rates and increased m-commerce conversions.

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 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. 15 CX Factoids: Customer Experience Efforts & ROI (Infographic), 18 January 2018, Experience Matters

2. Experience is everything: Here's how to get it right, 2018, Jennifer Merritt, PwC

3. The Future Of Retail Is Customer Experience, 11 December 2017, Betsy Atkins, Digitalist

4. 2017 State of Global Customer Service Report, 2017, Microsoft

5. Digital marketing: It's time to rethink marketing measurement for growth, July 2016, Matt Lawson, Think With Google

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Omnichannel has been a theme in the contact center industry for some time. Despite this, the best evidence we have is that most enterprises have not completed the transformation to a fully integrated, data-driven omnichannel contact center operation.

## The journey to omnichannel

A number of U.S. retailers have almost universally begun the journey towards an omnichannel model. However, many are nowhere near completing the process. Data, decision making, and control of key channels can be siloed, which can impact the quality of the customer experience.

*80% of retailers don't have a well-defined omnichannel strategy* [6].

According to another recent study, almost half of U.S. retailers still didn't offer live-chat, despite three quarters of customers saying that they liked the channel because it got them fast answers [7].

*41% of retail customers say they got different answers to the same question in various channels* [8].

In a siloed operation, the customer journey is highly unlikely to be seamless. Touchpoint interaction data will be lost or will not follow the customer throughout their journey. The technologies, people, and procedures in place will not yield the best possible return on investment.

## The benefits of omnichannel

Identifying the need for complete omnichannel transformation is straightforward. Planning and executing that transformation, however, can be extremely challenging. Many retail contact centers still rely on legacy infrastructure. This would include items such as older IP-PBX systems, which aren't sufficiently integrated with the company's customer relationship management (CRM) or unified communications structure; stand-alone social and live-chat functions which don't feed information seamlessly into customer records; and a mix of on-site and cloud implementations that meets specific business needs but may not easily support change.

In an ideal world the business would simply replace these systems in a single migration. In practice this is seldom possible. Some systems may be too important and too tightly bound into critical business functions for a one-step migration. Moreover, without first auditing the retail customer journeys to understand the optimum mix of channels and retail touchpoints, there is the risk of migrating to a new system that is expensive, inflexible, and sub-optimal.

Migrating from a premises-based to a purely cloud contact center delivers significant benefits including:

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

Multiple communication channels can be hosted on a single platform which not only improves the level of choice for

the customer, it unifies and streamlines data management of customer inquiries. Application programming interface (API) integration into other business applications are unlocked, which enriches customer information and opens opportunities for upsell and cross-sell while minimizing the risk of churn.

The rewards for a successful transition to an omnichannel contact center are significant.

*Omnichannel shoppers spend up to 300% more than single-channel shoppers* [9].

## How to achieve success in retail

With the right omnichannel strategy, companies can improve the customer experience directly by making interactions more timely, relevant, and targeted. They also stand to make significant gains in back-office functions such as the integration of customer touchpoints with business analytics and the use of the resulting data to drive organizational optimization.

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

Working with a resource, such as AT&T, who has experience in contact center transformation, retailers can avoid the pitfalls of modernization while reaping the rewards. Our consultants can help you discover often unseen processes and touchpoints, help find the right mix of vendors and platforms for your needs and develop a strategy to help maximize the return on investment.

# AT&T - Building better customer experience and amplifying retail outcomes

## Customer journey

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



Browse and choose product



Check pricing and register discount code



Confirm product availability



Visit store to demo product



Buy product with discount



Service issue with product

## Contact center support path

Powered by a rich, cross-channel history with customer



Website



Phone



Chat



Social



Retail



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

Customer experience =

Generating better customer outcomes












# AT&T contact center capabilities

When you work with AT&T, our expert consultants carry out a business audit, capturing relevant processes, touchpoints and stakeholder imperatives.

Once we have understood your organizational requirements, we will collaborate with you to design a technical solution — and the processes that underpin it — to meet those requirements.

## Typical retail challenges addressed by AT&T

-  Removing friction points in the customer journey to help increase sales
-  Transform back-end processes for omnichannel delivery
-  Help discover unknown performance insights for process, people, and technology
-  Help optimize cross and up-sell opportunities to help maximize revenue
-  Balance the right resources with the right priorities
-  Help improve customer engagement and interaction across channels
-  Help achieve end-to-end consistency of customer experience
-  Explore where contact center drives revenue and margin performance
-  Develop strategies to help improve net promoter scores.

Working from the agreed design, our specialists will use advanced environment simulations to help ensure that the new platform meets your needs and to stress test it for robustness in the face of expected usage volumes. When the new system has passed the stress test and achieved the agreed service levels, AT&T consultants will help you implement a phased and managed roll out.

### 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.*



**AT&T Business**

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