


plantronics®



Towards Smarter Contact Centers

Philip Vanhoutte
Sr VP and MD, Plantronics EMEA

Simply Smarter Communications™

A photograph of Philip Vanhoutte, a middle-aged man with short grey hair, wearing sunglasses, a blue polo shirt, and a dark jacket. He is sitting on a wooden railing in the foreground, looking towards the camera. In the background, the Golden Gate Bridge spans across the water, with hills and a clear blue sky. The text is overlaid on the top right of the image.

Commercial Engineer, Marketing, Leuven
Married to Rose-Mie; sons: Piet 31, Jan 28
Homes: London, Belgium

Accenture, Wang, Nokia, *Dell*, WorldCom, Sony-Ericsson, *Plantronics*

Philip
Vanhoutte



Grew up in a Contact Center





My Mom was Inside Sales

The Dream Team → Field + Inside Sales

My dad

Customer Acquisition, Development & Retention

My mom

Every workday morning, 9 -11.30am

30-60 calls

20 to 40 orders

2 to 5 small trucks of sales

***From home, big telephone bill, no computer, no headset
Great Customer Satisfaction***

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Accenture, Wang, Nokia, *Dell*, WorldCom, Sony-Ericsson, *Plantronics*

1995

Philip
Vanhoutte





*Managing Director
Del Direct UK and Ireland
Bray, Wicklow Mountains, Ireland*





Fix Attrition

Make it Much More Profitable



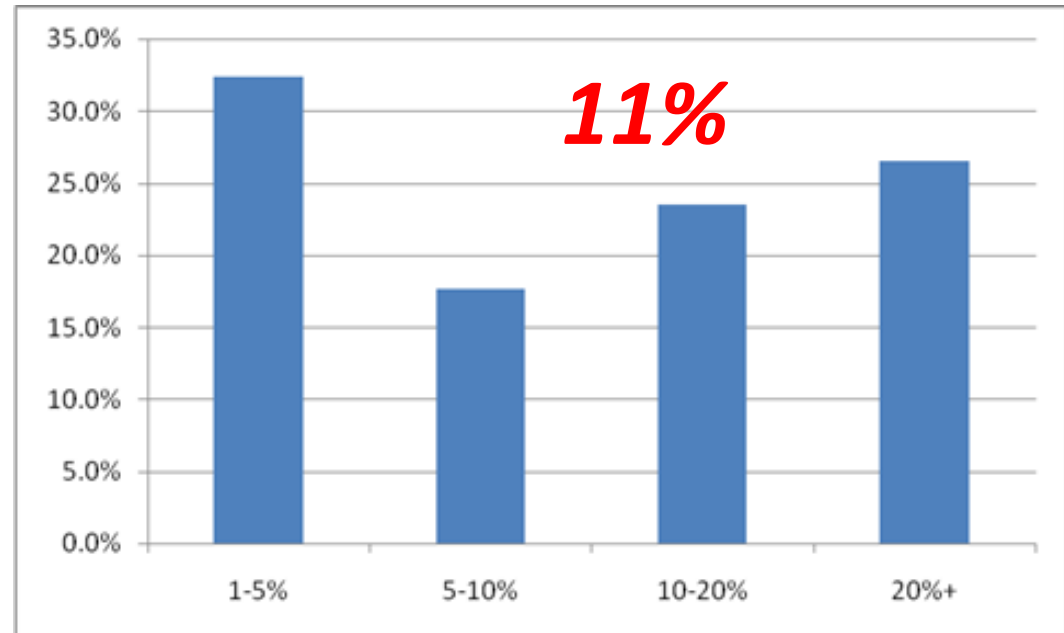
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Contact Centers Reaching Across the Enterprise

Simply Smarter Communications™

Increasing Complexity of Contact Centre Interactions

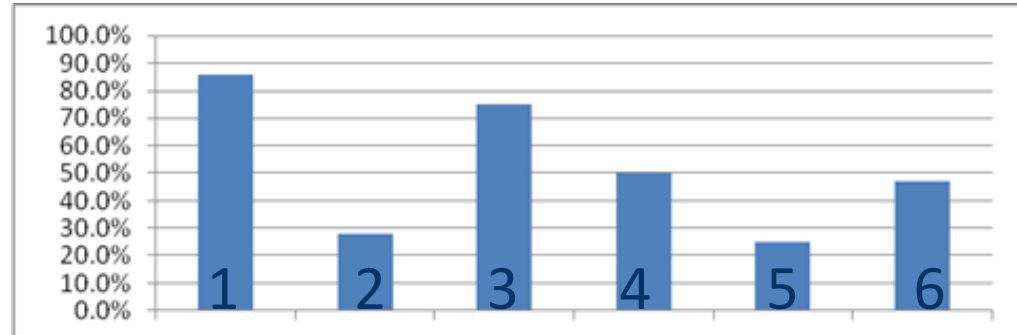
- Customers expect more
- complex products/services
- Social media drive FCR



What percentage of inbound contacts need to leave the contact centre to be fully resolved?

Impact of complex interactions

- Less and Longer Calls
- Higher competency/Skills
- Can technology can help?

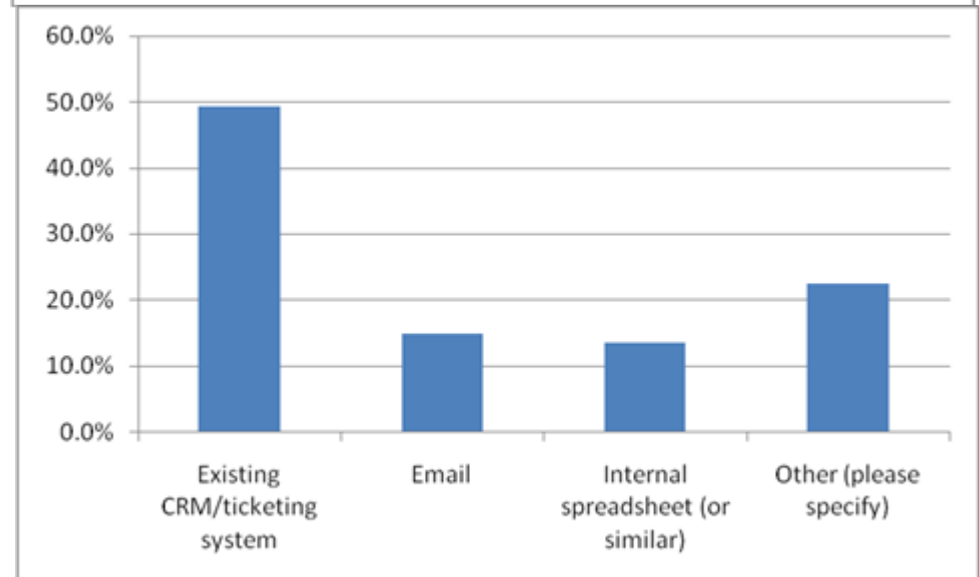
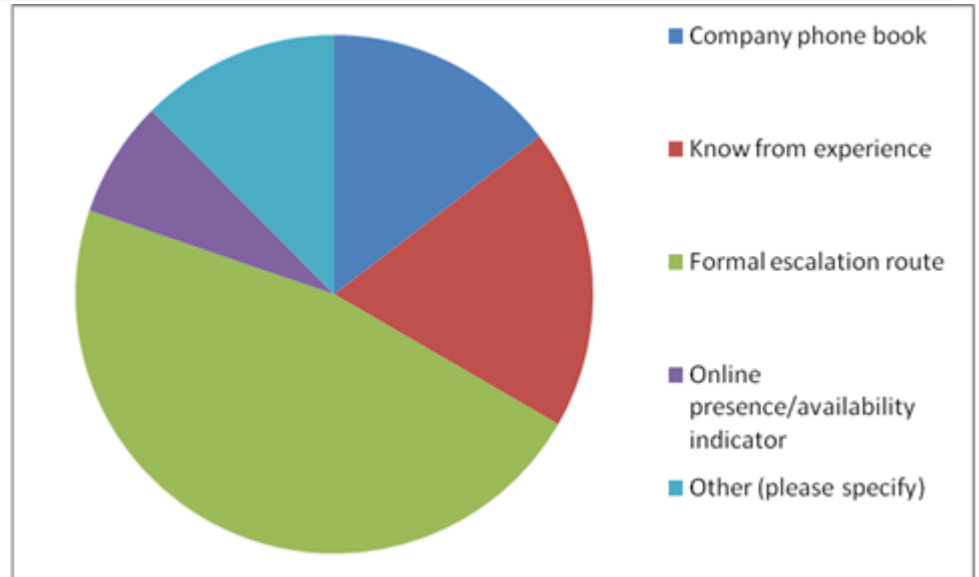


1. Increased handling time
2. Increase in referred calls to back office
3. Requirement for more training
4. Requirement for improved technology
5. Decrease in customer satisfaction
6. Requirement for different procedures

Is escalation a lottery?

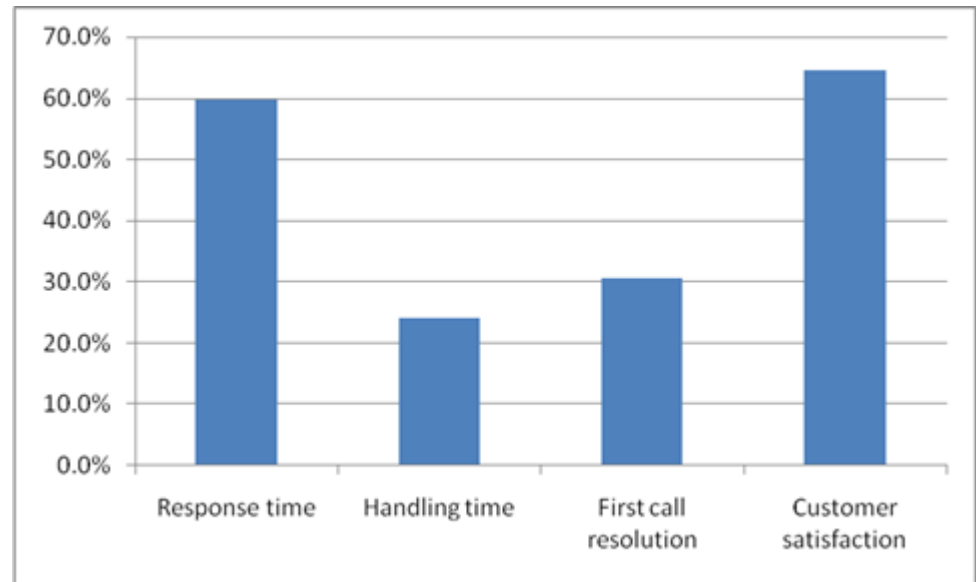
- Who do I turn to?
 - 50% rely on 'tribal knowledge'
 - searching for the present experts
 - How do I reach them?
 - 50% use manual tracking
 - Risk of further escalations

- **Early adopters utilising presence indication across the enterprise**



Focus on the customer

- Customers turning to social media to comment on interactions with brands
- ***Moving away from time based measurements such as average handle time***



What measures are used if a call is sent to another department?

Conclusions

- Increasing complexity of calls IS ***changing the resource requirement***
 - Inside and outside the contact centre
- ***Consistent customer experience***
 - How can a brand impress across multiple departments and channels?
- ***Keeping pace with technology***
 - Social collaboration tools enable real-time information sharing
 - Unified communications & presence can improve escalation success
 - Finding an available resource
- ***People are critical to an organisations success***
 - Empathetic and problem solving
 - Give them the tools to be knowledge experts

Simply Smarter Communications™

Realizing my Dream Contact Centre 2.0



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Plantronics **Call Centre** evolution

2003

Outsourced end-user calls, inside partner management

2005

In-sourced end-user calls, set up proper contact centre, VOIP-based
Integrated end-user and partner management, multitasking, multilingual

2010

Global Contact Center Innovation Award

Certification: (UK) CCA Global Standard© Version 4



Candidate
2010
Contact Centre
of the Year

Global Customer Contact Association Standard



Special Award

Innovation in
Operational Excellence

SMARTER WORKING – A MANAGEMENT PHILOSOPHY

Allowing Information Workers to

work *Where & When*

they are

Most *productive*

Cost-effective

And *environmentally* respectful

*Set Customer Contact Associates Free
Space and Time wise
so they can deliver
First Customer Resolution
in a cost-effective
and environmentally respectful way*

Foundations of a Simply Smarter Work Implementation



“Bricks”

Work Topology
For Smarter
WorkSpaces



“Bytes”

Unified
Communication
& Collaboration



“Behaviour”

Manager &
Associate Virtual
Interaction Skills

Allowing associates to work **where & when** they are most **productive, cost-effective** and **environmentally** respectful.

Contact Centre 2.0 ? - Beyond the Contact Center TRADITIONAL SPACE



From Contact Center to Customer Centricity

Distributed Contact Center

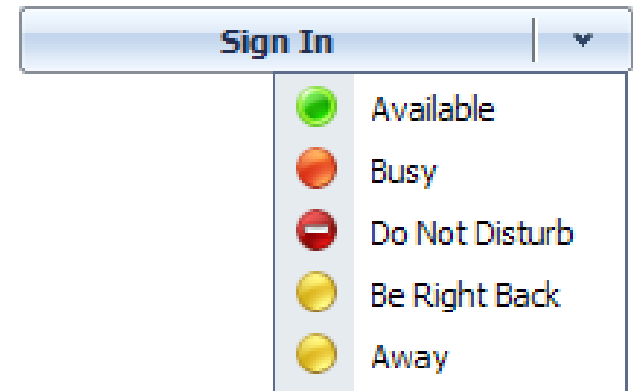
- **EMEA** – Amsterdam Ops Team
 - Business Partner Team
 - Technical Assistance Center
- **Regional** - Marketing/Sales branches
 - Royal Wootton-Bassett UK
 - Koln, Germany
 - Paris, France
 - Milano, Italy
 - Madrid, Espagna
 - Moscow, Russia
- **Field**: @Home, in hotel and on the Road
 - Our field representatives

Every Associate
Standby for
Customer/Partner

Unified Coms : *Customer Centricity* beyond the Contact Center

- Access to expert and ALL thru UC

- Published availability
- Immediate voice contact



- move to widely published presence

- Skills based
- Language based



- Maintain real-time voice interaction



The art of Virtual Interaction: The Power of the Human Voice



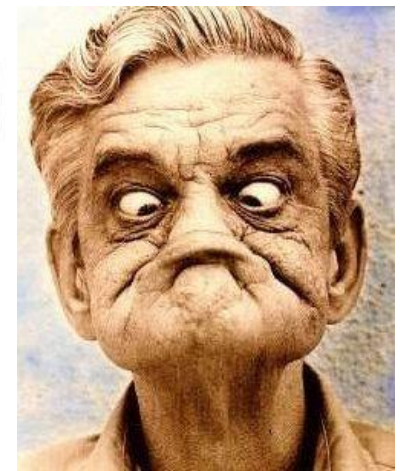
Power



Pitch



Pace



Pause

SMARTER WORKING – KEY SUCCESS FACTORS

WORK TOPOLOGY

UNIFIED COMMUNICATIONS

ACOUSTIC INTELLIGENCE



EVOLVE

CONNECT TO THE FUTURE OF WORK

Contact Center work from Home : Taboo ?

WORK TOPOLOGY



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The Benefits of Home Working are clear

Cost savings from **reduced real estate**

Attraction and retention of **talent**

Employee wellbeing and **fewer absences**

Improved health, decreased stress and better **work life balance**

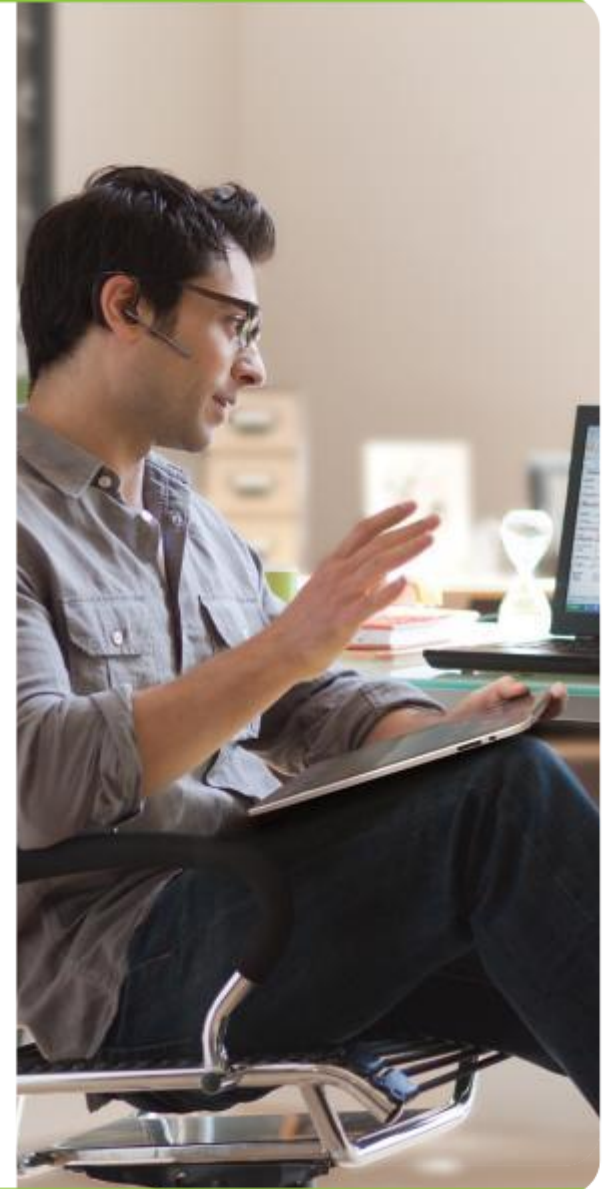
Upgraded management **culture**

Increased **productivity** of employees

Improved **collaboration**

More **agile and responsive** business

Safeguarded business **continuity**



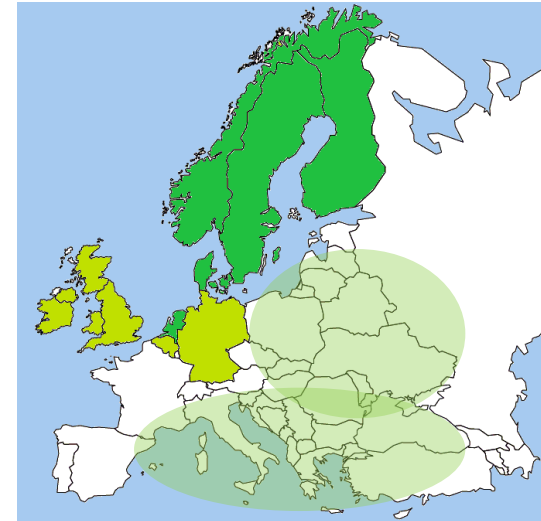
Driven by a number of country specific factors

- Prevailing Business Culture

Traditional

Hybrid

New Ways of Working



- Telecommunications infrastructure

- Extent

- Type

- Sophistication

- Geography

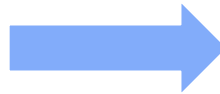
- Work distribution

- Transportation

Technical Assistance Contact Center - Pilot

FROM

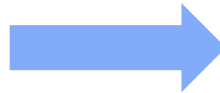
Manager
Office based



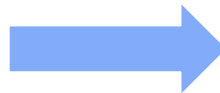
TO

Manager
Home based 1 day/week
Office 4 days/week

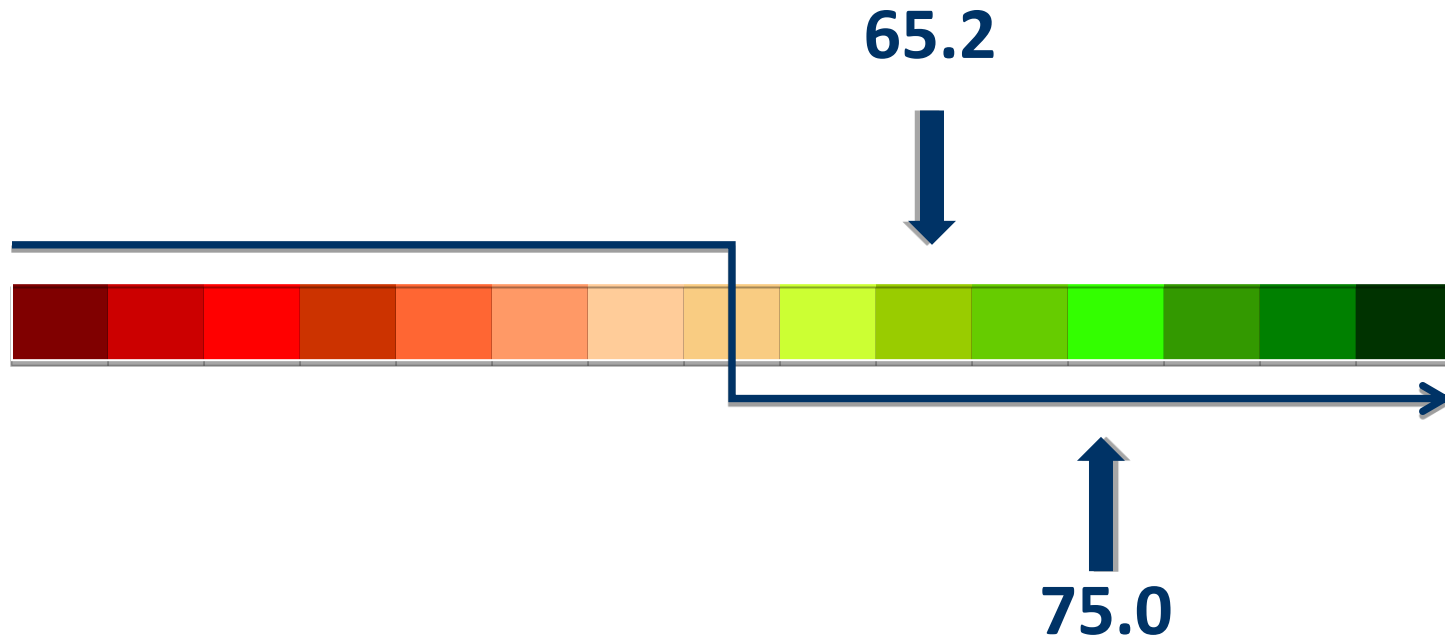
**13 Tech Support
Rep's**
all office based



**6 Tech Support
Rep's**
Home based Mon-Tue
Office based Wed-Fri



**7 Tech Support
Rep's**
Office based



The first **unified, independent, employee** workplace satisfaction benchmark.

Work Space Zones for Productive Information Work

Concentrate

- Focused individual work



- Private space

Collaborate

- Group discussions
- Presentations
- Audio / video conferencing
- Brainstorming sessions



Contemplate

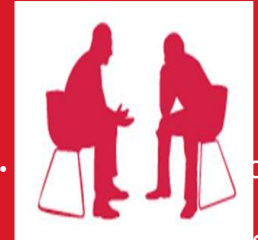
- Take time out



- Re-energizing

Communicate

- Mixture of face-to-face and virtual collaboration / communication



- Fixed or flexible desk space

Award winning reality shows – UK, Simply Smarter Office



Concentrate



Collaborate

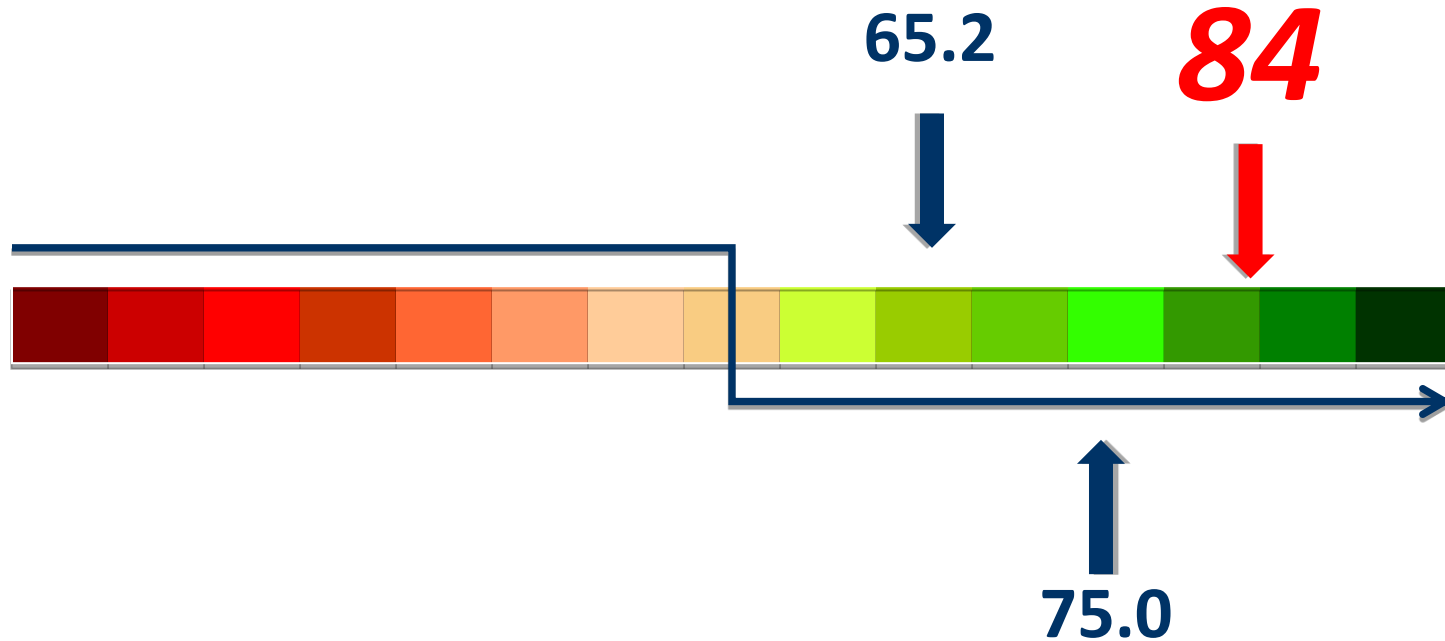


Contemplate



Communicate





The first **unified, independent, employee** workplace satisfaction benchmark.

Award winning reality shows – NL, Contact Centre 2.0



Concentrate



Collaborate



Contemplate



Communicate



SMARTER WORKING – KEY SUCCESS FACTORS

WORK TOPOLOGY

UNIFIED COMMUNICATIONS

ACOUSTIC INTELLIGENCE



EVOLVE

CONNECT TO THE FUTURE OF WORK

The new Communications *Gearbox*

Presence



Five Speeds

1. Get attention via Instant Message
2. Click to talk with PC
3. Invite more to audio-conference
4. add video for extra dimension
5. overdrive into TelePresence



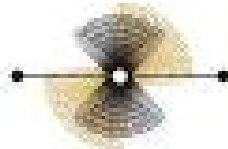
Simply Smarter Communications™

Ready for Unified Coms in your CC ?



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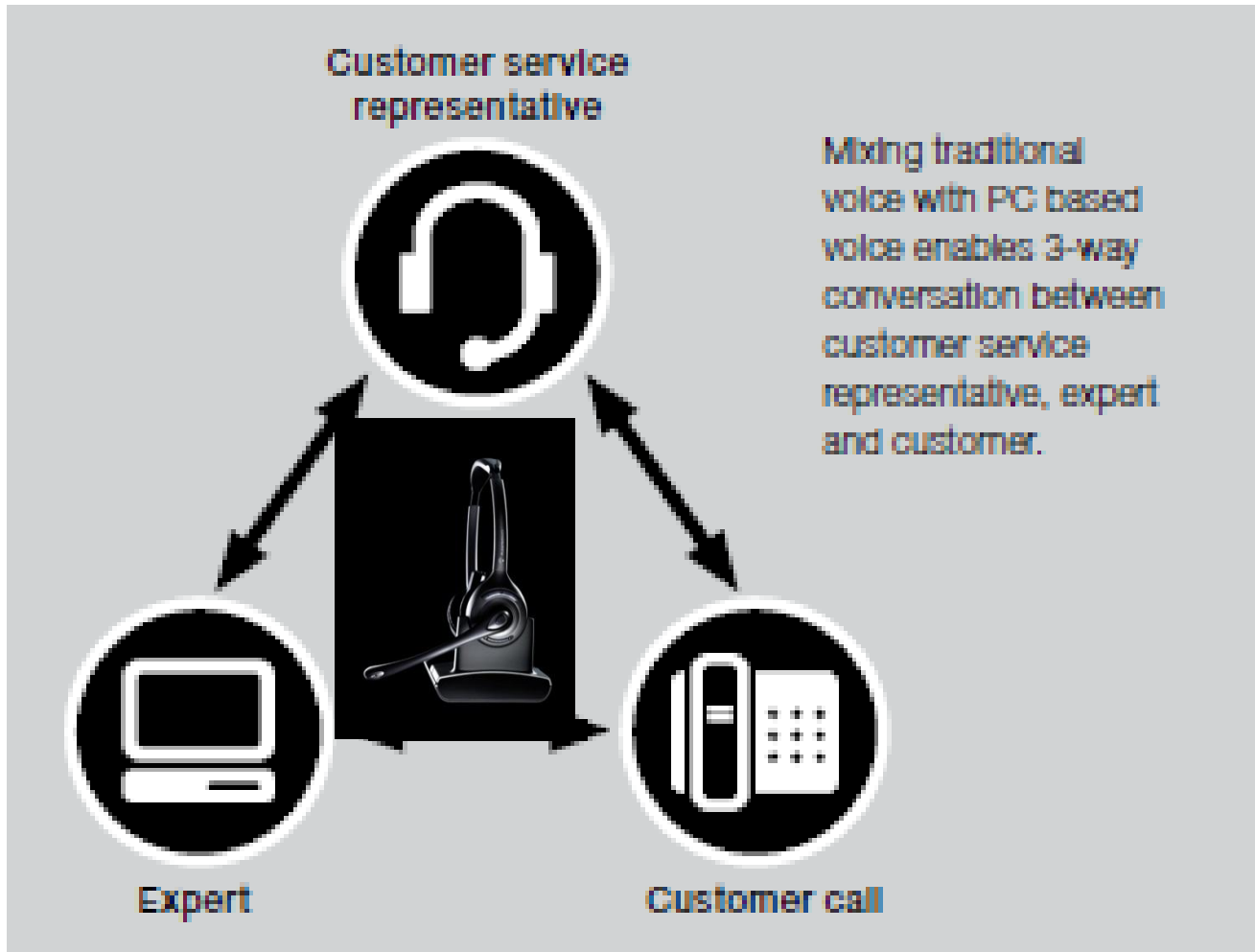
Invoking Real-Time Collaboration & Workflow Across the organisation



INTERACTIVE INTELLIGENCE®
Deliberately Innovative

<http://www.youtube.com/watch?v=PmrdKBGcT-U>

Real Time Collaboration

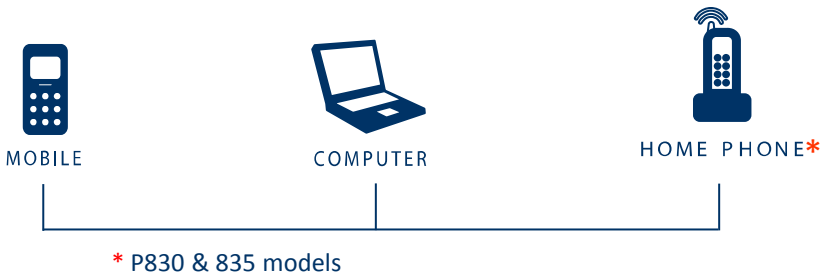


Calisto 800 Series “SmartSpeaker” for Home Worker

*Intelligent
Speakerphone*

with

Wireless Microphone



Voyager PRO UC “SmartSet” for Mobile Subject Matter Expert



Next Generation

intelligent headset

For *Mobile Professional*

utilising *Smart Sensors*



SMARTER WORKING – KEY SUCCESS FACTORS

WORK TOPOLOGY

UNIFIED COMMUNICATIONS

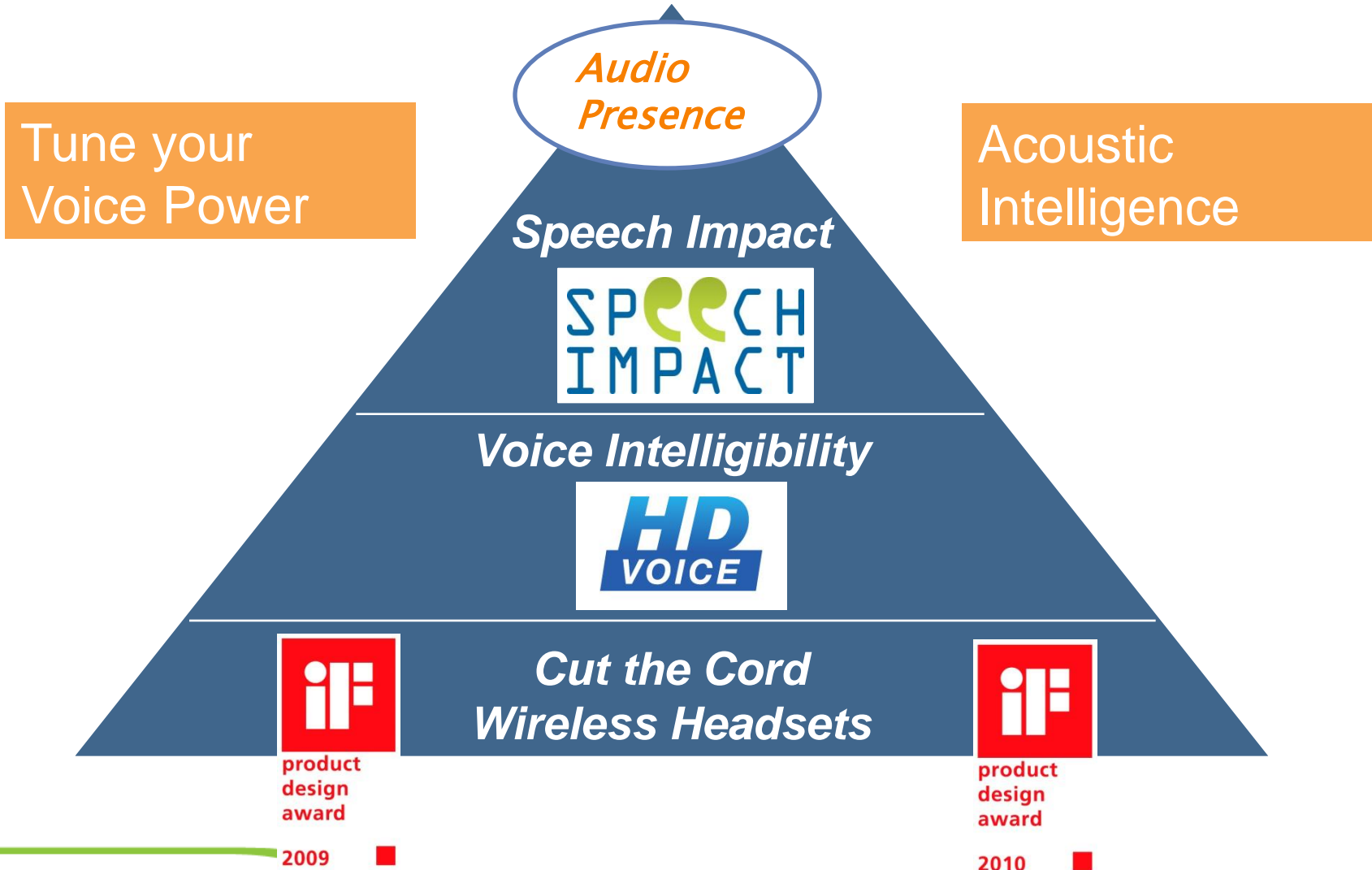
ACOUSTIC INTELLIGENCE



EVOLVE

CONNECT TO THE FUTURE OF WORK

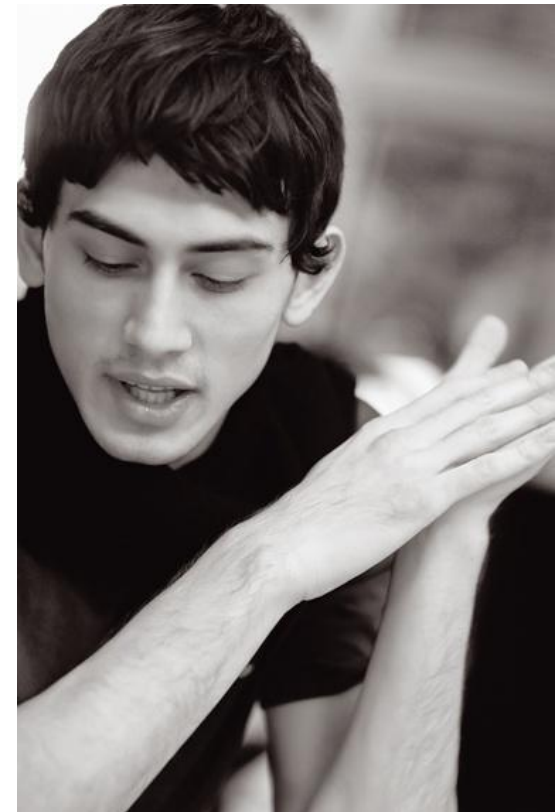
Voice Signature is critical asset for brand experience



Speech Impact – *Masterclass in Business Diction*

- Beyond voice transmit / receive
 - Being understood (content)**
 - Engagement and impact (results)**
- your voice
 - Lungs and cords ... keeping them fit**
 - Power – Pitch – Pace - Pause**
- Storytelling
- The art of powerful conversations
 - Person-to-person, conference calls**

SPEECH
IMPACT



Continuing the Smarter Working Journey.....

- Provide managers & associates have the **skills for distributed working**

A New Work Dynamic

Course Overview

Welcome!

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Welcome to this course on working in activity-based work settings!

Activity based working settings provide individual and group workspaces that can be used for specific purposes.

This course is designed to provide you with knowledge of the features, protocols, best practices, services, and support you will need to work efficiently and effectively in successfully work in activity-based work settings.

So, let us get started! Click the NEXT button to continue.



Staying Visible and Connected

Screen 4 of 24 | Lessons One

Activity

Part of establishing a collaboration network is identifying key alliances. Click each alliance partner on the left and drag it to the matching description on the right. After placing all alliances, click the Submit button to check your answers.

Submit

Reset

Personal Advisors		An technology savvy person who can help solve technology issues by identifying underlying problems and suggesting improvements.
On-Scene Reporter		Someone you can call on in an emergency to speak on your behalf and help you resolve a problem in person when you cannot be in the office.
Executive Sponsor		An executive you can trust to place your name in the hat and keep you informed on important activities.
Subject Matter Expert		Someone with in-depth industry knowledge to call for ideas, trends, and contacts, or use as a sounding board for problems and challenges.
Reality Checker		Co-workers who provide information about internal activities such as problems, changes, or issues within the company.
Personal Mentor		Someone who has reached a high level of professional success that you would like to emulate.
Technologist		Someone to perform a "reality check" on reports or proposals that are pioneering new ground, or that are controversial in nature.
Departmental Contacts		Someone in the know, who can confirm information, give you a heads up on issues, and provide insight on changing situations.

Vision Impaired Version

Hide Screen | Captions Off | Audio On: muted | Reset

Previous

Where I Left Off

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5 | Introduction

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Confidential

Where I Left Off

Table of Contents



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SuccessFactors

Business Execution Software

Managing for Results – NOT Presence

But it all starts with mutual trust and confidence



***Employee First
Customer Second***

"World's most modern management idea"
Fortune Magazine

HCL

Customer Satisfaction

Net Promotor Score



Employee Satisfaction

Discretionary Associate Engagement

In summary

Smarter Contact Centers : *are YOU ready to let them go (home) ?*

Unified Communications: essential for Customer Centricity !

New tools for ***Smarter Virtual Working***

- Unified Telephony mixing soft, hard and mobile phone
- Smarter Presence headsets with sensors

New Adoption tools:

- ***Speech Impact*** Masterclass

Imagine the Harvest ... In your Contact Center

Diminish **absenteeism** by 60%

Reduce **real-estate** costs by 30%

Increase **productivity** by 20%

Increase customer & employee **satisfaction** by 10%



Call Center World Berlin, Feb 28-29 2012



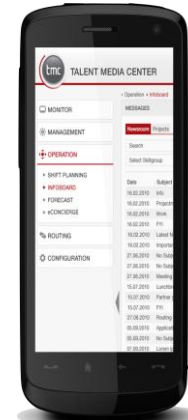
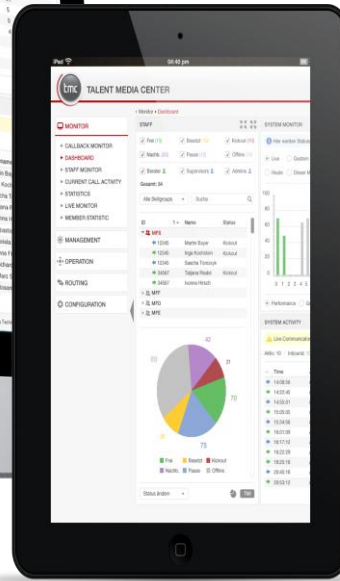
CALLCENTERAGENT



Der Komet "Social-Media & neue Dialogdimensionen" beendet eine ganze Berufsgattung



Die akute Bedrohung durch den Kometen "Cloudtechnologie" macht der konventionellen Denke einer standortfixierten Callcenter-Organisation schwer zu schaffen.



THE INTERACTIVE DIALOGUE PLATFORM





SECURITY / DATA PROTECTION

Sabienzia Secure Desktop – SSD

The complete solution for data processing in telework places



- No hardware or special equipment required, just download and install
- The SSD is always automatically updated and as such always maintains already-installed software to the most current standards. No costly hardware or software updates are necessary.
- SSD is compatible with all current target systems (Citrix, website via VPN etc.)
- Simultaneous usage of multiple target systems is possible
- Individual rights profile management for every individual telework station.
- Lightning-fast switching between SSD and the “private” desktop
- **The SSD is a proprietary solution developed by our industry experts and security specialists in order to meet the legal requirements of the data protection law in accordance with the German Federal Data Protection Law §9.**

Sabienzia Secure Desktop

The same PC with two different desktops

„private“ Desktop:



Sabienzia Secure Desktop:



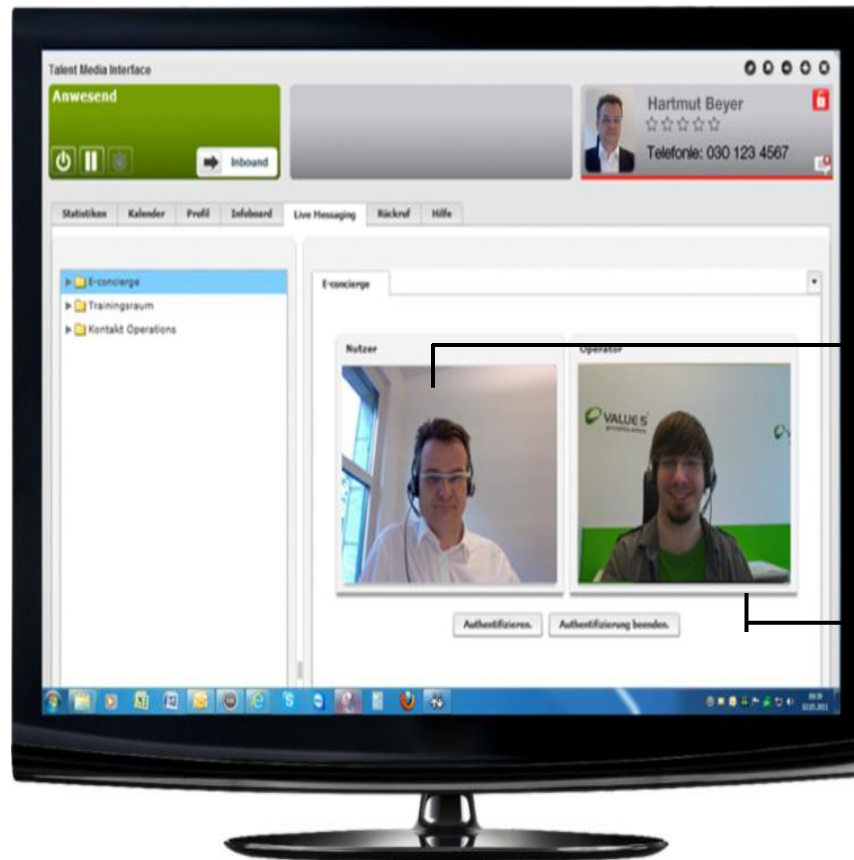
Optical Biometric Access Control

To prevent identity manipulation



Agent Video Authentication

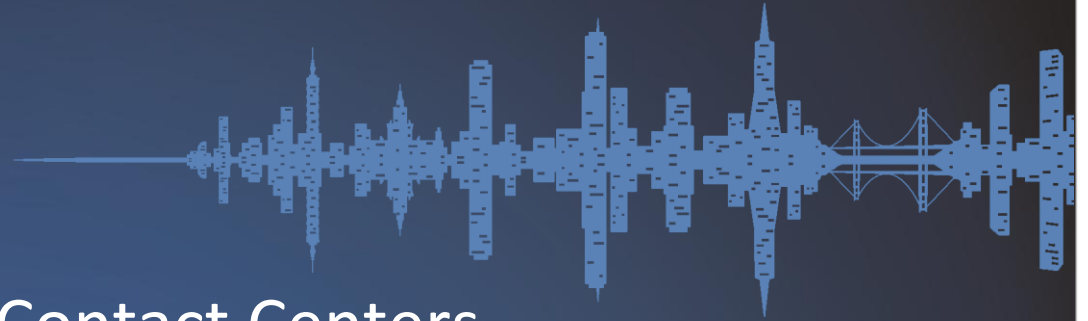
Integrate Video-Streaming tool between Agent and eConcierge



Agents Live-Streaming via Webcam

eConcierge Live-Streaming via Webcam

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Towards Smarter Contact Centers

Reaching across the Enterprise

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Sr VP and MD, Plantronics EMEA

Simply Smarter Communications™