



The Future of Contact Centre

Five Major trends that will change Contact Centres

Executive Summary

Our mission at Nixxis is to develop and offer **innovative “Customer Interaction” solutions**, allowing organizations to respond quickly to the changing communication needs and behaviours of their customers and prospects.

When the first foundations of the **Nixxis Contact Suite** (“NCS”) were laid out in 2006, we already foresaw a world where the Internet Protocol (IP) technology would be omnipresent **and multiply the various ways a customer can interact with a company.**

As the first operational version of *NCS v1* was issued in 2008, the iPhone began conquering the world and we knew that sooner or later we would have to manage the new ways of communicating that these internet centric devices would allow.

Since then, the fixed and mobile computing power has taken over the world, the number of users who are walking the streets with a Smartphone in their pockets is **growing by 1 million every day** and this trend is accelerating.

So, it’s based on Nixxis Vision of the *Contact Centre of the future* that we deliver to you hereby **the 5 main trends** that, we believe, **will change how we serve, listen, sell, support, like, love and interact with our customers.**

Voice technology revolution

Is it with *Text-to-Speech, Automatic Speech Recognition (“TTS/ASR”) or Voice biometrics*, the increasing computing power of ever cheaper computers will finally allow to understand a Human person at **the same level or even better** than another human would probably do.

Voice of the Customer (“VoC”) technology will also allow increase the effective and apparent **quality of the contact** by providing faster feedback speed on coaching and general customer emotions and meaning management.

Channel multiplications

Both the Social Media revolution and the Smartphone penetration are going to generate a *quasi-constant flow of interactions* between a company and its customers. Social media allow us to have **hundreds of conversations per day** with people we have never seen in real life. Smartphones have today more processing power than desktop computer had 3 years ago. As people are better informed and have more channels available, an assault or **tsunami of interactions is to be expected in the coming years.**

All this will generate risks of fragmentation of the information that will require systems able to consolidate in an intelligent way the various means used by customers to interact with its suppliers.

Cloud and Big Data revolution

As processing power is getting cheaper and data communication is getting faster and more reliable, the need to have a centralized IT infrastructure to **manage a company Voice contact centre** will become **less necessary**. Once this Customer interaction data is available on highly powerful processing centres, **all kind of statistics and behavioural analytics will be available** in order to better predict the improvement to be made in the customer experience. This means that a company will be in full contact with its customer base and will be able to **measure by the second** any trends or changes it would induce through the modification of existing products or service as for the launch of new ones.

In Brief
<ul style="list-style-type: none"> • Voice technology will change how we interact with machines. • Communication channels will multiply and fragment. • Cloud and big data will allow us to operate differently. • Collaboration and consolidation will happen in the call centre industry. • Video will change the way agent interact with the customers.

Collaborative and Consolidated Call Centre environment

As in a demand economy the interface with the customer becomes more strategic, the job of the Call Centre agent will move away from managing quantities of interactions and become **more interesting, but also more challenging**. This means that they will have to develop **real relationship with their customer base** and therefore to be specialized in specific knowledge profiles.

This will also result in the **consolidation of smaller call centre** into larger ones not only from a geographic perspective but more from a knowledge and agent base perspective. So, we could even foresee that the Call Centre staff or function might not be limited to specific agent anymore but might be extended to **internal employees able to manage specific and specialized issues**. Even your fan community or “followers” on Facebook, Twitter or LinkedIn could become part of the “Interaction crowd”.

This is exactly the revolution that has happened going from the encyclopaedia “Universalis” to Wikipedia: *There is more content available, it is contributed by more people and it is used by a wider base that can benefit from more up-to-date information.*

Video interaction

With the development of network communication speed (i.e. 4G and 5G in Mobile) as well as the presence of digital screens everywhere (i.e. posters at bus stops being replaced by vertical LCD screens), we feel that the time is not far when **customers will ask to see the person they are talking to**, in real time or differed. With IP based technology and communications, it is not a problem today to add video support to any screen available and therefore also improve the *quality of the customer experience*.

The addition of Video will also allow to **better control the mood and emotions** of the customer as to increase the credibility of the Call Centre customer experience given.

At Nixxis, we hope that you will find the content in the following pages interesting and we stay at your disposal, should you have any further questions or remarks (you can write us at info@nixxis.com).



Automatic Speech Recognition (ASR)

Automatic Speech Recognition (ASR) identifies the spoken words and phrases and converts them to a machine-readable format. Common speech recognition applications will include call routing, speech-to-text and voice dialling. The technology has a wide range of use and is effectively deployed in contact centres, IVR systems, mobile and embedded devices, dictation solutions and assistive applications.

Speech Recognition enables *users to interact with a computer* just by using their voice instead of dealing with buttons and keystrokes. The technology provides highly beneficial and practical ways of use for many innovative applications.

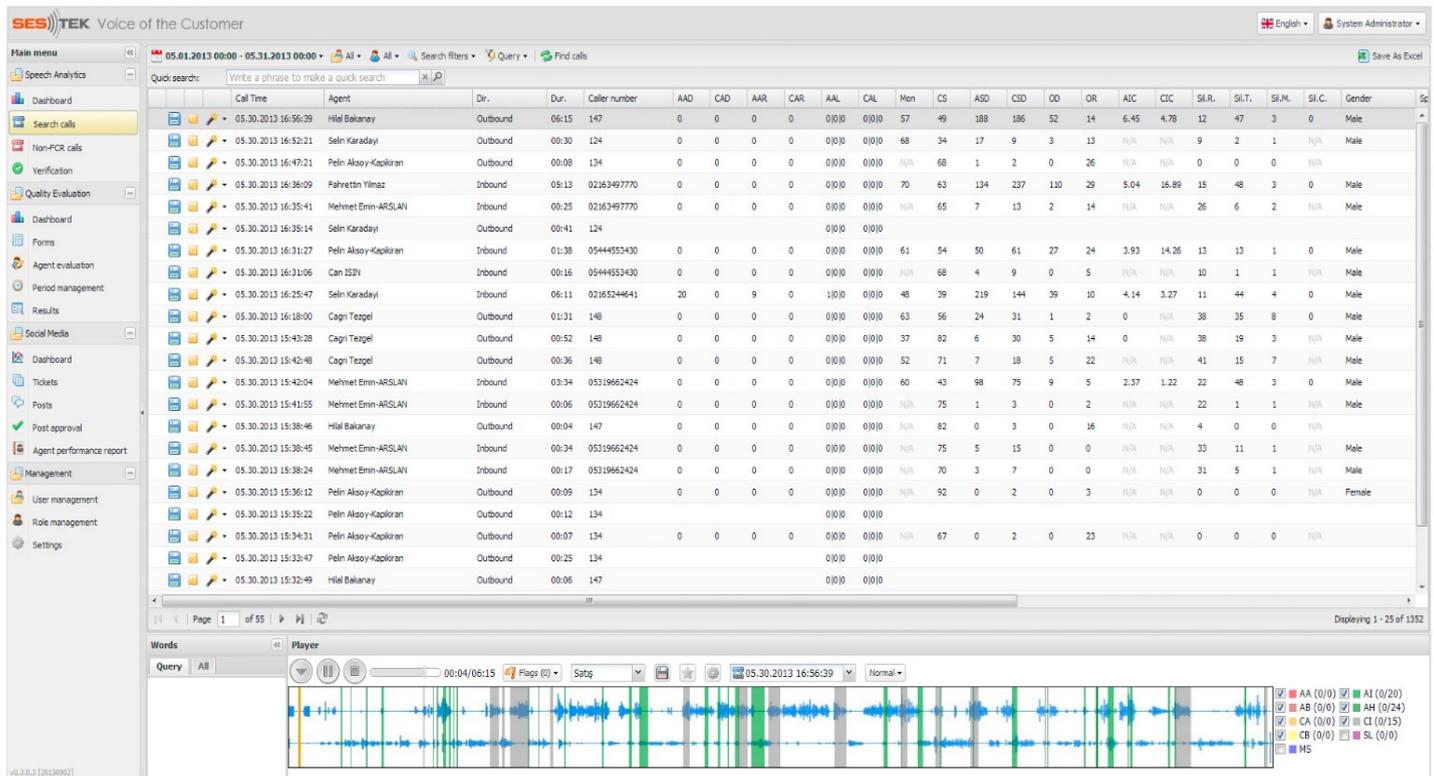
Key impacts in the Contact Centre World:

- *Better customer self-service* experience by talking naturally to the machine.
- *Increased customer satisfaction* as no delay is experienced between demand and action.
- *Decreased operational costs* as channels can be multiplied only based on machine limitations.

Voice of the Customer (VoC)

Voice of the Customer (VoC) captures data directly from customers through customer feedback and indirectly from interaction records from all channels such as *phone, social media or web*. The combination of all the channels provides a *holistic view of the customer behaviour* and enables progressive and visually augmented analytics. The synergy of the individual components such as *Quality Management* and *Speech Analytics* allows for extended quality management capabilities and better judgment based on comparative evaluations such as between *Quality Management* and *Customer Feedback*. The components of a Voice of the Customer Suite are Call Recording, Quality Management, Speech Analytics, FCR Analytics, Customer Feedback and Social Media Analytics.

Voice of the Customer analysis (source: Sestek)



Key impacts in the Contact Centre World:

- *Repeatability in the Quality assurance* procedures
- *Enhanced customer satisfaction* through automatic detection
- *Operational excellence* and best in class efficiency

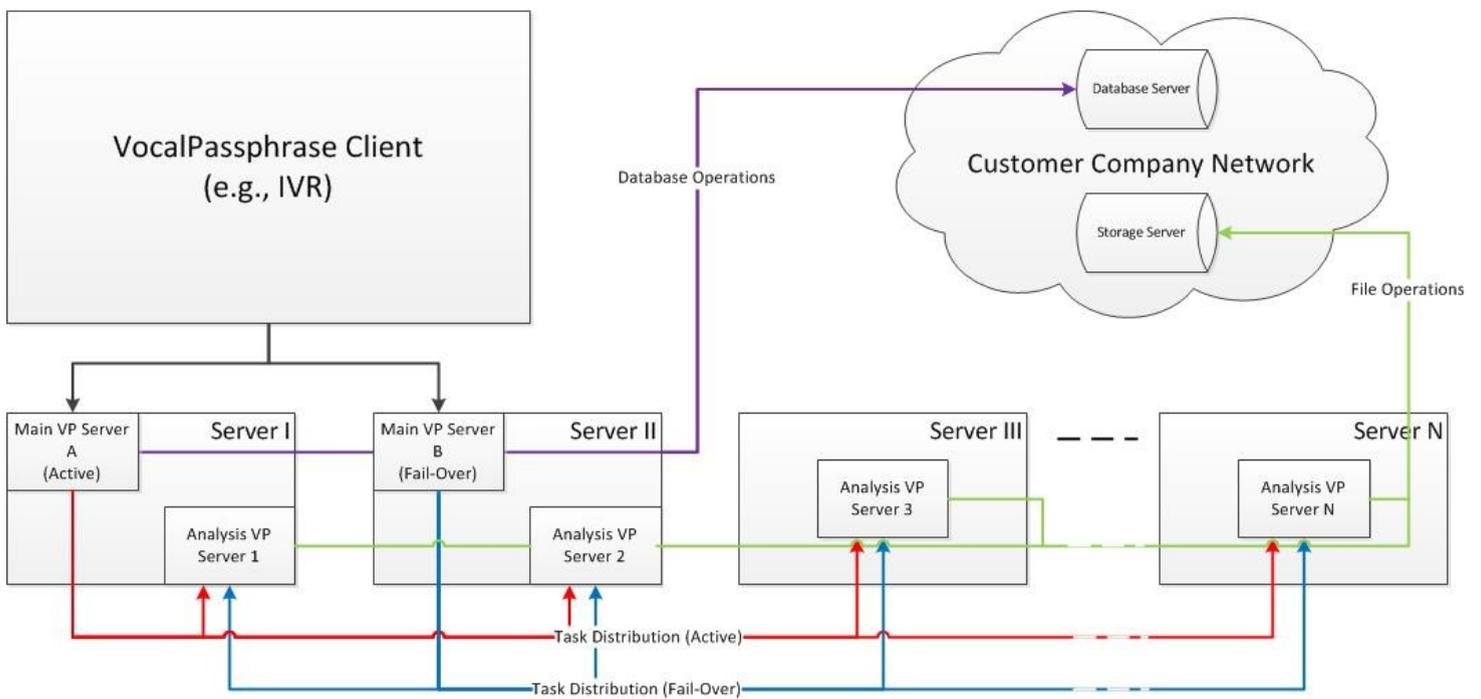
Voice Biometrics

Voice Biometrics Solutions include a number of specific functions like Vocal, Passphrase, Speech Enabled Password Reset, Speech Enabled Second Factor, Authentication, Verification On-the-Go, Blacklist Identification and Mobile Device Authentication.

Vocal Passphrase provides secure access to systems through *voiceprints of individual users*. The individual voice is enrolled to the system once and subsequent calls are authenticated through this voiceprint. The solution can be applied in a variety of flexible ways according to the needs of the customer such as a single layer or an additional layer of security to the standard security procedures

Key impacts in the Contact Centre World:

- Cost reduction via self-service from the customer side
- Round-the-clock service liberated from the IT team availability
- Higher security due to automation and biometric verification
- Configurable security policies depending on the business needs
- Better legislation compliance and adaptability
- Better employee experience
- Scalability of the solution



Voice biometrics architecture (source: Sestek)

Nixxis Contact Suite v2 includes **several voice technologies** straight out-of-the-box but has also an *open voice architecture* able integrating any the technologies from *external specialised providers* (like Nuance, Loquendo, Acapela, Voxeo, Sestek, etc...) in order to both generate or recognise voice communications. This is valid for both on premise installations and cloud-based infrastructures.

Nowadays, if you would want to force your customers to use one particular interaction channel, *you will obviously fail in giving him/her the attention he/she needs and expects.*

Image depends on customer experience

Every customer would want to be approached individually. Budgets once spent on one-way mass-marketing actions are now *allocated to interaction strategies*, allowing this *highly personalized approach*.

Every time a customer comes in touch with an enterprise, he obtains an opportunity to form a new opinion. Over time the collective set of experiences will form a picture in his mind, which will ultimately shape the brand's image and its values. Interaction channels generate contact points as moments of truth!

Interaction around the clock

'Nine to five' serving hours are totally outdated. Customers expect service around the clock. Not being able to cope with these renewed demands *immediately results in customer loss.* Furthermore, customers will no longer accept any disruptions in the communication channels due to technical malfunctions. Such occurrences might be interpreted as an excuse to *cloak a lack of organisation.*

New generation of customers

The new generation is being raised with state-of-the-art multimedia communication techniques, constantly present in their immediate environment. They do not leave the house without their video-enabled mobile phone or PDA and see the world through their e-browser.

How do this chatting, text messaging, surfing, and video-conferencing generation *affect your interaction strategy?* Today they may already represent a consumer group with significant buying power. *Tomorrow they might be managers with decision power.*

Nixxis Contact Suite v2 is based on a **modular architecture** that allows to *very easily adding new channels* to the ones already present today. Whatever the new trendy media on which you need to be present today, is it *text, pictures, voice or video based*, we can incorporate it right away to make sure **your agents are on the same wavelength as your customers.**



Cloud Computing and Big Data

Those *two IT revolutions* based on ever increasing computing power, storage capacities and network performances will *change dramatically* the way we do business and the way we consider IT services in general. Let's take a look here at how these IT megatrends will *change the way Contact Centres will operate*.



Cloud computing to deliver services on-demand

A number of Cloud based Contact Centre solutions are available today but they look more like servers that would *have been moved from your data centre floor to Amazon or Windows Azure*. Cloud based contact centre operations *will look quite different in the future*. As your need to interact with your customers varies during the day, so should also the *services have offered* by your cloud-based contact centre infrastructure. It should as such be able to *exchange data seamlessly* with any customer relationship management solution and/or specific business based back-office system you are using.

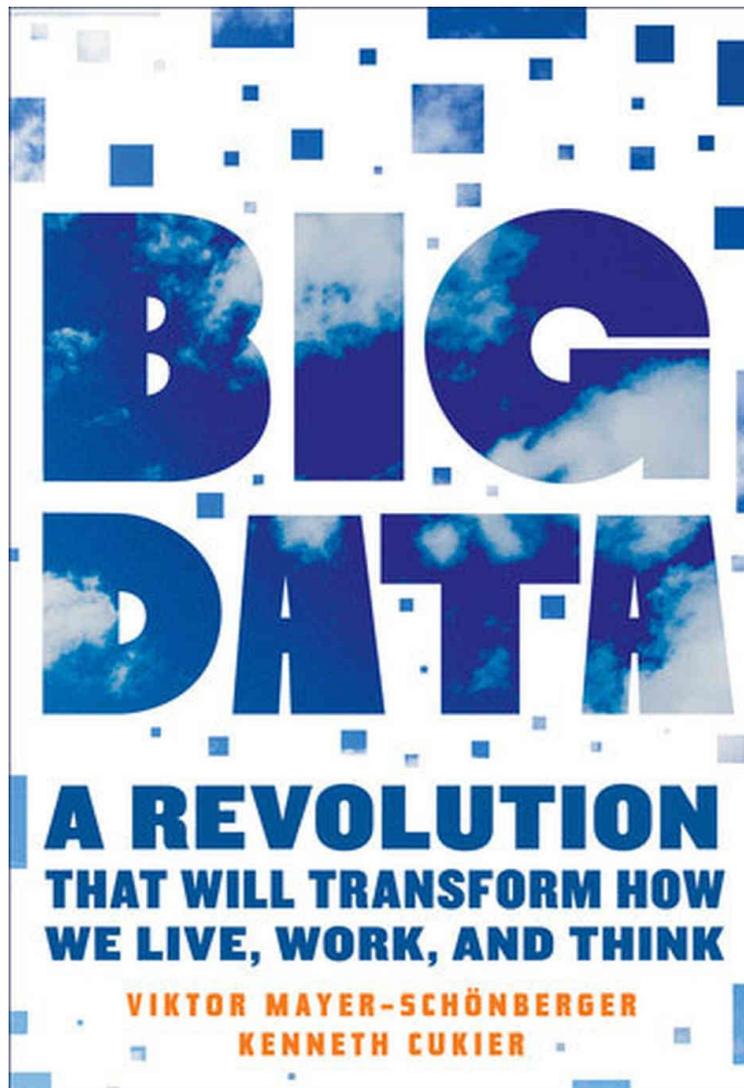
Cloud computing also means more *reliability, security and affordability*. Therefore, we at Nixxis have foreseen from day one, the fact that our software should be able to *run into the cloud and this in a distributed way*. What does that mean? Well, when the ACD module for example *does not need as much computing resources* that say, the IVR, this module should *automatically release server capacity* so that this capacity would be available to *do something else*. This also means that the Cloud based operations can *consume less energy* that on premise-based ones and that the same computing power could be available "*on-demand*" not only from your desktop or laptop PC but also from your *Smartphone, Tablet or any other connected device* that the future will bring us.

Big Data because knowing is controlling

At Nixxis, we are sometimes amazed to see the *amount of data* that is created at the Contact Centre level and that is simply *not used anymore* after 30 or 60 days of storage. Think of all the call conversations from which with real-time extensive analysis, a company could know *by the second* what is really happening into the market and the *mood of its customers*.

Today, Big Data is mainly used to define *patterns of Human behaviours* and *optimize Digital Advertising* for example (see company like Criteo) but tomorrow, with the vast capacity we will have to *analyse the trillions of data* we will produce each day, we will be able to foresee the future more precisely and optimize immediately a service or product offering based on *direct customer feedback*. Therefore, it is important to use systems that are as *open as possible* in order to be able to interface with those coming *tremendous computing capabilities*.

Nixxis Contact Suite v2 uses **reliable and "big-data" ready technologies** is it in the programming interfaces or the database used, we specifically chose for suppliers that will offer a *stable and professional framework* that will let all of our customers benefit from technology evolutions in the same direction. Of course, this comes at a price but *having a future-proof operation* is, we think, worth it.



Collaboration and Consolidation

From a process and business perspective, still a lot needs to be done in order to *improve the way Contact Centre work today*. The improvement of the communication technologies and their variety combined with the necessity to become more efficient and to spend less energy and money in servicing customers will launch a *wave of Collaboration and Consolidation in the Contact Centre world*.



Collaboration between Contact Centres

The same way as companies are pretty much *organized in "silos"*, the Contact Centre industry has organized itself around the *same industrial processes and principles*. This organization used to be efficient in Frederick Taylor's times (the inventor of the "Taylorism") but today where quality matters more than quantity, it is important that *the customer experience as a whole* is taken into the picture and optimized. Look at the amount of various Contact Centres you would need to speak in case you want to *change a combination of services* that you receive today like *moving from one apartment to another, buying a home, etc...*

If Contact Centres would be able to exchange information between them, think again on how the life of the customers could be easier. No Silo's anymore, just *people taking care that your customer experience is optimized* at all and every touchpoint.



Consolidation in the Contact Centre world

Even if “*Contact Centre Business Process Outsourcing*” represents today only about 20% of all Contact Centres operating seats (the others are in-sourced) and as these are mainly used for *highly specialized tasks* like *Telemarketing, Telesales or Credit Collection*, we feel that the trend of “*re-inventing the wheel*” over and over again will come to an end and Contact Centre operations will have to *consolidate both internally and externally*. The big push to this will mainly be given by the fact that data and statistics will be available for manager to take decisions on “*Where is quality produced?*” and “*Where is my money going?*”

This can be both an *Opportunity and a Threat* for *Outsourced Contact Centres* as their potential consolidation will have to go together with a *sharp increase in Quality* (being responsible for the customer relationship and loyalty) and this means that the *small contact centre* that do not have *profiled processes* in order to produce the expected quality will simply *disappear or consolidate into bigger entities*.

Nixxis Contact Suite v2 foresees this market *fragmentation, specialisation and consolidation*. One example of this is the very advanced **Right Management feature** that allows our Customers to define part of their Contact Centre solution as a *separate entity* where sub-contractors or even their Customers can operate on specific issues. These real *islands in the middle of their system* will operate independently but still allow very easily the *exchange of information* with all other entity of the solution as well as *dynamic parameter-based behaviours and decisions* being part of the same and fully compatible Nixxis infrastructure.

Video Interaction

Quality video interaction technology is already available since many years both over the phone and over computer networks. This is often used with services like WebEx or Go-to-Meeting in order to increase the *interactivity between the members* and also the trust that is put into the ongoing exchange. Still, we all feel that these video's exchanges are not the majority of the interactions that are generated today and this for a very simple reason: *People in general do not like to be seen.*

So, how will this inclusion of the video change *the way Contact Centres operate today?*



The inclusion of video in Real Time exchanges definitely *increases the Trust* that people put into the exchange itself. This is particularly important when *difficult or bad news* need to be announced to a customer. The exchanges become really personal and you have less risk that people *disbelieve the sincerity of the agent* on the other side of the line.

At the same time, Video should also be seen as a media that does not always have to be used in *real-time exchanges*. The best example today is *Twitter Vine* that allows people to share *6 seconds video's* or even "*Snapchat*" where people can decide for how long (a few seconds) their picture will "live" on the internet.

All this allows "enriching" the exchange between a customer and a company via the Contact Centre but what about *enriching the exchanges between customers themselves?*

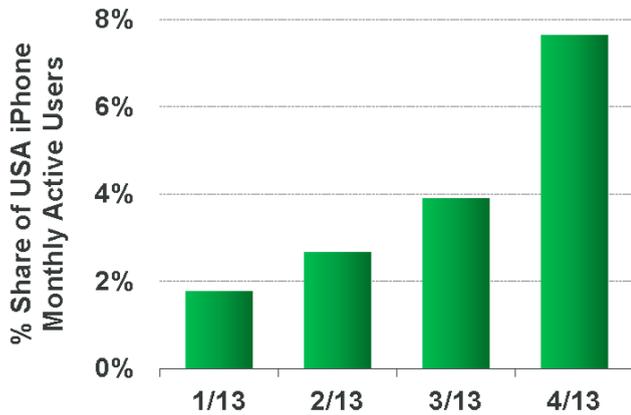
In fact, using video to give more "live" sentiments to the exchange, a company could become the node where *exchanges between customers* will happen and where people can *help each other* and make their life better, companies and contact centres just being there as *an enabler of the exchange.*

And once Video is on the line, you can imagine that when you combine this with the previous Cloud computing and Big data, even more information on the customers can be gathered and used in order to make their life better, generating *more loyalty* amongst its customer and ultimately *generate long term growth*.

Twitter Vine

**6 Second Videos
2x M/M Growth**

Vine iOS App Monthly Active Users (MAUs)
as % of Total USA iPhone MAUs, 1/13-4/13



Explosion of small Video messaging and "Wi-Fi casting" in the internet world. (Source: KPCB)

Dropcam (\$149 ASP)

**More Video
Uploaded per Minute Than YouTube**



Conclusions

We hope that *sharing Nixxis vision* on those *five major trends that will change the Contact Centre world* has been interesting for you. We know that these trends will influence each of our Contact Centre partners differently, but at least at some point, these will have to be taken into account in order to *direct future management decisions and investments*.

At Nixxis, we have always tried to include in our solutions and services, our vision that the *Contact Centre world is only at the beginning* of its era and therefore **the "openness" and "future readiness" of our technology is a must** for each important decision we took when implementing it.

Do not hesitate to *come back to us with your views on where the industry is going* and this via mail (info@nixxis.com) or via our website forum (www.nixxis.com/forum).

We wish you a nice, fruitful and dedicated customer contact centre future.

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Some References





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