

CCW Vegas 2019 - AT&T



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AT&T Contact Center Solutions

Mike Rajich, Director, AT&T, Voice and Collaboration, talked about how his division of the telecommunications giant works with companies to improve ways on how to collaborate and drive business outcomes in the process.

Please tell our audience about AT&T's...and your own... objectives in the contact center marketplace?

My specific focus is in helping businesses build and nurture their customer relationships by maximizing each of their touch points to increase revenue, reduce costs and increase customer satisfaction, which are the key goals in a contact center business. We've been very successful on building these relationships with many of our leading technology providers. This has allowed us to build a depth and breadth of options for our customers to choose from. We create our content strategies from this broad array of services with the awareness that a lot of customer engagement models are driven around performance and management and capturing analytics.

Your website cites that 78% of board rooms recognize the customer experience as the most important strategic performance measure. What do you believe to be the essential element of an empowered context center that helps businesses set themselves apart?

That is an important question. We believe nearly every facet of CX is fluid. Customer needs and their expectations are constantly changing and we see technology changes as well. These businesses are rapidly evolving and going through key transformations which is also driving new requirements and changes within their businesses. For businesses to truly succeed in delivering the positive experiences they desire, we approach it with agility in mind and recognize the need to be ready to enhance or even alter the course when it's necessary. One key is understanding how customers want to communicate with the business - whether that is via voice, chat, social, or video, all the different mediums of communication. We build out these capabilities to be designed to meet the specific customer needs. We also emphasize creating efficient experiences that allow customer data and the contact information to follow the customer regardless of the channel or where there are in the actual journey.

With so many different available technologies, what do you see as the requisite technology considerations that companies should adopt to offer a consistently superior customer experience?

For specifically helping our customers, we're driving a lot of innovation around AI. If AI is currently not part of a company's strategy going forward, we believe that company is going to be way behind. While the technology is still improving, its ability and potential to deliver a consistent, positive experience is not just future-talk. It's happening now. It can make an amazing difference to have that predictive element in place to provide your agents with information at their fingertips to understand the customer's needs across all touchpoints.

Key considerations include making sure the required data is not siloed and follows the customer throughout their journey. Further, companies need to consider how the customer information is accessed and presented to both virtual and human agents in a method framework like a single pane of glass.

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How can organizations meet the growing demand of customers for real-time information sharing on any touch point, any device or any channel?

We're seeing all channels extremely fragmented. I wake up every day and there seems to be another startup in the space that says it can instantly improve the CX experience, but building a true omnichannel experience is hard. With the bevy of technology options, deployment options, and vendor options, it can be like feeding into a slot machine that doesn't necessarily guarantee a payout. That's why it's important to work with experts with the knowledge and experience of seeing how winning combinations are put together. In the end, omnichannel must be efficient for both the customer around their experience and the agent around their ability to service the customer.

Will you share with our audience some of the capabilities that your division brings to the table that enable its clients to make those improvements in their CX programs?

AT&T does business with tens of millions of customers around the globe and we continue to learn and implement best practices at scale. This combined with the longstanding, strategic relationships with industry leaders enables us to have a holistic view and perspectives that few can match. We provide contact center solutions for 7 of the Forbes 50 and several of the largest federal and state government agencies. AT&T has experience selling, managing, and integrating our award-winning network with all the leading contact center providers.

In addition, AT&T itself has some of the largest contact centers for its customers and has tested, vetted, and used many of the leading technologies to serve its customers. That experience is leveraged to both understand customer issues and to better serve them in their contact centers.