

2012 ROUNDTABLE OF CHAMPIONS



Three strategies to shave costs and deliver a great customer experience

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Michele Rowan | CEO, Customer Contact Strategies

Barbara Porter | SVP, Customer Experience & Business Development, Nicor National, an AGL Resources Company

David Geiger | CEO, Center Partners

Moderated By:

Mark Miller
Sr. Director,
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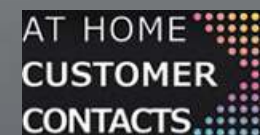
Strategic Talent Management- Remote Agent Model

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Strategies for accessing superior talent
within budget as call complexity grows and
how the remote workforce may fit

Michele Rowan

CEO

Customer Contact Strategies



Introduction to Customer Contact Strategies

- 12 years with Hilton Hotels Corporation as VP Performance Management
- Both US and International Experience
- Led remote agent expansion from 200 to 1000+ agents
- Worked with 500+ companies deploying the remote agent model past two years
- Gap analysis/readiness assessments
- Regional two-day best practice workshops
- Management training on site

Today's Customer Contact Challenges

- Expanding channels
- Transaction complexity
- Costs

Remote Agent Game Changers

- The “Happiness Factor”
- Cost improvements
- Incremental benefits (not drivers but returns)

Critical Success Factors

- Understand what's possible
- Program sponsorship
- Business process
- Technology

Summary

- Best talent
- Better cost
- Best customer experience

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Strategic Employee Engagement

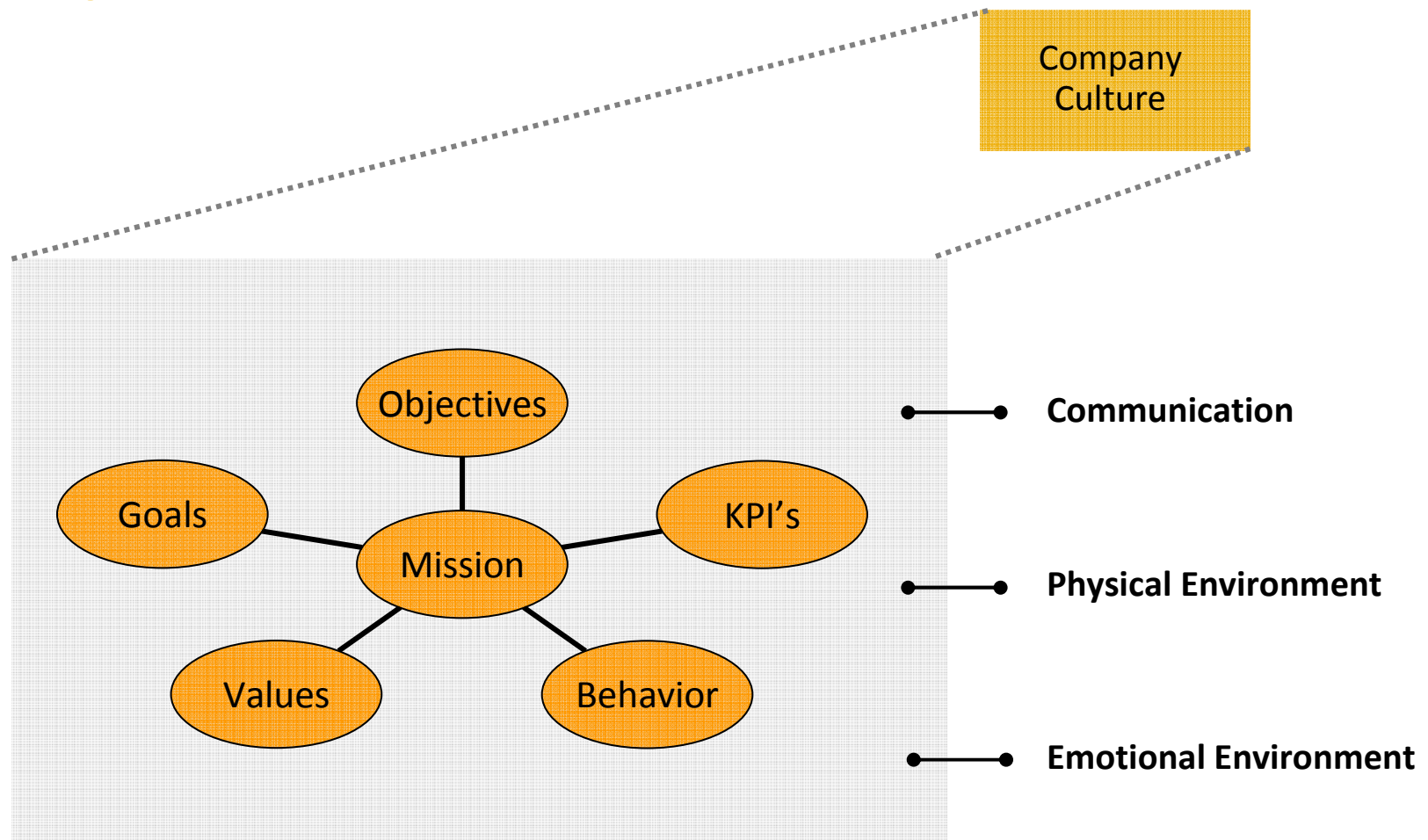
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Strategies for utilizing high employee engagement is the contact center in order to meet the challenges of the New Norm

Barbara Porter
SVP, Customer Experience & Business Development,
Nicor National, an AGL Resources Company



Need #1

Merge Values and Define Culture

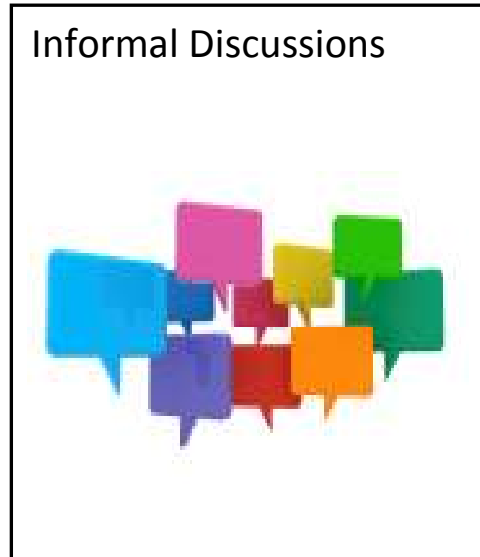


Lead an intentional culture

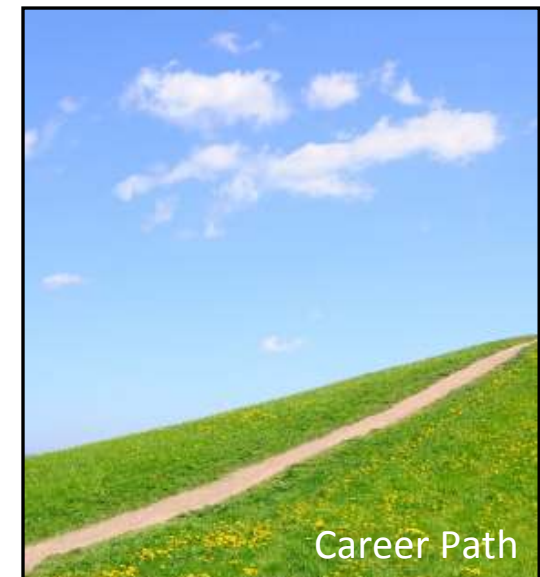
1. Physical (Environment)



2. Communications

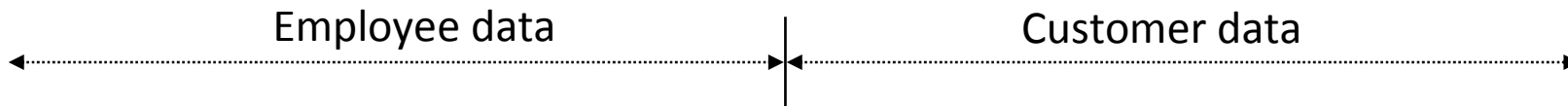
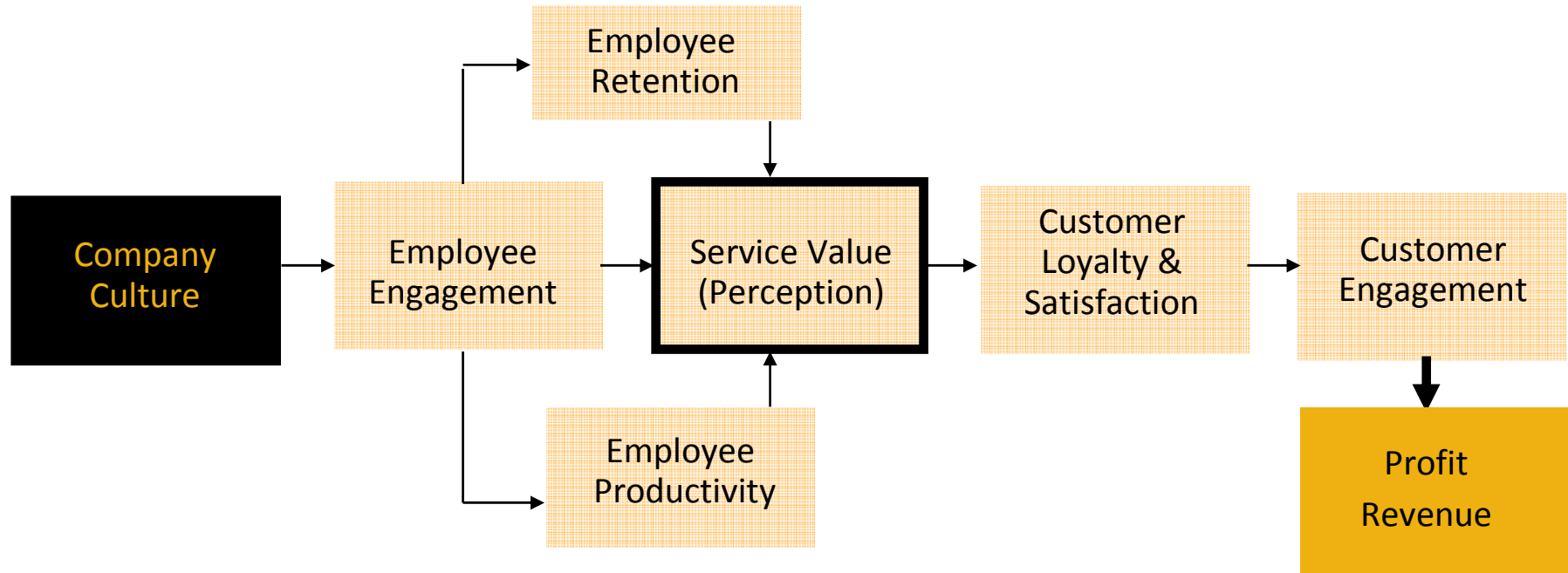


3. Emotional Drivers



Need #2

Link employee and customer data to business outcomes



The service-profit chain ...puts “hard” values on “soft” measures.

It helps managers target new investments to develop service and satisfaction levels for maximum competitive impact.

• **Collect Feedback**

1. **Employee Voice**

An online feedback submission form for collecting unsolicited employee questions, concerns and suggestions

2. **Employee Pulse**

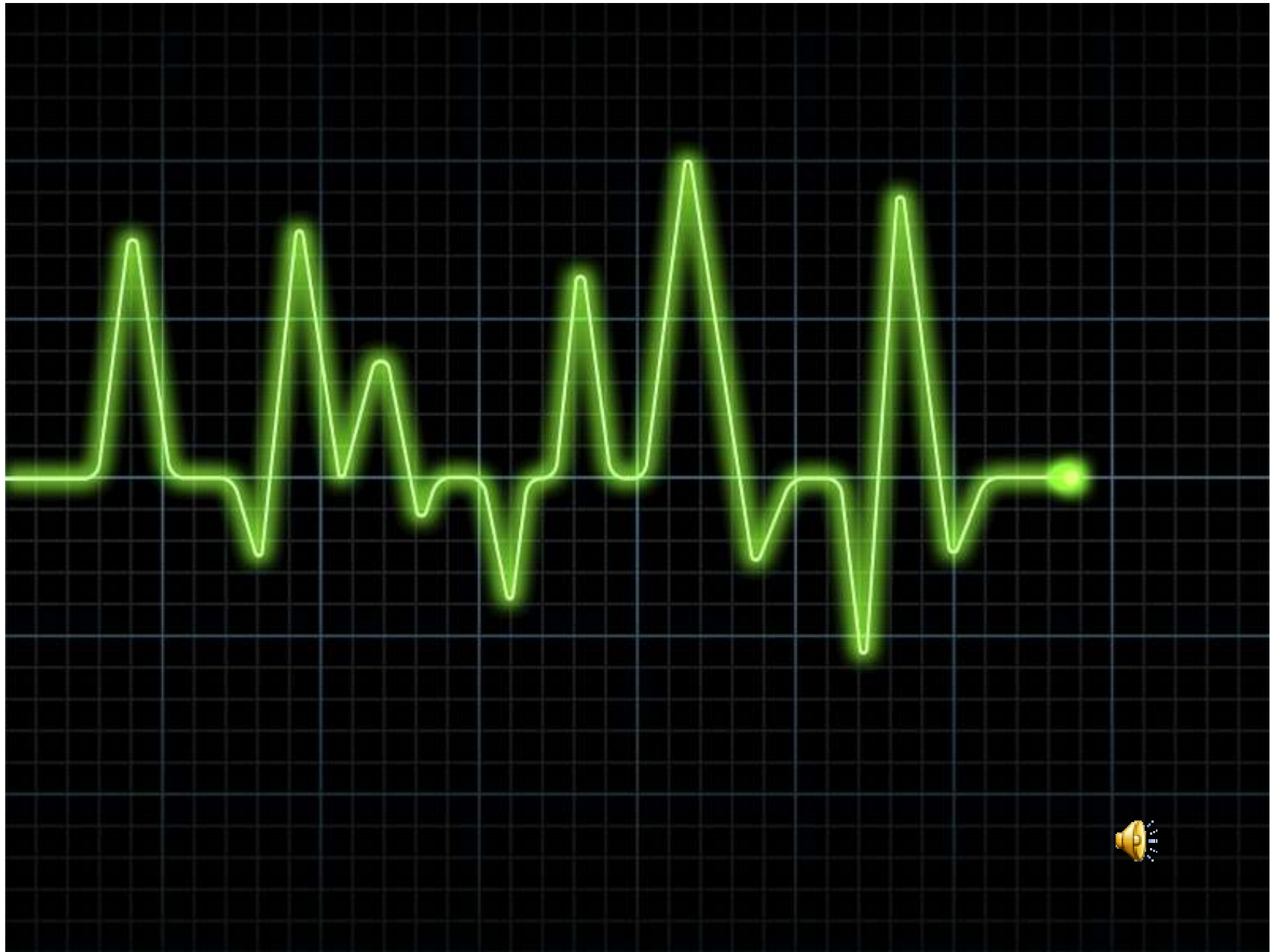
A monthly benchmarking survey of employees

3. **Personal: Monthly round tables and daily walk-arounds**

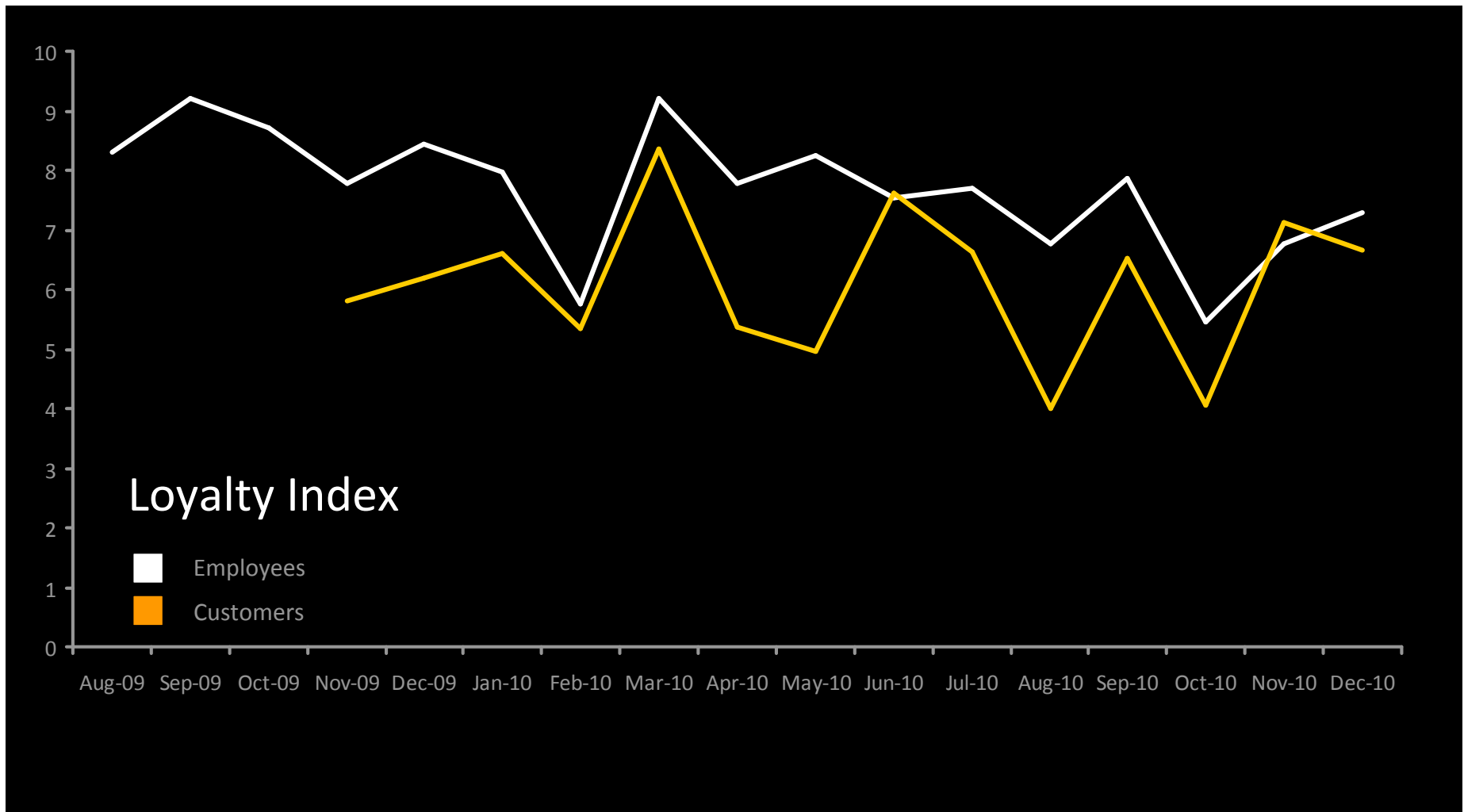
Fostering personal feedback

• **Measure and **Continuously Improve** Employee Engagement**





Our Heartbeat ... in Rhythm with Customers



Profitability impact of a positive culture over time

GOAL: Reduce Cost Per Sale

Year	Call Volume	Sales	Conversion	Cost/Sale
2005	1,002,300	60,700	6.0%	\$94
2006	1,021,900	124,700	12.0%	\$96
2007	912,400	127,800	14.0%	\$74
2008	821,500	145,000	18.0%	\$68
2009	961,600	195,900	20.0%	\$67
2010	983,607	211,644	21.5%	\$53

GOAL: Improve Retention

Year	Attrition %	% Improvement
2008	21.99 %	--
2009	21.76 %	1.05%
2010	20.06 %	7.81%



2007



2008



2009



2010



2011

Barbara Porter

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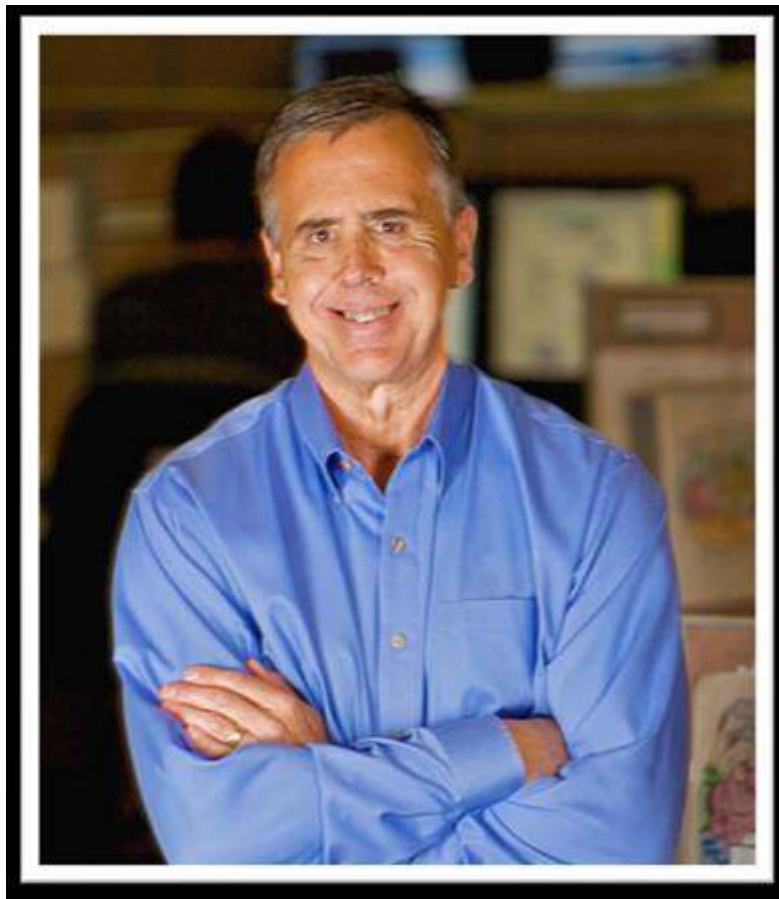
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J.D. POWER
AND ASSOCIATES®

Strategic Outsourcing

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Strategies for effectively enabling a Brand-
enhancing customer experience across
global outsourced business partners

David Geiger
CEO
Center Partners



Strategic Outsourcing

Strategies for effectively enabling a Brand-enhancing customer experience across global outsourced business partners

David Geiger
CEO
Center Partners



My Name is David, and I'm an
outsourcer

A branded customer experience happens in many channels.

- Store
- Web
- Social Media
- Chat
- Email
- Voice

Brand Consistency by Channel / or Not:

- Policies and Procedures
- Scripts and Talking Points
- Look and Feel

Brand representation in the contact center requires?

- Standard policies and procedures
- Branded scripts and talking points, agenda and purpose
- Building representative/agent brand awareness for chat, email, social and voice transactions



















Understanding branded customer experience with 2 questions

WARNING – THIS REQUIRES TRANSACTION LEVEL REVIEW!

The questions:

- 1) Did we provide a world class experience?
- 2) Did we do what our client pays us to do?

Outsourced Value Proposition / Cost Model

- Convert fixed cost model to variable cost
- Continuously improve CSAT as a condition of contracted services
- CSAT Incentives as part of contracted service agreement
- Generally around 15-25% savings without fully amortizing fixed costs and 30-50% savings with fixed cost amortization

