Customer Engagement

Customers demand flexible engagement options so they can contact businesses anytime, anyplace, anyhow they choose. A recent study shows that 46% of customers look to social media before making a purchase, emphasising the importance of thinking beyond basic phone, fax and email provisions for customer engagement. This Omni-channel approach allows you to offer self-serve options, or to connect customers and representatives with ease, delivering a significant competitive advantage. Leading FTSE100 businesses are already meeting this challenge to provide an Omni -channel service to their customers. Can your business keep up?

**Your project, our approach**

*Channel Check*: We undertake a review of your customer channel strategy (physical, web, phone, tablet, kiosk, mobile, social) and check alignment against your overall business strategy to deliver a full gap analysis. Where necessary we will help you develop and deliver a channel strategy to achieve alignment.

*Operational Health Check*: We conduct a full review of your ability to cater for customer contact with analysis of work force planning including: forecasting, recruitment and deployment. Focus then shifts to Customer Service Representative (CSR) performance: operational performance and attendance, CSR organisational and call delivery, looking at skill groups and prioritisation and system performance along with any other external factors that affect your services. At the end of the analysis process, CoolHarbour will deliver an impact assessment and executive report providing you with:

* Full Assessment of the operational and technical efficiencies of each area we analyse.
* Objective view of potential improvements and their value.
* Roadmap of potential improvement - indicating priorities.
* Model and database used in the analysis.
* Presentation to senior management.

*Digital Gap Analysis*: Using the results of the Channel Check and Operational Health Check we will prepare a full digital gap analysis and on-going support as you prepare a full business case for additional IT investment.

***We ask you to choose the desired functionality, and how you want it delivered –via existing******infrastructure, in the Cloud, or as a fully managed service, ensuring you get the customer engagement system you really need.***

*Solution Design*: We will work with your own I.T teams to prepare a detailed design that will help you achieve your strategy in phases so that you are able to maximise quick wins with log term benefits.

Our solutions address key challenges in the areas of **Channel Strategy, Multi-channel Communications, Outbound Contact, Workforce Optimisation, Self-service, Mobile Applications and Performance Analytics.**

*Operational Change*: We work with you to make changes that meet customer demand with better work force planning and optimisation for your omni-channel operations (physical, web, phone, tablet, kiosk, mobile, social).

**When to partner with us**

**Are you dabbling – Digital Primitive?**

You should be working with CoolHarbour if you have already implemented a program but run into any of these problems:

• No channel integration.

• Heavy bias towards marketing functions.

• Me-too services that follow rather than lead.

• Minimal desire to change operations despite widely recognised benefits.

• Lack of digital skills in your workforce.

**Are you well on the path of the digital journey – Digital Inquisitive?**

Even if your journey towards digital customer engagement is well underway, CoolHarbour can help improve outcomes by assisting with:

• Multi-channel system design, development and deployment to cover on-line, mobile, phone and more.

• Some new digital customer services

• Self service, zero-touch transactions

• Developing your digital strategy

• Adding digital operations to your organisation

**Ready for that final push to being a digital company – Digital Native?**

When your business is completing the transition to become a truly digital company, CoolHarbour can assist with:

• Omni-channel operations to deliver a consistent experience to customers across every medium (physical, web, phone, tablet, kiosk, mobile and social).

• Realising major growth and new revenues by enhancing digital services.

• Uniting business strategy and digital strategy to create a comprehensive roadmap for the future.

**What can we offer you?**

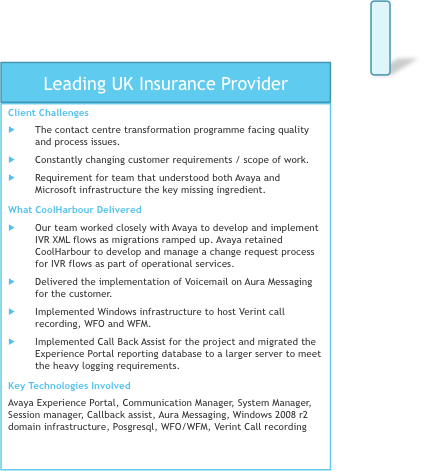
CoolHarbour are experts in customer experience/engagement and omni-channel technologies (Genesys, Avaya and Microsoft) across many sectors. Our consultants have many years of experience implementing web, mobile, social media, contact centre and collaboration solutions, working with you to deliver real operational change through projects of all types. We have built our Consultancy and Delivery capability on best practice principles, using a common-sense approach to create a compelling, market-leading offering. Our management consultants and directors are chosen for their mix of outstanding technical ability and people skills, for their energy and drive, and for their track record in successful delivery of contact centre operational and technology outcomes.

CoolHarbour customers benefit from our unswerving commitment to outstanding service. We will:

* Challenge the rationale for any project to ensure that there is a sound business case for undertaking the initiative, before any funds and resources are committed.
* Ensure the objectives and outcomes of every project are clearly defined, agreed and supported by a comprehensive plan for delivery.
* Guarantee there is full commitment from the project sponsor and clear direction from the right management level in your organisation.
* Provide strong and experienced Management Consultants to assist with every stage of the project. Use our proven delivery approach to ensure positive project outcomes.Deploy the right software tools to aid communication and decision making throughout the project cycle.

Our consultants also ensure that process, pace, energy and enthusiasm is injected into every assignment to really motivate your teams and align everyone to achieve profitable operational improvements.

**Who have we helped?**

CoolHarbour consultants have an excellent track record of providing Contact Centre transformation to clients including:

Telecommunications:

* British Telecommunications plc
* Orange
* Zamir Telcomm
* Tata Communications
* Virgin Media (formerly ntl: and Telewest)

Transport:

* Transport for London (TfL)

Commercial:

* TUI

With extensive experience of designing, deploying and maintaining customer engagement platforms and strategies, CoolHarbour is your perfect partner for profiting from the omni-channel revolution. Call us today on 020 7060 6032 to discuss your project and how we can help.