

A Customer-Focused Approach to Solving Strategic Challenges

Develop a roadmap to meet customer needs and expectations

TeleTech Consulting can help

Our customer experience strategists and operators will lead a discovery session designed to understand the current challenges, opportunities, and best go-forward approach to improve the holistic customer experience at your company. Our integrated approach helps clients realize the possibilities to drive growth, improve retention, and increase business value.

The goals of the session are to:

- ▶ Understand opportunities to drive customer experience improvement and quantify the associated business case
- ▶ Identify barriers to success, resources available and context in regard to other strategic priorities
- ▶ Define the appropriate path forward to achieve strategic objectives
- ▶ Confirm alignment and agreement about approach, expected impact, constraints and resources needed for the effort

After years of focus on – and investment in – the customer experience, there remains a growing disconnect between brands and their customers. While 80% of companies believe they are delivering a superior customer experience, less than 10% of their customers agree. And, overall customer satisfaction has declined for 4 consecutive years.

Companies need to understand where the gaps exist between their customer experience strategy and how it gets delivered.

Who should take advantage of a TeleTech CX Discovery Workshop?



Companies needing to drive top-line growth or reduce cost-to-serve



Brands struggling to secure customer retention or grow digital engagement



Organizations trying to solve any customer-focused strategic challenge that keeps executives up at night

CASE STUDY

A measureable improvement to AHT impacts costs and satisfaction

The Challenge

A leading U.S. Financial Services company needed to get to the bottom of its increasing average handle time (AHT) on incoming calls to its contact center. The bank was dealing with more complex inquiries, greater customer expectations and a challenging technology landscape.

The Approach

TeleTech Consulting conducted a day-long discovery session to diagnose organization, process and technology challenges impacting AHT. The team identified a series of improvement opportunities including the technology challenge of associates needing to access more than 20 different systems to solve customer inquiries. The team also recognized that best practices were not broadly shared across the enterprise.

The Results

By implementing TeleTech Consulting recommendations, our client reduced average handle time by almost 20 seconds and deflected approximately 37k calls/month. The bank also improved customer experience as measured by its advocacy scores.