



# contact connections

news you can use for your  
contact centre and your business

March 2007



a word  
from Stan

## Connecting with you

Press or say "One" to reach Stan.  
Press or say "Two" to speak with a  
TELUS Contact Centre  
Consultant...Can Interactive Voice  
Response (IVR) be that simple?  
Yes!

Everyday, TELUS helps companies  
implement IVR systems that reduce  
costs and improve customer  
service. We've assembled some of  
the learnings from our experience in  
this issue of **Contact Connections**.

Let's explore this fascinating world  
of touch-tone IVR and speech self-  
service.

*Stan*

Stan Tyo  
Vice President, TELUS Contact  
Centre Solution

P.S. We want to ensure that  
**Contact Connections** is  
relevant to your business. Drop us  
a line with for your questions, ideas  
for articles, or any comments you  
may have. Our email is  
[contact.connections@telus.com](mailto:contact.connections@telus.com).  
I look forward to hearing from you!

## spotlight on IVR

### Self-serve or request-serve? That is the question!

Busy. Busy. Busy. Does that not sum up your entire day? It's the same for your customers. That's why it is so important to make it easy for them to do business with your company. Otherwise they will go elsewhere.

A recent Gallup Group report says: One bad interaction will decrease customer loyalty by 66% and be remembered for 12-14 months. Forum Corporation states: 70% of customers switch to the competition due to service quality issues.

Providing agent assisted service to every caller for every product or service is cost prohibitive. IVR is designed to get rid of the repetitive, easily automated inquiries so agents can delve into things we all love to do – dynamic, real time problem solving and servicing.

There has to be a healthy balance between allowing customers to choose self-service and putting pressure on them that self-service is the only option. A recent article from Genesys, aptly titled "The Customer is King, and the King is Busy", states that "75 percent of them ended up feeling less loyal to the company and took their business elsewhere."

In order to ensure that your IVR reflects your business direction, a once-and-done attitude does not work. Poorly designed, managed and neglected self-service phone portals erode customer satisfaction and increase frustration.

### Change costs money

Flexible companies react quickly to changing business conditions. They gauge market conditions and monitor customer behaviours to flexibly adapt to the new user demands. Changes may not only impact the IVR system, but other business processes as well. The change management processes in a company must then reflect the agility and ease of executing the new process, control costs and maintain productivity across all business units.

Changes to an IVR system could be the result of one of three conditions:

- **Need to adapt to market or business conditions.** Examples of market condition modifications could be the arrival of new competitors and the need to differentiate services to new store hours of operation.
- **Adjustments driven by the customer.** Customer behaviour may have companies addressing new product or service offerings, amendments to product availability or quality issues.
- **Changes that result from revised business processes.** Business processes may change to accommodate new or altered media services, such as instant messaging, email, Web collaboration, user authentication, or up-selling or cross-selling related products or services.

To update a system, some of these tasks fall under regular maintenance initiatives. We know that changing menu items, prompts, and error handling is a tedious task. Even more time consuming can be setting up a process for adding languages, personas, and customizing operational statistics.

#### “SAY” it again, Sam

Speech recognition solutions can help businesses meet these challenges. Speech recognition applications are tremendously useful, effective and accurate from both the customer’s and company’s perspective. Speech-enabled IVR drives significant cost savings and improves customer satisfaction – as long as the right high-quality application is applied to the appropriate problems/functions.

Speech technology combines the telephone’s mobility and immediacy of response with the richness and sophistication of the customer experience on the Web. Speech technology is a viable option because it allows businesses to:

- **Leverage the phone.** Customers, employees and partners still prefer the

phone up to five times more than the next alternative means of communication such as email or the Web.

- **Reduce cost per resolved issue** from between \$6 and \$10 to between 20¢ and 35¢, resulting in significant savings and a return on investment (ROI) that ranges between 6 and 18 months.
- **Improve their customer, employee or partner experience, service and satisfaction** by extending service hours and providing anywhere anytime service availability.
- **Focus on their core business.** Companies pay TELUS for only what they use and TELUS takes care of the ongoing hosting, support and maintenance of the application.

New, busy customers are coming and they want a simple, convenient, accessible choice in the way they engage your company. Will you be ready?

Send us an email at [contact.connections@telus.com](mailto:contact.connections@telus.com) and we can explore your strategies and fulfill your needs.

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## you asked

Each issue of **Contact Connections** highlights a recent request from our readers. Submit your question by dropping an email to [contact.connections@telus.com](mailto:contact.connections@telus.com).

### Everyone says “it’s easy to use IVR”. What are some ways companies use IVR?

IVR can improve the customer experience and extend service to a 24x7 reality. There are many ways touch-tone IVR and speech self-service can be used:

- Account balance
- Address change
- Charity donation line
- Corporate directory
- Creating appointments

- Field force automation
- Flight schedules
- Frequently asked questions
- Fund transfers
- General information inquiries
- Hunting licence draw
- Membership renewals
- Meter reading service
- Mileage reporting
- Order status
- Ordering new services
- Password reset
- Pet finder service
- Public bulletin board
- Reporting card sales
- Reservations
- Road reports
- Stock prices
- Surveys
- Voting

Don't hesitate to contact your TELUS account manager for more details or write to us at [contact.connections@telus.com](mailto:contact.connections@telus.com).

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## spring cleaning

### Delight customers with a fresh, modern approach to self-service

Which setting reflects your business?

**Scenario #1:** You have decided that your legacy IVR needs some fixing, streamlining or an entirely new direction.

**Scenario #2:** Automation and containment has stalled. Customer experience is not the best. Your systems are getting older and you would like to explore a fresh approach. In reports ranking your competition, your company doesn't rank top-of-mind in terms of customer service. You have heard the buzz about speech solutions but are still not convinced.

For both scenarios, an **IVR Strategy Development Initiative** can help clarify your needs. Available only from TELUS Contact Centre Consulting, this straightforward process will allow

your business to take a giant leap forward. Our approach consists of four main steps:

1. Develop the IVR strategy map and strategic objectives, prioritizing all initiatives. To do this, the TELUS team engages your IVR operations owners and all key line-of-business owners. Strategic objectives are then approved by your company.
2. Review all available statistics and current initiatives. Assess how they support the strategic objectives. In collaboration with your IVR operations group, this work is done by a TELUS group of IVR experts in legacy systems, speech recognition applications and voice technology.
3. Develop high-level business cases to facilitate preliminary decisions on a prioritized list of initiatives and quick hits. Work involves collecting preliminary data such as IVR best practices, your industry-specific best practices, drivers that pertain to your IVR channel, specific case studies, and competitive data regarding your peers.
4. Develop detailed business cases with your choice of priorities and quick hits, as well as a detailed road map for all chosen top priority initiatives.

Since 1984, the TELUS team has been instrumental in helping many companies enhance their legacy IVR systems by changing them to reflect their growing, changing business. Other companies have gleaned sizeable profits by going beyond what their competition offers through self service and speech recognition solutions.

Our team will help you make the right IVR technology/solution choices to transform your IVR channel into a strategic asset that reduces operational expenses and grows revenue. Your new self-serve offering will have positive impact on customer experience and loyalty.

Typical duration for this engagement: 8 weeks with 4 to 6 TELUS team resources.

Contact Frank Muzzi at [frank.muzzi@telus.com](mailto:frank.muzzi@telus.com) for your IVR spring cleaning venture.

## new solutions

### Welcome TELUS AgentAnywhere

The TELUS Contact Centre Solutions team would like to proudly announce the arrival of their newest addition to the family: **TELUS AgentAnywhere**.

TELUS AgentAnywhere makes it easy to set up a remote agent workforce. Our unique solution integrates two services: the network that connects remote agents to their contact centres and an online recruitment resource called ContractXchange. TELUS AgentAnywhere is a breakthrough approach to sourcing and managing high quality, cost effective agents.

Another compelling aspect of TELUS AgentAnywhere is its flexibility. If 15 full time equivalents are needed for a program, 30 agents are trained. Given that contract agents pay for their own training, the cost of training additional agents is very low. The combination of having a large pool of agents to draw from plus the ability to schedule these agents in half hour increments allows the platform to dynamically scale to daily, weekly and monthly call volumes.

TELUS AgentAnywhere allows our clients the benefits of:

- **Precision** – hire for specific transactions and work periods, pay only for completed transactions
- **Simplicity** – no employees, no unions, no outsourcers
- **Flexibility** – contract agents are inherently more flexible, resulting in significantly more flexible schedules
- **Direct relationship** – an up-front, performance based agreement with vested, motivated, independent business contractors
- **Cost savings** – capital, operational, employment, productivity

For more information on TELUS AgentAnywhere please visit [telus.com/agentanywhere](http://telus.com/agentanywhere)

## campaign news

### TELUS in your mailbox

A contact centre solution that is as unique as your business. Backed by TELUS.

Your organization has a DNA all its own. That's why you need a contact centre solution custom-designed to match your own unique way of meeting challenges and your own unique way of finding and keeping customers.

To make sure you get the solution that's right for you, we invite you to reserve a **complimentary consultation** with a TELUS contact centre specialist – a **\$1,200 value**, yours at no charge.

You can expect an in-depth discovery of your needs and a complete recommendation that includes planning for your future and, if required, for business continuity too.

Take advantage of our promotion before it **expires on July 31, 2007**.

Visit [telus.com/DNA](http://telus.com/DNA) or call 1-877-288-2810 to reserve your complimentary consultation today.

**BONUS:** If you confirm your consultation before July 13, 2007, we'll also give you a Bluetooth headset\* that will set you free to do even more for your customers.

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## contact us and win!

Your opinion counts! We would like to hear what topics are most relevant to you and your business. Please send your comments and questions to [contact.connections@telus.com](mailto:contact.connections@telus.com).

**You could be a winner!** Each quarter we will randomly choose one entry for a special prize.

\* To qualify for the Bluetooth headset, you must reserve a consultation with a contact centre specialist. You will receive the headset at your consultation.