

## eg customer channel consulting services

Customer service is a litmus test of an organization's commitment to its customers, and over the long term, it is as critical a predictor of business success as product quality and cost. In today's increasingly competitive environment, most businesses recognize the need to streamline spending and produce more value for their investments, and so customer service operations are expected not only to reduce costs but also to improve customer satisfaction while generating additional revenue. eg can accelerate the evolution of your customer interaction channels so you can reach those goals.

Our deeply experienced experts can help you to develop state-of-the-art, best-in-class customer channels that simultaneously improve quality and lower cost. We help you to develop innovative strategies that actually meet customer wants and needs. We help you to re-engineer your processes to make them more efficient, to select and implement appropriate and cost-effective technology solutions, and to evaluate, rigorously, related IT investments for ROI and impact on the customer.

Our expertise in customer channel consulting was developed in the trenches, working in the contact centers of businesses to help them gain competitive advantage by quickly and efficiently serving each customer from the traditional point of first contact—by phone. Of course, we help you to reduce the largest expenditures in contact centers—on personnel and on telecommunications. But we go far beyond that, designing for you the optimal mix of people, processes, and technology to ensure that your customers have positive yet cost-effective interactions with your business. We do this by giving customers contact channel choices and control, incorporating new and more efficient channels into your system, helping your people to view your channels from the point of view of the customer, improving throughput and quality through new processes and technologies. And we can help you to reduce costs enormously through consolidation, globalization, virtualization, home agents, and improved networks. The results? Your contact centers do everything faster and cheaper, provide better service, move from being cost centers to being revenue centers, and gain the bragging rights that result from modeling and measuring their improvements and contributions to the bottom line.

Our customer channel consulting experience covers the entire field of related strategy, process, and technology, from fax to email, from in- and out-bound calling to web self service and collaboration. Imagine your employees interacting with customers in shared web sessions via web chat, web collaboration, or co-browsing while concurrently engaged by telephone via traditional voice or Voice Over IP. Imagine your customers using self-service portals efficiently and effectively for information, multimedia product training or browsing, or e-commerce transactions. Imagine providing improved channel access through pervasive devices and technologies like PDAs, cell phones, pagers, RSS, and RFID. Then call upon eg to make these imaginings into realities, supported by technologies that work—architecture and infrastructure components such as a telephony framework that really supports the channel interfaces and access to data sources, computer/telephony integration, skills-based and premise routing, CRM, and workforce and workflow management. eg can show you how—how to decrease costs, increase revenues, and improve profitability while putting customers first.

“We understand customer channels as few organizations do, and consequently, we carry out channel improvement projects from soup to nuts— from conceptualization and strategy through design, implementation, maintenance, and continuous post-project improvement, all guided by strategically aligned metrics that track the Voice of the Customer (especially customer sat) and the Voice of the Business (especially ROI and EVA).”

—Dennis J. Williams,  
EVP and CIO,  
the effectiveness  
group