Research: B2C call centres need real-time prompts for relevance, retention and revenue

Sydney, Australia - 19 November 2010 - Callcentres without real-time driven prompts are significantly less likely toprovide relevant offers, retain customers and persuade customers to considernew offers, according to recently released UK and US based independent researchcommissioned by Portrait Software, a leading provider of customer interactionoptimization software and now a part of Pitney BowesBusiness Insight (PBBI).

Interestingly,27 percent of call centres surveyed believe customers would describe theirservice as uninformed while, at the other end of the spectrum, under a thirdbelieve they would be described as insightful.

Theresearch highlights the impact of inbound call centres using real-timedecisioning in terms of the revenue, customer service and brand perceptionbenefits. Real-time decisioning engines provide call centre agents with promptsthat take into consideration to-the-second interactions, past orders, analyticallyderived propensity scores, data analytics and other customer data.

Accordingto the Customer Insight Research 2010 conducted by Loudhouse Research, callcentres using real-time prompts say they are more than twice as likely topersuade customers to consider a new offer than those not using prompts.Similarly 83 percent of real-time decisioning enabled call centres are able to retain customers they might otherwise lose compared tojust 55 percent of no promptcall centres.

Ofthe UK and US call centres surveyed, 30 percent do not use any form of promptsto support frontline agents and only 27 percent use advanced real-timedecisioning via analytically derived propensity scores and prompts.

In Australia, the Royal Automobile Club of QueenslandAustralia (RACQ) is one of the first organisations to embrace real-timedecisioning prompts as part of its Member Relationship Managementrevitalisation project scheduled to go live in late 2011.

Real-timeprompts will allow our frontline staff, in the inbound call centre andelsewhere, to follow a best next action path that delivers better service for eachof our 1.2 million members, said John Devaney, Executive Manager Marketing at RACQ.

Areal-time decision engine is the pinnacle of advanced CRM and analytics. said KieranKilmartin, Group Marketing Director at Portrait Software. The research showsreal-time prompts enable a truly individual interaction with each and everycustomer even if you have hundreds of thousands of customers. Its the kind ofcustomer experience that will quickly become the benchmark for B2C customerservice and is fuelled by data analytics and fully integrated customer datastreams.

However,the integration of multiple customer databases and delivering a completerelevant customer record to frontline staff still remains a challenge withjust over half (54 percent) stating their call centre systems holding customerdata are fully integrated.

Thoseresearch respondents with fully integrated data systems believe they are morelikely to deliver a consistent brand experience than those without integration(71 percent vs 52 percent) as well as driving customer perceptions of the callcentre as efficient and insightful. No wonder the next twelve months seesbetter integration of customer data to data from other parts of theorganisation as a priority for 60 percent of those surveyed.

Copiesof Customer Insight Research 2010 can be downloaded from the Portrait Softwarewebsite at www.portraitsoftware.com

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Contacts

Annette Slunjski
02 4356 1520 or 0408 460 711
mailto: annette@lucidity.com.au