

11 WAYS GOVERNMENT CONTACT CENTRES CAN EMBRACE DIGITALISATION



01

Be proactive not reactive

The biggest mistake a contact centre can make is to ignore opportunities associated with digital. It all starts with shifting the organisations culture & mindset to ensure the contact centre is proactive to change, rather than reactive.

It's easy to get caught up in the hype surrounding digital. It's difficult to be across all channels at once, so find out what channels customers are most active on and invest in those.

Set goals & define a strategy

02

One of the biggest challenges facing contact centres is getting the budget to spend on the technology needed to support a digital strategy. Research, build a business case & raise the profile of the contact centre across the organisation.

03

Make some noise

These days customers no longer seek information from one channel only, so its important to ensure consistency of a brand to customers across all channels. The information on a Facebook page should be the same that's available on the website, or via phone.

Master the art of channel integration

04

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05

Invest in the right people

Train staff to be super agents who can resolve all customer issues and work across different channels – like calls, emails, webchat etc. If someone is half way through a form online, staff should know about it when they receive a call from them.

Multi-skill staff

06

Simplicity is key. If the new channels or systems that are being rolled out are complicated, chances are the customers will not use them. Keep the interfaces easy for customers to use, as well as staff.

07

Keep it simple

Investing in new digital channels? Make sure customers know about it. Take them along the journey & help them understand the benefits of using the new channels. This will help reduce call volumes, cost of contact & boost customer satisfaction.

Promote online offerings to customers

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Finding out how customers respond to change is a crucial part of any transformation strategy. If customers are being engaged via new channels, find out what they like or didn't like about the process and then adapt accordingly.

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Set-up customer feedback system

Future proof contact centres by making best use of available technology. Innovation in digital technologies is constantly changing, so are customer needs & expectations. Keep this in mind when choosing which systems & tech are right for the company.

Keep future front of mind

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Fear of change often stems from a fear of failure. Often contact centres shy away from embracing new channels like social media or 'click to chat' out of fear of what might go wrong. Don't be afraid to take risks, and if a mistake is made – embrace it & learn from it.

11

Embrace Failure