

# The business case around the Customer Engagement Suite (CES)



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## Customer service business priorities

Choose where your journey begins based on your business priorities and emerging needs. Solving points of friction can be a force multiplier for your business.



### Goals

- Are interaction volume and average handle time primary concerns?
- Are you looking to improve agent CSAT or company rate?

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### Scale

- Are interaction volume and average handle time primary concerns?
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### Cost

- Are costs per customer interaction, back office expenses, or overall customer volume interaction costs driving decision making?

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## Reach

- Are interaction volume and average handle time primary concerns?
- Are you looking to improve agent chat or occupancy rate?



## Cost

- Are costs per customer interaction, back office expenses, or overall customer volume interaction costs driving decision making?



## Experience

- Are improving your customer satisfaction, reducing customer churn, and optimizing interaction channels your primary concerns?

# Customer service business priorities

Choose where your journey begins based on your business priorities and emerging needs. Solving points of friction can be a force multiplier for your business.



## Volume

- Are interaction volume and average handle time primary concerns?
- Are you looking to improve agent chat or occupancy rate?



## Cost

- Are costs per customer interaction, back office expenses, or overall customer volume interaction costs driving decision-making?



## Experience

- Are improving your customer satisfaction, reducing customer churn, and optimizing interaction channels your primary concerns?

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## Scale

- Are interaction volume and average handle time primary concerns?
- Are you looking to improve agent chat or response rate?



## Cost

- Are costs per customer interaction, back office expenses, or overall customer volume interaction costs driving decision-making?



## Experience

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## Volume

- Are interaction volume and average handle time primary concerns?
- Are you looking to improve agent chat or response rate?



## Cost

- Are costs per customer interaction, back office expenses, or overall customer volume interaction costs driving decision making?



## Satisfaction

- Are improving your customer satisfaction, reducing customer churn, and optimizing interaction channels your primary concerns?



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## Cost

- Are costs per customer interaction, back office expenses, or overall customer volume interaction costs driving decision making?



## Experience

- Are improving your customer satisfaction, reducing customer churn, and optimizing interaction channels your primary concerns?



## Growth

- Are increasing revenue with upsell and cross-sell opportunities as well as decreasing your customer acquisition costs top of mind?

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- Are you looking to improve agent chat or company-wide?



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- Are costs per customer interaction, back office expenses, or overall customer volume interaction costs driving decision-making?



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## Growth

- Are increasing revenue with upsell and cross-sell opportunities as well as decreasing your customer acquisition costs top of mind?

# CES common business case metrics

There are many metrics used to measure a contact center's degree of achievement.



## Scale

- Volume of interactions/agent, 1st interaction/ resolution
- Average handle time (AHT)
- Agent utilization rate
- Agent cost
- Outsourcing time
- First call resolution
- Average cost per contact
- Agent churn rate



## Cost

- Containment rate
- Immediate resolution
- Contact minutes
- Back-office support costs
- Total customer effort
- Agent retention rate
- Contact with agent
- External support costs
- Time to resolution during peak periods



## Experience

- Customer CSAT
- Customer retention
- Abandonment rate
- Average speed to answer
- 1st interaction resolution
- Repeat calls



## Revenue

- First service attempt
- First resolution
- Customer acquisition costs
- Incremental sales
- Revenue per interaction
- Resolution and repetition

# CES common business case metrics

There are many metrics used to measure a contact center's degree of achievement.



## Service

- Volume of interactions/agent, 1st interaction resolution
- Average handle time (AHT)
- Agent utilization rate
- Agent cost
- Escalation time
- First call resolution
- Average wait time required
- Abandonment rate



## Cost

- Containment rate
- Immediate resolution
- Cost per interaction
- Back-office support costs
- Total customer calling
- Agent retention rate
- Cost per team agent
- External support costs
- Time to resolution during peak periods



## Experience

- Customer CSAT
- Customer retention
- Abandonment rate
- Average quality score
- 1st interaction resolution
- Repeat calls



## Revenue

- First Service attempt
- First Resolution
- Customer acquisition costs
- Incremental sales
- Revenue per interaction
- Resolution and repetition

# CES common business case metrics

There are many metrics used to measure a contact center's degree of achievement.



## Scale

- Volume of interactions/agent, 1st interaction/1 resolution
- Average handle time (AHT)
- Agent utilization rate
- Agent cost
- Outsourcing time
- First call resolution
- Average cost per contact
- Agent retention rate



## Cost

- Containment rate
- Immediate resolution
- Contact interaction
- Back-office support costs
- Total customer calling
- Agent retention rate
- Cost per call agent
- External support costs
- Time to resolution during peak periods



## Experience

- Customer CSAT
- Customer retention
- Abandonment rate
- Average speed to answer
- 1st interaction resolution
- Repeat calls



## Revenue

- First time resolution
- First call resolution
- Customer acquisition costs
- Incremental sales
- Revenue per interaction
- Resolution and resolution

# CES common business case metrics

There are many metrics used to measure a contact center's degree of achievement.



## Service

- Volume of interactions / agent, 1 interaction / 1 resolution
- Average handle time (AHT)
- Agent utilization rate
- Agent cost
- Escalation time
- First call resolution
- Average cost per contact
- Abandonment rate



## Cost

- Containment rate (percentage of resolved cases)
- Contact volume
- Back-office support costs
- Total customer calling
- Agent retention rate
- Cost per case agent
- External support costs
- Time to resolution during peak periods



## Experience

- Customer CSAT
- Customer retention
- Abandonment rate
- Average speed to answer
- 1st interaction resolution
- Repeat calls



## Revenue

- First time resolution
- First call resolution
- Customer acquisition costs
- Operational costs
- Revenue per interaction
- Resolution and resolution



# CES common business case metrics

There are many metrics used to measure a contact center's degree of achievement.



## Scale

- Volume of interactions/agent, 1 interaction/agent/weekend
- Average handle time (AHT)
- Agent utilization rate
- Agent cost
- Outsourcing time
- First call resolution
- Average cost per contact
- Agent retention rate



## Cost

- Containment rate (percentage, 0-100%)
- Contact volume
- Back-office support costs
- Total customer calling
- Agent retention rate
- Contact with agent
- External support costs
- Time for resolution during peak periods



## Experience

- Customer CSAT
- Customer retention
- Abandonment rate
- Average speed of answer
- 1st interaction resolution
- Repeat calls



## Revenue

- First service attempts
- First response time
- Customer acquisition costs
- Operational sales
- Revenue per interaction
- Resolution and resolution

## Three most commonly monitored metrics



### Call volume (Usage metric)

The total contacts for a specific interaction, function, intent or agent group

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The total contacts for a specific interaction, function, intent or agent group

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### Call volume (KPIs: metrics)

The total contacts for a specific interaction, function, intent or agent group

## Three most commonly monitored metrics



### Call volume [Scale metric]

The total contacts for a specific interaction, function, intent or agent group.



### Average handle time [Scale metric]

The total time spent on all calls or interactions.

## Three most commonly monitored metrics



### Call volume [Scale metric]

The total contacts for a specific interaction, function, intent or agent group.



### Average handle time [Scale metric]

The total time spent on all calls or interactions.



## Three most commonly monitored metrics



### Call volume [Scale metric]

The total contacts for a specific interaction, function, intent or agent group.



### Average handle time [Scale metric]

The total time spent on all calls or interactions.



### Containment (self-CTRs) [Cost metric]

The percentage of users that can complete a self-service function without human intervention.

## Three most commonly monitored metrics



### Call volume (Scale metric)

The total contacts for a specific interaction, function, intent or agent group.



### Average handle time (Scale metric)

The total time spent on all calls or interactions.



### Containment (Solve/Time) (Cost metric)

The percentage of users that can complete a self-service function without human intervention.

## Three most commonly monitored metrics



### Call volume (Scale metric)

The total contacts for a specific interaction, function, intent or agent group.



### Average handle time (Scale metric)

The total time spent on all calls or interactions.



### Containment (self-serve) (Cost metric)

The percentage of users that can complete a self-serve function without human intervention.

## Three most commonly monitored metrics



### Call volume (Scale metric)

The total contacts for a specific interaction, function, intent or agent group.



### Average handle time (Scale metric)

The total time spent on all calls or interactions.



### Containment (Solve/Time) (Cost metric)

The percentage of users that can complete a self-service function without human intervention.

# Three most commonly monitored metrics

- Metrics not always 100% accurate for determining user success.
- Most centers evaluate 40% - 70% containment. It's a better indicator of user success.



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- Most centers evaluate 40% - 70% containment. It's a better indicator of user success.



# Analyzing volume

Many enterprises have a layer of business logic for filtering out certain types of users.



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# Average Handle Time

Average Handle Time (AHT) is how long it takes a live agent to complete a customer interaction. Measured as a percentage, of total time in minutes.

Total time spent on calls or interactions

Number of calls or interactions



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# Containment

The percentage of customers that are able to successfully complete a self-service function without the need for human intervention.





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## Containment example

Karen orders to  
move her billing  
date from the  
10th to the 15th.



## Containment example

Karen asks to  
move her billing  
date from the  
10th to the 15th.



## Containment example

Karen asks to  
move her billing  
date from the  
10th to the 15th.



## Containment example

Sarah asks to  
move her billing  
date from the  
10th to the 15th.



Conversational  
Agent updates  
Sarah's billing  
date and sets  
profile.



## Containment example

Sarah asks to  
move her billing  
date from the  
10th to the 15th.



Conversational  
Agent updates  
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## Containment example

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Conversational  
Agent updates  
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## Containment example

Sarah asks to  
move her billing  
date from the  
10th to the 15th.



Conversational  
Agent updates  
Sarah's billing  
date and sets  
profile.



## Containment example

Sarah asks to  
move her billing  
date from the 15th  
to the 1st.



Conversational  
Agent updates  
Sarah's billing  
date and sets  
profile.



Sarah concludes  
the call without  
interacting with  
a human agent.



## Containment example

Sarah asks to  
move her billing  
date from the 15th  
to the 1st.



Conversational  
Agent updates  
Sarah's billing  
date and sets  
profile.



Sarah concludes  
the call without  
interacting with  
a human agent.



## Containment example

Sarah asks to  
move her billing  
date from the  
10th to the 15th.



Conversational  
Agent updates  
Sarah's billing  
date and sets  
profile.



Sarah concludes  
the call without  
interacting with  
a human agent.



## Containment example

Sarah asks to  
move her billing  
date from the 15th to the 12th.



Conversational  
Agent updates  
Sarah's billing  
date and sets  
profile.



Sarah concludes  
the call without  
interacting with  
a human agent.



Contained call



## Containment example

Sarah asks to  
move her billing  
date from the 15th to the 12th.



Conversational  
Agent updates  
Sarah's billing  
date and sets  
profile.



Sarah concludes  
the call without  
interacting with  
a human agent.



Contained call

## Containment example

Sarah asks to move her billing date from the 15th to the 1stth.



Conversational Agent updates Sarah's billing date and sets profile.



Sarah concludes the call without interacting with a human agent.



Contained call



## Containment example

Sarah asks to move her billing date from the 15th to the 1stth.



Conversational Agent updates Sarah's billing date and sets profile.



Sarah concludes the call without interacting with a human agent.



Contained call

High containment = high customer + agents satisfaction

Containment is the most critical metric for a business-leveraging CTS.



#### Agent enablement

- Equip agents with technology.
- Create 60% - 80% faster handle times, allowing agents to resolve complex issues.

High containment = high customer + agents satisfaction

Containment is the most critical metric for a business-leveraging CES.



#### Agent enablement

- Agents more fully autonomous.
- Create 60% - 20% faster handle times, allowing agents to resolve complex issues.

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### Agent enablement

- Equip agents with technology.
- Create 50% - 20% faster handle times, allowing agents to resolve complex issues.



### Average Revenue Per User (ARPU) Increase

- Increase ARPU 1% - 2% as agents can recommend relevant products to customers with all confidence.

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- Equip more calls automatically.
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### Churn reduction

- Lower churn will improve individual average annual return by around 0.2% - 0.3%.

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### Churn reduction

- Create better call experience and reduce average annual churn by around 0.2% - 0.3%.

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- Equip agents with technology.
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## CRM related savings

- Studies on retention: 0% - 1% less agent turnover; agents who perform better are more likely to remain loyal.

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## Agent enablement

- Equip agents with technology.
- Create 60% - 80% faster handle times, allowing agents to resolve complex issues.



## Average Revenue Per User (ARPU) increase

- Increase ARPU 1% - 3% as agents can recommend relevant products to customers with all confidence.



## Churn reduction

- Create better call experience and reduce average annual churn by around 0.2% - 0.3%.



## CR related savings

- Studies on customer 0.2% - 0.3% less agents turnover; agents who perform better are more likely to remain loyal.

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## Churn reduction

- Create better call experience and reduce average annual churn by around 0.2% - 0.3%.



## CR related savings

- Reduce an estimated 0.5% - 1% from agent turnover; agents with positive better are more likely to remain loyal.



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## Agent enablement

- Equip agents with technology.
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## Average Revenue Per User (ARPU) increase

- Increase with 1% - 2% as agents can recommend relevant products to customers with all confidence.



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## Business case: Cost per contact



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Google Cloud