

***A strategic view of
ICT driven customer
service***

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A hand is shown holding a tablet computer. The screen displays a grid of various application icons, including social media and utility apps. The background is a blurred outdoor scene with trees and a building.

Revolution in delivery of Customer Service

The rise and rise of the smart device

Change accelerating

Channel shift

Digital by Choice

Key Elements for Customer Service

Service design

Customer / Back Office

Key role for the CRM

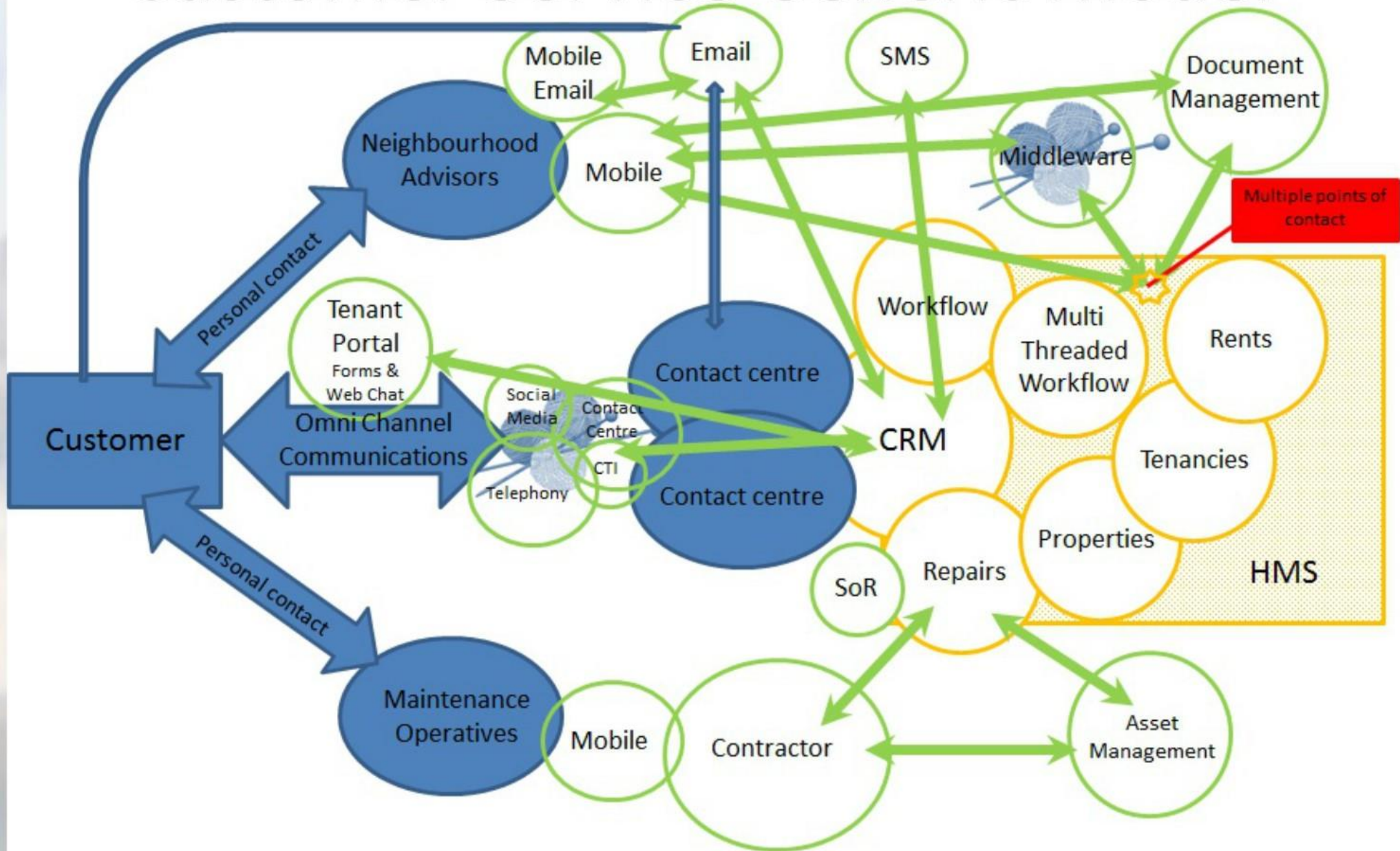
Automation of tasks / Workflow

Agents assisted by technology

Channel hopping

Audit & MIS

Customer Service Generic Model



Tenant
Portal
Forms &
Web Chat

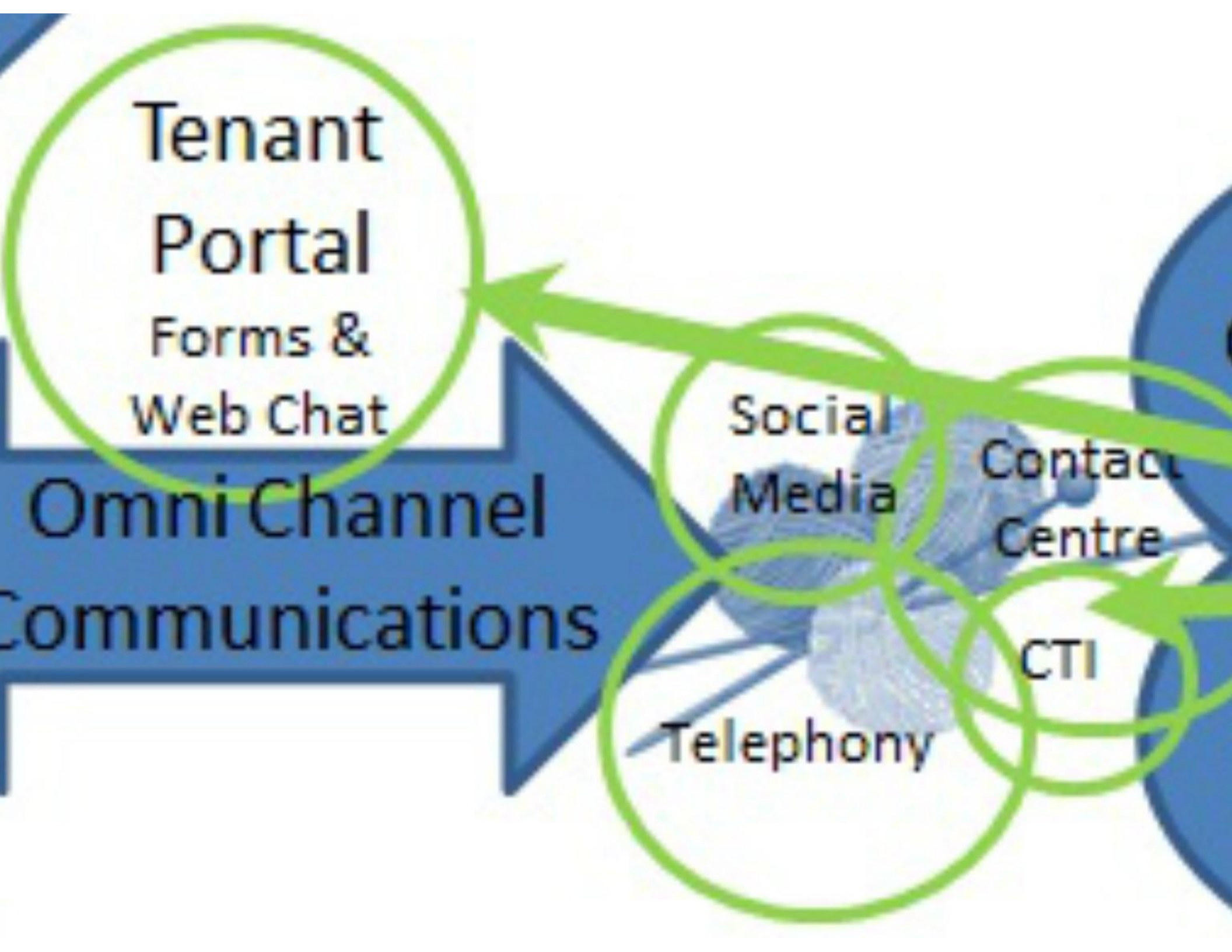
Omni Channel
Communications

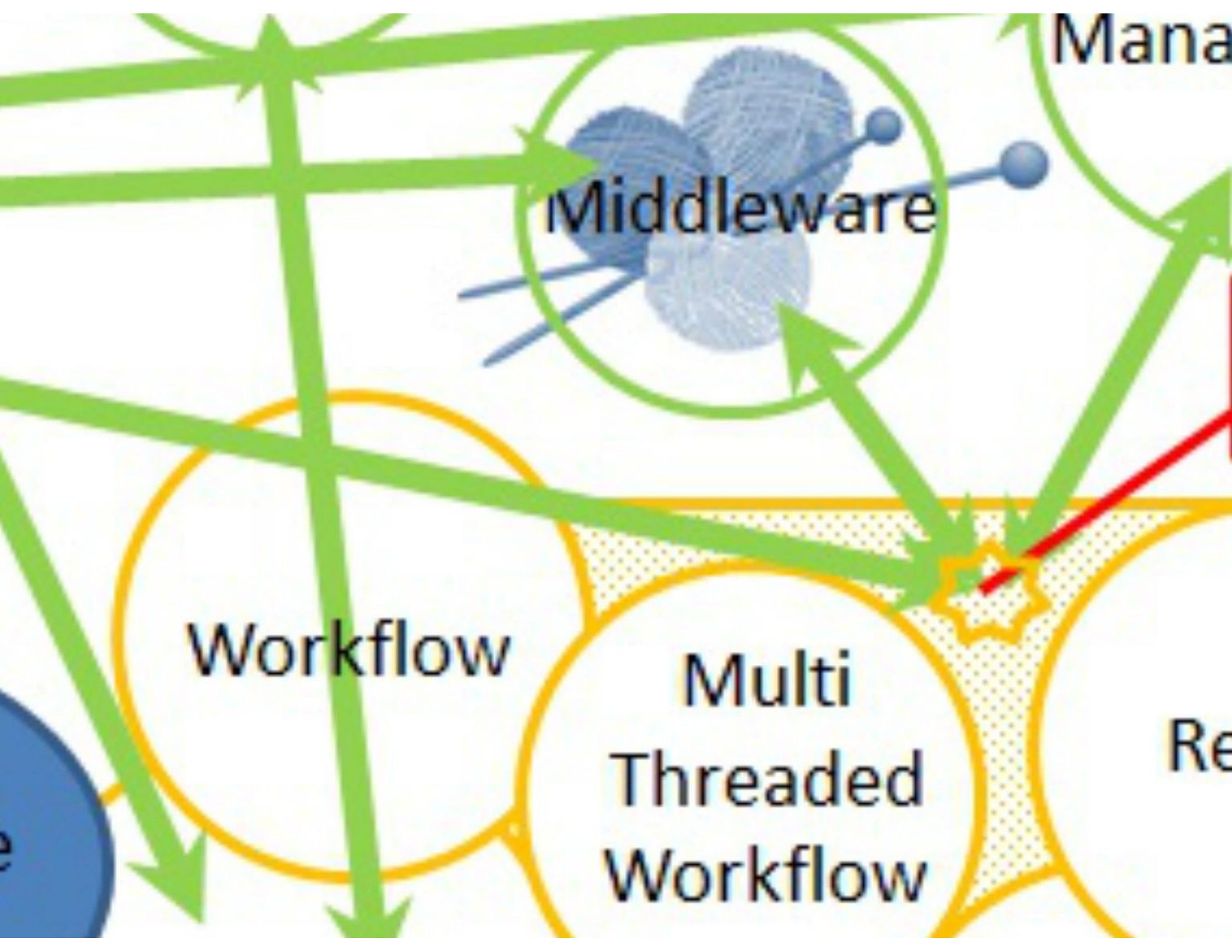
Social
Media

Contact
Centre

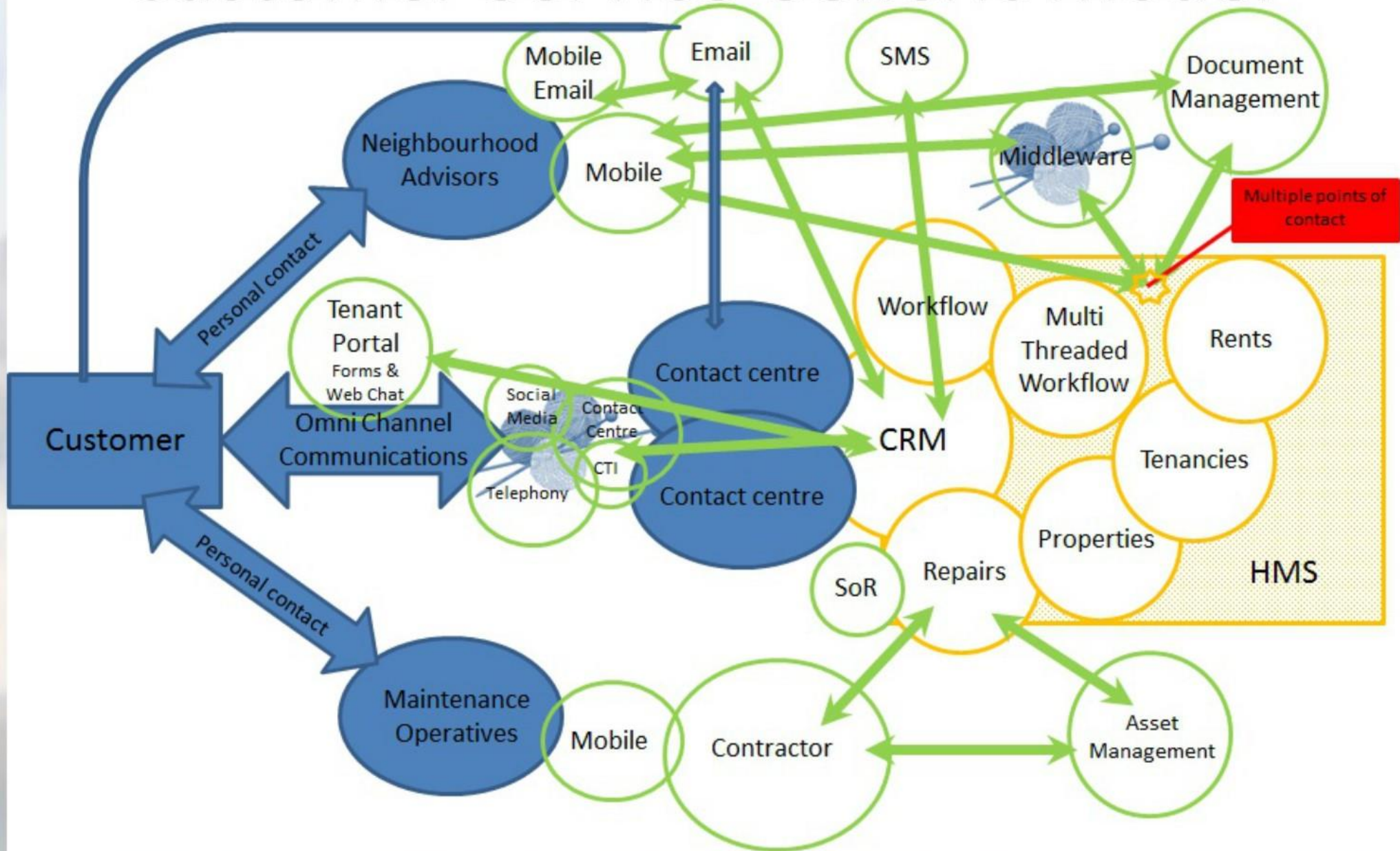
CTI

Telephony

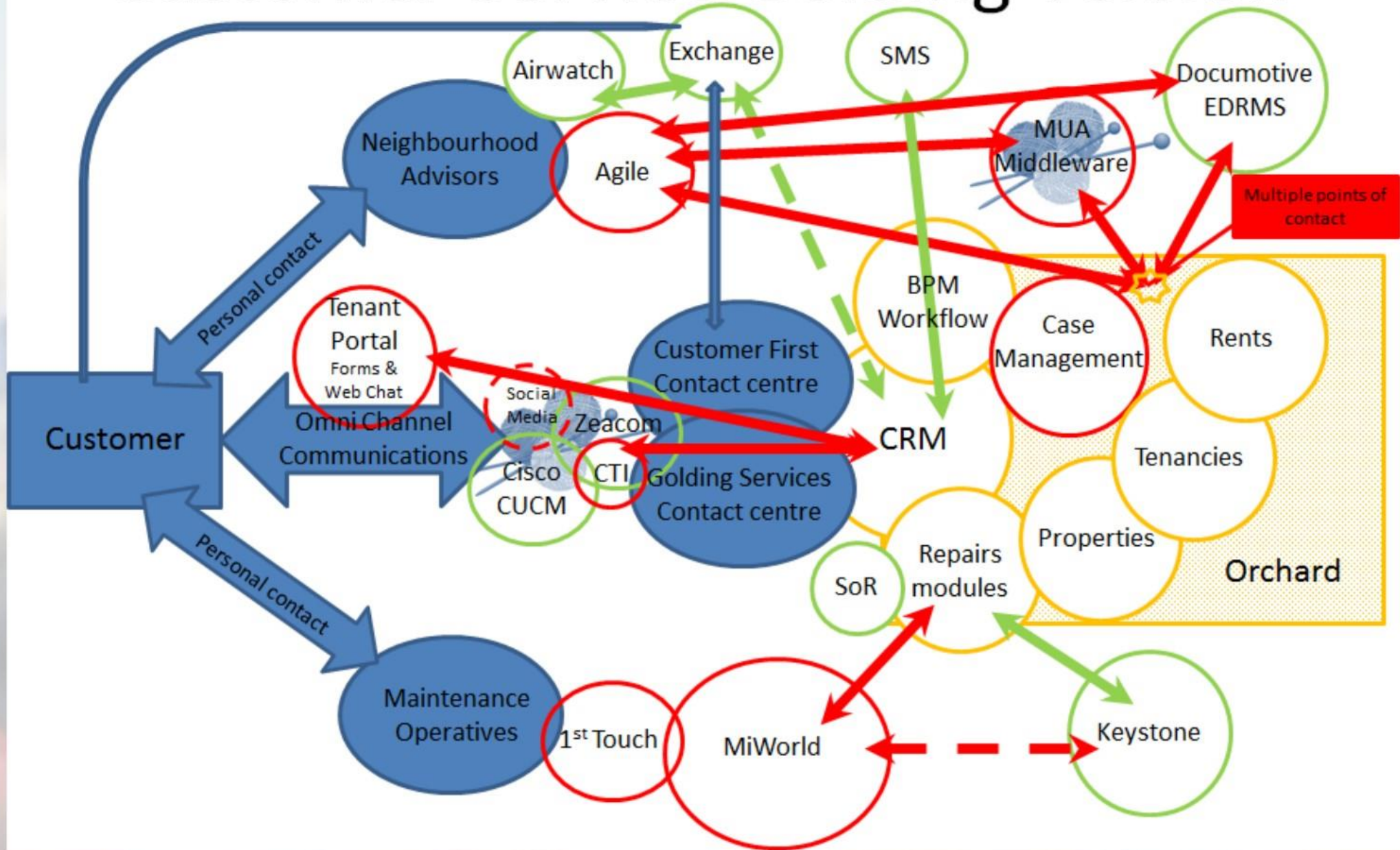




Customer Service Generic Model



Customer Service Golding Version



Considerations and challenges

Consider how you want to organise your contact centre

ERP approach - pros and cons

Integrating best of breed - pros and cons

Supply chain

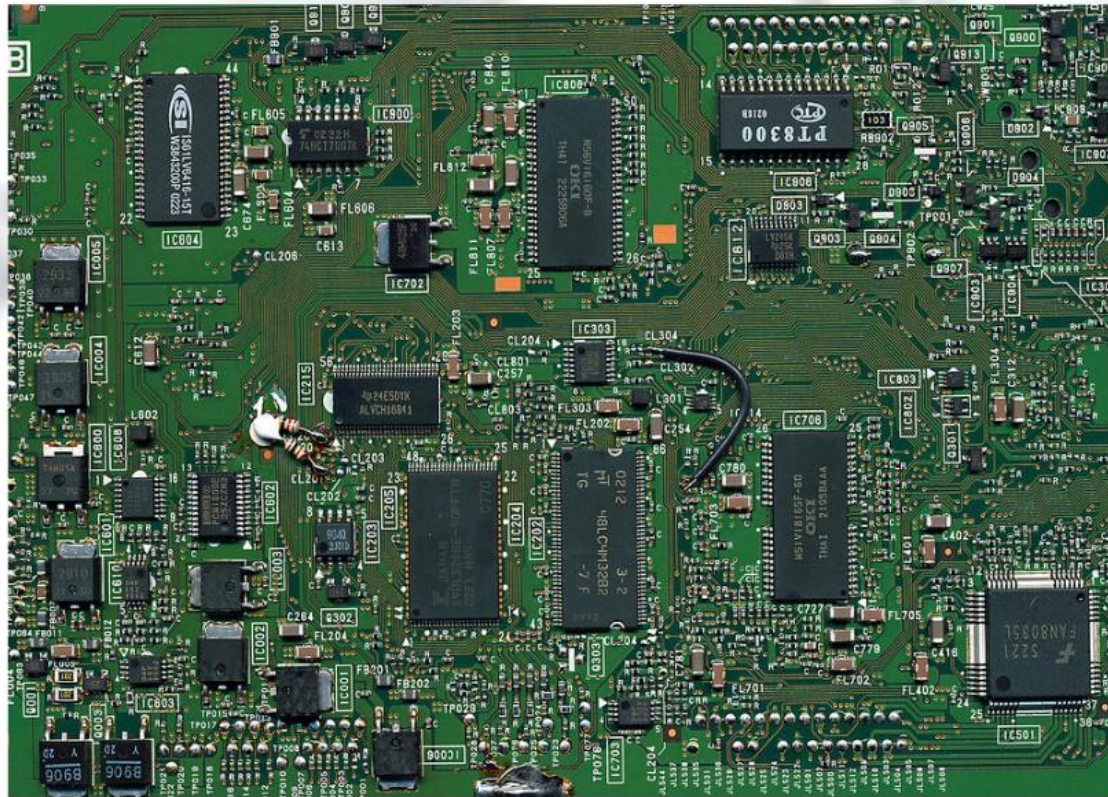
Cultural change

Customer take up

The role of the contact centre agent



What will the contact centre agent of the future look like?





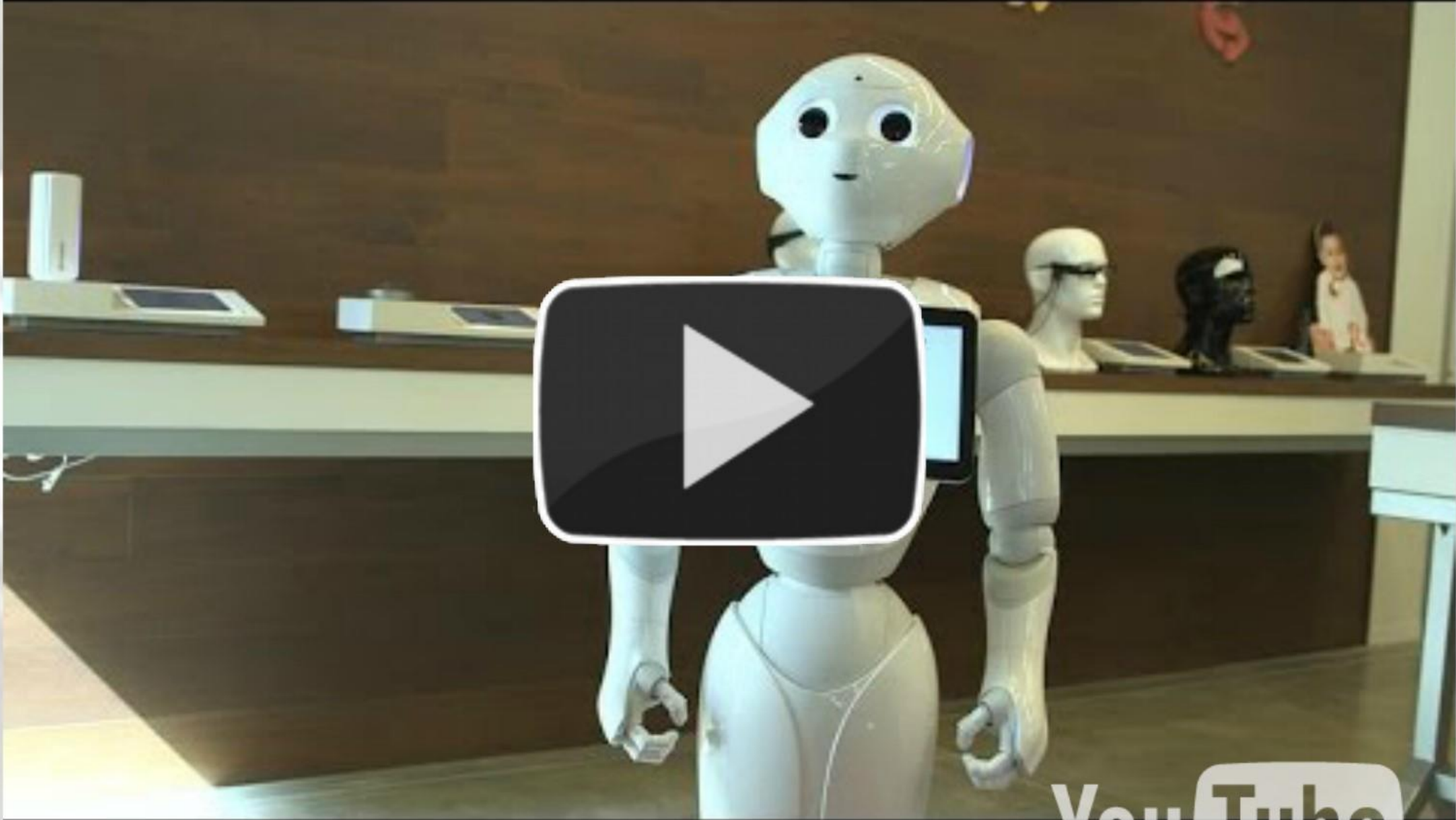
Emerging Technologies

Voice recognition

Artificial Intelligence

Learning systems

Translation software



YouTube

Emerging technologies

Internet of Things

Wearable tech - Biotech Tattoos

BCI/Neural interface

2045 initiative

2045

STRATEGIC SOCIAL INITIATIVE

AVATAR PROJECT MILESTONES




Avatar **D** 2040 - 2045
A hologram-like avatar

Avatar **C** 2030 - 2035
An Avatar with an artificial brain in which a human personality is transferred at the end of one's life

Avatar **B** 2020 - 2025
An Avatar in which a human brain is transplanted at the end of one's life

Avatar **A** 2015 - 2020
A robotic copy of a human body remotely controlled via BCI



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