

Davies Consulting

# Contact Centre

Putting automation to work in the  
contact centre and front office

## Putting automation to work in the contact centre and front office

Whether by supporting customer self-service or helping advisors do their job more effectively, intelligent automation offers a range of opportunities to enhance the customer experience. Our experts can help you at every step of the journey, identifying the most relevant uses for automation and then designing and delivering the solution.

### Supporting self-service

In many organisations, the front office is rightly viewed as one of the prime opportunities for automation. Customers increasingly expect to be able to complete different tasks themselves, without having to deal with an agent. As a result, there are substantial gains to be made by introducing automation to processes such as obtaining quotes, updating contact details, or checking order status. Make these tasks simple, and you reduce costs and increase customer satisfaction.

The focus now is increasingly on automating more complex tasks and processes, including to support advisors. We've been involved in automation projects such as:

- Adding a chatbot to provide customers with virtual assistance, guiding them through the information they must provide or the steps they have to take
- Assisted search through a knowledge base. to help advisors answer customer queries faster
- Improving contact centre compliance – from automating the delivery of pre-recorded scripts to using speech analytics to automate compliance monitoring.

Individually, these automation projects may be small; collectively, their impact on costs, customer experience and contact centre performance can be huge.

Our team can help you reap these rewards. We take a pragmatic, commercially-led approach to intelligent automation, working with you to identify and quantify the opportunities so you can decide which returns on investment are worth pursuing. We'll draw on our broad experience helping clients across a range of sectors automate different parts of the front office operation, to redesign and streamline processes, recommend technologies and highlight risks and dependencies.

Then, once you've determined the approach, we can work with you to design and deliver the change programme – overseeing process change and solution implementation, while supporting your team at all levels.

## Our Approach

For us, automation is a means to an end: helping you achieve your customer experience vision. We have all of the skills to define, design, deliver and manage a successful enterprise-wide automation capability. We work in collaboration with our clients to align our resources with those already in place and get teams bought into the project. This collaborative approach lets our clients move fast and scale-up sooner.

## In practice

### Using automation to accelerate policy changes and renewals

Policy changes and renewals are a key reason for customers contacting an insurer – and our insurance client was aware that these interactions were taking a long to complete. We were asked to examine why.

On investigation, it became clear that one reason for this was that advisers had to use multiple different systems: first, to verify customer details and enter changes; a second to calculate the impact on premiums and a third to take payments. At each stage, data had to be entered again – with a risk of manual error as well as negatively affecting the customer experience.

We recommended using desktop automation to streamline the process – connecting the different tools so that, once verified, customer details were automatically replicated across systems and steps.

We then worked with the client and our automation partner to put the new solution in place. It has made the process faster and more accurate – saving advisors time and improving the customer experience of renewals and changes.





## Get in touch

To explore where automation could add to your CX, or discuss automating a specific aspect of your operations, get in touch with us today.

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