

## GERMAN CONTACT CENTER TECH LANDSCAPE -

## FROM TRENDS TO A FAST MOVING REALITY?

**MARTIN WILD**

creative digital solutions &  
best customer experience technology

# SOGEDES





creative digital solution provider

sogedes.digital

DIGITAL COMMUNICATION PLATFORM  
ARTIFICIAL INTELLIGENCE  
PROCESS AUTOMATION

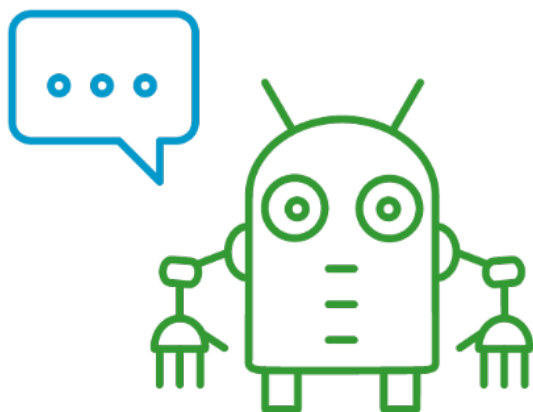
best customer experience technology

sogedes|systems

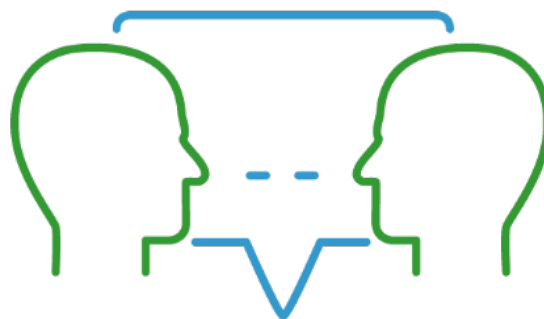
OMNICHANNEL CUSTOMER INTERACTION  
WORKFORCE ENGAGEMENT  
WORKFLOW MANAGEMENT

TOP THREE CONTACT CENTER TRENDS

**AI & Bots**



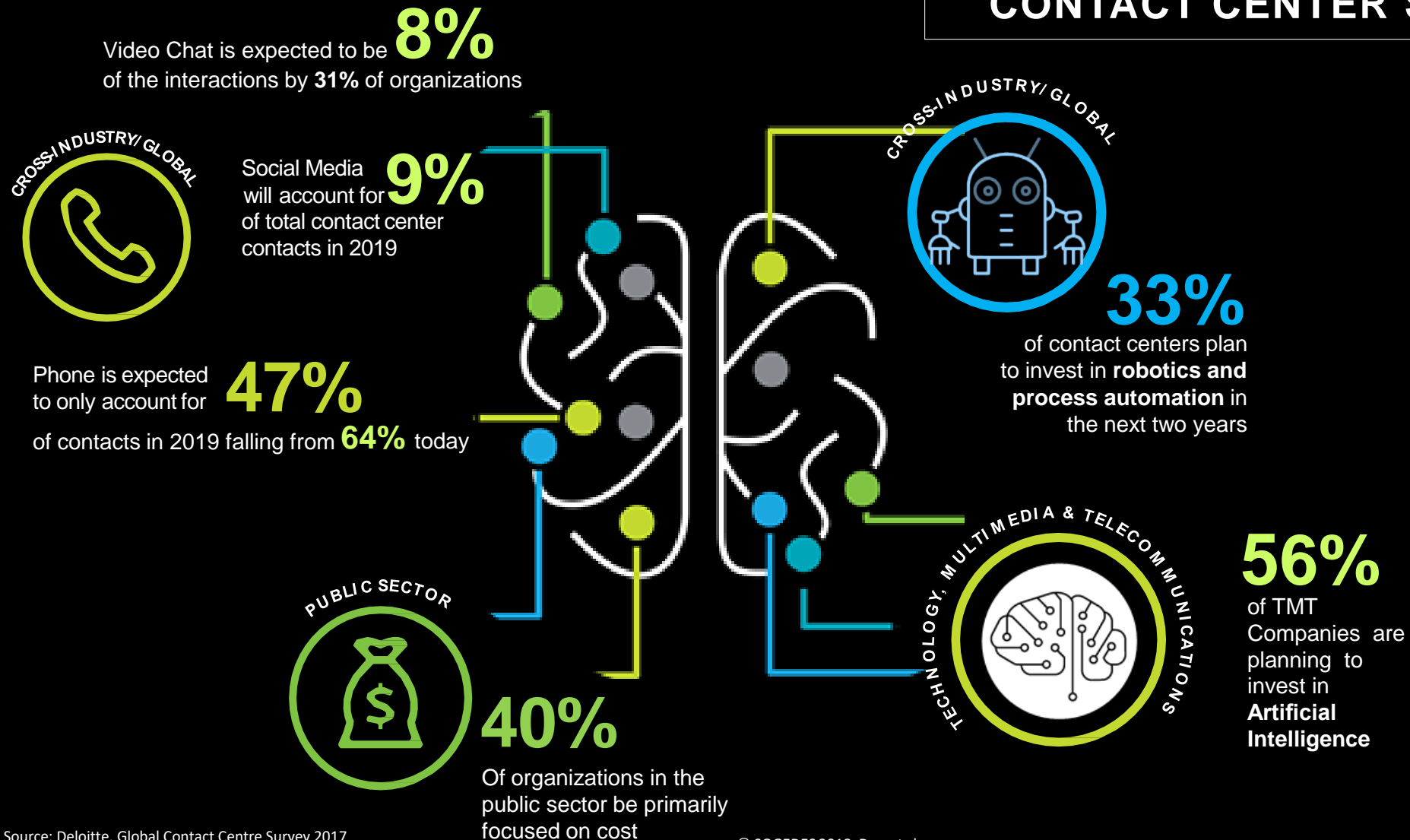
**Customer Experience**



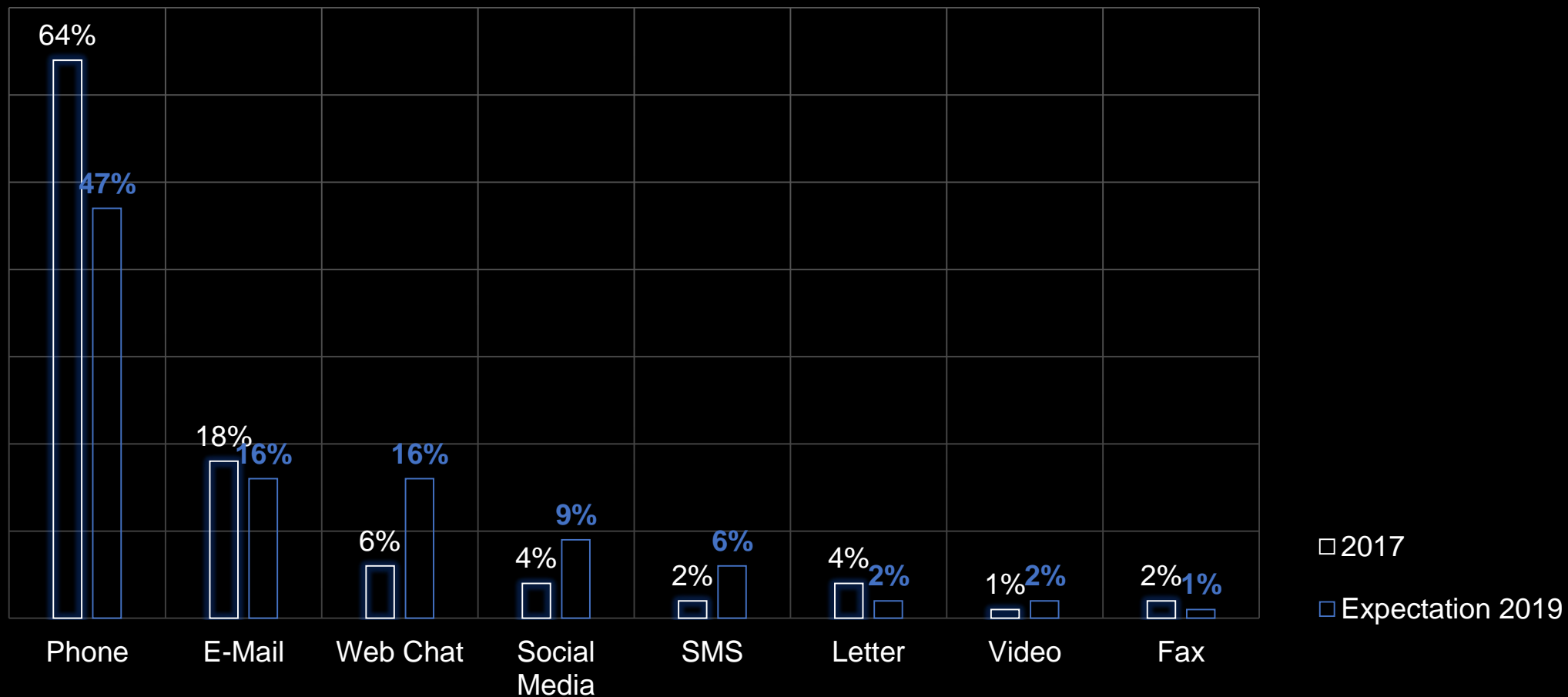
**Cloud**



## CONTACT CENTER SURVEY RESULTS



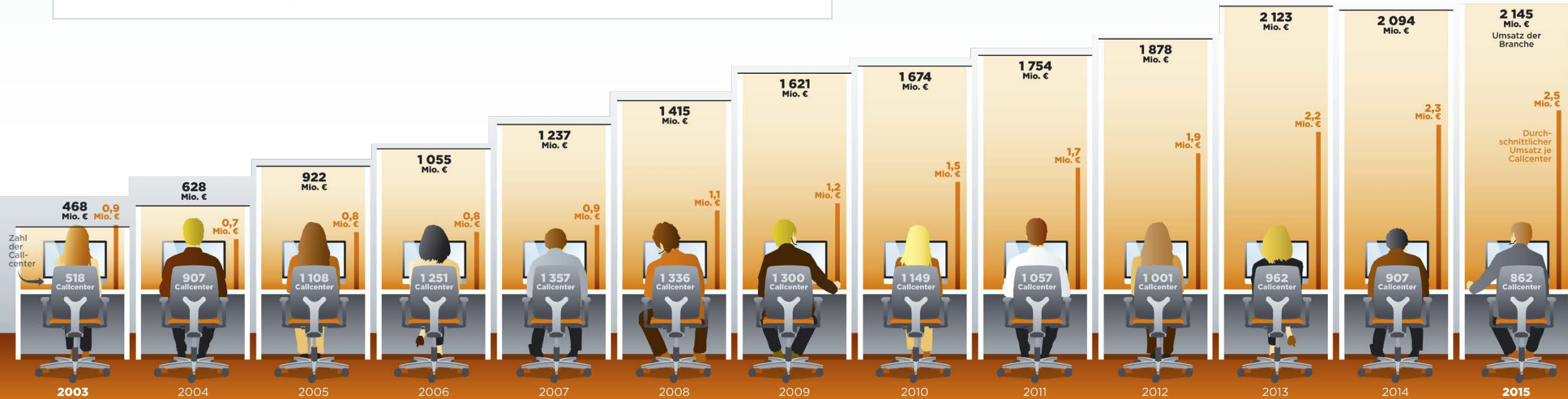
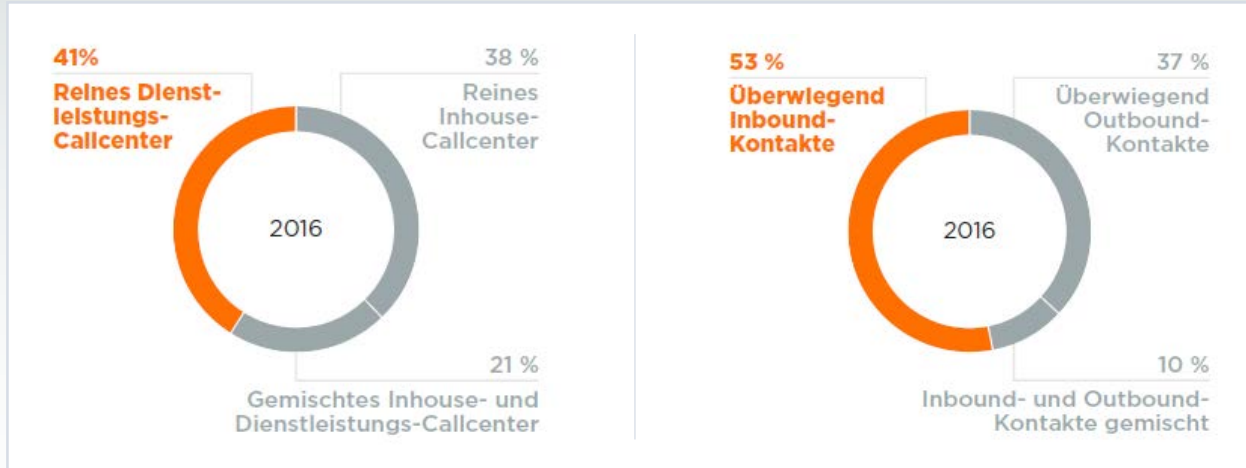
# CONTACT CENTER SURVEY RESULTS





GERMAN

# CONTACT CENTER INDUSTRY



## CONTACT CENTER INDUSTRY

## Bertelsmann-Tochter Arvato beherrscht den deutschen Markt

Die größten Betreiber in Deutschland

	Zahl der Mitarbeiter <sup>1</sup>	Umsatz in Mio. Euro
<b>Arvato CRM Solutions</b>	11 813	<b>1 234</b>
Bosch Service Solutions	6 326	<b>203</b>
Capita Europe <sup>2</sup>	5 800	<b>248</b>
BUW Management	4 285	<b>159</b>
Sitel	4 200	<b>163</b>
Walter Services	3 240	<b>92</b>
SNT Deutschland	2 645	<b>83</b>
Teleperformance	3 177	<b>79</b>
D+S	3 450	<b>87</b>
Sykes Enterprises	2 493	<b>78</b>

1) Vollzeitäquivalent;  
2) ehem. Avocis Deutschland

## Simple Aufgaben werden an Callcenter ausgelagert

Kundendienst-Outsourcing nach Aufgabenbereich

	Derzeit ausgelagert
<b>Einfache Kundendienst Anfragen</b>	<b>54 %</b>
Auftragsabwicklung	<b>46 %</b>
Beschwerdemanagement	<b>43 %</b>
Technischer Support	<b>41 %</b>
Verkauf (Outbound)	<b>39 %</b>
Komplexe Kundendienst Anfragen	<b>37 %</b>
Verkauf (Inbound)	<b>36 %</b>
Verwaltung	<b>32 %</b>
Social Media	<b>32 %</b>
Abrechnung	<b>30 %</b>

Umfrage: 157 Callcenter weltweit 2014

## Im Kreis der Schlechtverdiener

Median<sup>1</sup>-Bruttojahresverdienst von Callcenter-Mitarbeitern<sup>2</sup> in Deutschland 2016

<b>Gesamt-Median</b>	<b>24 146 €</b>
Frauen	<b>23 682 €</b>
Männer	<b>25 014 €</b>
Bis 100 Mitarbeiter	<b>22 634 €</b>
101 bis 1 000 Mitarbeiter	<b>24 208 €</b>
Mehr als 1 000 Mitarbeiter	<b>28 835 €</b>

1) Median = Die Hälfte liegt unter diesem Wert, die andere Hälfte darüber; 2) ohne Personalverantwortung



8.200 visitors, 270 exhibitors, more than 50 speakers

20. International conference and trade show for innovative customer dialogue  
26<sup>th</sup> of February to 1<sup>st</sup> of March 2018  
Congress Center in Berlin





## HOT TOPICS

## CONFERENCE & TRADE SHOW



Topics	Conference
Innovation	37
Digitalisation and artificial intelligence	36
HR and law	14
Customer dialogue and communication	8
Contact centre management	7

## HOT TOPICS

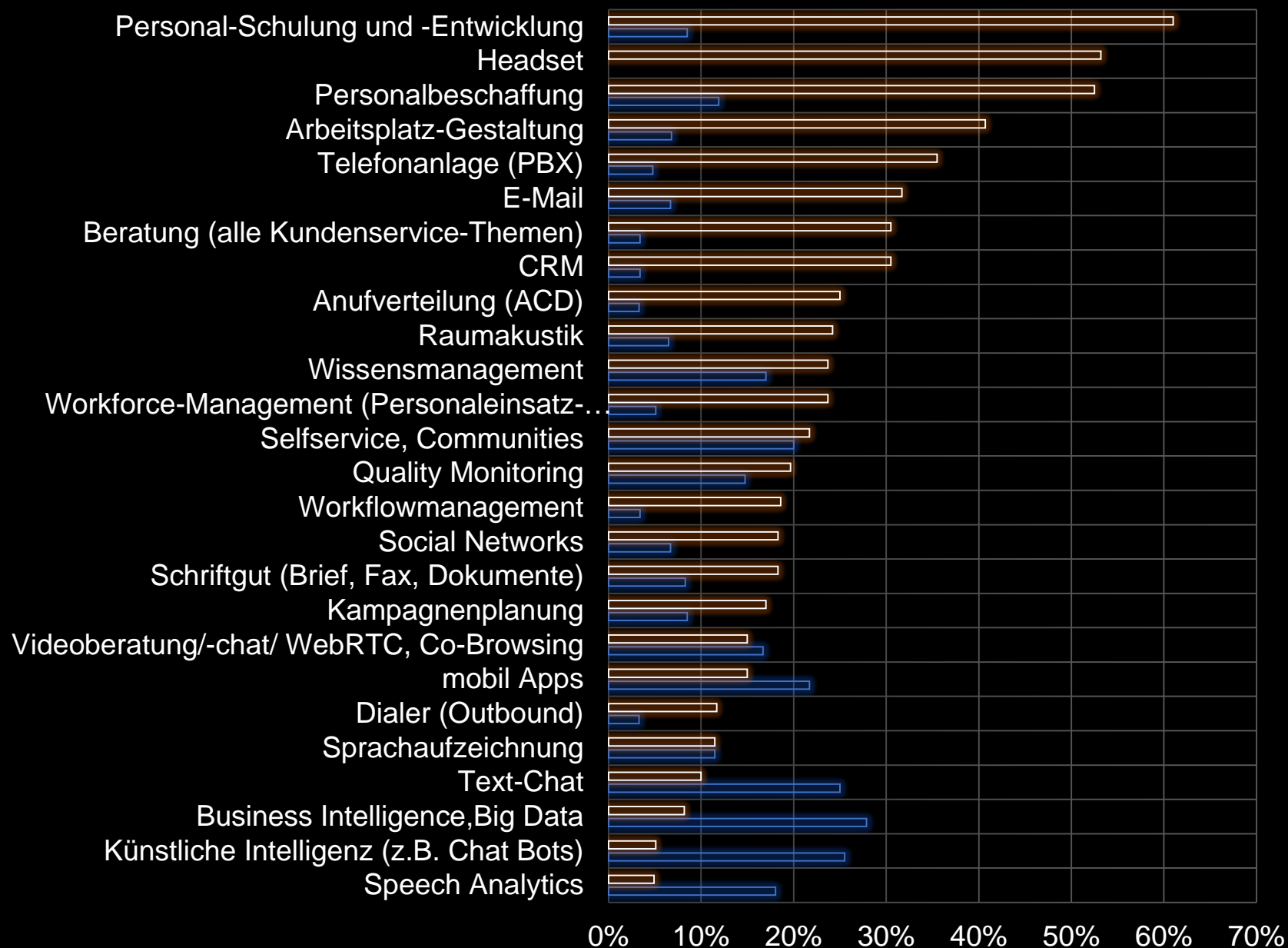
## CONFERENCE & TRADE SHOW



Topics	Exhibition
Digitalisation and artificial intelligence	79
Customer dialogue and communication	73
Contact centre management	46
Innovation	36
HR and law	0

## SURVEY RESULTS

## INVESTMENT PLANS



□ Ersatzinvestition

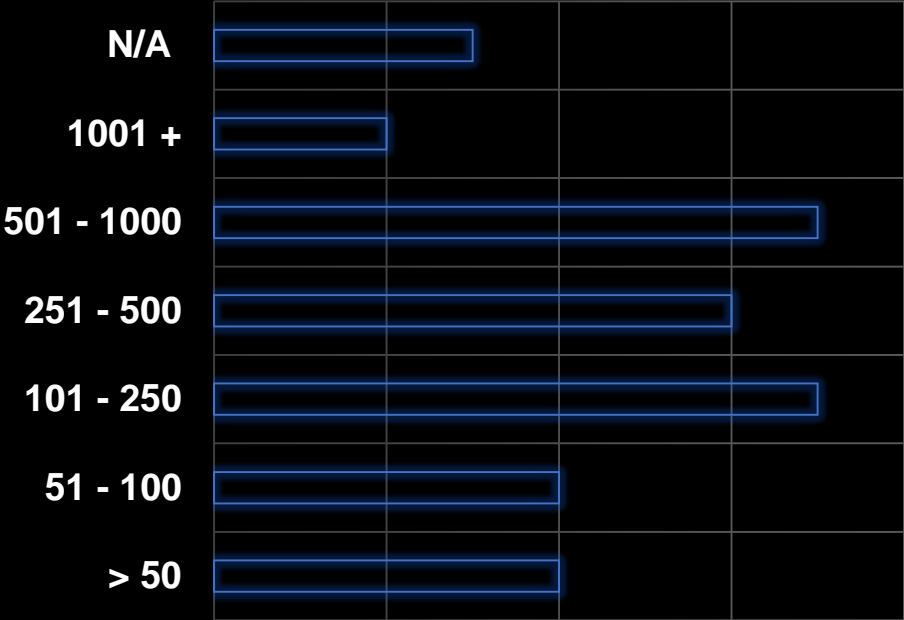
□ Erstbeschaffung



# Industries

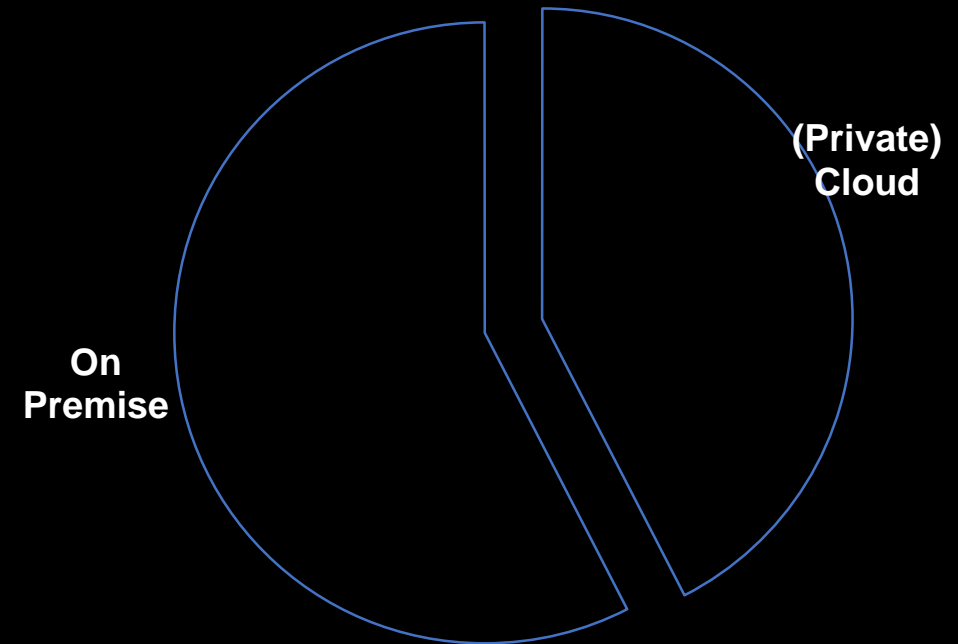
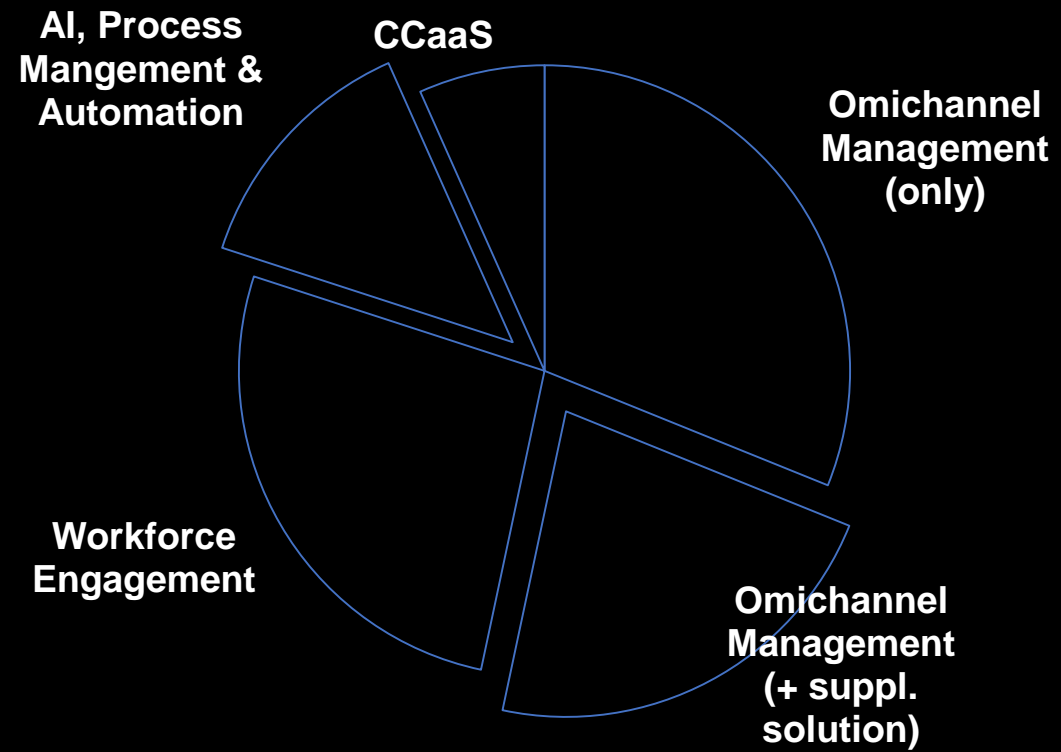


# Size



**INSIGHTS**

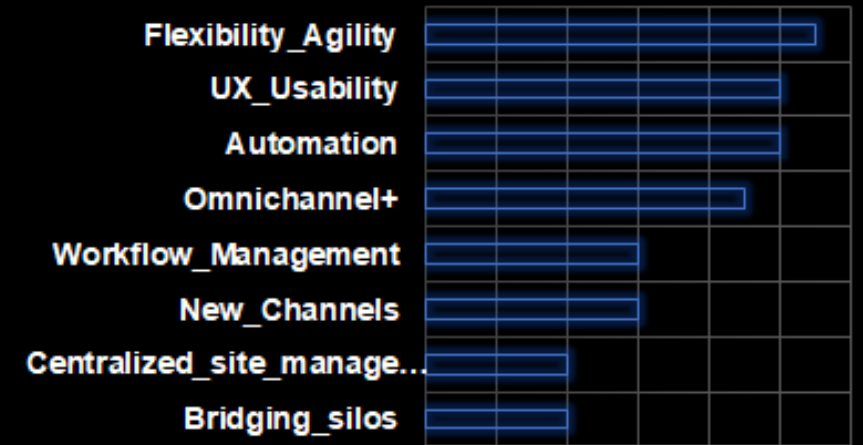
**SOLUTION**



bridging\_silos  
 ux\_bots usability  
 knowledge\_management  
 flexibility\_agility  
 mobile\_integration  
 self\_service  
 omnichannel+  
 workflow\_management  
 centralized\_site\_management  
 automation  
 new\_channels

INSIGHTS

REASON WHY



...



“

The „digital workstream“ needs to be adapted and adopted.  
It starts with a broad analysis of the service processes.

**EXPERT STATEMENT****OUTSOURCER**

The digital part is a moving target, so what you need are technics that are flexible...

The term „channel shift“ gives a good description of the requirements ...

You must employ a versatile workflow engine...

In one word - you need flexibility.

The key is to stay simple, or as simple as possible, with the core components...

Is this a trend?

No, this channel methodology is a real holistic approach, not following a technical idea, but the customer service picture in total.

”

“

Automation and digitalization both play a key role in our service industry.

Main challenge is how to manage the “new channels”

It's about how to integrate new solutions for new channels fast - to test and adapt the overall channel infrastructure

Solutions need to be “open” and flexible versus “big” and “all-out-of-the-box”

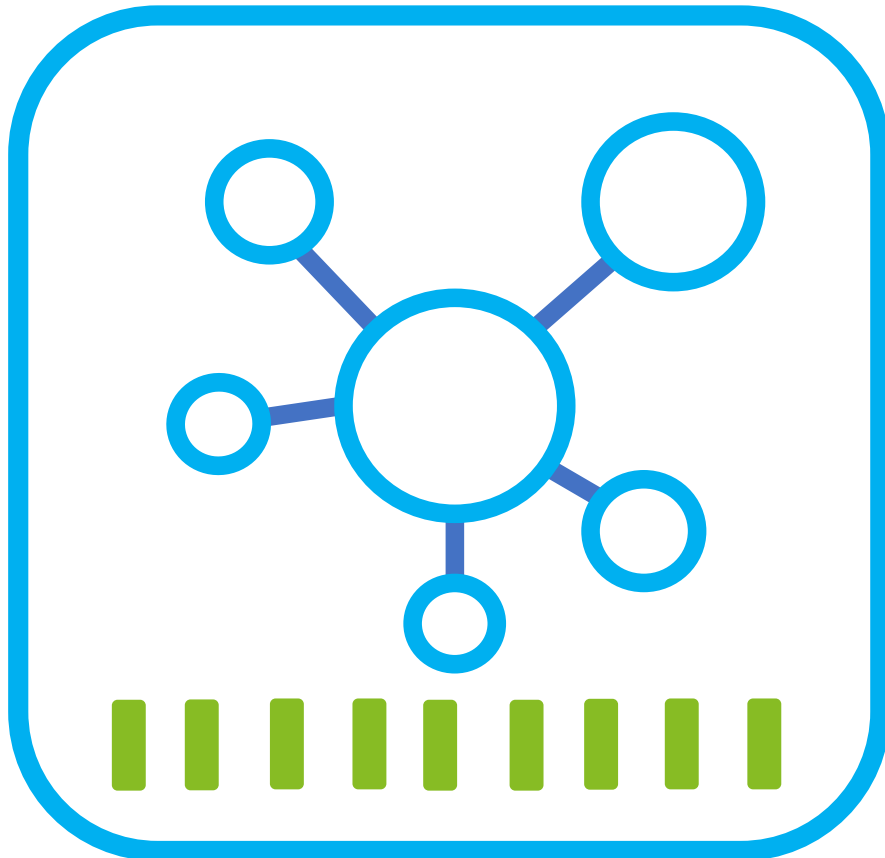
Speed and agility are key

Artificial Intelligence will play an important role in the future.

But we always will need **humans** because our services are complex and do need empathy to successfully serve our customers.

”

# From Contact Center to **user experience** hub



AI & Bots

Human-Machine Tango

Connectors

Customer Service,  
eCommerce & Marketing

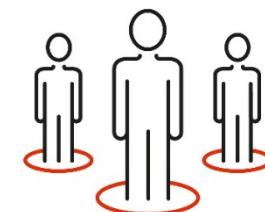
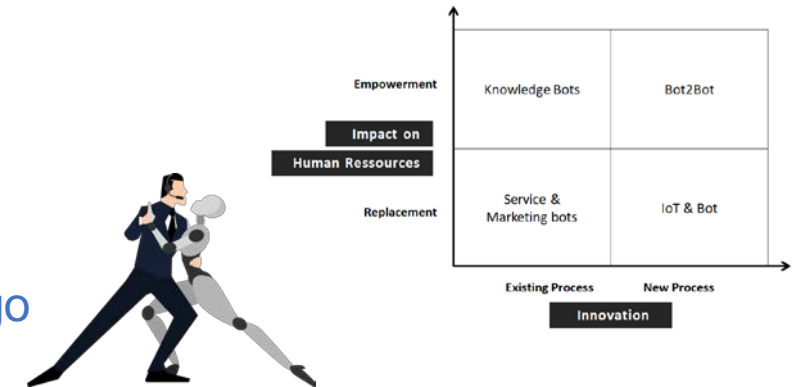
AI Analytics



Radical Customer Centricity

**SUMMARY**

**& OUTLOOK**







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