



LAB
experience

TRANSFORMING CONTACT CENTERS

*from cost centers to
indispensable players of an
omnichannel customer experience*

17 MAY 2022

A black and white photograph taken from a low angle looking up at several modern skyscrapers. The buildings have curved glass facades that create a sense of height and architectural complexity. The sky is a uniform light gray.

/ 01 /

LAB EXPERIENCE

LAB experience

LAB Experience offer **customer and people centric solutions** to help people and their organizations to improve contact center efficiency, increase customer satisfaction and deliver higher customer experience. **LAB Experience** bring people up to speed, understanding the needs, redesigning business processes, analyzing and ensuring that the technology is adequate, well structured, properly configured and up-to date.

ONLY THOSE WHO FOCUS ON THE PEOPLE EXPERIENCE AND CENTRICITY CAN AIM TO BE POSITIONED AND RECOGNIZED AS WORLD-CLASS ORGANIZATION.

values



passion

Passion is a feeling of intense enthusiasm towards or compelling desire for someone or something. Passion can range from eager interest in or admiration for an idea, proposal, or cause; to enthusiastic enjoyment of an interest or activity; to strong attraction, excitement, or emotion towards a person.



collaboration

Collaboration is the process of two or more people, entities or organizations working together to complete a task or achieve a goal. Collaboration is similar to cooperation. Most collaboration requires leadership, although the form of leadership can be social within a decentralized and egalitarian group.



credibility

Credibility comprises the objective and subjective components of the believability of a source or message. Credibility dates back to Aristotle theory of Rhetoric. Aristotle defines rhetoric as the ability to see what is possibly persuasive in every situation. The quality of being trusted and believed in.



transparency

Transparency, as used in science, engineering, business, the humanities and in other social contexts, is operating in such a way that it is easy for others to see what actions are performed. Transparency implies openness, communication, and accountability.



integrity

Integrity is the practice of being honest and showing a consistent and uncompromising adherence to strong moral and ethical principles and values. In ethics, integrity is regarded as the honesty and truthfulness or accuracy of one's actions.



centricity

The state or quality of being centric; centralness. Centering on or focusing on. It is typically used with another word; for example, "customer centricity" means attending to the customer's needs.



/ 02 /

LADISLAU BATALHA / founder



20+ years experience

Ladislau Batalha has over 20 years of experience transforming the contact centers and customer experience of some of the world best know companies, from several geographies and industries. His focus is always about people-centricity, be it the customer or the organizations employees, how they engage and achieve high levels of satisfaction. For Ladislau Batalha it is a simple communication between individuals, with full support of the organization, processes and technology to make it ease and seamless.

experience



Randstad / Business Unit Director / *PORTUGAL*



Nextel / Customer Operations VP / *BRAZIL*



Vodafone / Contact Center Manager / *PORTUGAL*



Closer / Business Unit Director / *BRAZIL*



Deutsche Telekom / Customer Care Consultant / *EGYPT*



NewSpring / Operations Director / *PORTUGAL*



T-Mobile / Customer Care Consultant / *GERMANY*



Teleperformance / Operations Director / *PORTUGAL*



NOS / Customer Care, TLMKT e Web Director / *PORTUGAL*



Teleperformance / VP Solutions Design / *PORTUGAL*



Contax / Business Director / *BRAZIL*



Etisalat / VP Contact Experience / *UNITED ARAB EMIRATES*

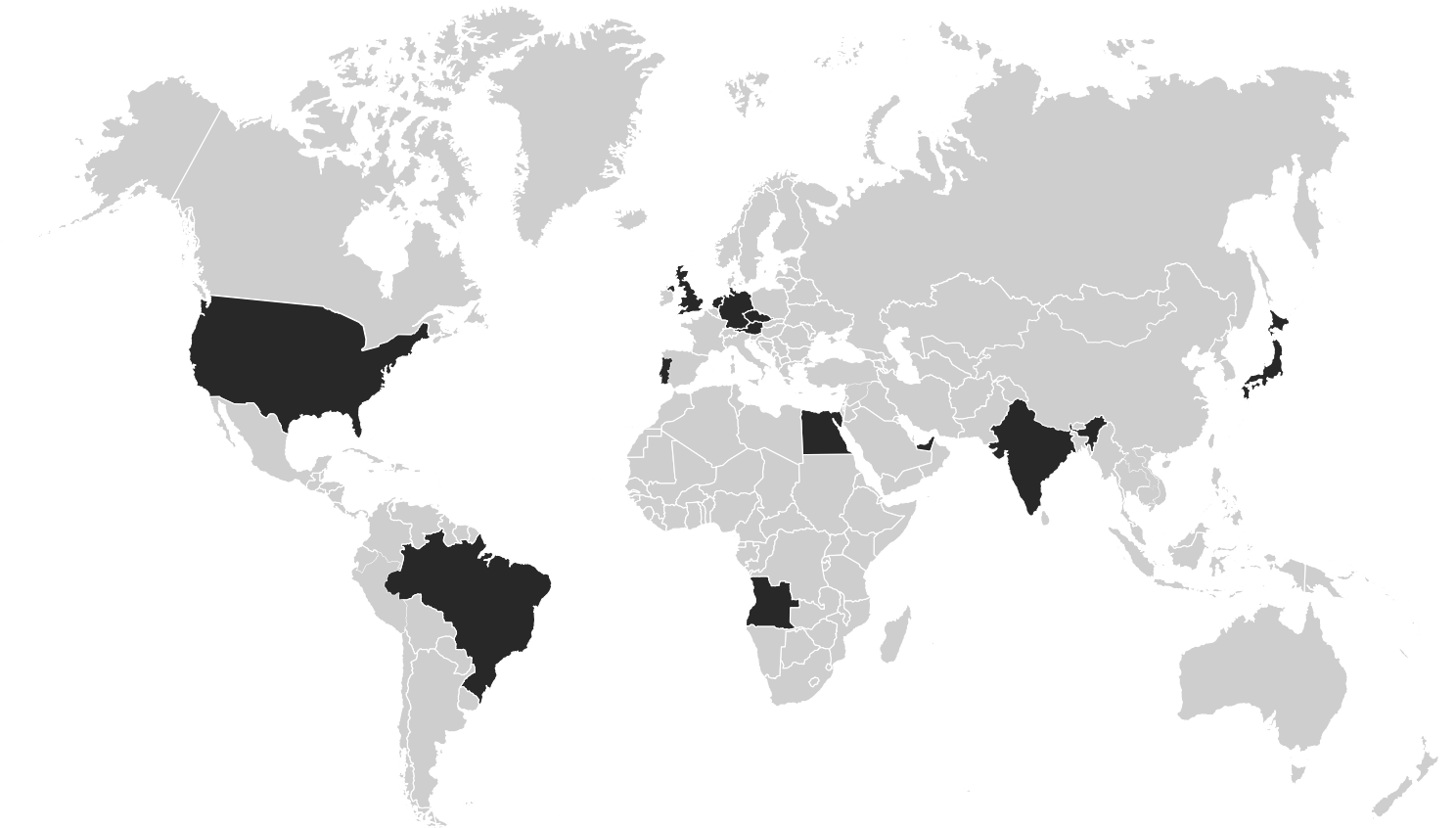


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/ 03 /

**TRANSFORMING
CONTACT CENTERS**

evolution



SINGLE CHANNEL



MULTI-CHANNEL



CROSS-CHANNEL



OMNICHANNEL



1960's

The first call centers appear to clarify doubts, answer to enquiries and provide after-sales support



1980's

Alternative channels to the telephone (e.g mail and chat)



1990's

"Contact Center" as an integration of the contact channels that deal with customers.



2000's

Propagation of *self service* and social networks



today

The Customer is positioned at the center of the organization and the Contact Center is integrated in the *Omnichannel* strategy.

evolution

from **operational cost** to *game changer* in several organizations.



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Ministry of Health launches world's first Metaverse customer happiness service center

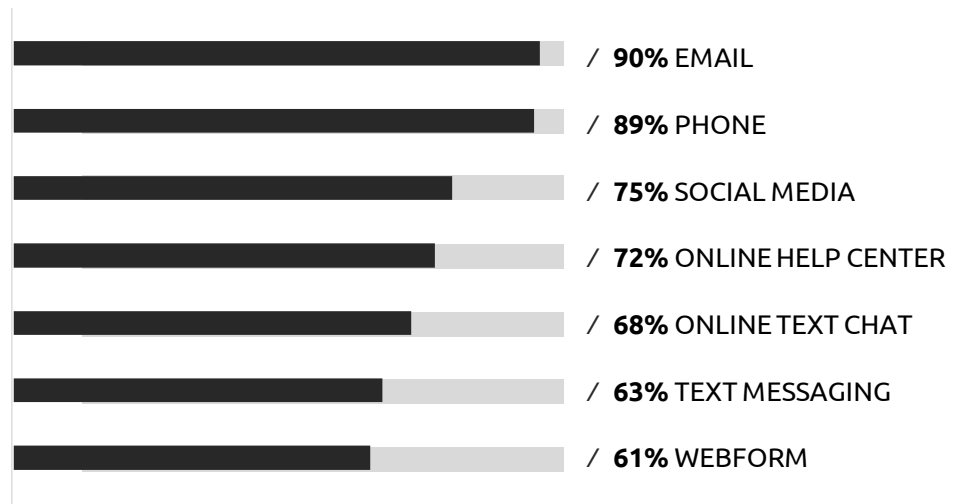
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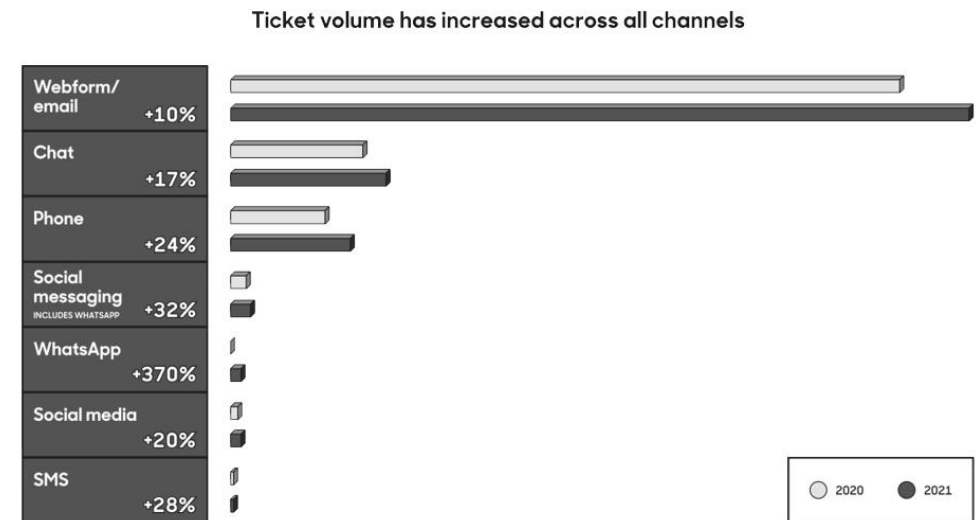
multichannel

EUROPE / AVERAGE ORGANIZATION IS ENGAGING CUSTOMERS ACROSS 7.1 CHANNELS



Source: Zendesk 2020 Survey

VOLUME EVOLUTION ACROSS CHANNELS Y-o-Y



Source: Zendesk 2021 Survey

5 generations



Benchmark

/ **93%** will spend more with companies that **offer their preferred option** to reach customer service (ex: chat).

/ **92%** will spend more with companies that **ensure they won't need to repeat information**.

/ **89%** will spend more with companies that **allow them to find answers online** without having to contact anyone.

/ **68%** say it feels like most businesses need to **improve the training of their customer service agents**.

/ **76%** say they expect to **engage with someone immediately** when contacting a company.

/ **68%** say they expect **all experiences to be personalized**.

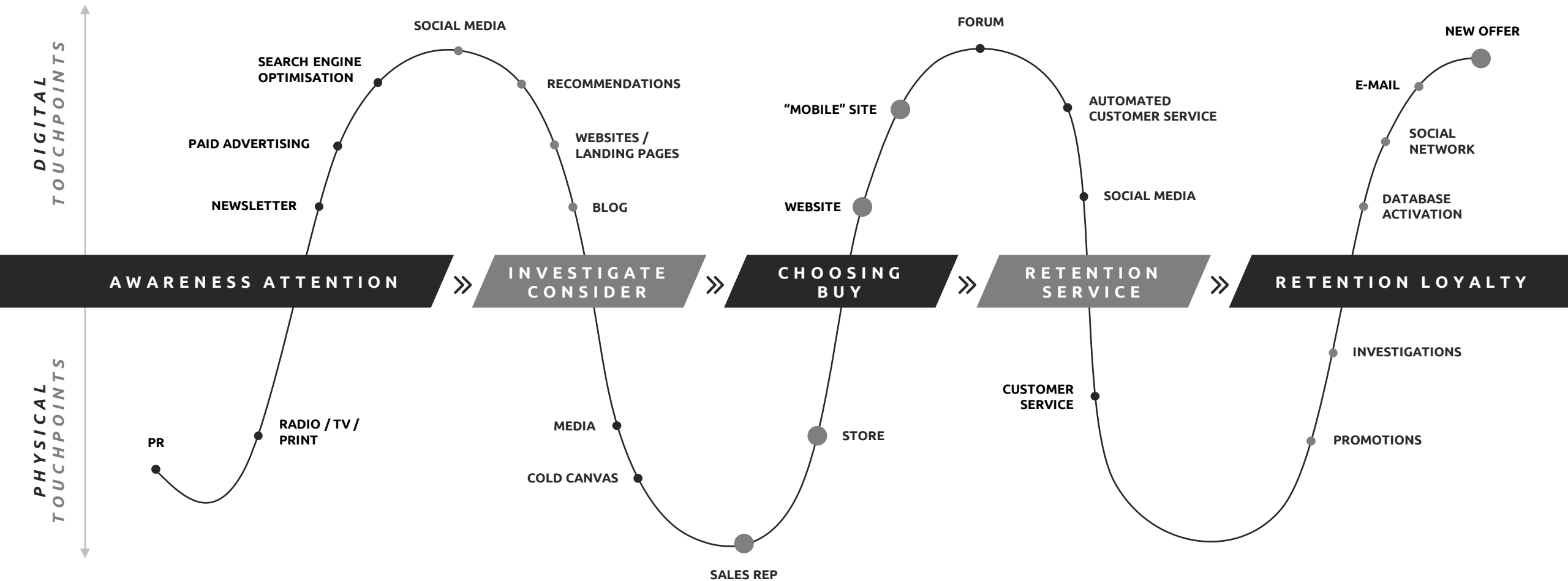
/ **69%** of customers say they're willing to **interact with a bot on simple issues**.

/ **54%** of customers say that their biggest frustration with chatbots is the **number of questions they must answer** before being transferred to a human agent.

in **Zendesk Benchmark, 2022**

Zendesk surveyed more than 3,511 consumers and 4,670 customer service leaders, agents, and technology buyers from 21 countries and organizations ranging from small business to enterprise during July and August 2021.

customer journey



omnichannel

SOME FACTS AND REFLECTIONS

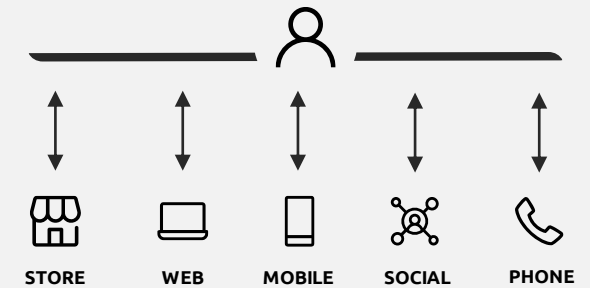
/ **An Omnichannel customer Experience is made up of individual customer touchpoints,** over a variety of channels that seamlessly connect, allowing customers to pick up where they left off on one channel and continue to experience on another.

/ **An Omnichannel Customer Experience requires alignment** between marketing, sales and customer support strategies.

/ **Essential for companies that are focused** on creating and maintaining a strong brand reputation.

/ **Empowers connected customers by making it easier** for them to access information and compare product and service details.

/ **Omnichannel evolute faster due to the pandemic** (resources optimization, technology focus).

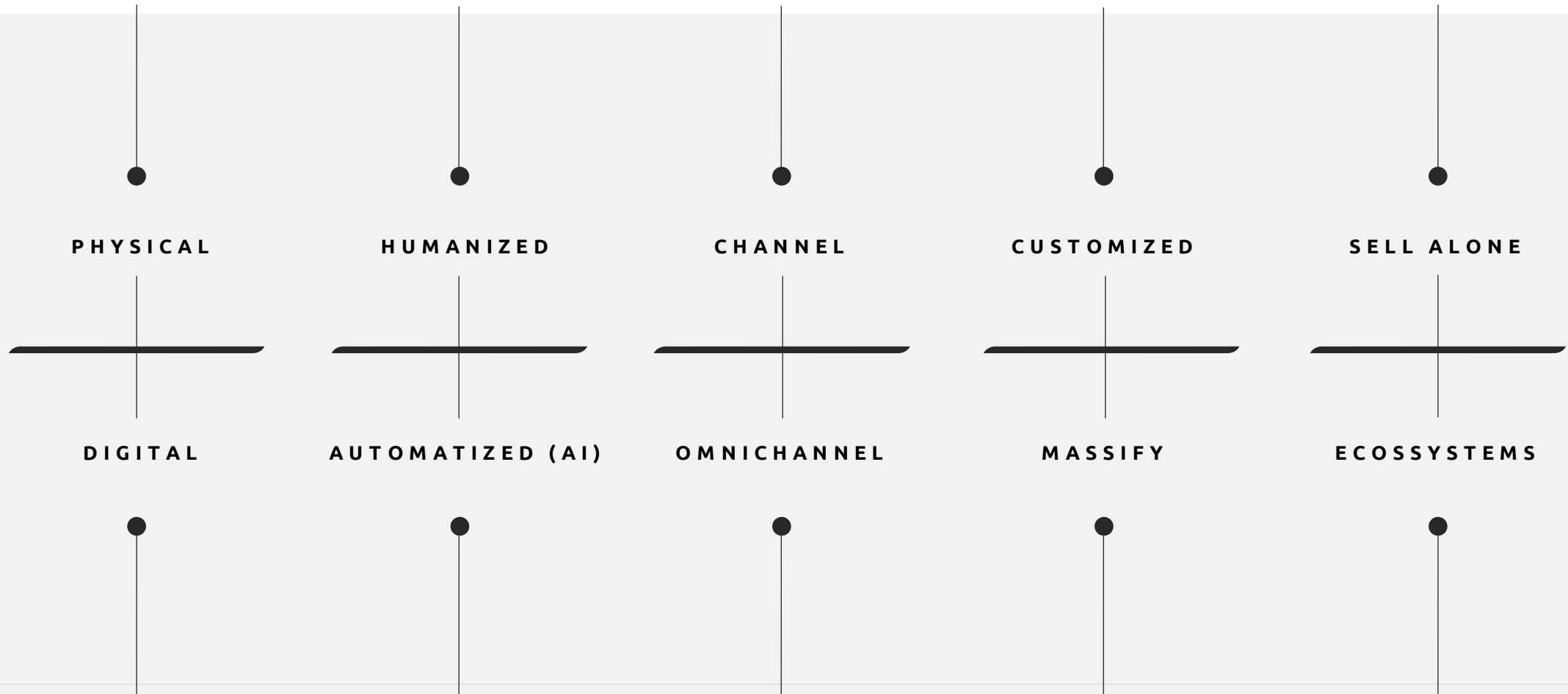


contact center new paradigms

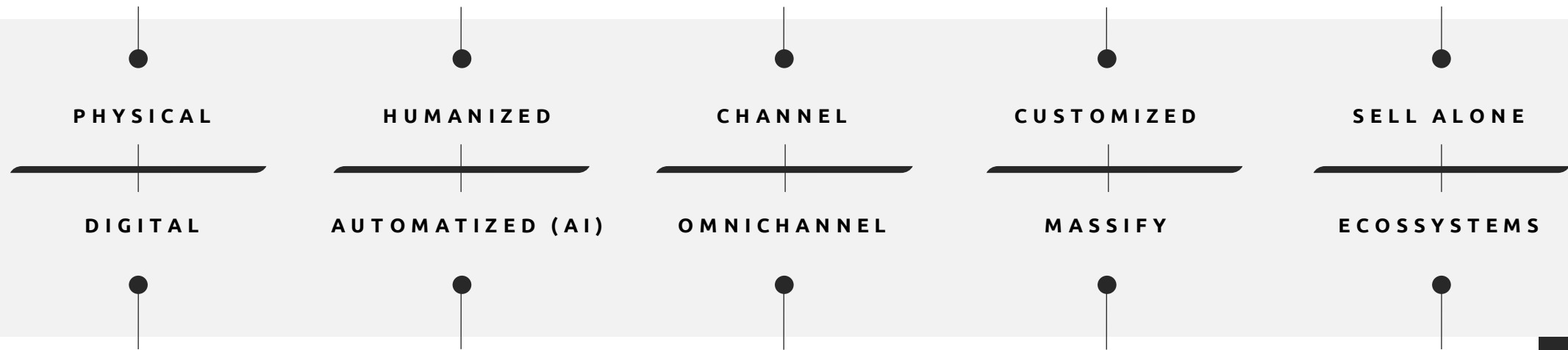
ROBOTIZATION	IVR/AI INTELLIGENT	ANALYTICS	EXPERIENCE HUBS	CUSTOMER EXPERIENCE
<i>Use of technology to leverage automation (e.g machine learning, natural language processing, speech analytics)</i>	<i>Introducing technology to adapt systems IVR/AI to the Customer's journey across multiple channels</i>	<i>Use of advanced analytics for decision support, customer satisfaction measurement and indicators analysis</i>	<i>Transformation of Contact Centers into Experience Hubs, offering ongoing services that impact the experience</i>	<i>New paradigm of the digital age, in which the main focus is on the experience that organizations provide to their customers</i>
<ul style="list-style-type: none"> / Robots with Cognitive Technology / RPA Solutions / Tools that identify NBO in real-time interactions / Automation of contact center agents performance monitoring processes 	<ul style="list-style-type: none"> / Machine learning to adapt customer journey across all channels / Systems that combine voice with screen interactions / Systems with natural speech commands and real time speech translation / Behavioral routing 	<ul style="list-style-type: none"> / Monitor break points in contact with Customers / Introduction of predictive algorithms / Use of sentiments Interactions analytics Workforce management analytics 	<ul style="list-style-type: none"> / Increase the innovation of the Customer journey / Self-service mechanisms but customizing the experience / Interactive Omnichannel Strategy / 24/7 Services 	<ul style="list-style-type: none"> / Selfcare tools / 24/7 access / Focus on the digital component / Focus on creating a relationship of trust between customers and contact center agents

Source: Deloitte, APCC Conference

customer experience new paradigms



customer experience new paradigms

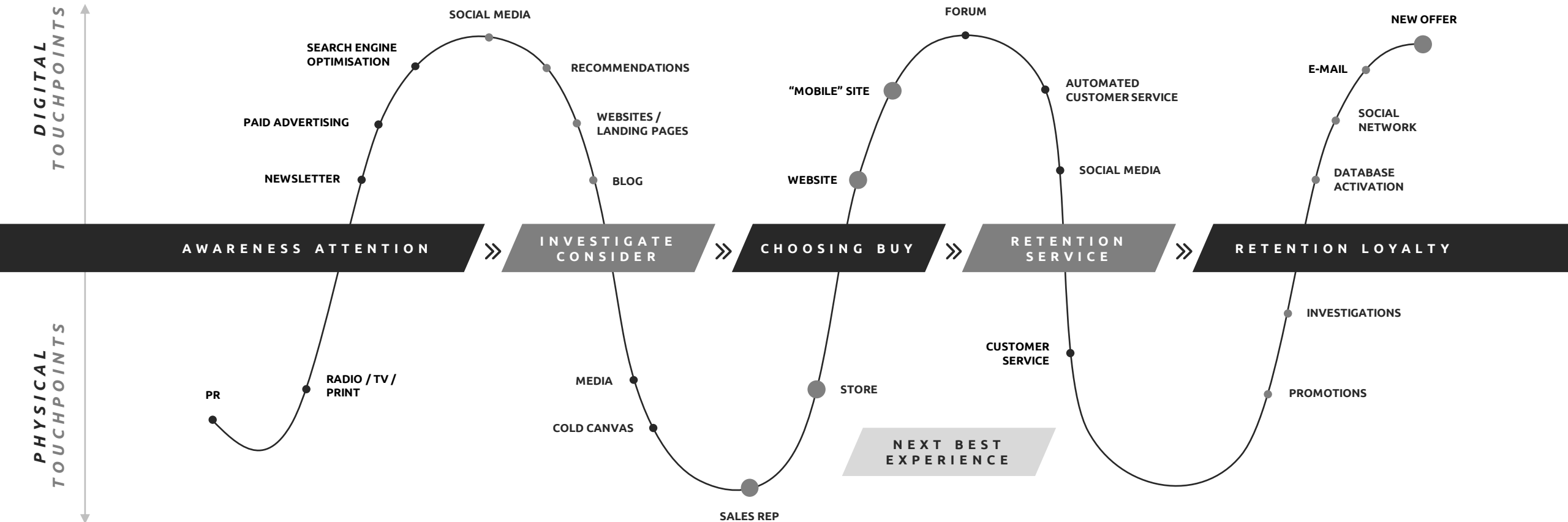


and
challenges

- / Definition of new **KPIs and Measures**
- / Definition of new **Contractual Models**
- / **Human Empowerment**
- / **Customer and Employee Experience** (practices, and tools)
- / **Benchmarks, Best Practices and Standardization**



customer journey



next best experience

- / **A shift away from reactive**, transactional support, to a deep focus on quality of interactions and creating meaningful connection.
- / **Technology is expected to power 85% of service interactions by 2025**, eventually replacing other self-service channels such as IVR and app/web as well as covering a significant percentage of the human interactions (all basic queries), leaving humans to hand more complex issues.
- / **The need for human support is reserved** for only the most critical interactions having direct ownership in fixing upstream issues.
- / **Care becomes a growth engine for driving customer success** and fueling sales opportunities (e.g. Service to Sales).



employee

- / Employee experience
- / Employee engagement
- / Employee happiness
- / Employee satisfaction



staff needs

- / Empowerment
- / Adequate tools and systems
- / Diversity and Inclusion
- / Gamification



Benchmark

/ 15% MORE MANAGEABLE WORKLOAD
Only **15%** are satisfied with their overall workload.

/ 20% MORE TRAINING
Only **20%** are satisfied with the training they receive and **62%** would like to have more skills based training.

/ 14% BEST PERFORMANCE METRICS
Only **14%** are satisfied with the metrics that serve as a basis for evaluating their work.

/ 14% CAREER OPPORTUNITIES
Only **14%** are satisfied with career opportunities within their organizations.

/ 38% MORE RESPECT
Around **38%** say that Customer Service does not receive equal treatment within their organizations.

in **Zendesk Benchmark**, 2022



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