



Jonathan Sharp

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2019
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ACHIEVING INTEGRATED, AGILE WORKPLACE MODERNISATION

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SUPPORT FOR DIFFERENT MODELS



INNOVATOR



TRANSFORMER



IMPROVER

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89%

of companies expect that

customer experience

will be their primary
basis for competition

—
GARTNER

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DIS
RUPT
ORS

Uber

airbnb

NETFLIX

amazon

ARE RESPONDING TO CHANGING MARKETS AND DIGITAL FUELLED GROWTH

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CREATE THE WINNING BLEND



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KEY CONSIDERATIONS WHEN PLANNING CHANGE



CULTURE
AND BUY IN



GET
STARTED



FLEXIBLE, AGILE
AND ADAPTIVE
APPROACH



INVOLVE
USERS



BE READY
TO ADAPT



PLAN TO
SCALE

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EVOLUTION SHIFTING TO DIGITAL CHANNELS

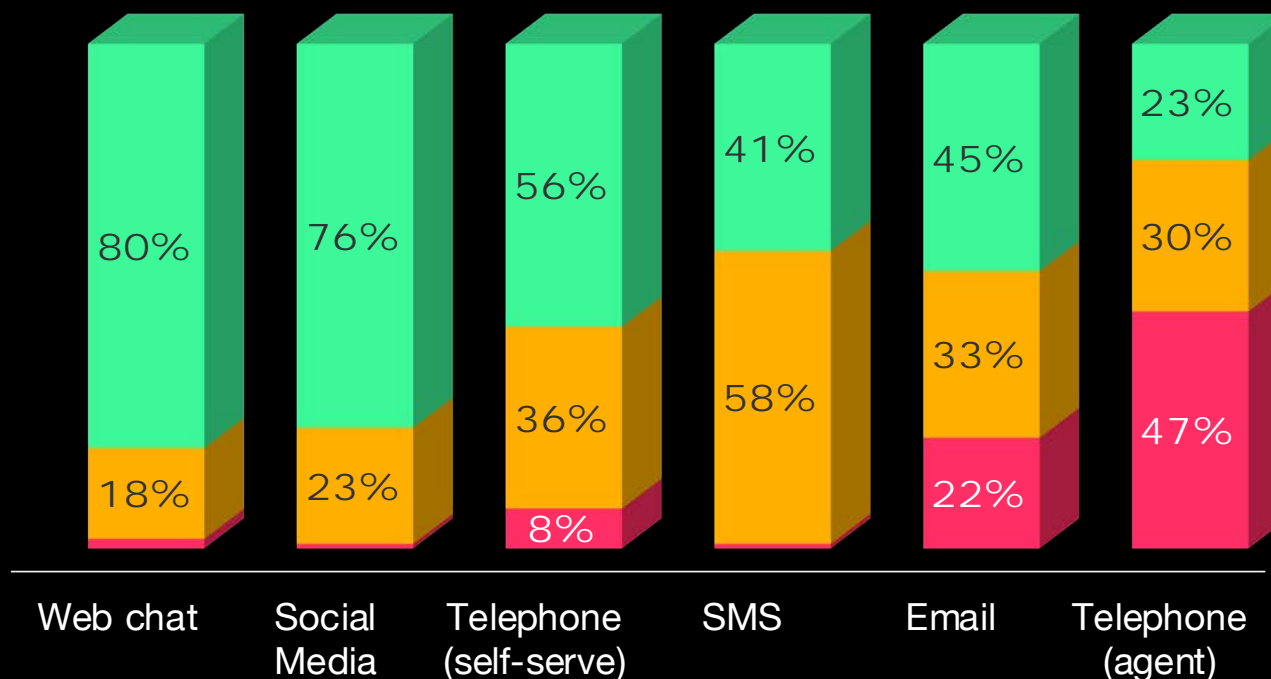
81 expect web chat use to increase over the next 12 months.

- How do you support digital transformation?
- How do you offer or support the channel shift?
- Can this be achieved through a single contact centre platform?

CONTACT BABEL DECISION MAKERS GUIDE, 2017/18

"How do you think inbound channels will change in the next 12 months?"

■ Decrease ■ No change ■ Increase



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**SELF
SERVICE
SAVES
MONEY**

THE COST OF COMMUNICATION

COMMS METHOD	AVG. COST
Live telephone call	£4.00
Email handled by agent	£3.37
Live web chat	£3.82
Social media handled by agent	£3.07
IVR (self service)	£0.60
Conversational AI (e.g. Ami)	£0.20

TOTAL

Could you be spending less?

**SCALE
BUSINESS
NOT
HEADCOUNT**

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OUR APPROACH AS ENABLERS



**Agile, collaborative
development**



Modular tech stack



Systems integration



**Automation and
digitisation support**



**Augment workforce with
data, insight and AI**



**Evolves with
your journey**

2019
C O N V E R G E N C E S U M M I T

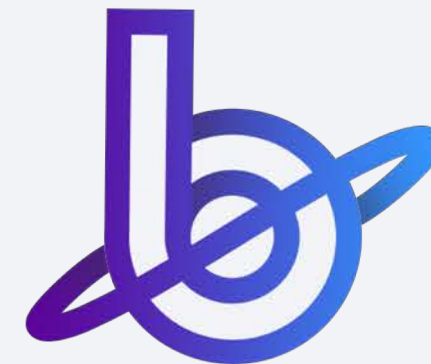
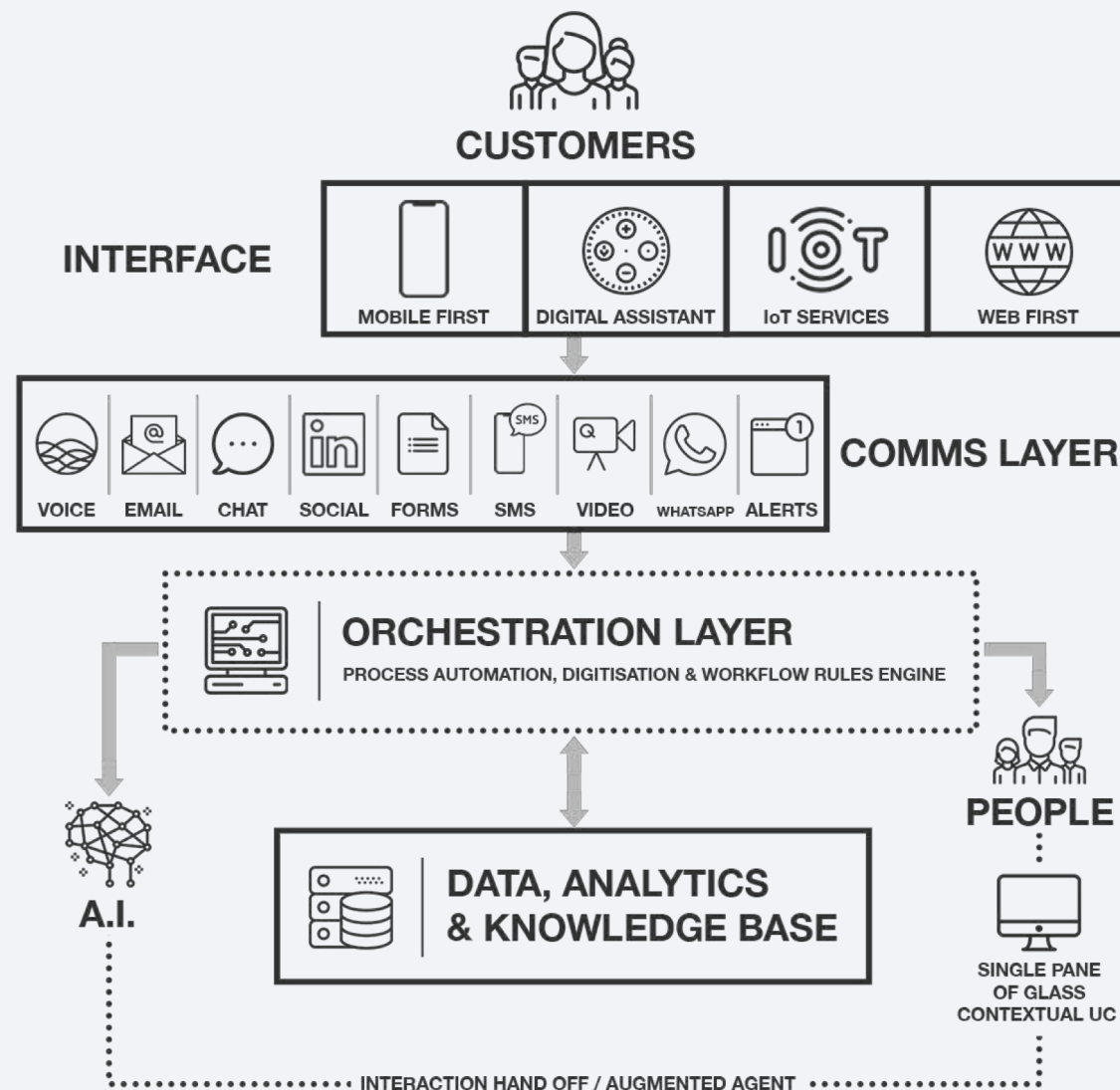


B • CONNECTED

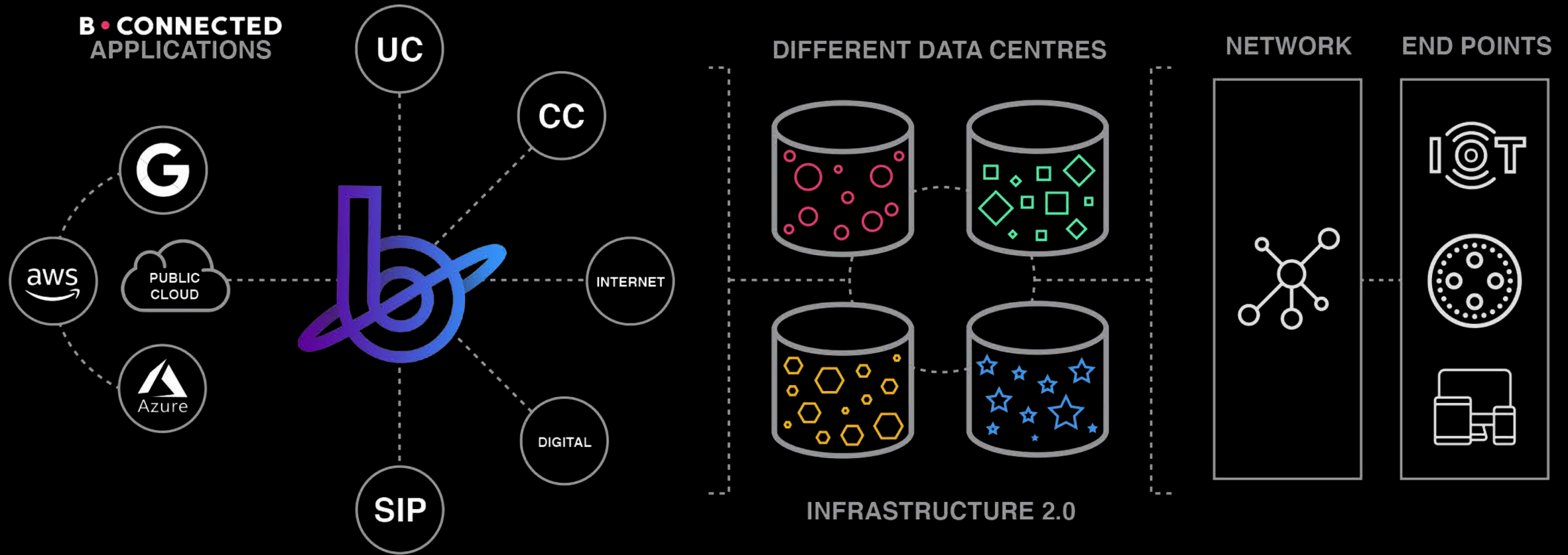
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**D I G I T A L
F R A M E W O R K**



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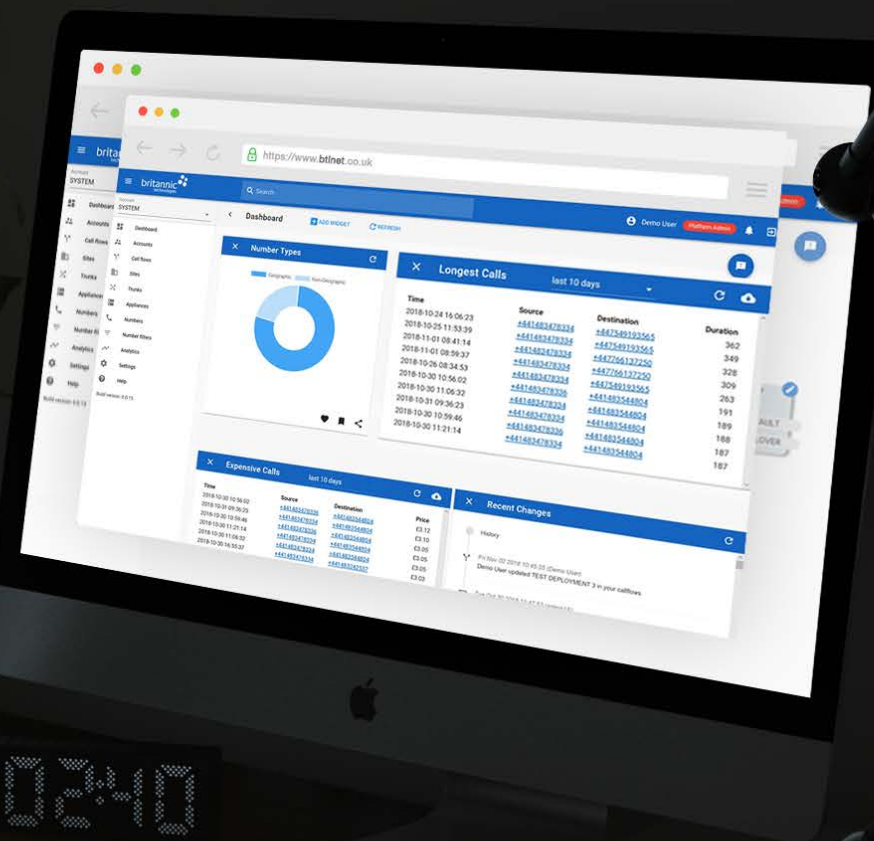


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DX IN ACTION

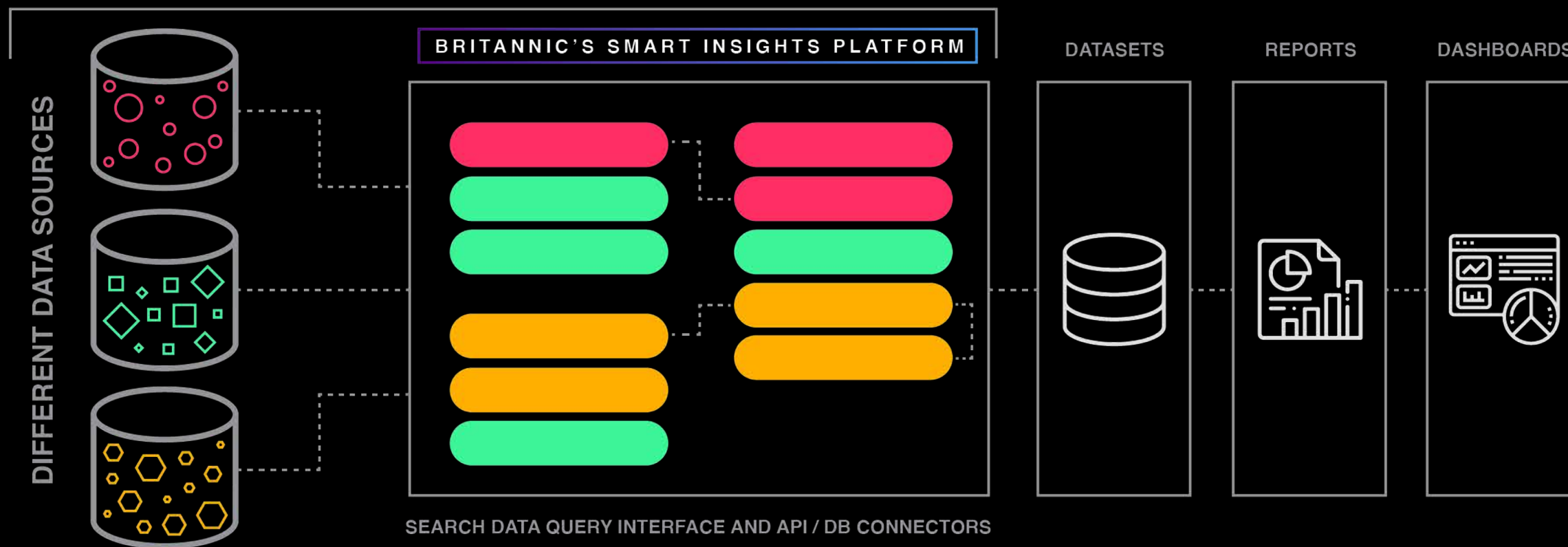
O U R W E B U I



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SMART INSIGHTS

DATA FLOWS



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AN END TO END INTEGRATED SOLUTION



AUTOMATION

PERSONALISATION



RPA - AI - Self-service Portal - Real time - Context Aware - Relational - Empowered

AVAYA

INTEGRATED SOLUTIONS

Mitel®

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TAXI
MAGIC

uber

lyft

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**THIS CHANGING WORLD
REQUIRES A CHANGE OF
APPROACH AND MINDSET**

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KEY THINGS TO TAKE AWAY

1

Get started and keep going.

2

Think and plan big, but don't too start big.

3

Encourage an innovation culture and champion change.

4

Focus on solving problems and enabling growth.

5

Involve customers and staff early in the process.

6

Don't waste time building things that are not needed and be prepared to throw things away.

7

Adopt a process of continuous innovation and improvement if you want to win in this fast changing world.

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THANK YOU!!

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