



The Contact Center of the Future

Future-proofing your business

Mindsight 
Formerly Tympani, Inc.
Technology. Transparency. Trust.

Kleid Gjataj

Principal Consultant at Mindsight

- **15 years** of experience in both domestic and international consulting
- Focus on how **contact center optimization** helps businesses meet goals, increase efficiencies, and reduce costs.

Expertise in:

- ✓ Frictionless CS
- ✓ Digital CX
- ✓ Omnichannel
- ✓ Speech Analytics
- ✓ Natural Speech
- ✓ Quality Management
- ✓ Outbound Dialer
- ✓ Custom Applications
- ✓ AI/Machine Learning Futures
- ✓ IVR/ACD/Screen Pop



Agenda

Disruptive change

How customers and businesses have adopted?

Current contact center trends and challenges

Contact Center of the future

Examples



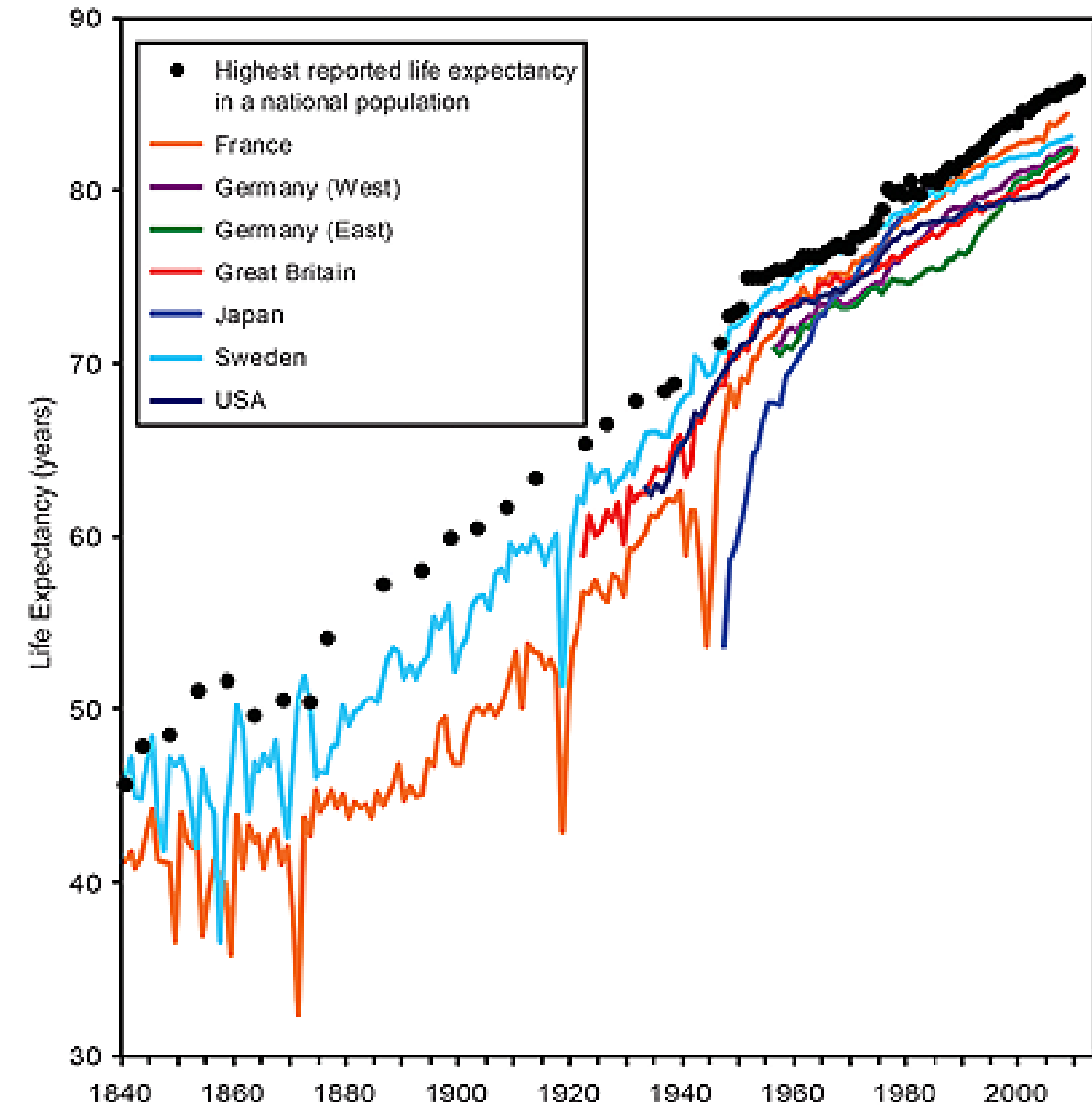
Extraordinary Century of Progress

Life Expectancy has more than doubled

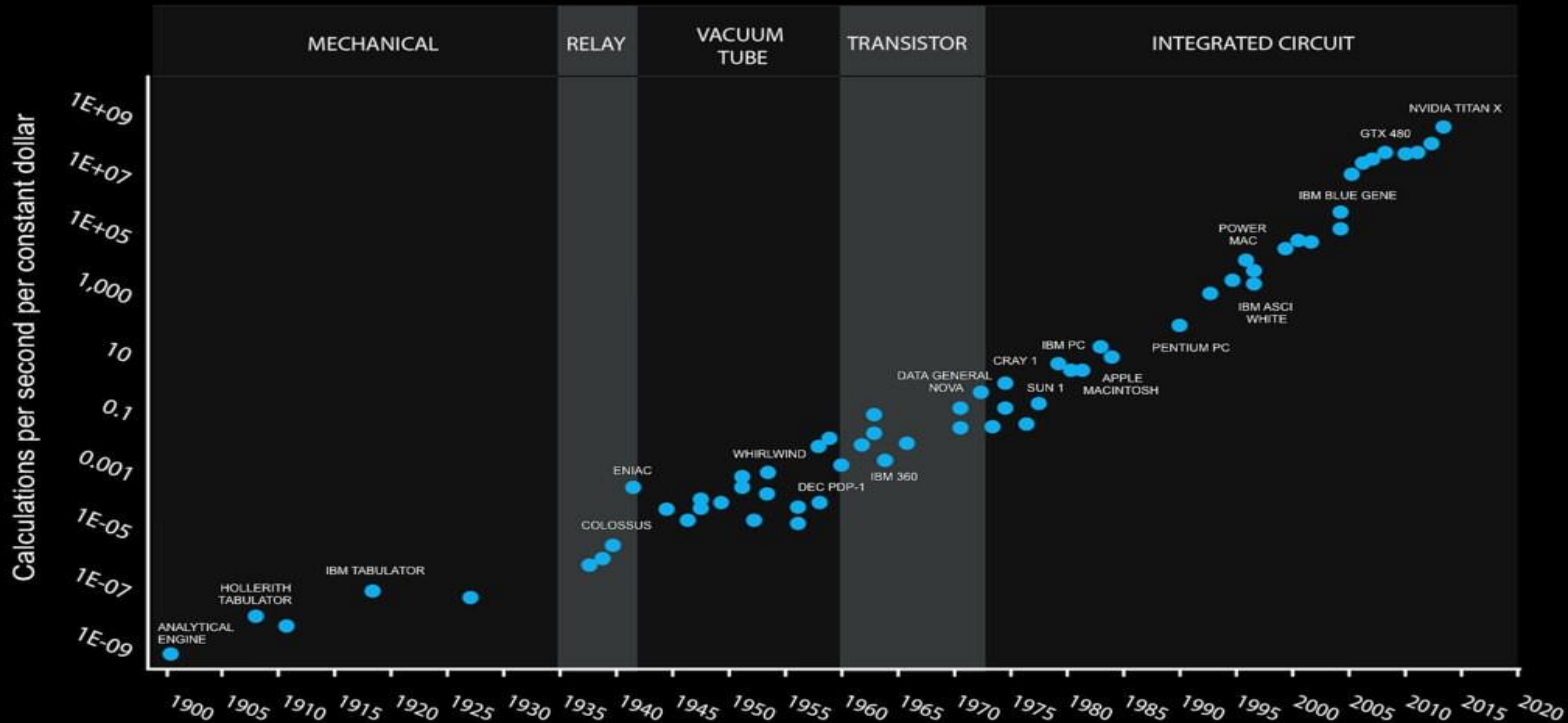
Cost of Electricity reduced by 20-fold

Cost of Transportation reduced by 100-fold

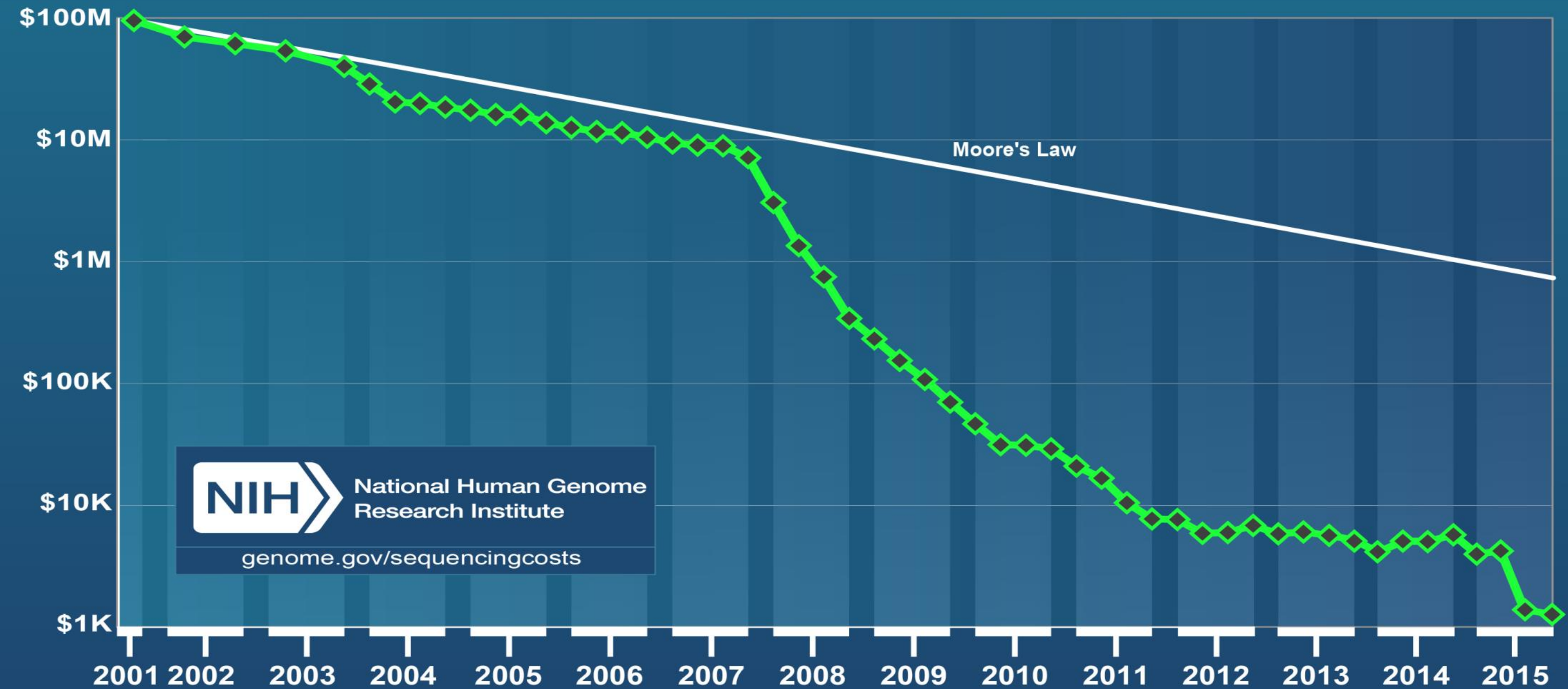
Telecom cost reduced by 1000-fold



120 Years of Moore's Law



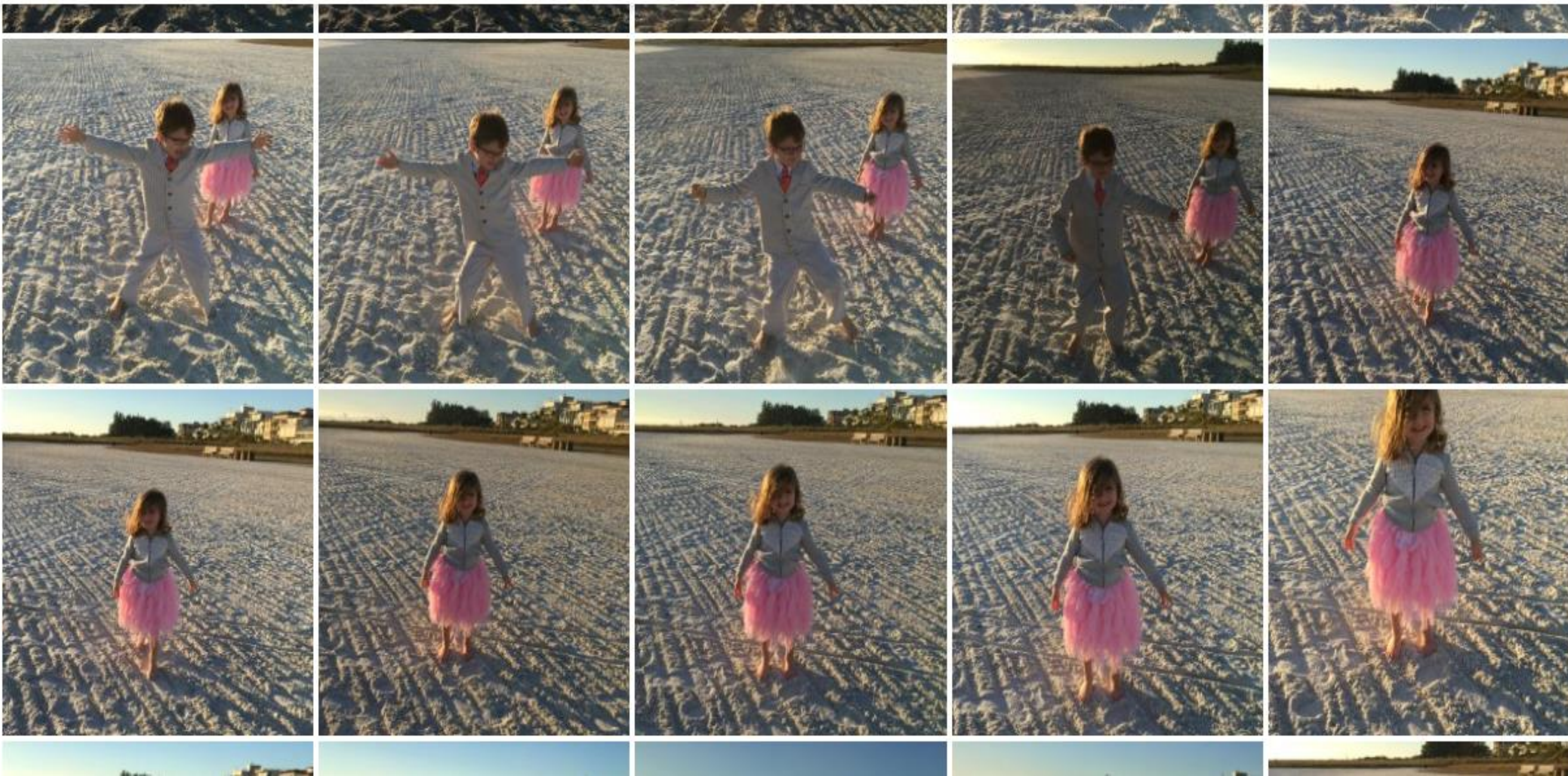
Cost per Genome





All 10,017

Create Album Sort



		
<u>1996</u>	<u>2012</u>	<u>April 2012</u>
MarketCap: \$28B	<i>Bankrupt</i>	MarketCap: \$1B
Employees: 140,000	Employees: 17,000	Employees: 13
Redefines: "A Kodak Moment"		

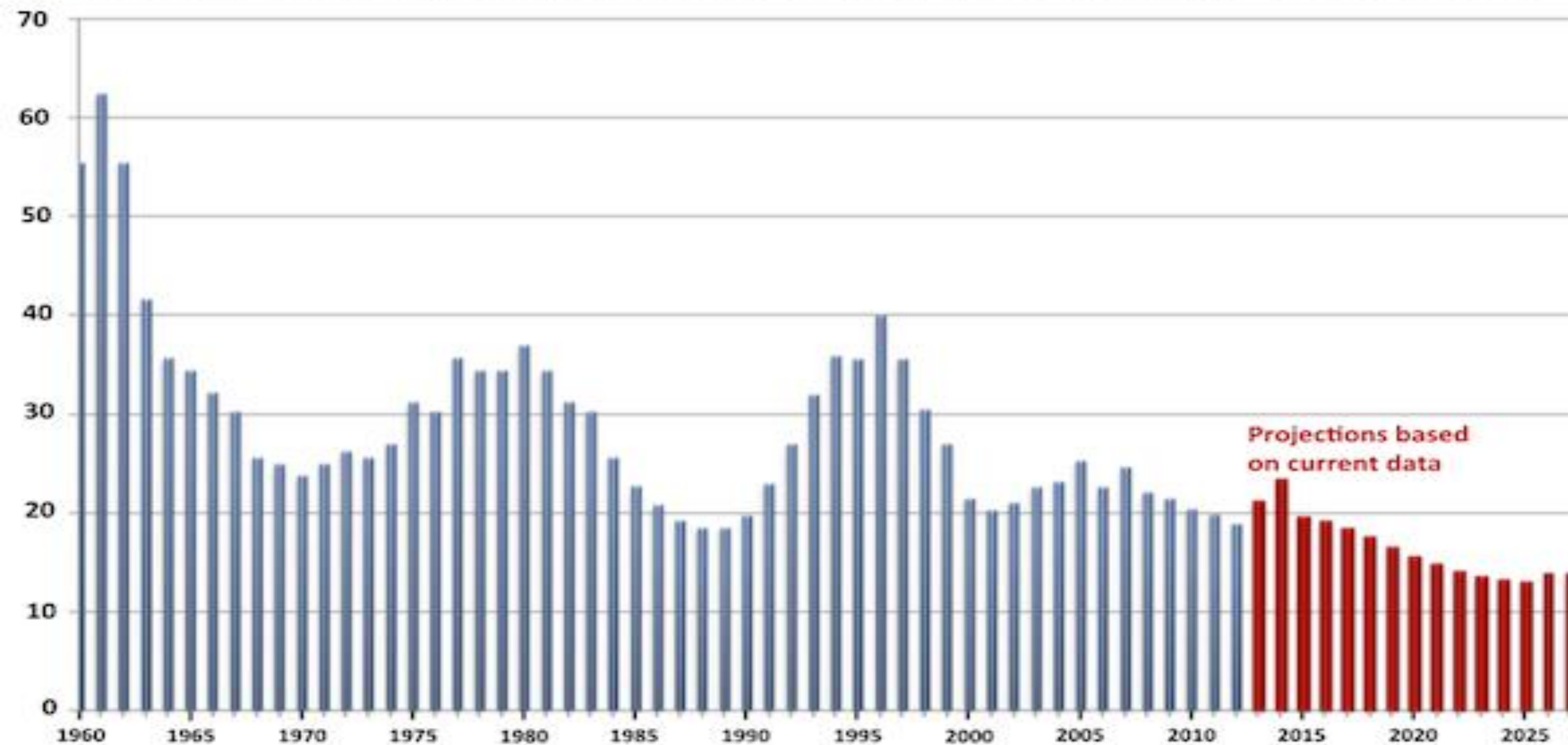


David Rose - Gust

“Any company designed for success in the 20th century is doomed to failure in the 21st.”



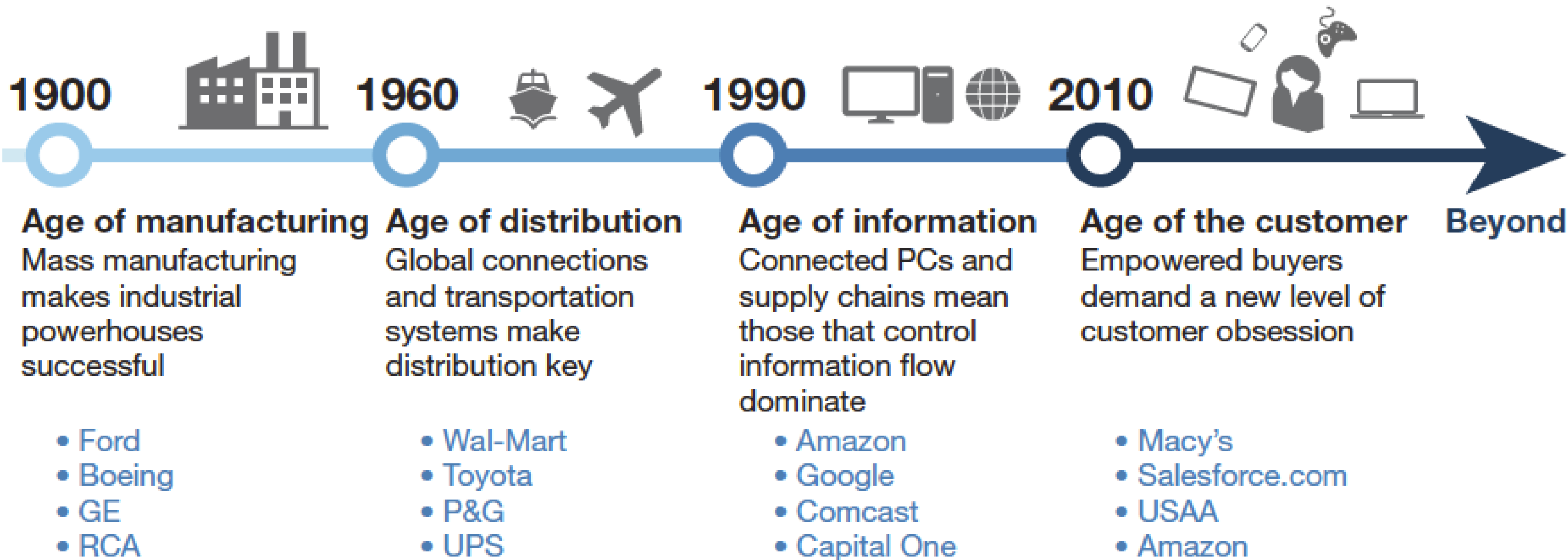
Average company lifespan on S&P Index in years (rolling 7-year average)



Year (each data point represents a rolling 7-year average of average lifespan)

DATA: INNOSIGHT/Richard N. Foster/Standard & Poor's

Figure 1 We Have Entered The Age Of The Customer

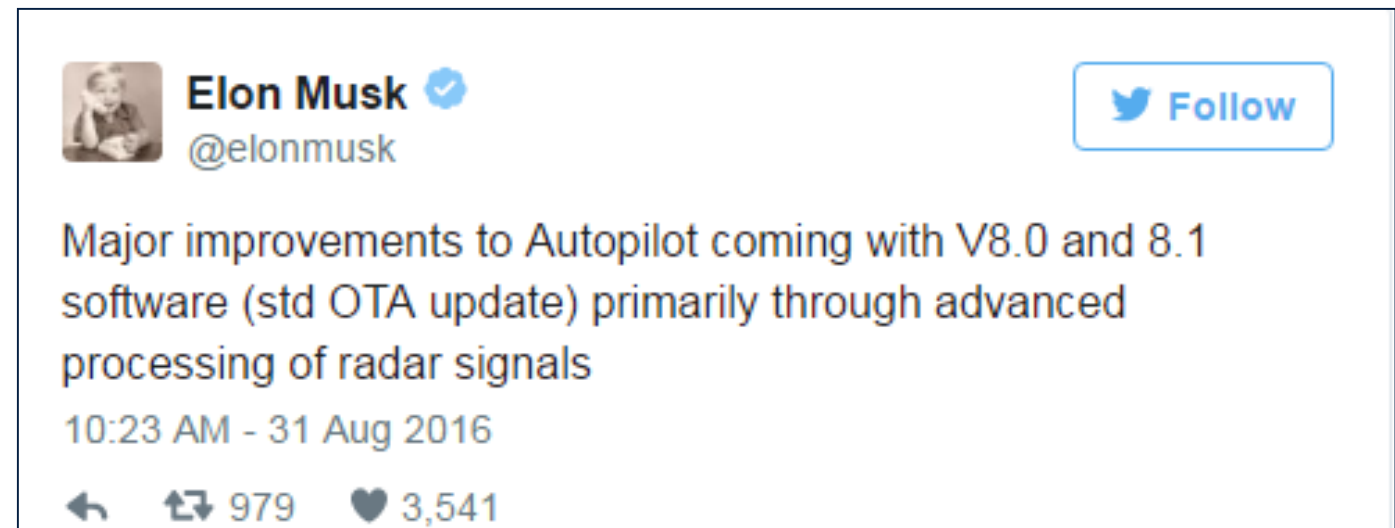


The Age of Convenience

“We’re living in the age of convenience, instant gratification and absolute modern luxury.”

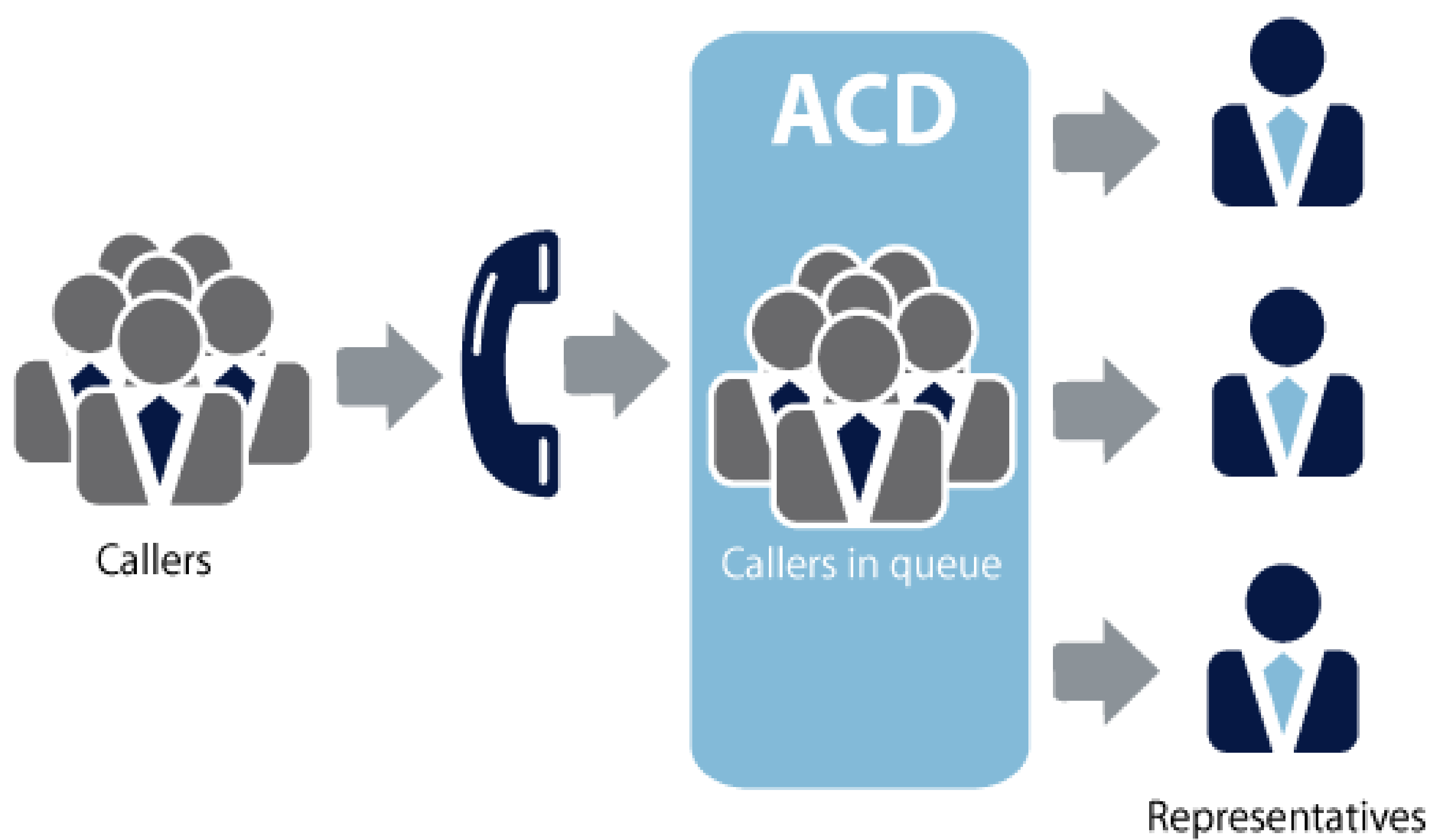
Forbes

Convenience











**50% of customer support
calls go unresolved.**

AI-powered self-service
can help increase first
contact resolution

IBM Watson®

Trends (2015 – Present)



Cloud CC



Omni-channel



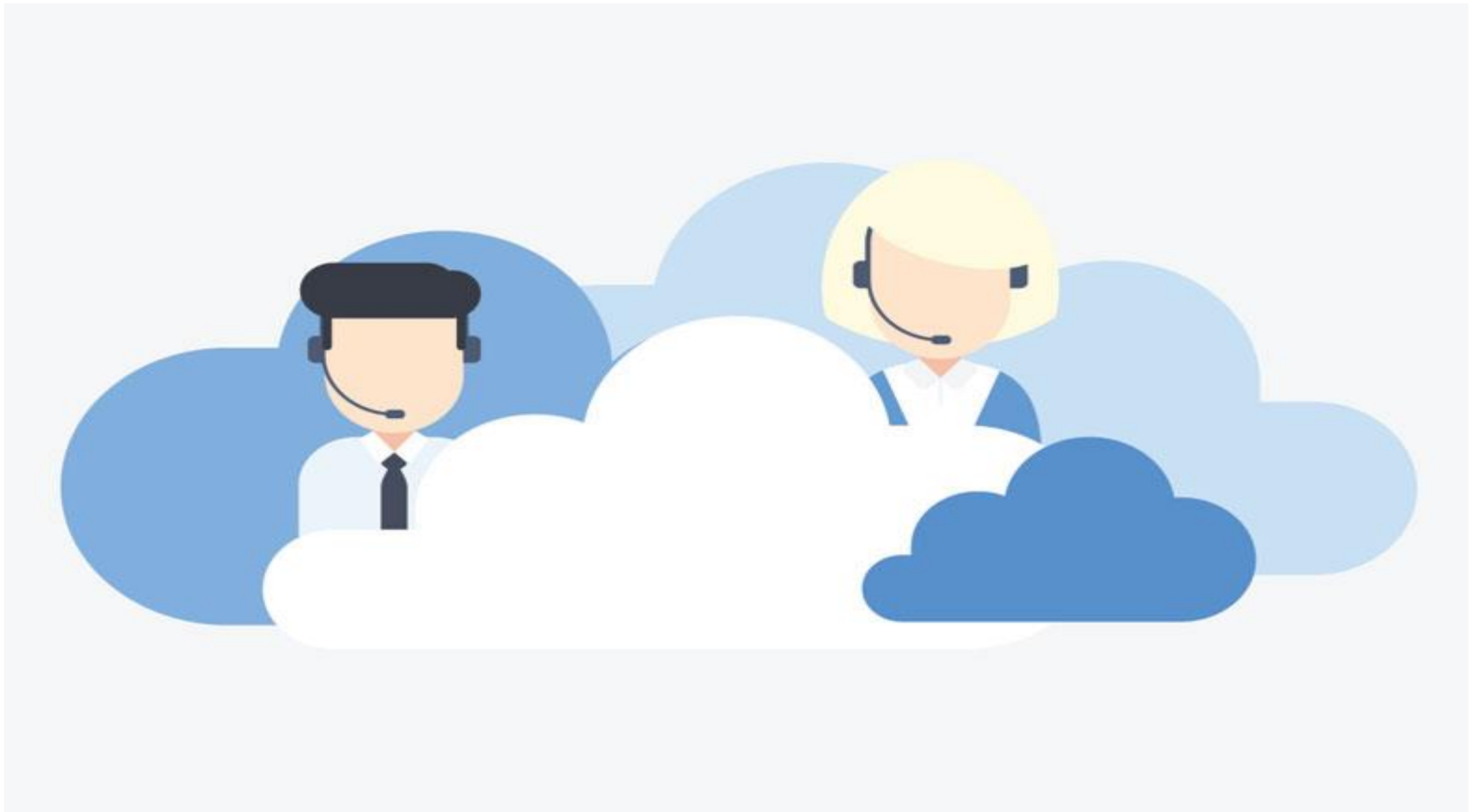
Natural Speech



AI/Personal Assistants



Cloud



Omnichannel

One Channel



Multi Channel



Omni Channel



Omnichannel - Defined

“Creating human like communication between a corporation and a customer”



Natural Speech



Artificial Intelligence



Obstacles

Piecemeal add-on

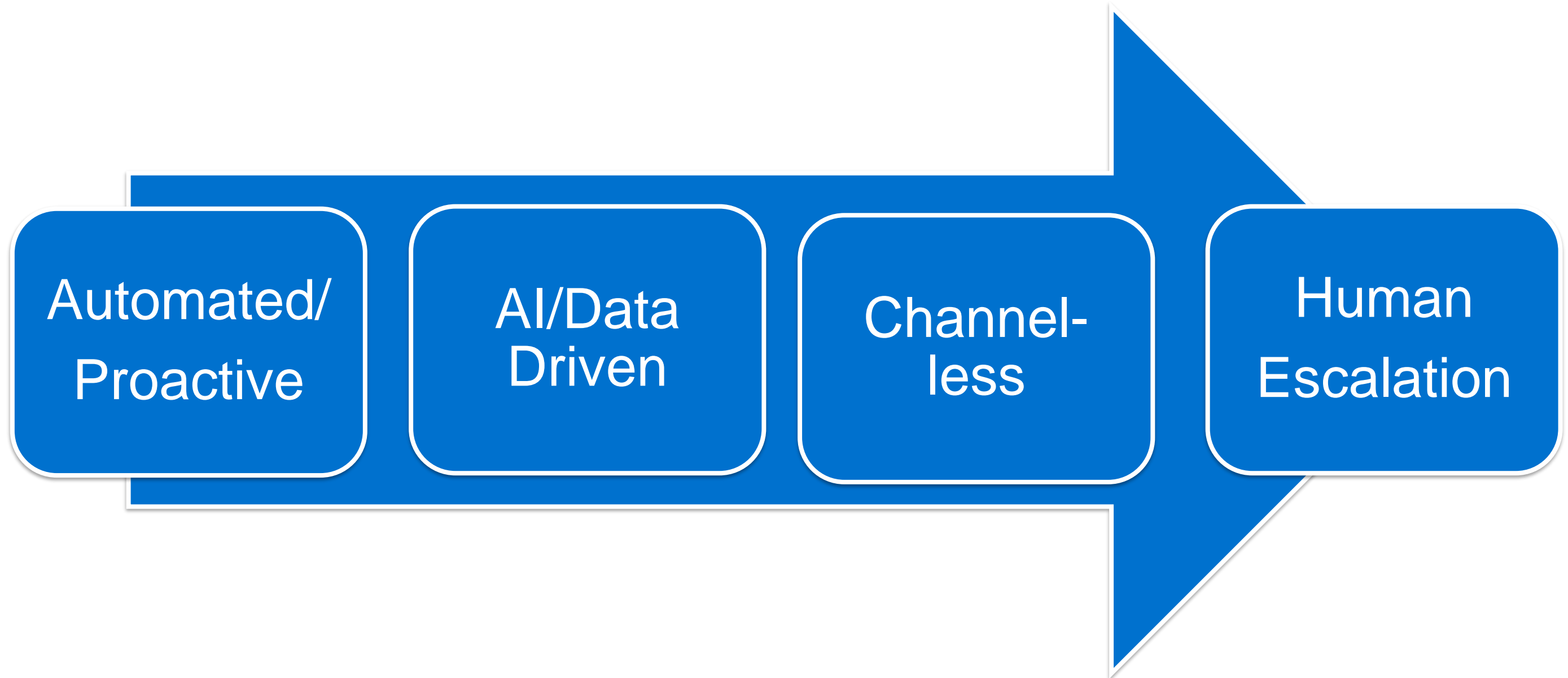
Too expensive

Resistance to change (organizational immune system)

Segregated business units

Lack of data

CC of the future







Echo: HI Kleid – I was notified that the dual start/run capacitor on your AC is not working correctly. Do you want me to check Amazon stock for a replacement part.

- *Kleid: Yes, please.*

Echo: I have got great news. We have the part in stock for \$25 and it can be delivered today if you order in the next 11 minutes. Should I order it?

- *Kleid: Yes.*

Echo: Great. The order has been placed and your part should arrive today before 7 PM. I also checked the manufacturer's website for replacement instructions and the steps are very simple. I will email you the instruction video. On a DIY scale this task is a 4 and should take about 15 minutes. The only tool required is a Philips screwdriver. Do you want to install this part by yourself or should I try to find an HVAC contractor on Amazon Home services.

- *Kleid: What is the estimated cost for professional installation?*

Echo: Based on our previous price history , it should be between \$95 and \$125

Kleid: Thanks Echo. I will try to replace it myself.

Kleid: How long are you supposed to cook meatballs in the oven?

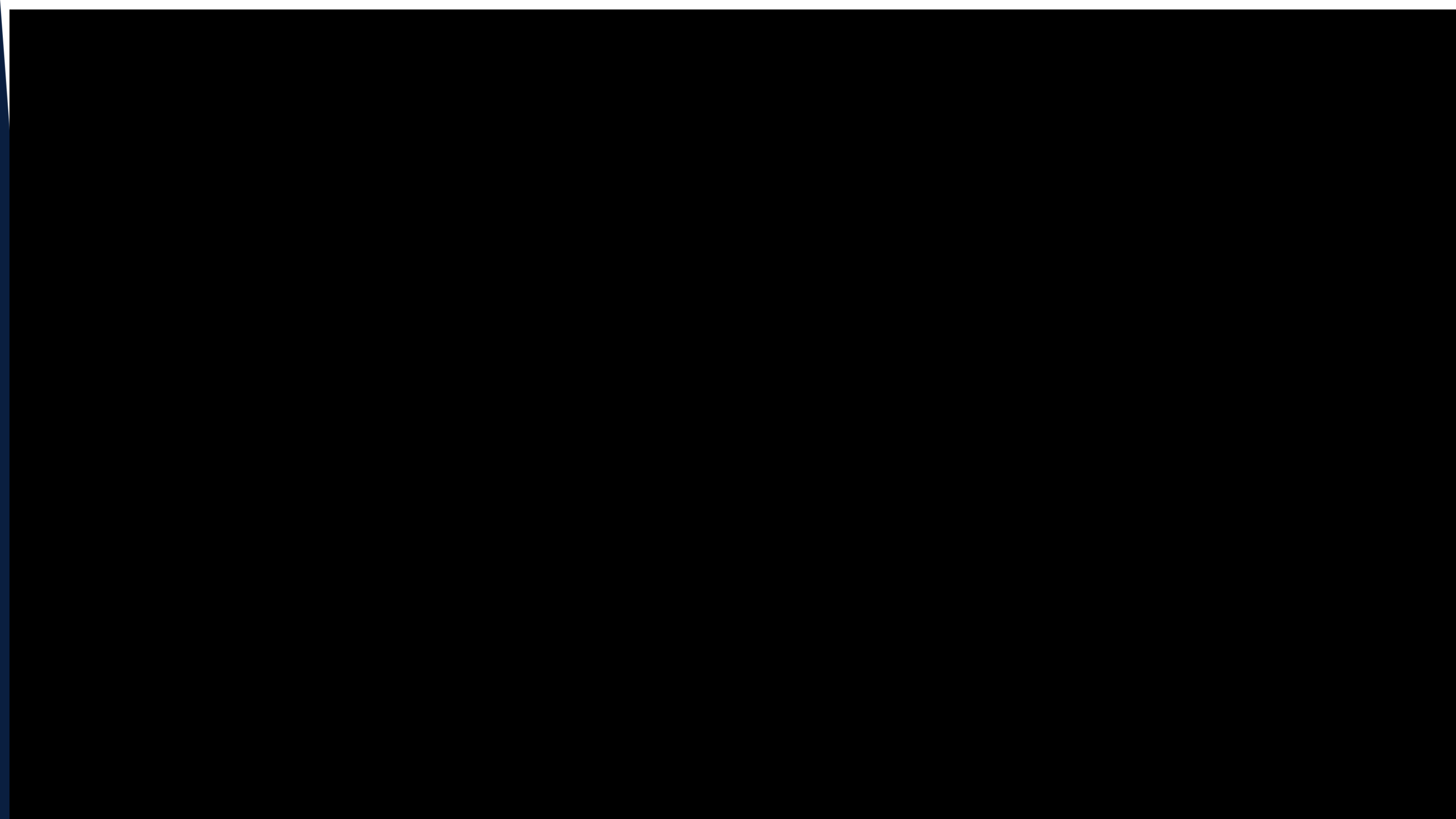


Example 2 – Alexa

Alexa – Where is my stuff?

Vs.

Logging into a website to track an order or call an 800 number to track an order



Questions



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