Digital Contact Center Modernization

happiest minds
The Mindful IT Company
Born **Digital** . Born **Agile**

Finance

246

673

238

6 962

579

579

579

4 659

Data

Eco

UNITED KINGDOM   10
UNITED STATES   20
AUSTRALIA   30
JAPAN   40
DENMARK   50
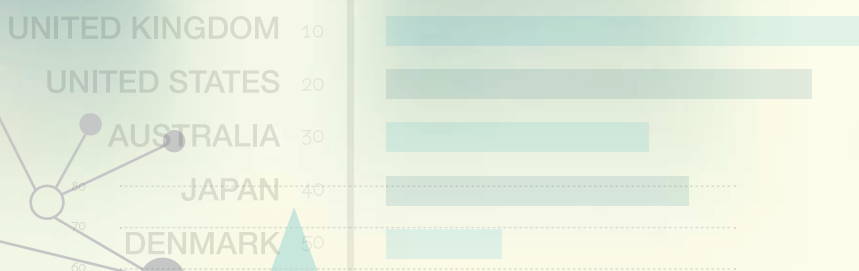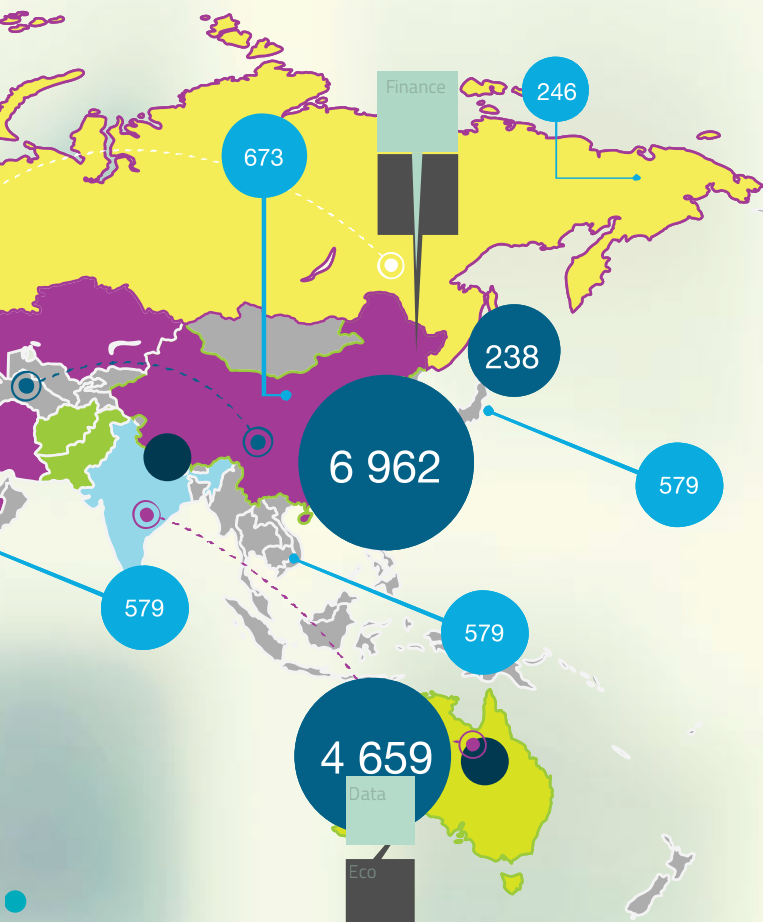
Why should Contact Centers be Cost Centers?

Traditionally, customer service centers are looked at as necessary cost centers to run the business. Such Contact Centers often have information residing in multiple systems operating in silos, which makes the agents to deal with a plethora of desktop screens while handling customer queries. This impacts the agent productivity in servicing customers and affects the overall customer experience. We challenge this paradigm of contact centers as cost centers and intend to change this paradigm from cost to profit and transactions to interactions.

Digital Contact Center Modernization (DCCM) Solutions from Happiest Minds

Our DCCM Solution focuses specifically on two most important actors – customer and agent – to transform the way they interact with each other. We do so by intervention and intersection of Digital technologies, Artificial Intelligence (AI), Chatbot and Analytics integrated with leading Contact Centre (CC) software like Avaya, Cisco, Jacada and Ameyo. We leverage CC's existing investments in network, infrastructure, platforms and applications to provide compelling digital solutions to customers and agents resulting in improved KPIs like C-SAT/NPS, Agent Productivity and Cross/Up Sell.

How DCCM powered by iS3 improves Customer Experience and Agent Experience?

Powered by intelligent self-service support (iS3), DCCM platform transforms customer experience with the following digital disruptors:
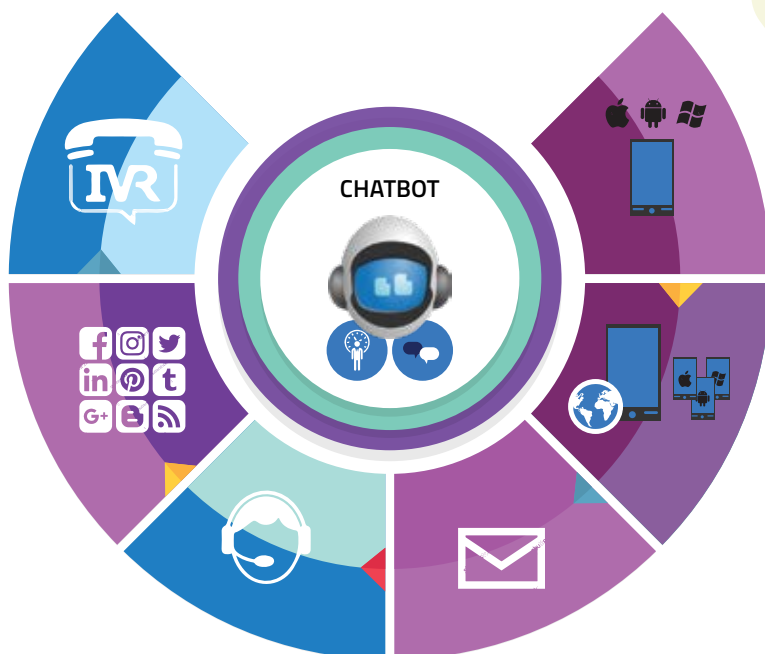
- Self service – dynamic & intelligent FAQs, Topic ,Trees, Semantic Search
- Assisted interactions with Chatbots
- Assisted interactions with Chatbots including raising Trouble Ticket (TT)

From the current transactional view of siloed dasboards, DCCM will transform the agent experience with Unified Agent Desk (UAD) covering:

- 360 Degree Customer View
- C2Q (smart snippet)
- Intelligent Call Routing (ICR)
- Personalized Recommendations
- Super-Agent (Chatbot) and more

DCCM Conceptual View

CC Software
CRM
Commerce Systems
CC Digital Solution Suite
Social CRM
Markeing Cloud
TT System

CHATBOT

IVR

AGENT/ ADVISORS

ENTERPRISE PARTNERS

ENTERPRISE BACK OFFICE

END CONSUMER

DCCM Business Impact

- KPIs Positive Impact e.g. C-SAT/NPS, Operations Cost, Agent Productivity, Cross Sell & Up Sell
- C-SAT/NPS improvement since it's an omni-channel, self-service, assisted, engaged and personalized interactions for resolutions
- Reduced Operations Cost due to decrease in direct Agent interactions (Live chat/call)
- Improved Agent Productivity and Metrics like AHT, FCR, AWT, CAR
- Increased sales/ revenue with 360 degree customer view and Real-time Recommendations
- Substantial reduction in speech to text conversion time taken by agents to write call summary.

Happiest Minds

Happiest Minds, the Mindful IT Company, applies agile methodologies to enable digital transformation for enterprises and technology providers by delivering seamless customer experience, business efficiency and actionable insights. We leverage a spectrum of disruptive technologies such as: Big Data Analytics, AI & Cognitive Computing, Internet of Things, Cloud, Security, SDN-NFV, RPA, Blockchain, etc. Positioned as "Born Digital . Born Agile", our capabilities spans across product engineering, digital business solutions, infrastructure management and security services. We deliver these services across industry sectors such as retail, consumer packaged goods, edutech, e-commerce, banking, insurance, hi-tech, engineering R&D, manufacturing, automotive and travel/transportation/hospitality.

Headquartered in Bangalore, India; Happiest Minds has operations in USA, UK, The Netherlands, Australia and Middle East.

To know more about our offerings. Please write to us at business@happiestminds.com