

Welcome

Transforming the Contact Center
From a Source of Cost to a Center of Value

Transforming the Contact Center From a Source of Cost to a Center of Value



Jeff Mortlock

VP, Digital Solutions &
Customer Engagement
Sutherland



Noah Beltran

SVP, Digital Growth
Executive
Sutherland



Max Ball

Principal Analyst
Forrester
Guest Speaker

Why Should I Care?

PROOF that CX is critical



Forrester's CX Index score measures how successfully a company delivers customer experiences that create and sustain loyalty.



Note: In measuring the quality of customer experiences with government agencies/departments and with utilities, the CX Index examines loyalty in terms of customers' compliance, the likelihood of following the organization's advice; engagement, the likelihood of engaging with the organization when it's not required; and advocacy, the likelihood of speaking positively about the organization to other people.

The rewards of getting the emotion right

Customer emotion	Appreciated	Respected
Will keep business with the brand	88%	87%
Will spend more with the brand	83%	82%
Will recommend the brand	87%	85%



The costs of getting the emotion wrong

Customer emotion	Angered	Annoyed
Will keep business with the brand	29%	30%
Will spend more with the brand	25%	21%
Will recommend the brand	21%	17%



Customer service is a crucial part of CX

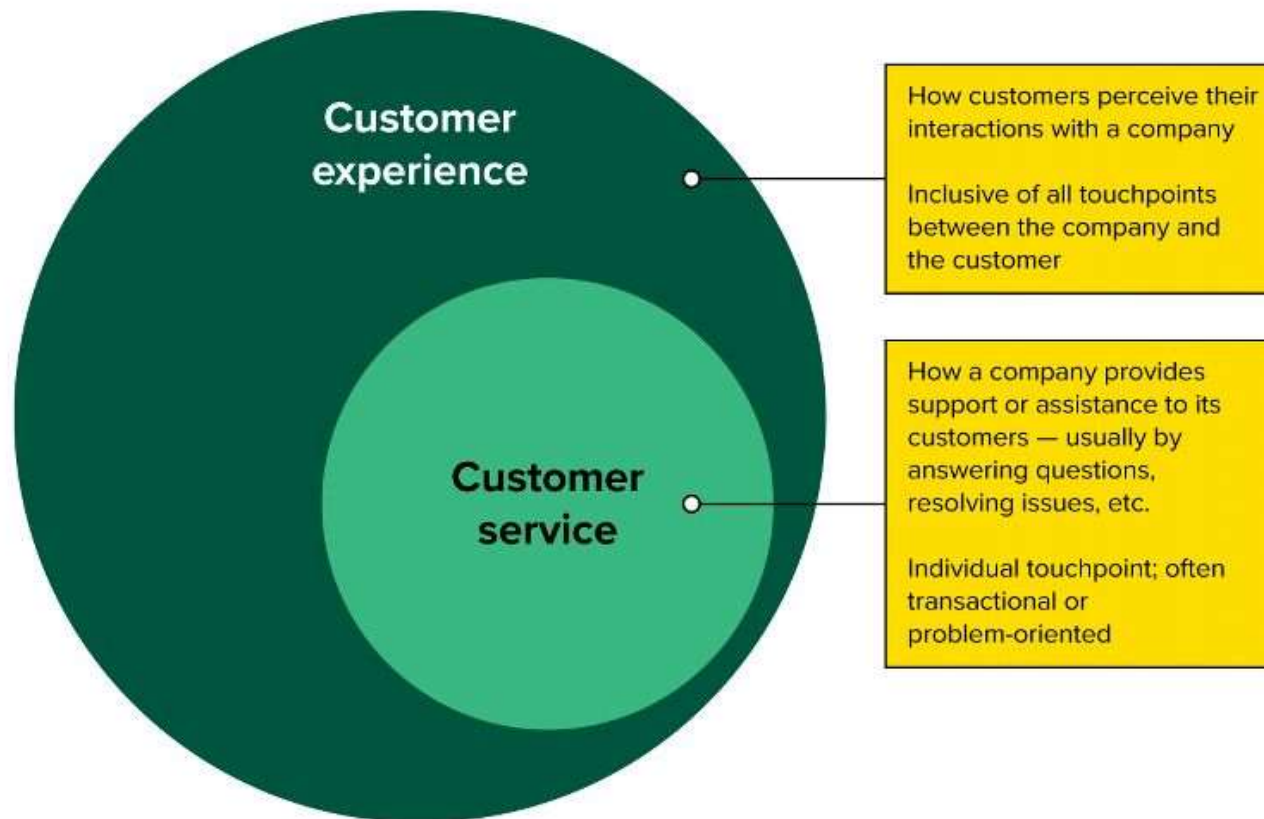


FIGURE 4

The Potential Impact Of Improving First-Contact Resolution

The revenue impact of resolving customer issues on the first contact

Industry	Customer Experience Index (CX Index™) points available ¹	Avg. number of customers per company (millions)	Percentage of customers who are likely to increase the points awarded	Avg. revenue increase per customer who increases CX Index score	Incremental revenue per company (millions)
Airlines	16.7	40	27%	\$66	\$705
Auto/home insurers	18.0	18	20%	\$304	\$1,078
Auto manufacturers (luxury)	16.5	0.35	21%	\$2,003	\$147

Whitepaper

Customer Care in 2030



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