

Transforming the B2B contact center

Emerging technologies and changing business consumer habits are transforming the customer relationship.

Find out how the contact center can help you win in this new environment.



B2B challenges and the contact center

Consumers expect more of the businesses and brands they buy from than ever before. And increasingly, the demands generated by these customer expectations are working their way back up the supply chain to other traditionally B2B companies.

To sustain and grow the value of their long-term and high-value customer relations, B2B companies increasingly find themselves having to help their customers respond to changing consumer demands and expectations, as well as working more closely all the time with both suppliers and customers to manage complex, just-in-time supply chains.

These developments have put contact center leaders in ongoing contact with partners right along the value-chain, often for the first time. For B2B contact centers, this raises a several challenges:

- Establishing a robust service operation in preparation for expansion into new markets.
- Building an effective and cost-efficient customer-experience platform, often from scratch.
- Delivering intelligent and personalized automated contact systems based on AI.
- Collecting product data and turning it into insights that improve customer experience.

- Managing compliance and regulatory issues around partner and customer data.
- Setting and maintaining industry-leading issue resolution and service levels.

But while the challenges are real, the rewards are also significant. Not only does this approach optimize the experience your clients have of your company, it also integrates you more tightly than ever into their supply chain, their fulfillment models, and their customer-service ecosystem. This helps you blend your goods and services with your clients' operational ecosystem and provides you with the platform you need to increase the value and longevity of your relationships with key customers.

Because every customer touchpoint generates data, which is routed through the contact center to be captured, stored and analyzed — you can precisely track how efficiently you are meeting your customers' needs. Not only does this make optimization faster and simpler, it also helps you monitor service level agreements and manage key customer relationships.

Achieving the right solution for B2B companies

AT&T has over 30 years' experience working with contact center executives. Our consultants, specialists in contact-center optimization for B2B, will work with you to understand your customers' journeys, their goals at each point across those journeys, how well those goals are being met, and specific impediments and customer pain points. Together we'll identify the optimum mix of touchpoints, and then implement a highly secure and resilient communications model across all channels.

This includes the virtually seamless integration of:

- IoT, M2M, and emerging network technologies
- Telemetry and maintenance on demand
- Location and proximity technologies
- Mobile commerce for improved upsell and cross-sell
- AI and big-data analytics resources
- Social media channels and communities
- Chatbots and process automation

By upgrading the role of the contact center and making it the hub of a data-driven customer and value-chain experience, the business can respond in near-real time in a more informed, intelligent way to market behaviors and emerging data signals.

Typically, this drives improvement in key measures such availability of resources, operational capacity, and delivery expectations. The move to a data-driven, omnichannel model can also significantly improve internal contact center performance.

While providing senior management the insights it needs to improve the customer and value-chain experience, it also provides detailed information on agent performance, skill-gaps, and training needs. These can be used to help build a more effective and more satisfying work environment, leading to increased agent engagement and retention.

Transforming the B2B contact center

As B2B suppliers move to a customer-experience model, the contact center becomes increasingly important in the brand's relationship with its customers.

With the right processes, the right technology, and an integrated approach to data sharing across the enterprise, the contact center can be an aggregator of value-chain and customer data to measurably improve resolution times, customer satisfaction ratings, and other performance metrics.

Meeting the omnichannel challenge

Omnichannel has been a theme in the contact center industry for some time. Despite this, many B2B enterprises have not completed the transformation to a fully integrated, data-driven omnichannel contact center operation.

According to a 2017 study, one-third of B2B businesses in the U.S. struggle to successfully transition to an omnichannel business and customer-experience model [1]. This has the potential to be a significant limiting factor: 73% of customers say that their loyalty to a product or brand is influenced by its ability to provide personalized care [2].

A well-implemented omnichannel contact center strategy is not only for the customer-facing parts

of the enterprise. According to Gartner, over 20% of U.S. employees have now been issued a company tablet or smartphone [3]. Production and field staff now routinely use mobile devices to track, record, and organize work.

The approach to technology deployment

Planning and executing the move to an omnichannel and data-driven customer-experience can be complicated.

Many enterprises already have significant investment in and reliance on legacy infrastructure such as IP PBX systems and stand-alone solutions. Frequently, these systems aren't sufficiently integrated with the company's customer relationship management (CRM), unified communications (UC) structure or stand-alone social and live-chat functions. Consequently, these communications processes don't feed information seamlessly into customer records.

This kind of siloed setup can impede both horizontal integration across the enterprise and vertical integration with channel and supply partners.

For contractual, commercial and technical reasons, many enterprises cannot migrate to an optimized mix of contact-center solutions right away. What's required is a modular approach to cloud migration in which any given function can be migrated when the time is right, and a mix of cloud and on-premises solutions working virtually seamlessly together to deliver the right results.

Advantages of migrating to a cloud or hybrid contact center include:

- Increased flexibility of service provision
- Cost reduction
- Cohesive customer experience
- Simplified management
- Incremental and scalable cost model

How to achieve the best B2B customer experience

With the right omnichannel strategy — one with the contact center at its heart, but embracing the whole organization — companies improve the customer and value-chain experience by making interactions timelier, relevant, and targeted.

This can only happen if the migration to an omnichannel model for customer and value-chain experience is informed by the right insights, data, and understanding of the real-world business processes involved.

By working with a trusted advisor, such as AT&T, that has experience in contact center transformation, companies in the B2B sector can avoid the pitfalls of modernization while reaping the rewards. Our consultants can help you discover often unseen processes and touchpoints, find the right mix of vendors and platforms for your needs, and develop a strategy to maximize the return on investment.

1. "STUDY: One-Third of B2B Businesses Struggle to Provide a Seamless Omnichannel Experience". 24 January 2017, CloudCraze.

2. "How Manufacturers Are Revolutionising Customer Service". 15 September 2017, Salesforce.

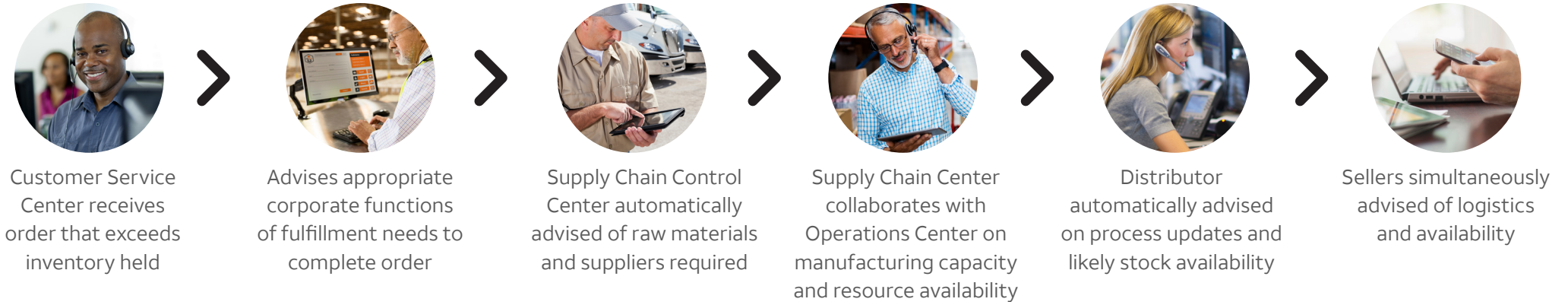
3. "Gartner Survey Shows That Mobile Device Adoption in the Workplace Is Not Yet Mature". 29 November 2016, Gartner.



Building a better customer experience and amplifying B2B outcomes

Typical journey

Utilizing multiple channels and devices in a virtually seamless, unified experience



Contact center support path

Powered by a rich, cross-channel history with customer



Technologies driving class-leading experience

Integrating innovative, complementary platforms for powerful and influential experiences



Value chain experience =
Generating better customer outcomes



AT&T contact center capabilities

When you work with AT&T, our expert consultants work with you to carry out a business audit, capturing the relevant processes, touchpoints, and stakeholder imperatives.

Once we understand your organizational requirements, we'll collaborate with you to design a technical solution—and the processes that underpin it.

Typical B2B challenges addressed by AT&T



Help increase sales by removing friction points on the customer journey



Balance the resources and priorities to help optimize ROI



Help ensure consistency of customer experience, across the enterprise and key partners



Integrate customer data vertically and horizontally to help achieve measurable improvement



Transform back-end processes for omnichannel delivery



Find new ways for the contact center to help drive revenue and margin performance



Why AT&T?

We work with 7 of the top 50 companies in the Forbes Global 2000 and many other U.S. and global market leaders. With our flexible and extensible suite of world-class solutions we can help you optimize your contact center with the right capabilities and technologies for your needs.

With our extensive contact center solutions portfolio, complementary and core connectivity services including IP Toll Free and SIP trunking, AT&T is able to deliver measurable improvements to both front-end connectivity and back-end efficiency. Underpinned by the AT&T

global network, your organization will have a robust foundation on which to deliver a superior customer experience.

And because AT&T takes a whole-enterprise approach to change, we can help maximize investments by connecting existing systems with the entire enterprise, automate manual processes to reduce inbound call volumes, and enable flexible, remote working of contact center agents - all help to deliver an improved, empowered and efficient customer experience and place your business more favorably than competitors.



Working with industry leaders

With 30 years as a contact center specialist, AT&T has developed a comprehensive portfolio that provides organizations the ability to deliver enhanced omnichannel customer experiences, digitized and automated processes, and improved productivity - regardless of your current starting point.

AT&T Cloud Contact Center is a rapid deployment cloud-based platform. It integrates all communication channels with interaction history and interfaces with all leading CRM platforms for organizations that are ready to benefit from moving to the cloud.

For on-premises, hybrid or existing cloud contact centers, the AT&T Contact Center Essentials portfolio offers a suite cloud services that can incrementally improve your ability to meet customer expectations - without the need for a rip and replace strategy.

AT&T Walk In – Take Over Service Offering

Simplify your move to a new contact-center infrastructure with the AT&T Walk In – Take Over (WITO) Service Offering. WITO relieves you of the operational responsibility for many of the aspects of the migration which can cause the most work and demand the greatest attention and involvement from your front-line teams and senior operational managers.



Contact AT&T or visit
www.att.com/contact-center
to find out how we can help you
build the contact center
of tomorrow, today.