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Transformation
Happens Here

Economic resilience offerings – Contact center

Managing customer conversations efficiently in times of crisis

Rapid action powered by G COVID insights center

COVID-19 challenges faced by contact centers

The COVID-19 pandemic is causing customer demand for support services to increase exponentially. It's difficult to manage this demand while also ensuring customer conversations are effective and empathetic. Some of the common challenges faced by contact centers during this time are listed below:
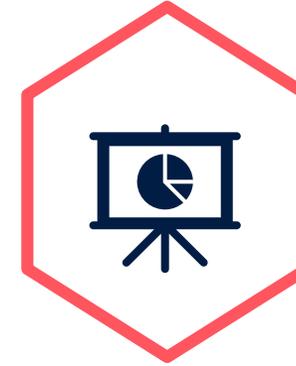
Call volume spikes

Long hold times

Managing a virtual workforce

Preparing for future growth

Immediate contact center deployment models

Genpact can help you find a contact center deployment model to suit the needs of your business:

01

Resource augmentation

Businesses must rapidly deploy surge capacity teams by:
- Adding additional agents to customer contact centers experiencing high demand
- Setting up work form home operations for shared service centers for clients
- Remotely managing the front line manager (FLM) dashboard capability of contact center resources

02

Transformation support

Businesses should also set up transformation project teams to:
- Identify the areas of greatest operational risk
- Deploy rapid solutions to address crisis-related operational issues

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Transformation support during COVID-19: Our approach

Maintain a consistent and high-quality customer experience by:

1 **Eliminate** — Eliminating repeat calls and improving channel alignment

2 **Deflect** — Deflecting calls using ideal channel selection and reducing multi-channel breakages

3 **Optimize** — Optimizing omnichannel interactions by leveraging a customer experience index to improve agent performance

4 **Innovate** — Innovating using interactions based on artificial intelligence (AI) and machine learning (ML) to drive better experiences

5 **Grow** — Using AI to improve customer acquisition and market penetration

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Mitigating impact on contact center operations

Crisis management – Immediate solutions
Helping clients achieve urgent priorities

Long-term risk management
Accelerating growth in a post-COVID world

1 **Rapid risk mitigation**

2 **Short-term solutions**

3 **Post-crisis transformation**

- Analytics: rapid assessment of contact center operational performance:
  - Channel volume analysis
  - Service level agreement performance
  - Work force management (WFM)/capacity assessment
  - Sentiment analysis for early warning
  - Business continuity planning (BCP) performance analysis
- Process: Crisis scenario analysis to determine policy changes required to protect the customer value proposition
- Digital:
  - Implement a standalone FAQ chatbot
  - Reconfigure IVR to include callback, virtual queue, and click-to-call functionality

- Process: Establish a customer experience command center for proactive complaint management
- Analytics: Create a FLM dashboard to track and analyze the effectiveness of remote agents
- Digital: Implement proactive contact efficiency
  - Temporary micro-websites dedicated to critical customer issues
  - Proactive email campaigns
  - Outbound contact campaigns
  - Channel configuration for auto call back/click to receive call back

- Reconfigure contact center with gig economy and remote-working capabilities in mind, supported by digital experiences
  - Crowdsourcing resolution for appropriate call types
  - Leverage work from home infrastructure
  - Engage part-time workers
  - Flexible pay scale to handle volume surges in real time
- Targeted customer acquisition and win-back strategies
  - Small/medium business and consumer targeting
  - Campaign marketing

Timeline: 1-2 weeks

Timeline: 2-12 weeks

Timeline: 12+ weeks

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How we work with our clients

Genpact's rapid action analytics pods provide deep insights to address your immediate business needs – even during periods of disruption. Our senior analytics experts are highly skilled in remote working and can collaborate directly with your crisis management teams.

These analytics pods have the ability to access data through virtual capabilities with permissions from your IT team. They deploy agile, continuous iterations and integration methods to ensure rapid execution using pre-defined modules and algorithms. They can help with early warning systems, forecasting, social media analysis, callback solutions, decision support models, and sentiment analysis.

| **Client pod lead** | **Data scientist** | **Industry expert** | **Digital/tech expert** |

| Client lead – Usually part of the Crisis Response Team | Genpact experts – Remote team |

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Generating real business impact for our clients

Business issue	Solution	Business impact
Call volume spikes	Rapid assessment Policy evaluation Resource augmentation Standalone chatbot Proactive complaint management	▪ Improved customer satisfaction (CSAT) ▪ Customer retention ▪ Complaint reduction
Long hold times	Call back capability	▪ Improved CSAT
Managing a virtual workforce	Work from home enablement Remote working capability FLM dashboard	▪ Operating efficiency ▪ Positive contribution to working capital
Preparation for future growth	Small/medium business customer acquisition Campaign marketing	▪ Sustainable revenue recapture

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How we set you up

Solutioning together

Whether you need people dedicated to one function, or support across many different areas, we can help you get the right agile team in place.

Individual doers and dedicated team options

We can support by providing extra people to create full teams or workforce pods.

Simplifying deployment

With us aboard, you won't waste time on complex rate-cards. We'll get the best teams in place for you, based on your needs now and for the foreseeable future:

- ✓ Straight-forward daily rates and streamlined extension options
- ✓ Payment term flexibility, including options for value share and credits towards future engagements
- ✓ Flexible commitments from week by week to 60-day blocks

Our teams are fully enabled for remote engagements as this is part of our business foundation

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See how Genpact is helping clients mitigate the business impact of COVID-19: https://www.genpact.com/building-resilience

For more information, reach out to us at lets.chat@genpact.com

Thank you.

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