

# 4<sup>th</sup> AfICTA Summit: Windhoek, Namibia: 11-13<sup>th</sup> October, 2016

## Theme: Internet of Things (IoT) for Sustainable Development

**massive consulting**

*A division of Massive Brands Africa (Pty) Ltd*

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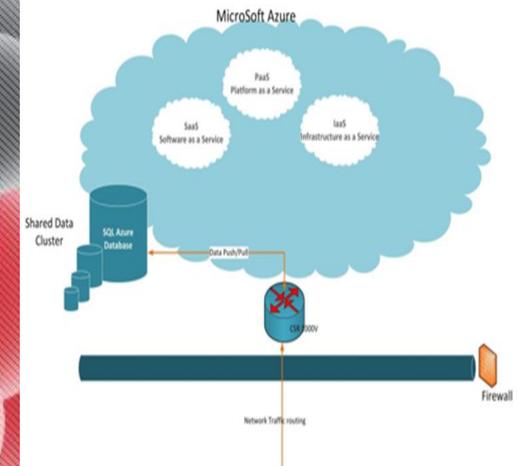
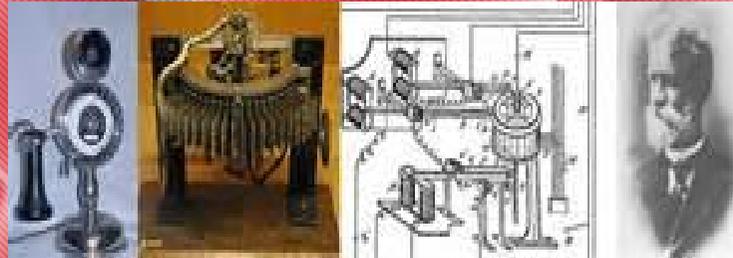
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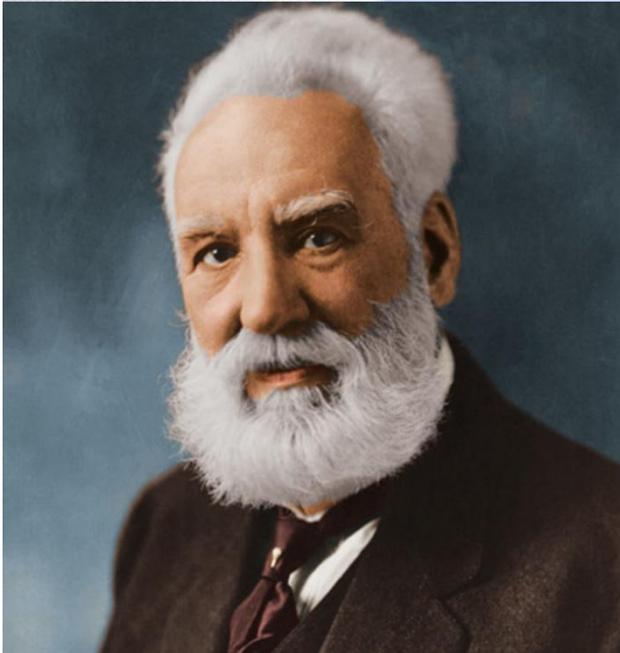
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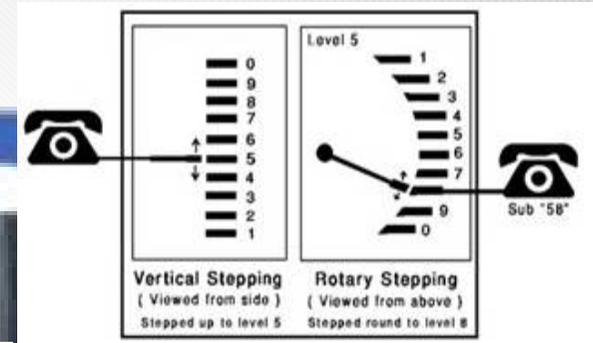
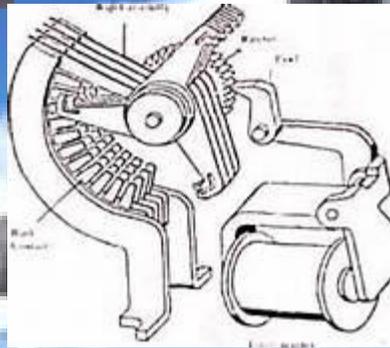
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# From Cradle to Cloud

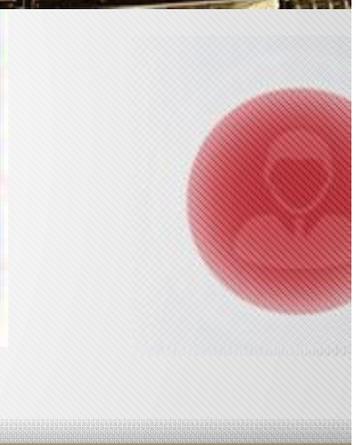
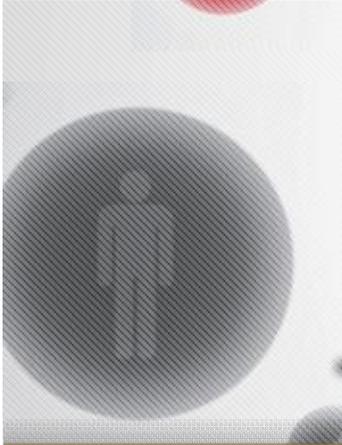
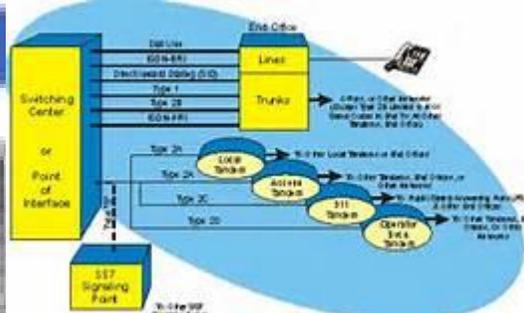
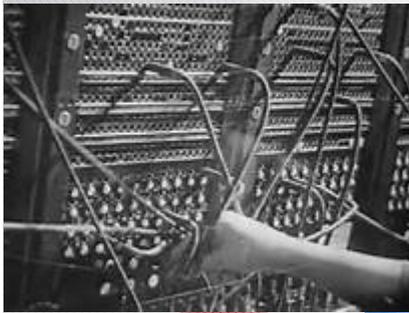




**Alexander Graham Bell** (March 3, 1847 – August 2, 1922) was a Scottish-born scientist, inventor, engineer and innovator who is credited with patenting the first practical telephone.

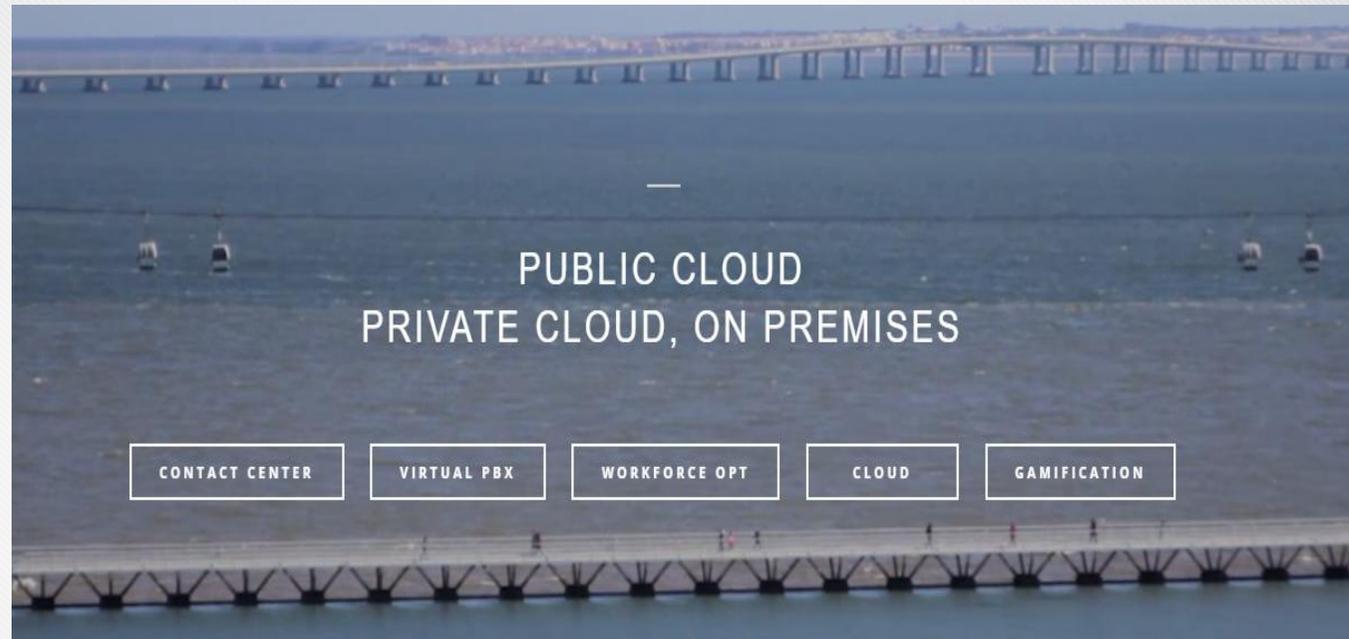


This was the first automatic telephone exchange to be installed anywhere. When his system made its debut, **Almon Strowger** bragged that his exchanges were "girl-less, cuss-less, out-of-order-less, and wait-less."



Over the last three decades, telecommunication has evolved from the rotary dial telephone, manual, electro-mechanical Strowger, electronic EMD Switching to digital public exchanges. In private exchanges, telecoms technology evolved from manual, electro-mechanical, electronic, digital Private Automatic Branch Exchanges (PABX's)

# Call/Contact Centre solutions



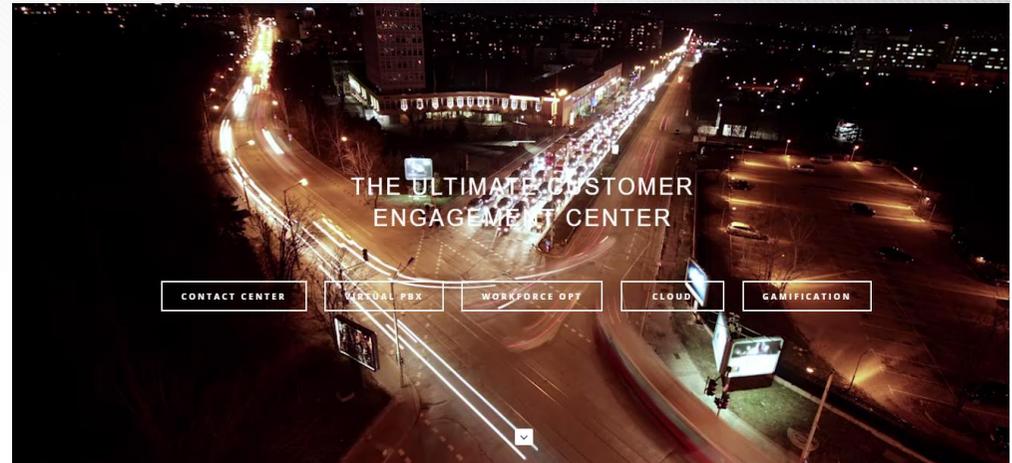
A modern day **Contact Centre** provides a **360° customer experience management platform**, designed to respond to the challenges of companies operating in any industry. It allows you to **manage**, in a **single interface**, **multiple communication channels**: voice, video, e-mail, instant messaging and social media, providing a **contextualized** and **personalized customer experience** in all touch points.

# Call/Contact Centre solutions

## The features include:

- Inbound
- Outbound
- IVR
- Recording
- Intelligent routing
- Quality monitoring
- e-Learning
- Gamification
- Real-time reporting

This call centre solution can be available in "**on premises**" or "**cloud**" models or a combination of both, according to the needs of your organization.



# Call/Contact Centre solutions



- The technology industry has been constantly evolving due to the proliferation of digital and cloud solutions.
- In the last decade there was an increased adoption of on premises based models, characterized by being robust, effective and safe, but the truth is that cloud solutions respond to a new set of challenges for which the traditional models are not prepared.
- Businesses are increasingly fluid, require speed, agility, innovation and IT organizations need a flexible structure that answers to operational needs with reduced costs.

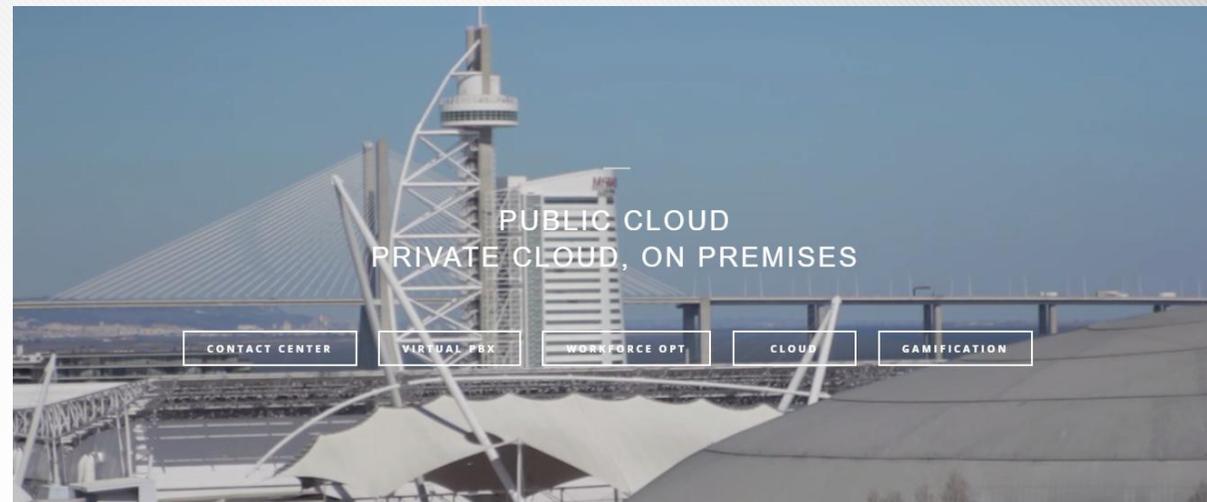
## THE BIMODAL IT STRATEGY - TWO CONVERGING REALITIES



Some IT companies have understood that it would not be possible to eliminate all the investment made in the past and simply go forward as digital “start-ups”, so they decided to invest in a **bimodal strategy**.

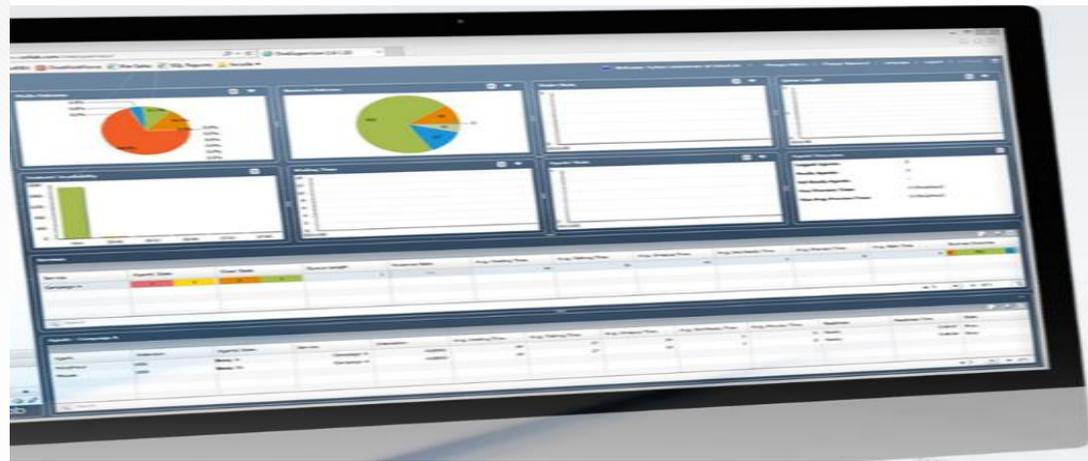
In this concept, two different methodologies can coexist in the same company and may span across different teams. One consists in maintaining reliability, stability and product safety, while other drives flexibility and efficient responses to agile customer needs.

## Hosted Call/Contact Centre solutions



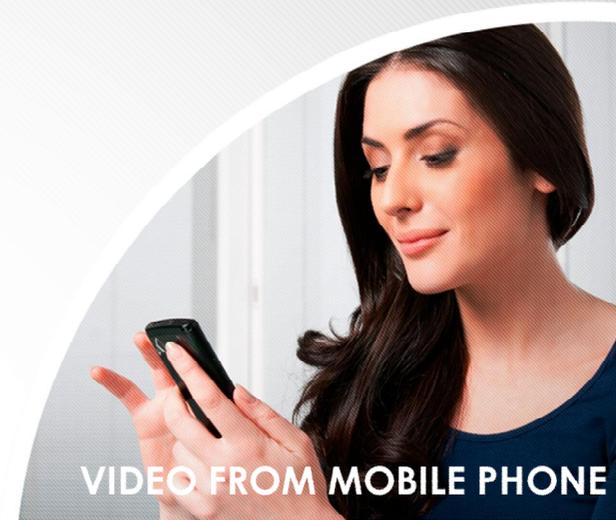
The lack of flexibility of some traditional PBX based solutions is causing an urgency to migrate to Voice over IP. This creates a perfect scenario to gain competitive advantage, furthermore in current worldwide economic conditions: facing the need to upgrade, some customers will surely opt for a hosted, no upfront-cost, full IP, model. In this scenario, Partner can act as the host, therefore gaining traction on a broad range of customers, using this hosted contact centre as a first entry project.

## THE DISTRIBUTED CONTACT CENTER



Some companies strongly benefit from a co-sourced distributed contact center model, in which some of the agents are internal to the company (the more skilled staff) and the others (for in for outbound campaigns) can be provided by the outsourcer. With a geographically distributed IP contact center, this scenario of co-sourcing is straightforward while maintaining all the sites fully integrated with the main solution.

## VIDEO CONTACT CENTRES



The acquired market position in Telcos can be a critical factor for the upcoming exponential growth of video contact centres in these Telcos. OneContact, technology supporting the Video contact centre for two international telcos.

This not only proves a technological breakthrough for the two companies, but also serves as a stimulation of video call adoption for their customer base.

# GAMIFICATION



## Reinventing the Contact Center operation

Gamification is already used in several fields and aims to improve individual / collective skills, design positive behaviours, motivate co-workers. Through a series of interactive gaming experiences the organization goals are accomplished and the employee engagement is improved. This way companies have tools that allow them to manage the entire agent / employee life cycle (recruitment, on-boarding process, training, career management) and at the same time enhance the service quality in the contact center. Gamification is the perfect solution for this.

**Gamification engine uses your company Key Performance Indicators (KPIs) to create Challenges, Achievements and Quests, for the agents. During or after these activities your agents acquire points that can be used to purchase awards or for career progression. In order to monitor the activities and allocation of rewards, the Gamification platform provides graphical analysis and statistic data regarding the various indicators. As a result, it is possible to identify trends / behaviours and react in situations that are not compatible with the company standards.**

# GAMIFICATION



## Reinventing the Contact Center operation

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The following indicators can be used in a Gamification Strategy:

- First Call Resolution
- Average Handling Time
- Customer Satisfaction / NPS Punctuality
- Customer Retention
- Team vs individual performances

# e-LEARNING SOLUTION



## Reinventing the Contact Center operation

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The advantages of a Gamification strategy can be maximized when integrated with an eLearning solution.

## Benefits of eLearning in the Call Centre

- Offer quick training to a greater number of employees
- Provide the appropriate coaching in the right moment
- Engage and motivate agents with interactive learning
- Manage entire agents' training curriculum during their careers
- Reduce the high costs of the face-to-face training