

Developing Your Future-Forward Customer Contact Channel Strategy

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E Source





Organizational competency: customer support



Customer support

How do I manage
perceived competing
priorities?

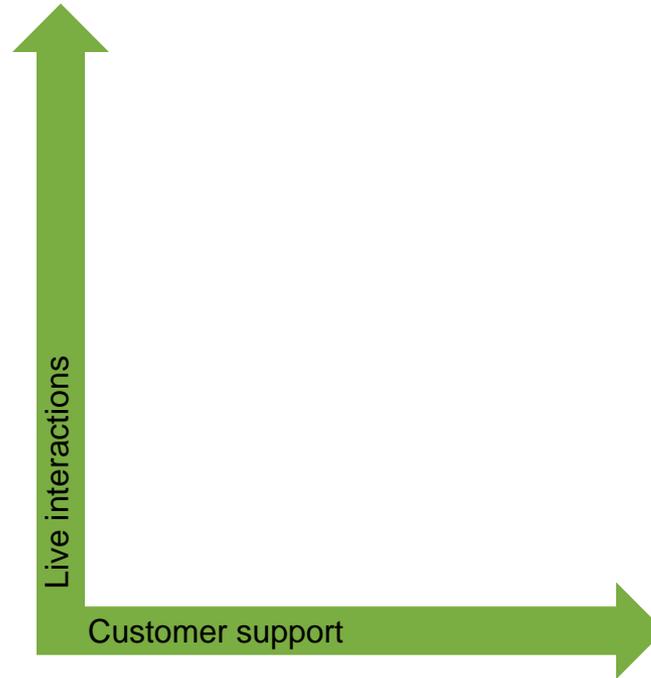
How can I be
everything to
all customers?

Organizational competency: customer support



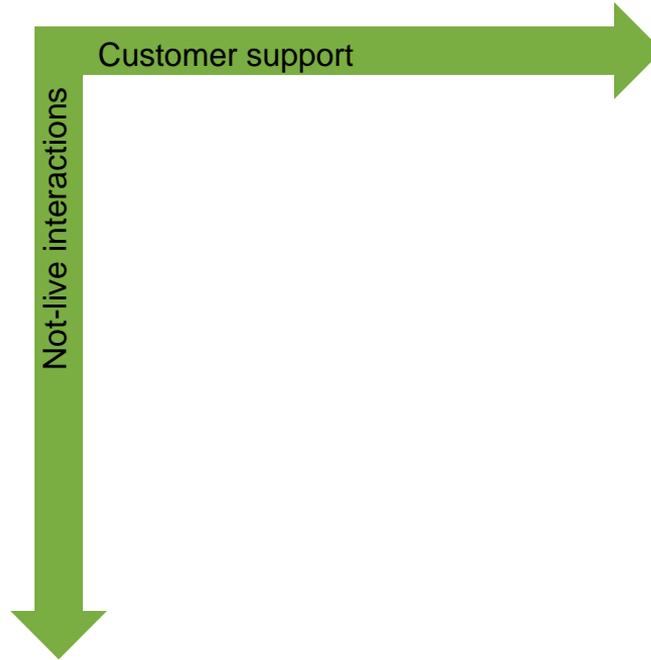
Customer support

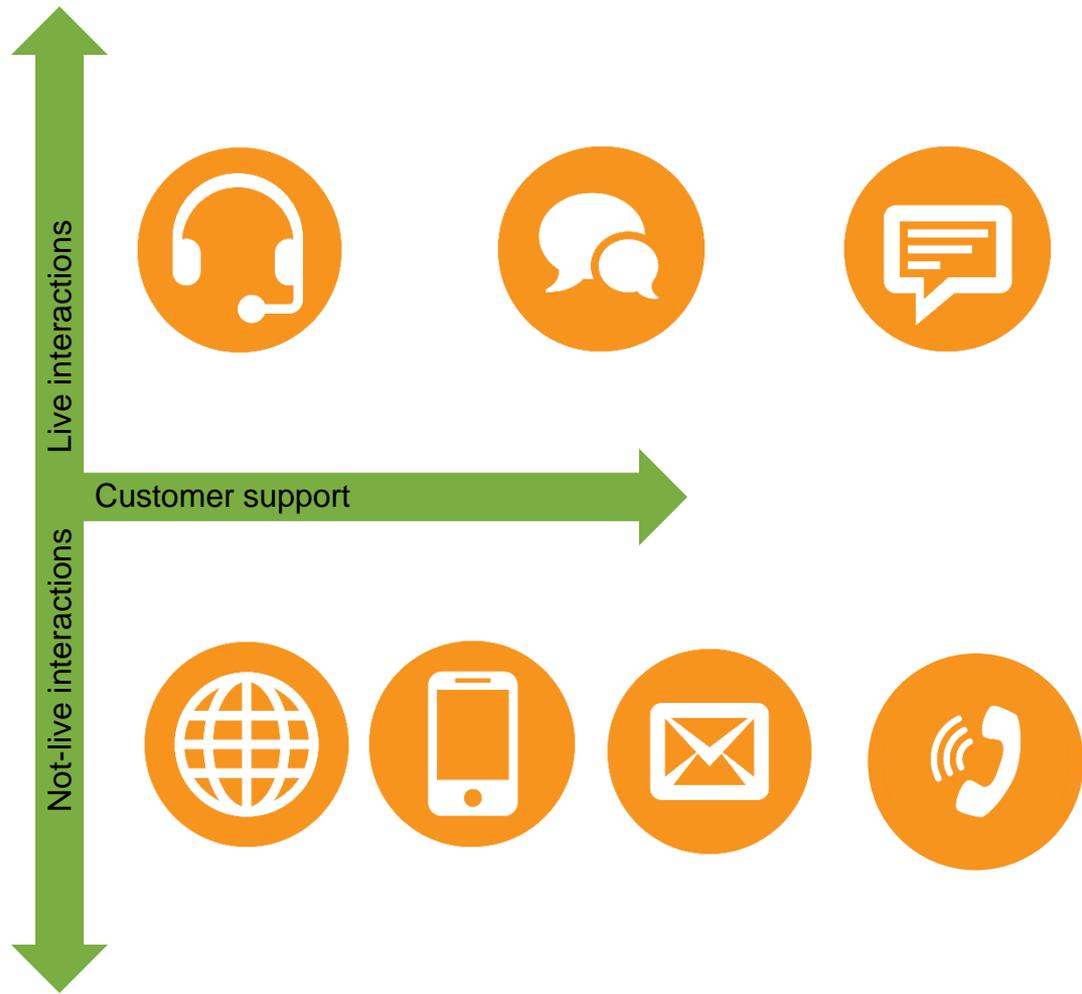
Organizational competency: live interactions





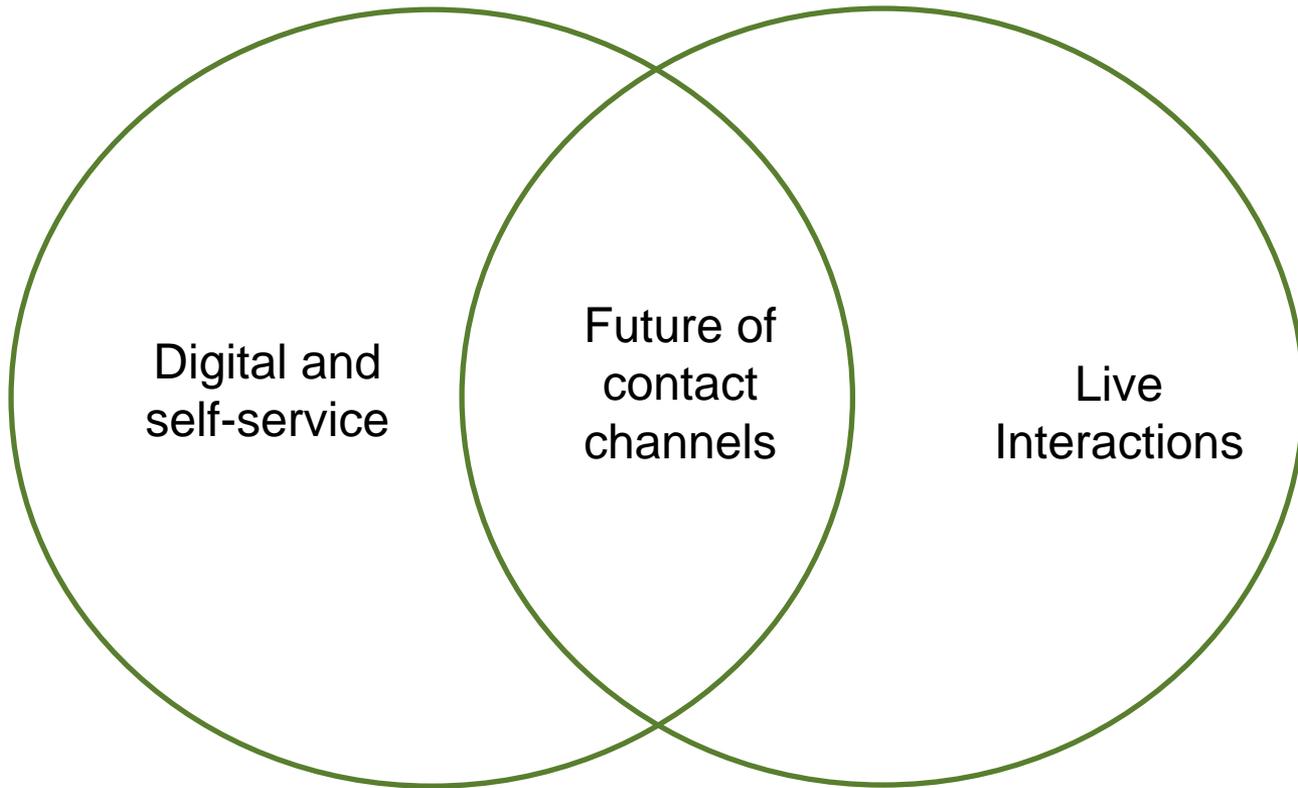
Organizational competency: not-live interactions





How do I manage
perceived competing
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How can I be
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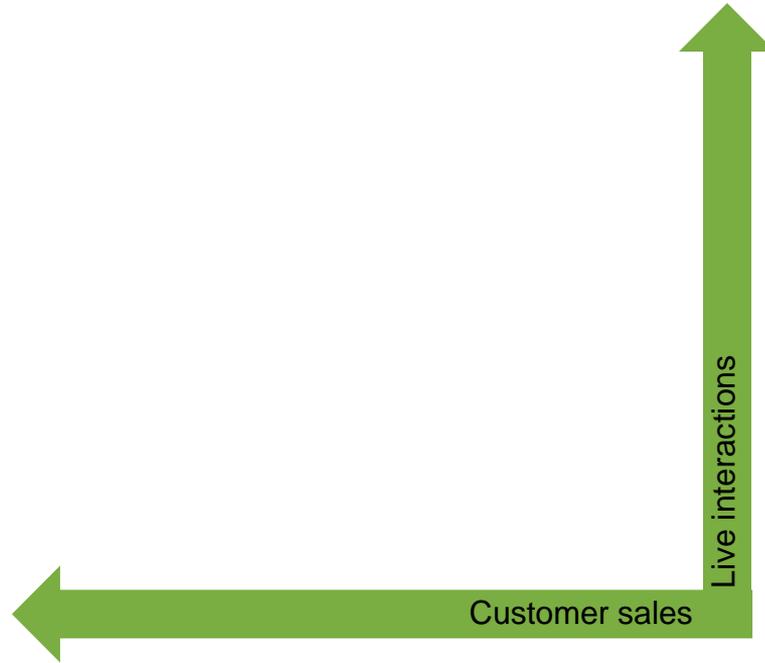
Key takeaway

If your service groups, and digital groups report to different executives, it's time to change. Goals should be shared across each of the two groups.

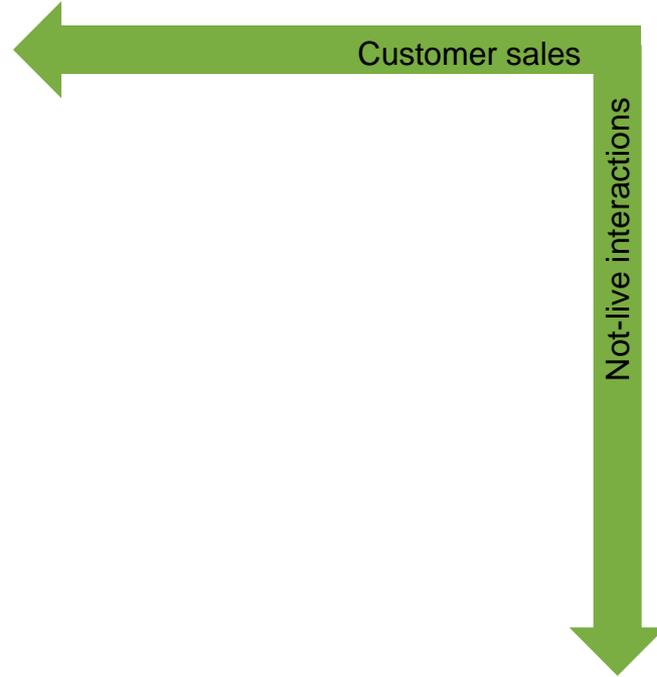
Organizational competency: customer sales?

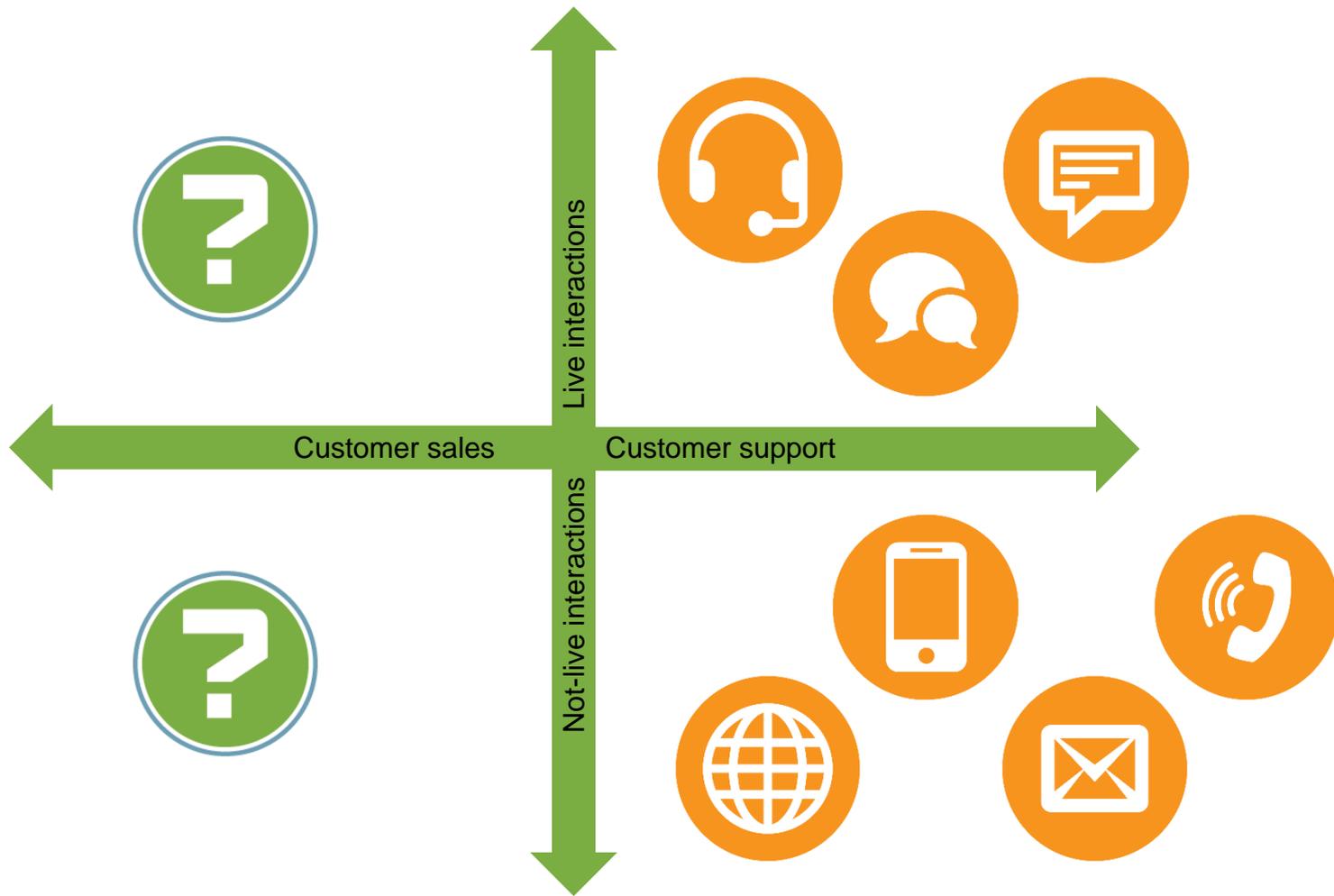


Organizational competency: customer support



Organizational competency: not-live interactions







Are these really competing priorities?

Cost savings and avoidance

World-class customer service

Self-service

Customer engagement

Sales

Service

Key takeaway

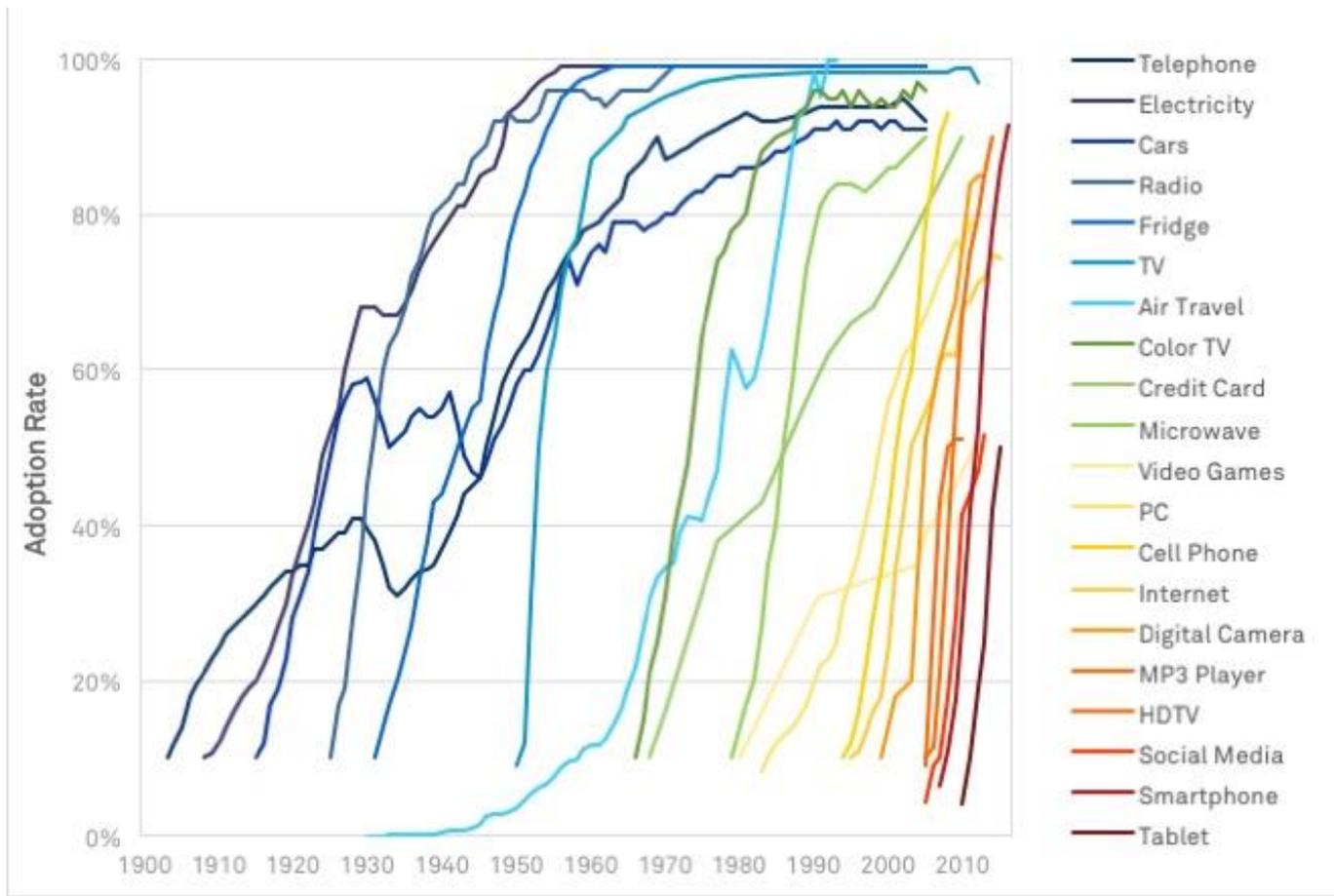
Your organizations have the foundation to focus on sales.



The forces of change

The technology-expectations feedback loop



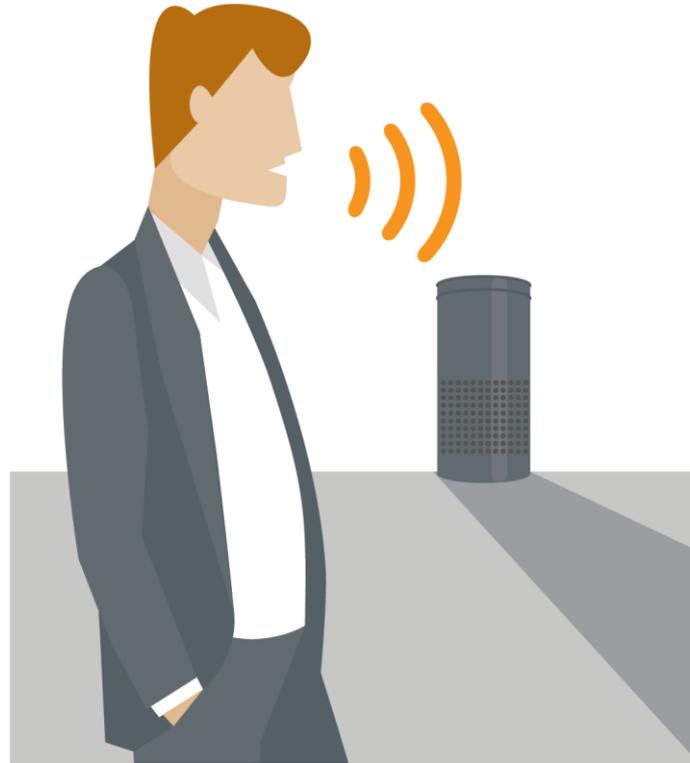


Source: Asymco

BLACKROCK®



Smart speakers



The potential of smart speakers

Data from the 2017 E Source Residential Utility Customer Survey indicates that **27%** of residential utility customers own a smart speaker.

© E Source ([Which Customers Are Interested in Smart Speakers, and How Do You Reach Them?](#))

Key takeaway

Adoption cycles are increasing and utilities need to be ready to support “new” channels as things move forward.

Key takeaway

Set up a new channel-support team that works on emerging channels and the hands projects off to the business.



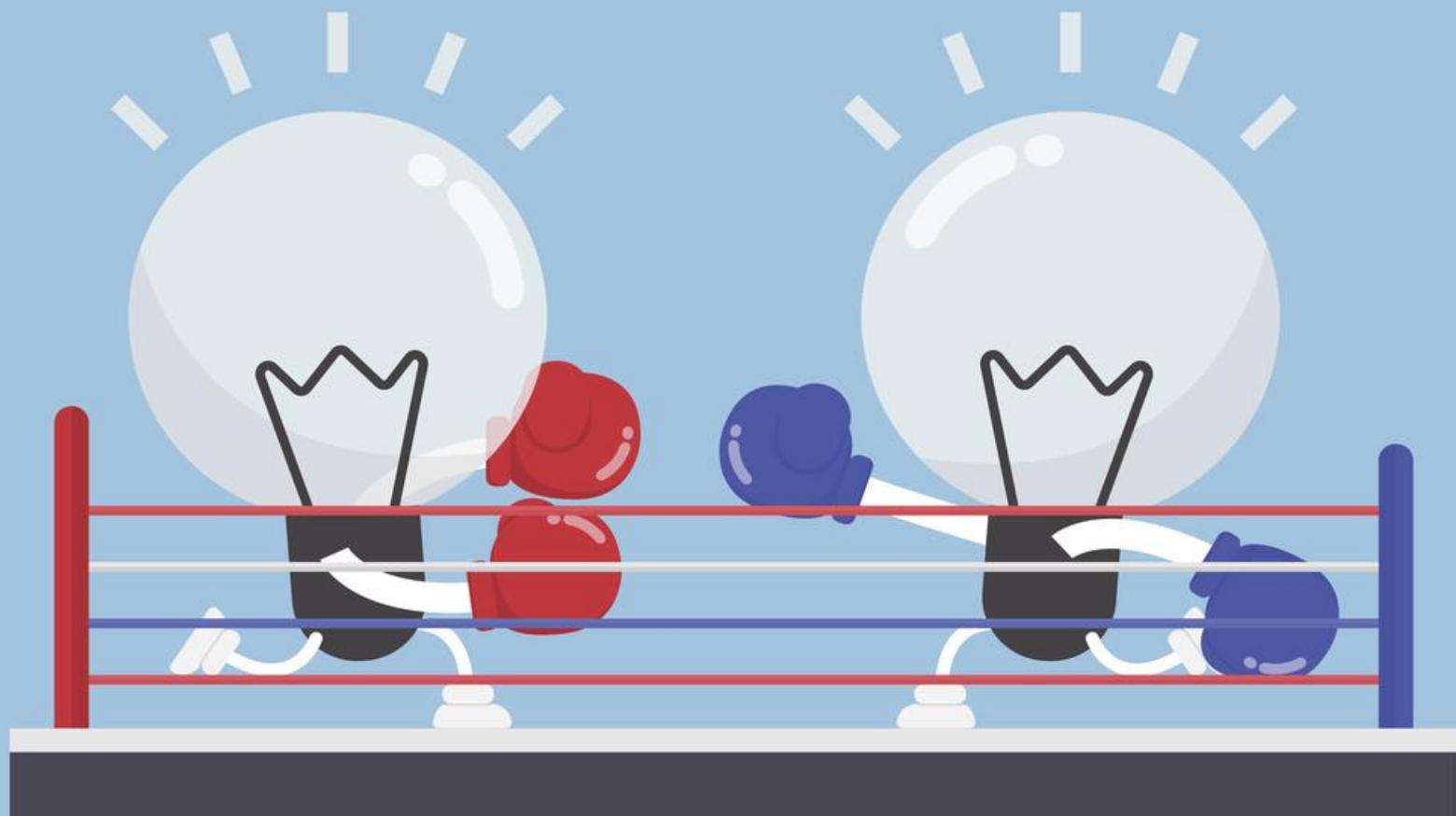
Stand up



Google

Source: Google





Key takeaway

You no longer have to just serve the customer, you have to think about how you're going to serve the customer's technology.

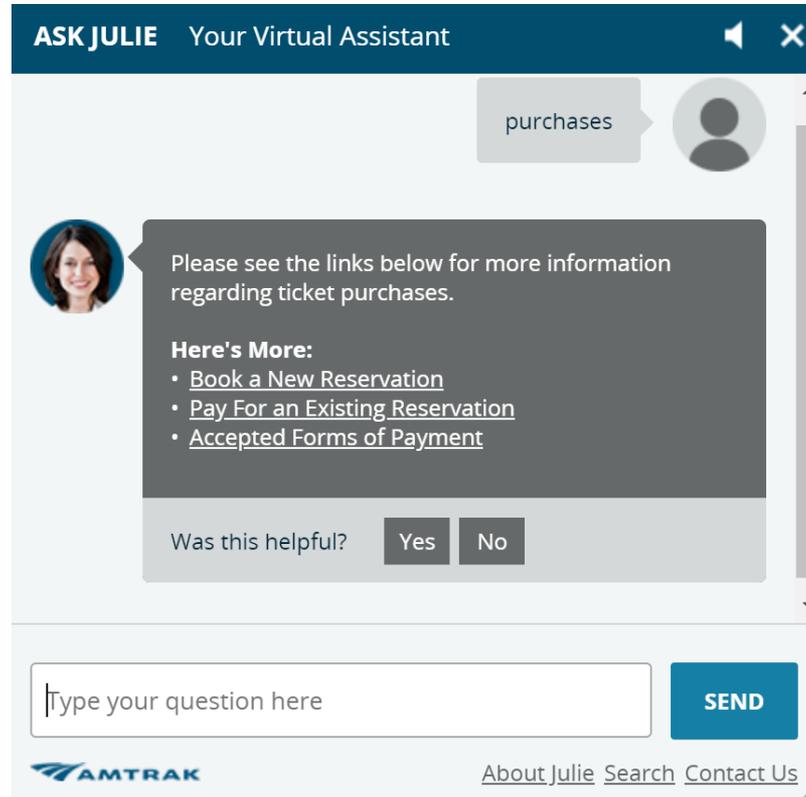


Emerging channels

Cobrowsing = chat/phone + web

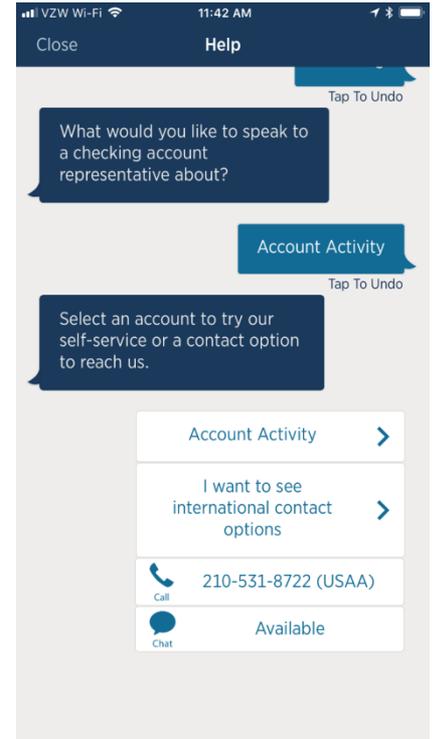
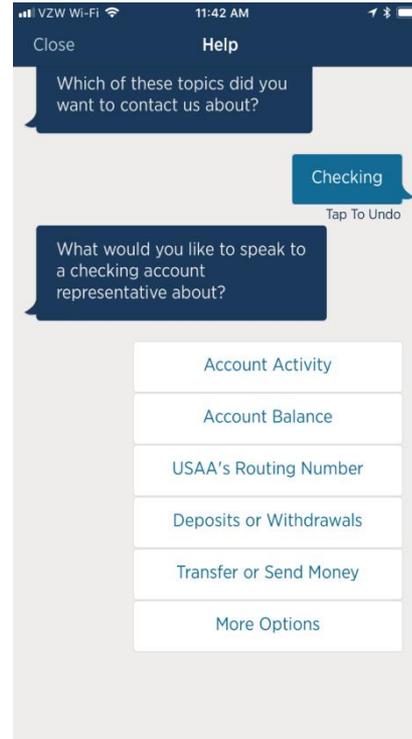
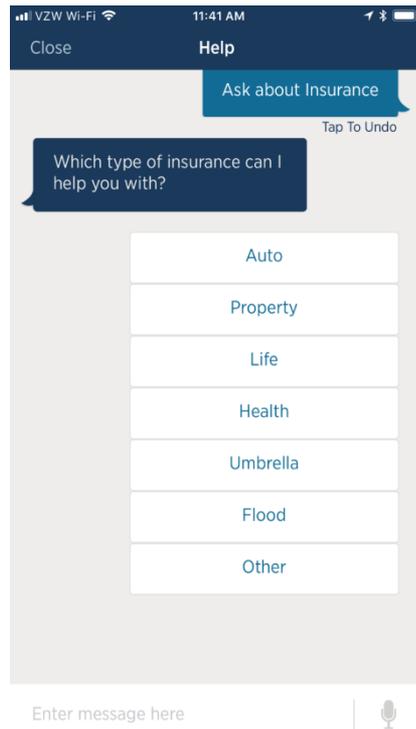
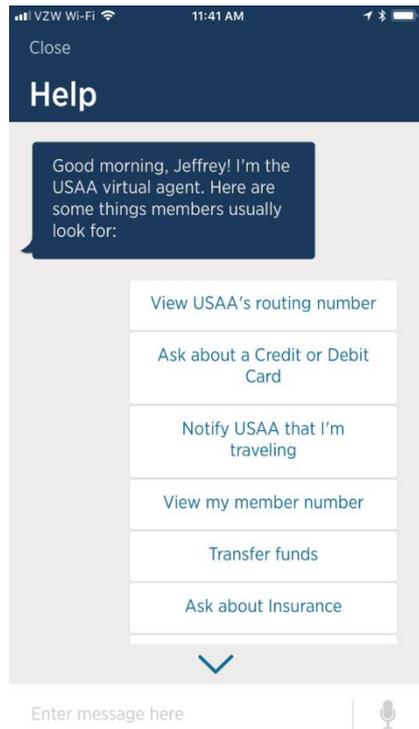


Chatbot = online chat + AI



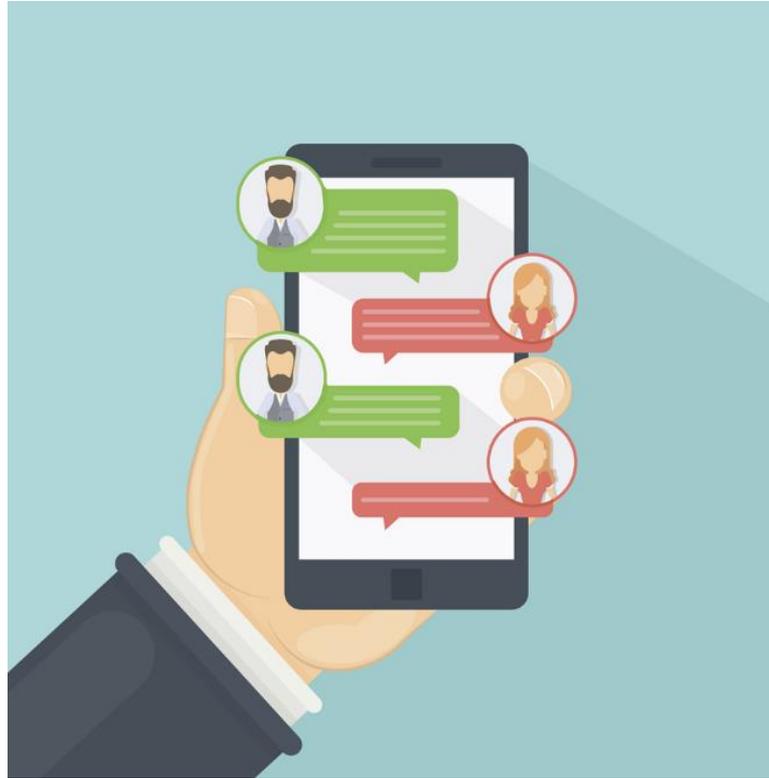
Source: Amtrak

Chatbot = online chat + AI (cont.)



Source: USAA

Social handle = social + device



Geolocation= smart device + service



Video = voice + web



Augmented reality = web + reality



Augmented reality = web + reality (cont.)



Key takeaways (a recap)

- Digital and service groups should have shared goals
- Adoption cycles are increasing; be primed to support emerging channels
- Set up a new channel team to explore, pilot, and implement channels before handing off to the business
- Think about how you're going to support customer technology

Final thoughts

You may not have to build new competencies, but you are going to have to mix digital and service groups and not step on your own feet.

Final thoughts (cont.)

Invest in channels that align with the brand you want as an organization.

Questions?



A person is seen from behind, sitting at a desk and using a laptop. The laptop screen displays a social media profile page with a profile picture, a status update, and a list of navigation options. The background is a solid blue color.

Closing stand up

For more information



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