The Multi-Channel Challenge

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who is
dimension data

1983 – **Started**

1990s – **Global** expansion via acquisition

2003 – ‘Stop the **bleeding**’

2005 – ‘Profitable **growth**’

2008 – Technology leadership; Services **‘world best’**

2009 – **People** and culture

2010 – Managed **ICT Cloud** services

2011 – Brand **refresh**

2012 – Launched **cloud services**

2014 – Acquired NextiraOne

Dimension Data **today**

2013 global revenues of **$6 Billion**

Client-centric, services-focused business

73% of Global Fortune 100 and **59%** of Global Fortune 500 are **Dimension Data clients**

Extensive experience in **emerging markets**

Over **23,000 employees** with operations in **58 countries** across **5** regions

Over **6,000** clients across all **industry sectors**

Dimension Data

Financial services

Real estate & construction

Energy & utilities

Technology

Professional services

Retail

Sport & hospitality

Travel & transport

Manufacturing

Media & communications

Pharmaceutical

Public sector

Natural resources

Healthcare

Education

Vertical market focus

Global Contact Centre Benchmarking Report 2013/14

merchants

A DIMENSION DATA COMPANY

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The Multi-Channel Challange

Four insights behind the Multi-Channel Challenge

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Customer are hanging up

Telephone is the channel of last resort. If all else fails, call customer services

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Customer service 4.0 is here!

Skills and competencies to serve customers in the Omnichannel age are very different to traditional customer service

3

Legacy systems are holding back progress

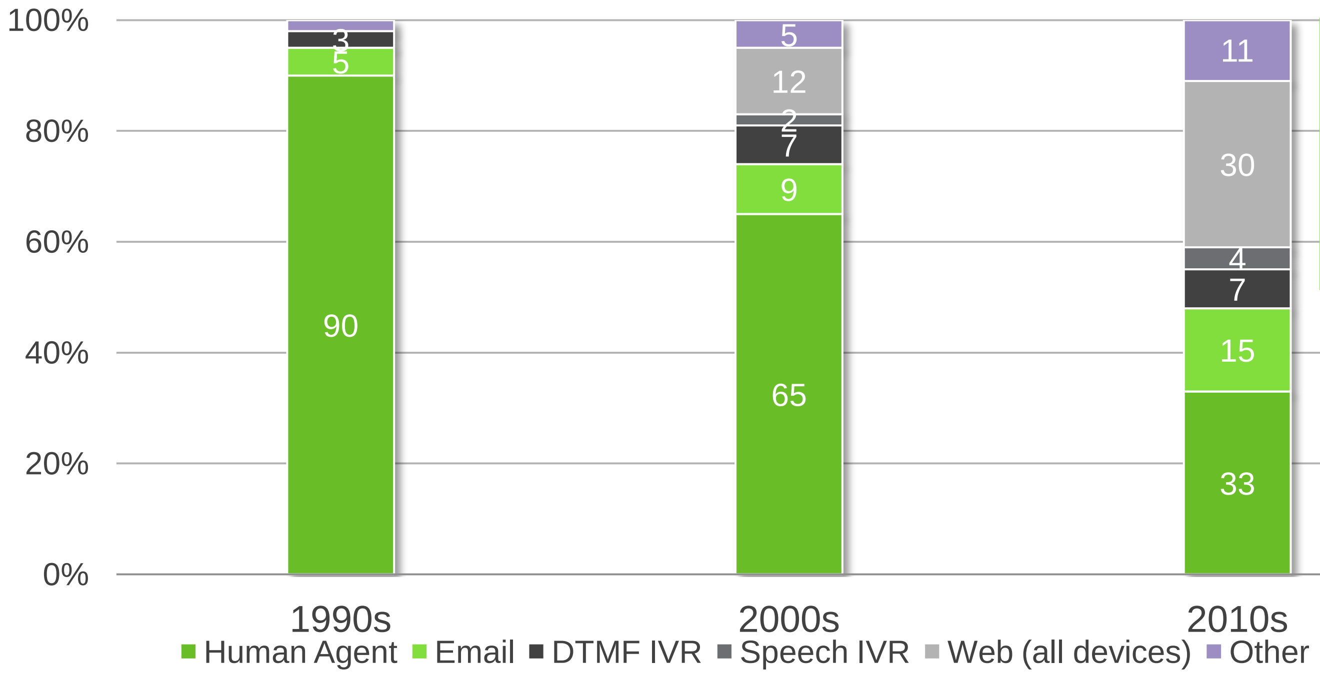
The rate of change and customer expectations means traditional technology won't deliver

4

Scope for better use of of data

Rigour analysing customer feedback in voice, needs to be applied to all digital channels

Insight 1: Customers are reluctant to call



Phone

Has become channel of last resort

Source: Aggregated data from Dimension Data and Merchants Global Contact Centre Benchmarking Report

The Age of the Omnichannel has arrived

Telephone-based customer service

1990s	2000s	2010s	2014- 2020
Provide improved customer access	Broadening channel access	Supporting other channels (not always first choice)	**Only used when self-care or digital is not an option, or doesn’t work**
Replacing face to face	Channel migration for cost reduction	Part of a multi-channel experience	**Customer retention “moment of truth”**

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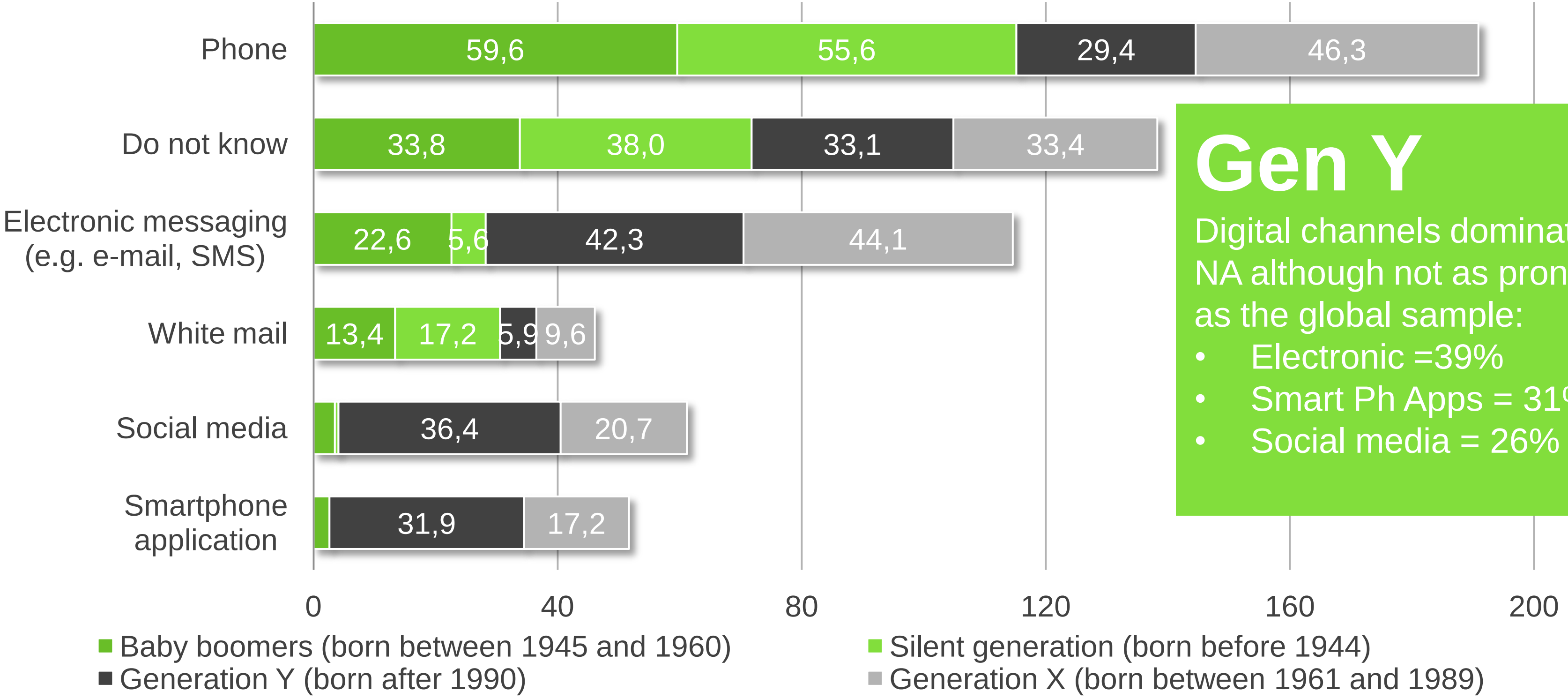
Which channels are being used by your customers? - Global



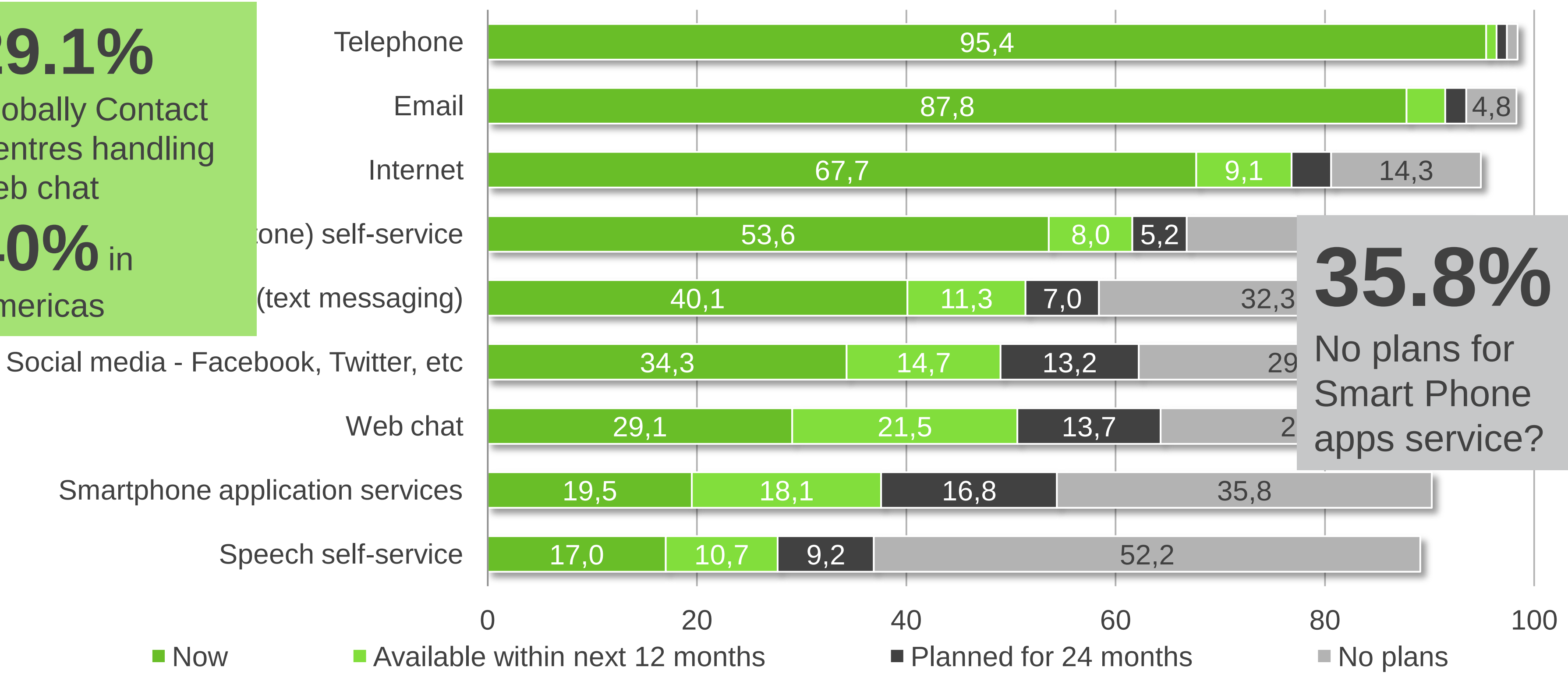
Gen Y

Digital channels dominate. In NA although not as pronounced as the global sample:

- Electronic =39%
- Smart Ph Apps = 31%
- Social media = 26%

Channels managed by the contact centre

29.1%
Globally Contact Centres handling web chat
40% in Americas



35.8%
No plans for Smart Phone apps service?

Perennial Problem: The Cost Centre Mindset

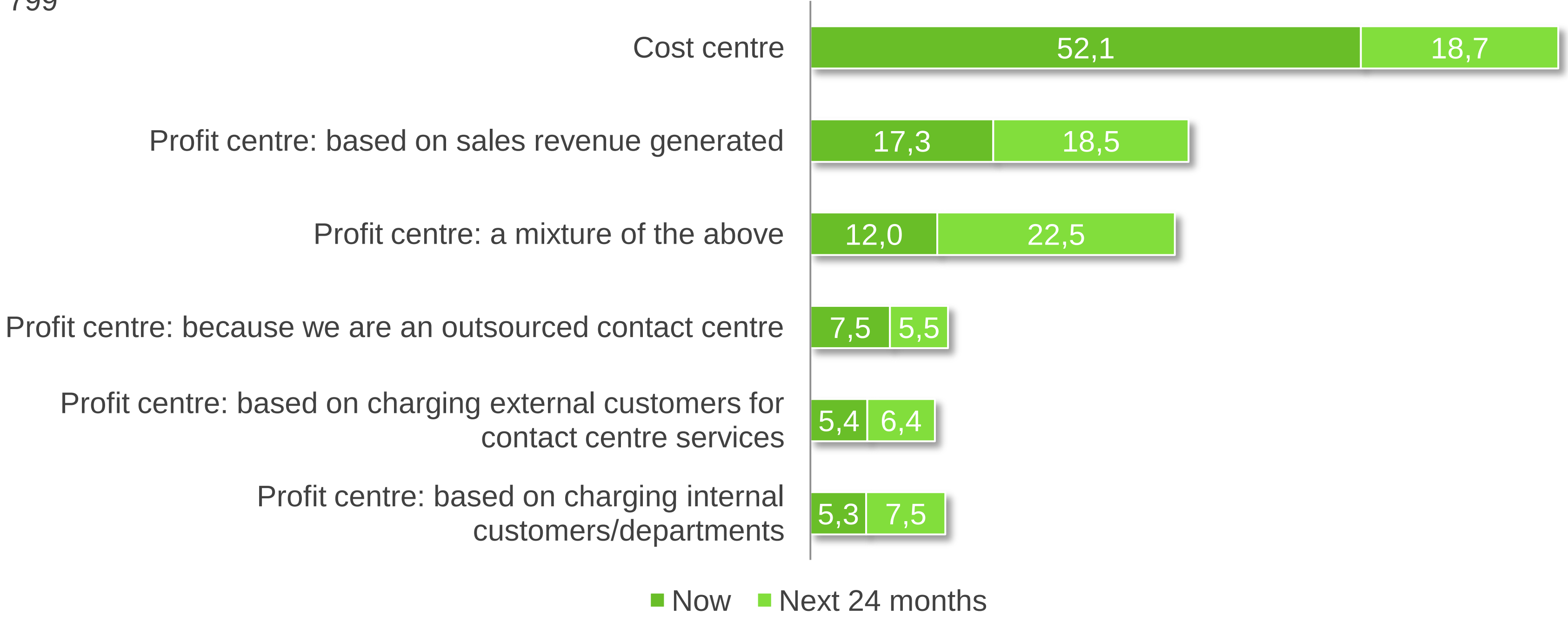
▲ efficiency

▼ cost

Financial status

What is the financial status of your contact centre in your organisation?

n | 799

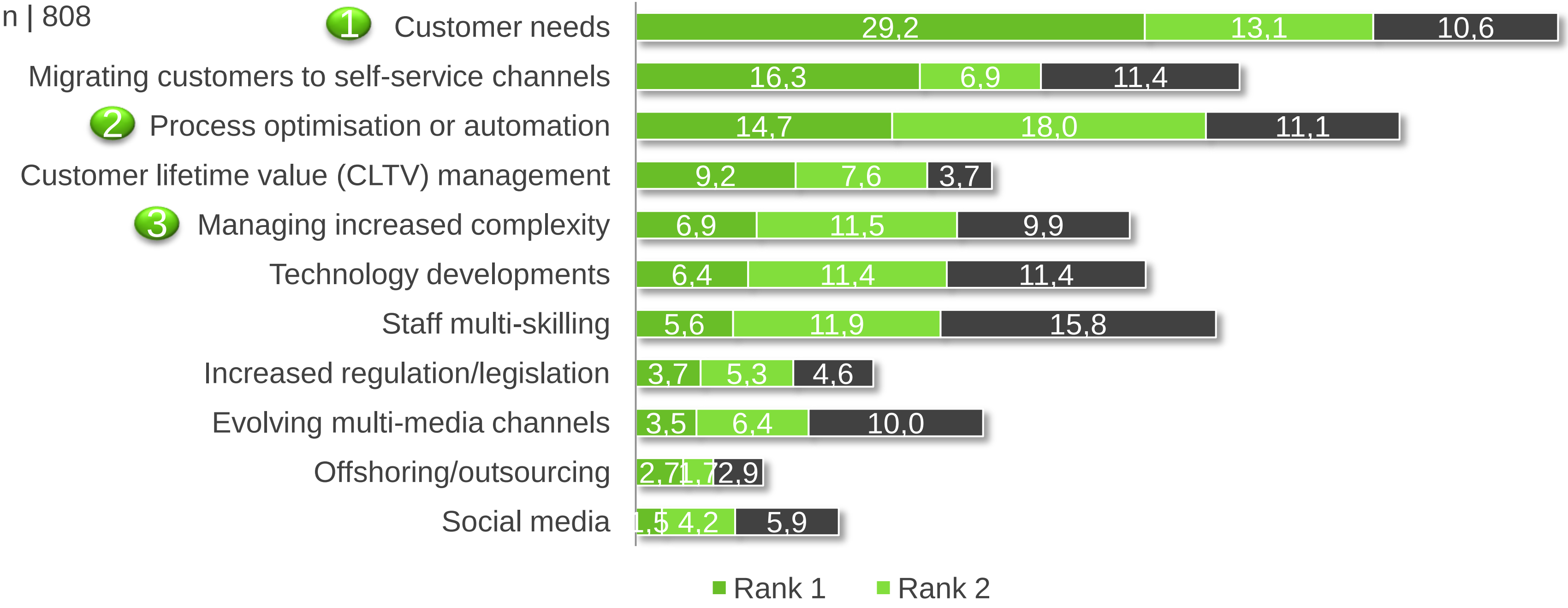


Insight 2: New Skills and competences

Market trends

What are the top three trends affecting your contact centre?

n | 808



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Key innovation areas

What are the key innovation areas that will benefit your contact centre?

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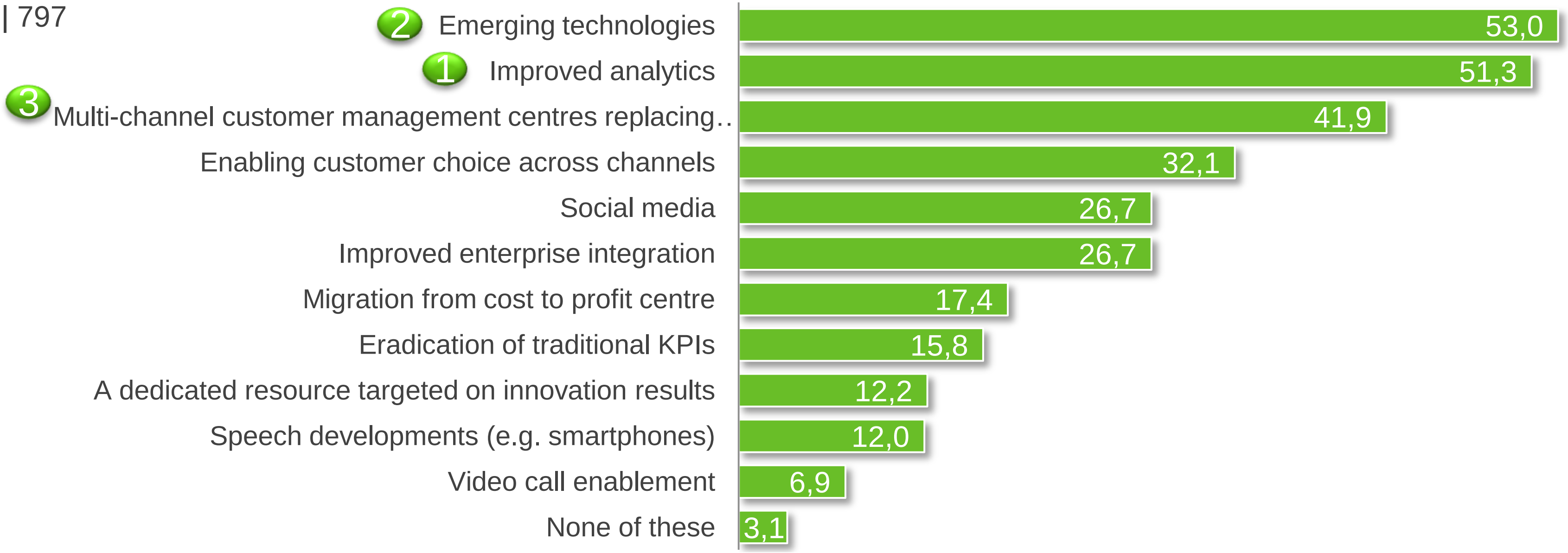

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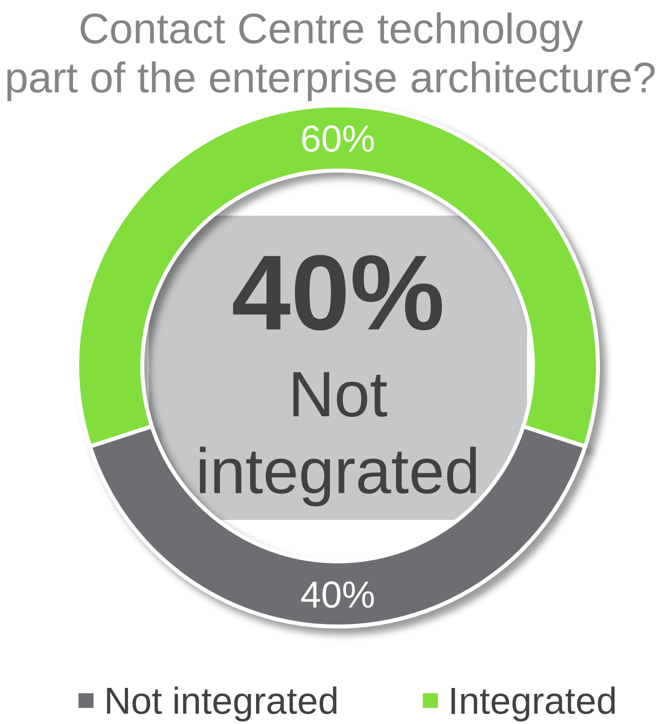
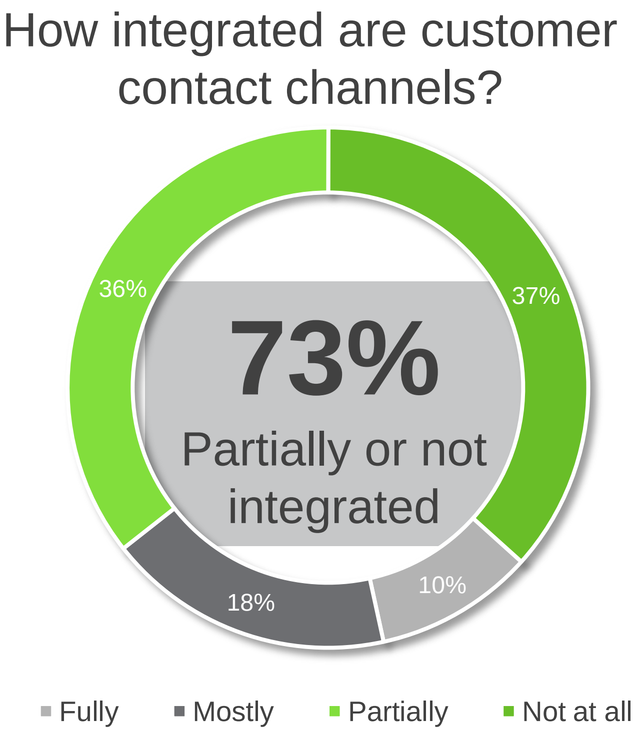
Insight 3: Legacy Systems



Lack of integrated channels



Insight 4: Use of Data: Contact Centres Trump Card?

Lack of customer feedback from new channels but….

75%

Smart phone apps

71%

SMS response

71%

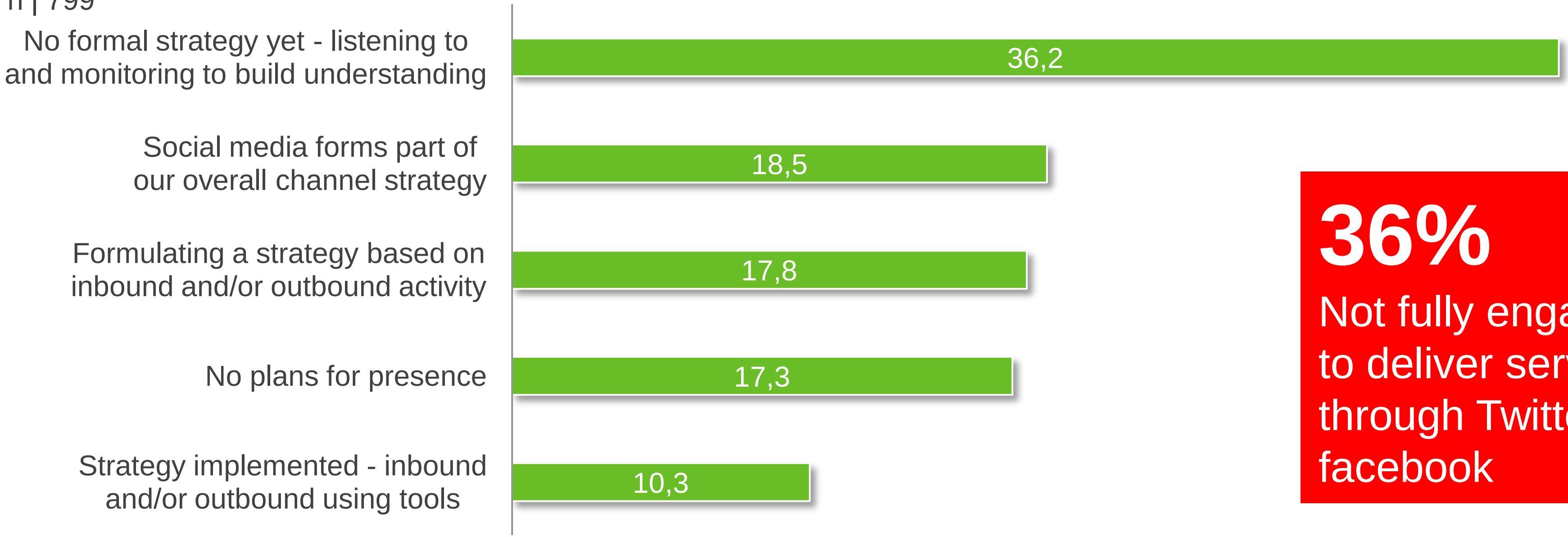
Web chat

….95% of Contact Centres monitor CS feedback

Social media strategy development

How developed is your social media strategy?

n | 799



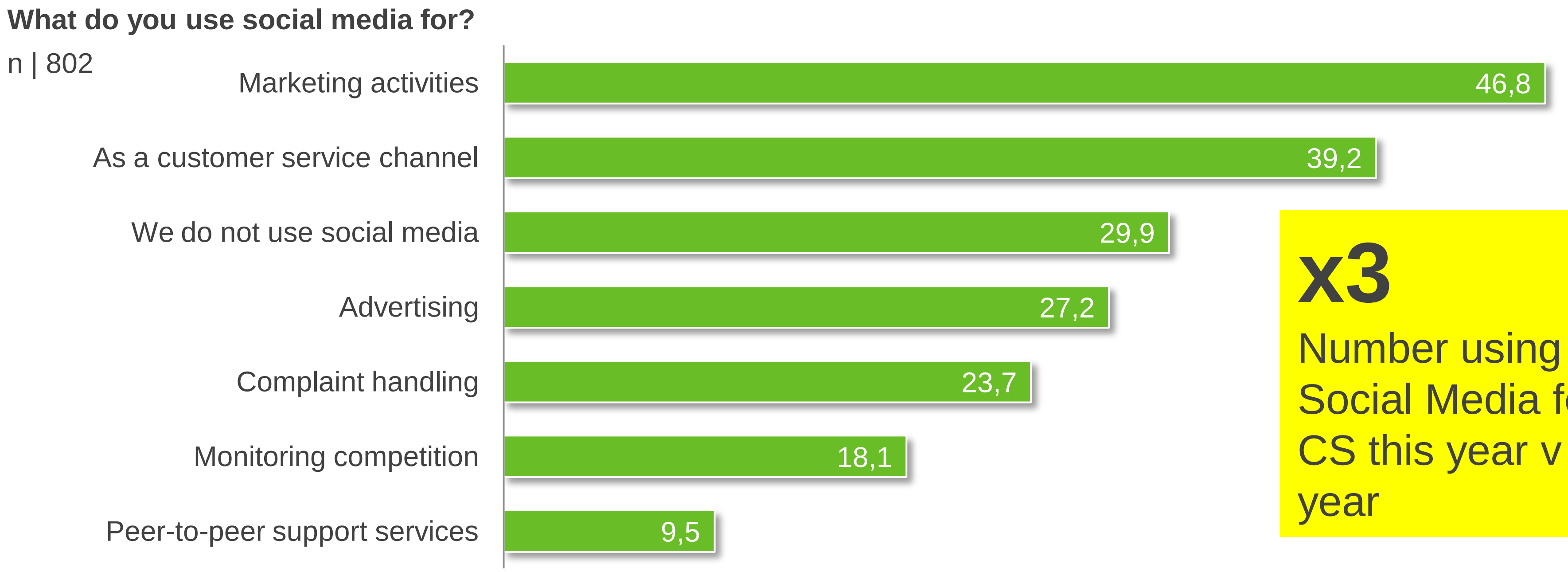
36%

Not fully engaged to deliver service through Twitter or facebook

Nearly double the number of 'fence-sitters' than any other category.

A reflection perhaps that for many organisations social media still hasn't been fully handed over to contact centres

Social media use



x3

Number using Social Media for CS this year v last year

Summary

INHIBITORS

- Legacy technology
- Lack of skilled staff
- Lack of integration

ENABLERS

- CC Analytics
- Customer Experience Management expertise
- Operational practices
- New operating models

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Report Overview

About the 2013/14 Report

817 companies took part in this year's survey

79 countries participate

80/20 split in-house/outsourced

11 industry sectors

Endorsed by 33 of the world's most important industry associations

The Global Contact Centre Benchmarking Report

Strategy and development

Operations	Customer interaction management	Self-service channels	Workforce optimisation	Technology

- Acknowledged as the industry leader in customer management and contact channel benchmarking
- 15 years of trends, performance data and best practice information
- Provides trends, business impacts and recommendations on over 350 performance metrics
- Online Benchmark Comparison Portal (filters by region/sector/size/type)

Representation by industry

Percentage	n | 817
Financial services	22.6
Service providers and telecommunications	17.1
Business services	10.5
Government and education	9.3
Travel and transportation	9.1
Technology	8.2
Consumer goods and retail	7.5
Healthcare and pharmaceuticals	5.4
Automotive and manufacturing	5.3
Utilities and energy	3.4
Media and entertainment	1.6

Regional representation

Percentage	n | 817
Africa	19.5
Americas	15.4
Asia-Pacific	18.9
Australia and New Zealand	11.1
Europe	10.6
Middle East	10.3
United Kingdom	14.2

15.4 represents 122 contact centres in the Amercias region

Benchmark Comparison Portal

Two products

Lots of collateral …

3

Questions

Thank you

For more information or to participate in next year’s study, please contact

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