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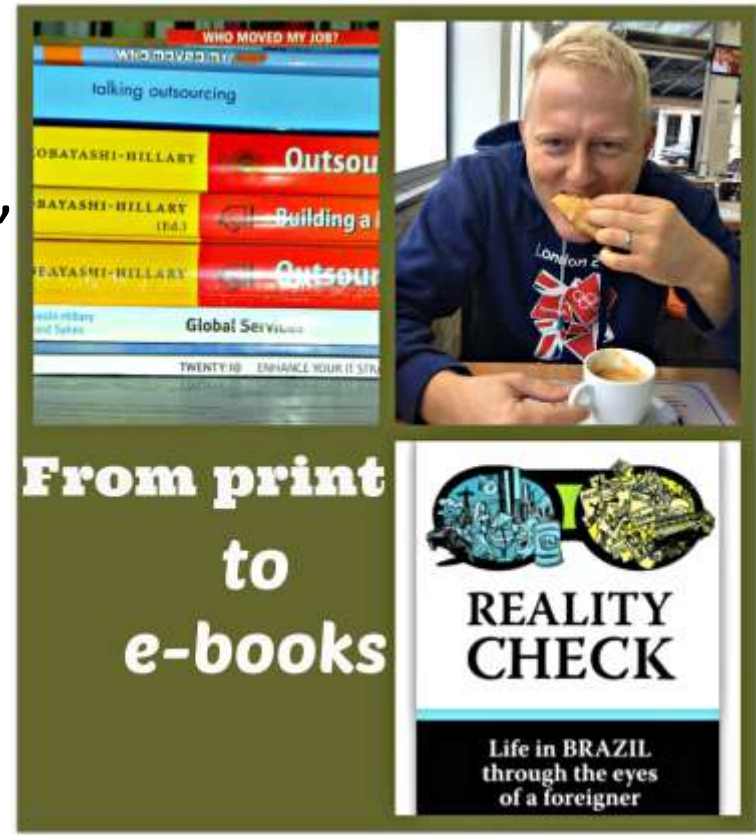
***The Economics of CX
Automation***

Mark Hillary

- British, based in **São Paulo**, Brazil
- 16 books on tech, globalisation, CX and the future of how companies are using tech
- Technology comment for HuffPo, Reuters, BBC, FT...
- Advisor on tech policy to the UN
- First ever professional blogger hired by the British government
- London Olympic 2012 official blogger
- **Ghost writer** on tech and CX for CEOs in five continents



(Carnaby)



Who Pays The Robots?



The question is, how do BPO suppliers charge for services that go beyond the traditional contact centre services charged at Full Time Equivalent rates (FTE)?

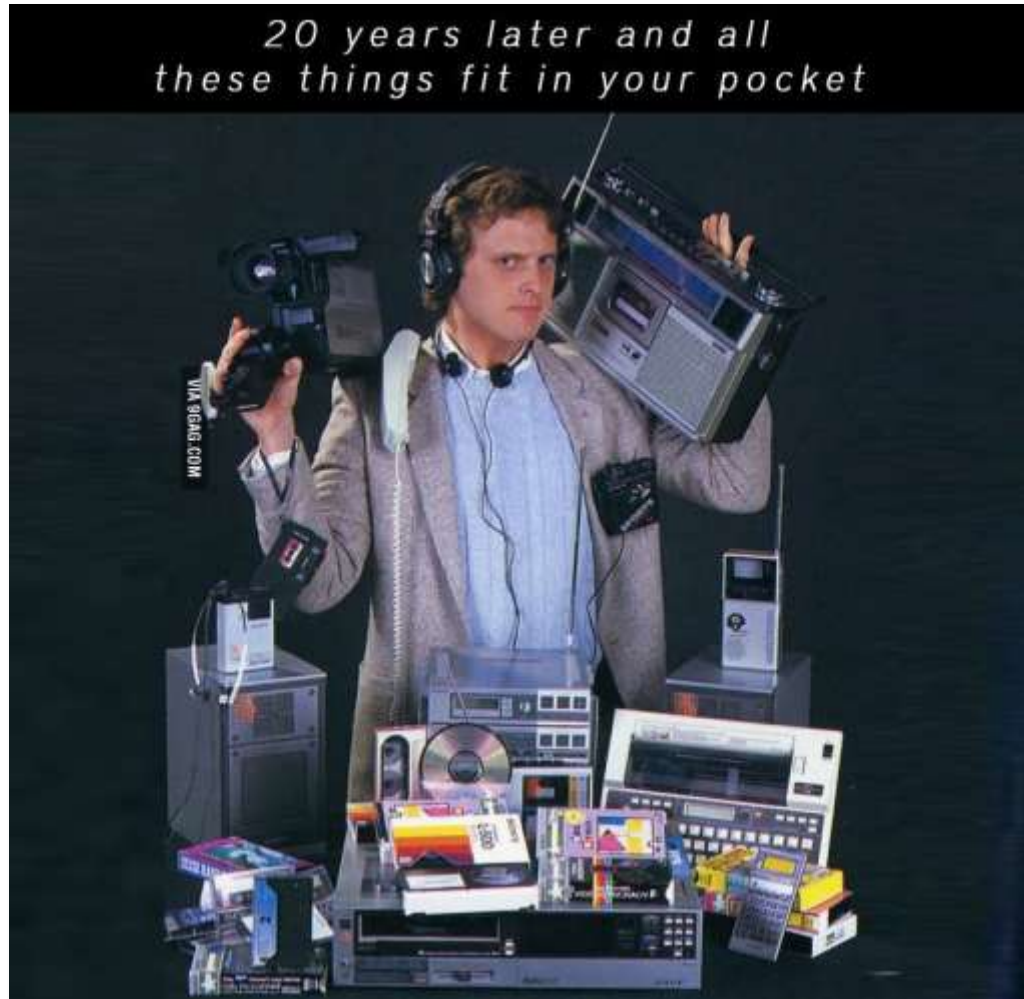
How should we pay for automation?



The Customer Has Changed!



(Carnaby)



Not Just Automation



The heat is on for brands and the CX experts...

- Digital transformation
- Customer expectations
- Personalisation
- Big Data / Analytics
- Omnichannel
- Automation / RPA
- Innovative journeys



What Has Automation Ever Done For Us?



(Carnaby)



What Has Automation Ever Done For Us?



How is this changing CX?

1. Automated office processes
2. Automated CX interactions – call deflection with a chatbot
3. Automated real-time agent support



But What Is The Issue?



FTE

Before all these recent changes to the customer journey, it was fairly simple to price CX... per agent per hour



Is This Just Expected Now?



[Carnaby]

1. You can now scan and monitor 100% of calls for quality, not just 2-3% checked by a human
2. Your chatbot ensures immediate help 24/7 and reduces calls by 20% by handling simple questions
3. Your agents handle calls faster and more accurately thanks to the system searching automatically



What Are We Going To Do?



Step Back In Time



[Carnaby]

Remember the days when it was just a CX email address and free phone number?



You Will Handle Our Customers!



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Hey, our customers are asking questions on Facebook and Twitter – can you answer them?

Sure, we can add a few agents to do that...

OK, great, just bump up the FTEs on our contract...



But This Is Different!



A few agents focused on Twitter can fix the immediate problem, but it doesn't address the fundamental difference of social relationships with customers



Do Your Customers Love You?



1. Social interactions are transparent – other customers see what you are saying
2. These channels crossover heavily into the territory previously occupied by sales and marketing
3. These channels **CREATE VALUE** and customer loyalty – they should not even be measured the same way as calls or paid for the same way



Are We Facing A Trap?



High End Services



1. RPA Software Licensing
2. Data Scientists
3. Coders
4. AI scientists
5. IT & data security



CX is no longer just contact centres and agent time on calls...

Outcomes

- You can charge for the specialist people
- You can charge for the software needed to make this work
- But what you really need is to charge for the VALUE created – that needs a focus on **outcomes...**



Which Outcomes?



1. Quality improvement bonus?
2. Call reduction or deflection bonus?
3. CSAT bonus? Better and faster service...

What are the business outcomes that automation can help you with... better, faster, cheaper? Can you create contracts that price your services based on FTE **PLUS** outcomes?



Cut Through The Confusion



- CX is changing fast – customers expect more
- Both suppliers and clients need to explore how outcome based pricing can help them make automation and emerging technologies work
- Alternative is to repeat the social media mistakes





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