Transforming the B2B contact center

Emerging technologies and changing business consumer habits are transforming the customer relationship.

Find out how the contact center can help you win in this new environment.
B2B challenges and the contact center

Consumers expect more of the businesses and brands they buy from than ever before. And increasingly, the demands generated by these customer expectations are working their way back up the supply chain to other traditionally B2B companies.

To sustain and grow the value of their long-term and high-value customer relations, B2B companies increasingly find themselves having to help their customers respond to changing consumer demands and expectations, as well as working more closely all the time with both suppliers and customers to manage complex, just-in-time supply chains.

These developments have put contact center leaders in ongoing contact with partners right along the value-chain, often for the first time. For B2B contact centers, this raises a several challenges:

- Establishing a robust service operation in preparation for expansion into new markets.
- Building an effective and cost-efficient customer-experience platform, often from scratch.
- Delivering intelligent and personalized automated contact systems based on AI.
- Collecting product data and turning it into insights that improve customer experience.
- Managing compliance and regulatory issues around partner and customer data.
- Setting and maintaining industry-leading issue resolution and service levels.

But while the challenges are real, the rewards are also significant. Not only does this approach optimize the experience your clients have of your company, it also integrates you more tightly than ever into their supply chain, their fulfillment models, and their customer-service ecosystem. This helps you blend your goods and services with your clients’ operational ecosystem and provides you with the platform you need to increase the value and longevity of your relationships with key customers.

Because every customer touchpoint generates data, which is routed through the contact center to be captured, stored and analyzed — you can precisely track how efficiently you are meeting your customers’ needs. Not only does this make optimization faster and simpler, it also helps you monitor service level agreements and manage key customer relationships.

Achieving the right solution for B2B companies

AT&T has over 30 years’ experience working with contact center executives. Our consultants, specialists in contact-center optimization for B2B, will work with you to understand your customers’ journeys, their goals at each point across those journeys, how well those goals are being met, and specific impediments and customer pain points. Together we’ll identify the optimum mix of touchpoints, and then implement a highly secure and resilient communications model across all channels.

This includes the virtually seamless integration of:

- IoT, M2M, and emerging network technologies
- Telemetry and maintenance on demand
- Location and proximity technologies
- Mobile commerce for improved upsell and cross-sell
- AI and big-data analytics resources
- Social media channels and communities
- Chatbots and process automation

By upgrading the role of the contact center and making it the hub of a data-driven customer and value-chain experience, the business can respond in near-real time in a more informed, intelligent way to market behaviors and emerging data signals.

Typically, this drives improvement in key measures such availability of resources, operational capacity, and delivery expectations. The move to a data-driven, omnichannel model can also significantly improve internal contact center performance.

While providing senior management the insights it needs to improve the customer and value-chain experience, it also provides detailed information on agent performance, skill-gaps, and training needs. These can be used to help build a more effective and more satisfying work environment, leading to increased agent engagement and retention.
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As B2B suppliers move to a customer-experience model, the contact center becomes increasingly important in the brand’s relationship with its customers.

With the right processes, the right technology, and an integrated approach to data sharing across the enterprise, the contact center can be an aggregator of value-chain and customer data to measurably improve resolution times, customer satisfaction ratings, and other performance metrics.

Meeting the omnichannel challenge

Omnichannel has been a theme in the contact center industry for some time. Despite this, many B2B enterprises have not completed the transformation to a fully integrated, data-driven omnichannel contact center operation.

According to a 2017 study, one-third of B2B businesses in the U.S. struggle to successfully transition to an omnichannel business and customer-experience model [1]. This has the potential to be a significant limiting factor: 73% of customers say that their loyalty to a product or brand is influenced by its ability to provide personalized care [2].

A well-implemented omnichannel contact center strategy is not only for the customer-facing parts of the enterprise. According to Gartner, over 20% of U.S. employees have now been issued a company tablet or smartphone [3]. Production and field staff now routinely use mobile devices to track, record, and organize work.

The approach to technology deployment

Planning and executing the move to an omnichannel and data-driven customer-experience can be complicated.

Many enterprises already have significant investment in and reliance on legacy infrastructure such as IP PBX systems and stand-alone solutions. Frequently, these systems aren’t sufficiently integrated with the company’s customer relationship management (CRM), unified communications (UC) structure or stand-alone social and live-chat functions. Consequently, these communications processes don’t feed information seamlessly into customer records.

This kind of siloed setup can impede both horizontal integration across the enterprise and vertical integration with channel and supply partners.

For contractual, commercial and technical reasons, many enterprises cannot migrate to an optimized mix of contact-center solutions right away. What’s required is a modular approach to cloud migration in which any given function can be migrated when the time is right, and a mix of cloud and on-premises solutions working virtually seamlessly together to deliver the right results.

Advantages of migrating to a cloud or hybrid contact center include:

• Increased flexibility of service provision
• Cost reduction
• Cohesive customer experience
• Simplified management
• Incremental and scalable cost model

How to achieve the best B2B customer experience

With the right omnichannel strategy — one with the contact center at its heart, but embracing the whole organization — companies improve the customer and value-chain experience by making interactions timelier, relevant, and targeted.

This can only happen if the migration to an omnichannel model for customer and value-chain experience is informed by the right insights, data, and understanding of the real-world business processes involved.

By working with a trusted advisor, such as AT&T, that has experience in contact center transformation, companies in the B2B sector can avoid the pitfalls of modernization while reaping the rewards. Our consultants can help you discover often unseen processes and touchpoints, find the right mix of vendors and platforms for your needs, and develop a strategy to maximize the return on investment.

Building a better customer experience and amplifying B2B outcomes

Typical journey
Utilizing multiple channels and devices in a virtually seamless, unified experience

Customer Service Center receives order that exceeds inventory held
Advises appropriate corporate functions of fulfillment needs to complete order
Supply Chain Control Center automatically advised of raw materials and suppliers required
Supply Chain Center collaborates with Operations Center on manufacturing capacity and resource availability
Distributor automatically advised on process updates and likely stock availability
Sellers simultaneously advised of logistics and availability

Contact center support path
Powered by a rich, cross-channel history with customer

Website
Phone
Chat
Social
Helpdesk
Email

Technologies driving class-leading experience
Integrating innovative, complementary platforms for powerful and influential experiences

Collaboration
AI
API
IoT
Chatbots
Big data
Enterprise apps

Value chain experience =
Generating better customer outcomes
AT&T contact center capabilities

When you work with AT&T, our expert consultants work with you to carry out a business audit, capturing the relevant processes, touchpoints, and stakeholder imperatives.

Once we understand your organizational requirements, we’ll collaborate with you to design a technical solution—and the processes that underpin it.

Typical B2B challenges addressed by AT&T

- Help increase sales by removing friction points on the customer journey
- Help ensure consistency of customer experience, across the enterprise and key partners
- Transform back-end processes for omnichannel delivery
- Balance the resources and priorities to help optimize ROI
- Integrate customer data vertically and horizontally to help achieve measurable improvement
- Find new ways for the contact center to help drive revenue and margin performance

Why AT&T?

We work with 7 of the top 50 companies in the Forbes Global 2000 and many other U.S. and global market leaders. With our flexible and extensible suite of world-class solutions, we can help you optimize your contact center with exactly the right mix of capabilities and technologies for your needs.

Not only can this yield measurable improvements in customer-experience metrics and return on investment but also in back-end functions, such as capacity and availability management, incident desk operation, performance and reporting, change management, and roadmapping for the future.

Our experts can also help you design and implement a fully on-premises, cloud-based or hybrid contact center platform, depending entirely on your specific needs. And because AT&T takes a whole-enterprise approach to change, we can help you integrate the data-gathering functions of the contact center with other strategic functions such as marketing and sales.

By creating a holistic and data-driven approach to customer-experience management — with the contact center at its heart — you can elevate the strategic position of the customer-service function in your company. Additionally, you can make a defined and measurable impact on key business goals, while also making sure your business is better placed than its competitors to profit from the data and customer-experience revolutions.
Working with industry leaders

With 30 years as a contact center specialist, AT&T has built a close working relationship with the leading technology providers, including vendors such as Genesys, Cisco, Avaya, InContact, and CSGI.

Rather than take an approach that ties you into a specific technology vendor, AT&T specialists take a vendor-agnostic approach in helping you find exactly the right mix of systems and technologies for your company’s specific requirements.

AT&T Walk In – Take Over Service Offering

Simplify your move to a new contact-center infrastructure with the AT&T Walk In – Take Over (WITO) Service Offering. WITO relieves you of the operational responsibility for many of the aspects of the migration which can cause the most work and demand the greatest attention and involvement from your front-line teams and senior operational managers.

Contact AT&T or visit www.att.com/contact-center to find out how we can help you build the contact center of tomorrow, today.