Global Contact Centre :

Customer Perspectives, Roadmap, Features, Business Enablement & Cybersecurity

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Strategy, Transformation & Consulting

AGENDA

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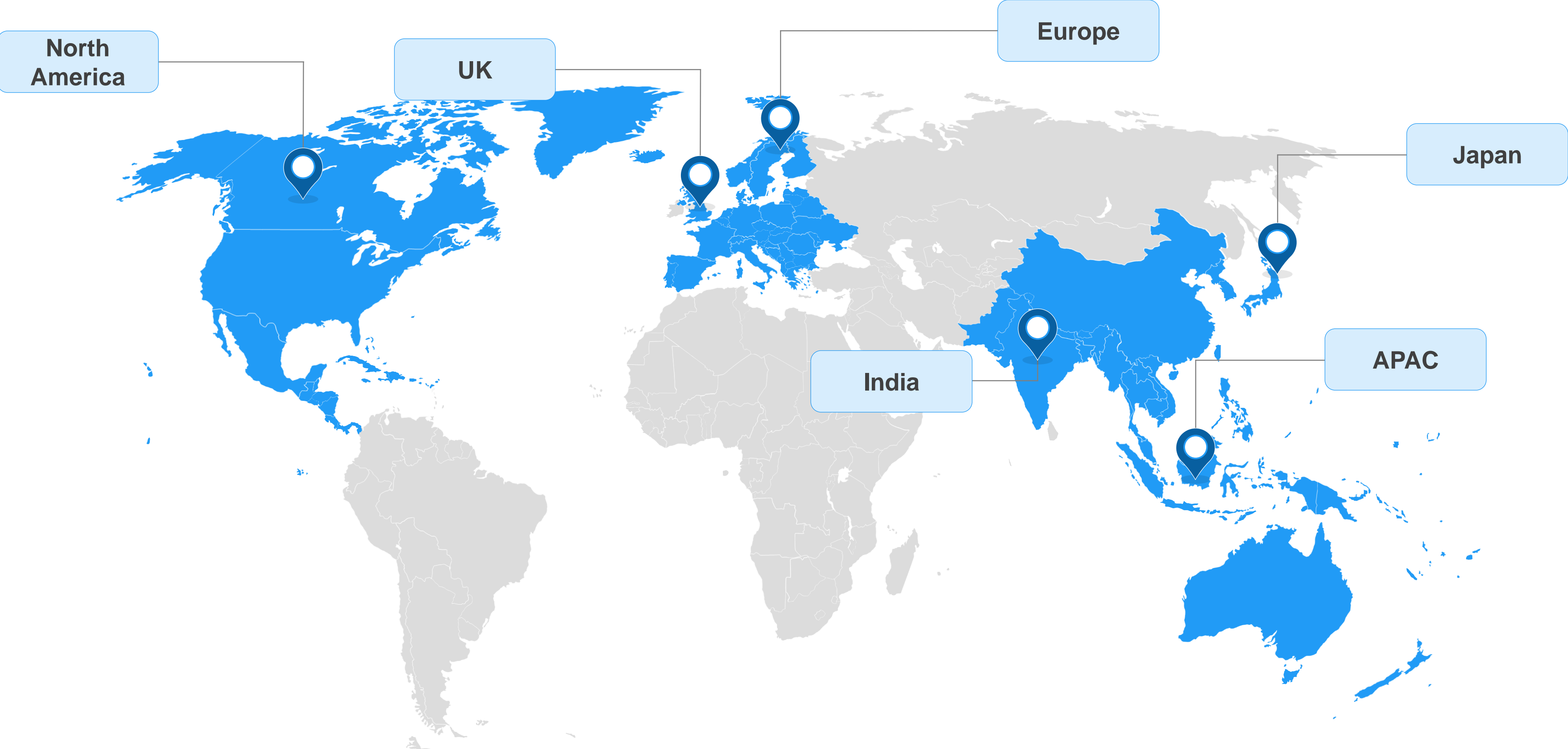
The **CIOAdvisory.ai is a Full Stack Strategy, Transformation and Consulting Firm,** proving Advisory to CXO's Globally. **Our Leadership Teams brings together more than 500 years** of combined experience in cutting-edge Digital Technology, Transformation, Corporate Innovation and Strategy.

The group comprises of Global Technology Leaders, ex-CIO's, Transformation Specialists, Tech Advisors, Solution Architects, who help organizations to harness new-tech innovations and shape their technology visions, execute their digital transformation journeys.

- The Advisory team has been engaged in **conceptualizing, development, implementation and launch of multiple large scale (Agent Count: 30K+) global and domestic Contact Centers as a service platforms (CCaaS) for IT / ITES , Banking, Retail, Supply Chain companies.**

- The advisory team has been engaged in conceptualizing and building contact center platform for one of the large public sector banks in India spanning across multiple cities and countries.

- In this specific engagement, the advisory team will have an **Ongoing Oversight** on the Build, Operate and Transform activities of the project. They will be engaged right through the lifecycle of the engagement to ensure the project is Built, Implemented and Operated as per the scope envisaged in the RFP.

- The team will also will advise on adoption of New Technologies and Transformations such as **AI, Analytics, Generative AI, Intelligent Virtual Agents (IVA's)** etc, which can be reviewed from time to time by the Business and implemented through change requests.

Introduction to CIOAdvisory.ai

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Our Global Advisory Network

North America

UK

Europe

Japan

India

APAC

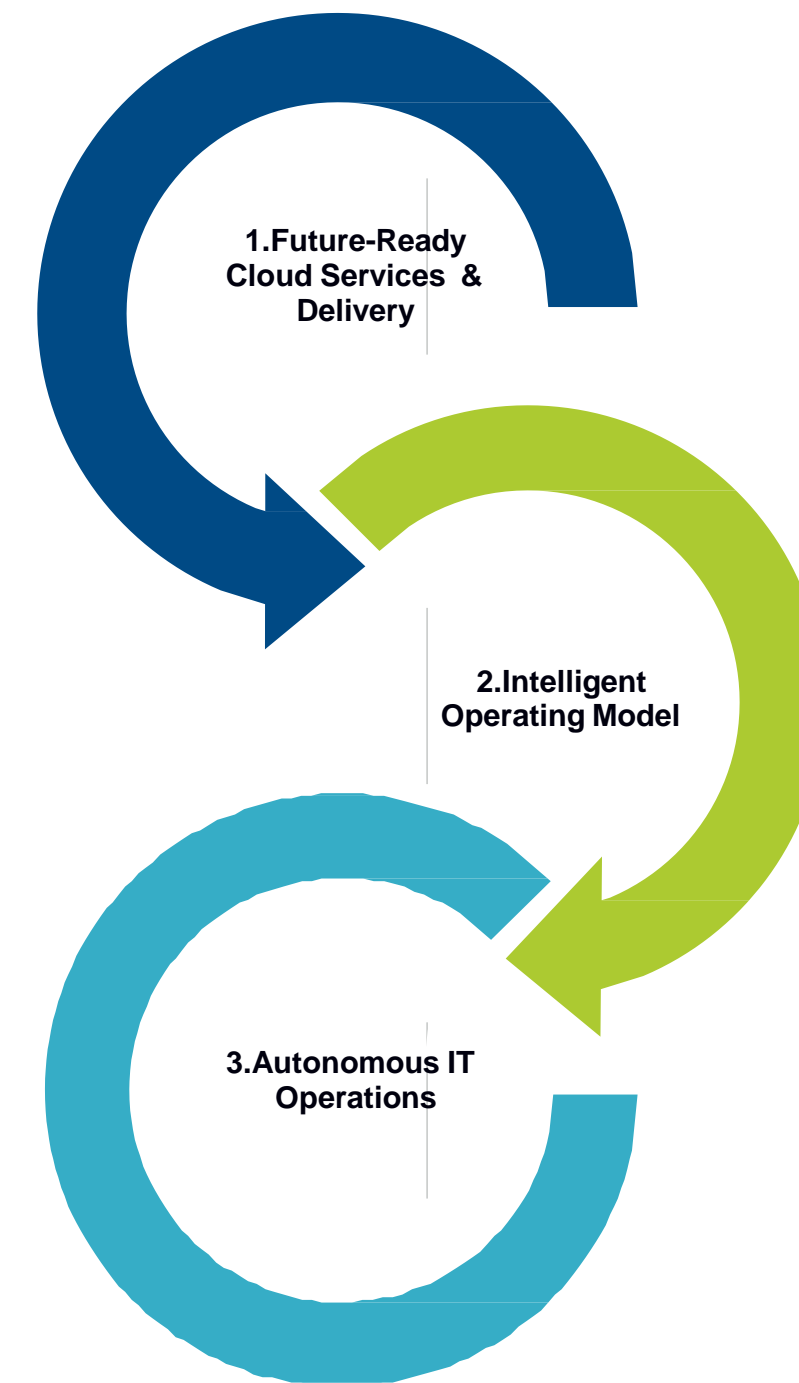## Align Technology Investments with Business Values

.. Unlock Results with Future Technologies & Generative-AI driven Solutions and Services

1. Optimize Technology Costs and Improve Efficiency

- Optimise, Reduce and Rationalize cloud costs by analysing the overall cloud strategy and planned migrations.
- Break the finance cycle by funding Transformation thru Quarterly funding (as opposed to annual budgets), Capex to Opex, consumption base, pay=per-use models.
- Review SaaS vendors for utilization and cost optimization.

3, Automate Operations by Implementing GenAI and Other AI Solutions in IT.

- Explore and Implement AI solutions in IT Operations, Conversational AI, Cloud Migration, Application Coding, Employee Productivity Tools,
- Implement Intelligent Voice Agents (IVAs)
- Strengthen Cybersecurity by Adaptative and Predictive AI solutions

1.Future-Ready Cloud Services & Delivery

2.Intelligent Operating Model

3.Autonomous IT Operations

2.Build the Organization of the future

- Respond to changing market demands by being nimbler.
- Design and implement an operating model built for agility, resiliency and growth.
- Explore Offshoring and shared service models both inside and contracts
- Build vs buy

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List of Advisory Services – Technology Advisory and Transformation Services – (1 of 2)

Our Global Advisory Teams of Technology Strategists, Enterprise Architects and Transformation Experts help harness the Maximum Value from Technology spends and Innovation

1.Tech Value & Cost Rationalization

Measure and maximize technology investments - achieving the transparency to define value, rationalize costs and enable business transformation.

2. Multi - Cloud Advisory, Migration

Now that you are living in the cloud, maximize your cloud investment and its benefits by learning to think and act differently.

3. Enhance Application UX Modernization by using Generative AI

Develop use cases based on your Business and Operations to enhance and expedite application and UX modernization by using Various Large Language model and Generative AI

4. Tech Mergers & Acquisitions

Shape, execute and accelerate transformational M&A deals, using disruptive technology to deliver speed, innovation and value.

5. End to End Transformation Across all Services and Tracks

Orchestrate complex transformations, from start to finish, with a relentless focus on vision, value, speed, talent and technology.

6. Future Tech & Innovation by Generative AI

Transform your business by implementing innovative technologies, AI-based solutions and practices.

7. Cyber Resilience Advisory and Road Map

Provide Security Strategy and Advisory Defining Cyber-Risk mitigation, regulatory strategies, aligning security to business priorities.

8. Resilient Architecture (Cloud, Data, Network, AI & Security)

Make the most of modern architecture technologies and techniques to improve business continuity and reduce operational risk.

9. Organization Transformation and re-invented Intelligent Operating Model

Respond to changing market demands by being nimbler. Design and implement an operating model built for agility, resiliency and growth.

1. List of Advisory Services (Enhance Customer Experience, CCaaS, CX & DX)

Our Customer Experience (CX) Practice aims to help businesses build lasting and meaningful relationships with their customers and improve brand loyalty not only to patronize business but also become advocates who refer others based on their positive experiences

1. CX / Customer Experience Transformation (Analytics & Automation)

Unlock the value of data, artificial intelligence and automation to drive business value and customer experience through real-time decision making.

2. Intelligent Automation and Business Process Re-engineering (RPA-as-a-Service)

Combines artificial intelligence (AI) and automation technologies to streamline and optimize business processes. Our experts assist organizations in planning, implementing, and managing their automation initiatives to deliver better efficiency and enhance decision-making.

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3. Enhance Digital Experience by Analytics & Gen-AI

Uncover valuable insights by harnessing previously untapped data sources to provide Digital Customer Experience (DX), by providing practical and scalable design guidance to enhance digital presence. Analyze customer behaviors to enhance cross-channel customer journeys

4. Building Digital Contact Centre for the future

Unlock the Power of NGCC or Digital Contact Center to develop a consistent contact center strategy and roadmap for future which will take Customer Experience to the next level with Hyper Automation, Analytics, AI, Speed and Cost Efficiency

D. NextGen Or Digital Contact Center

Anytime, Anywhere **Self Service Options – Intelligent Virtual Agent (IVA) - 24x7 Always-on digital workforce across voice and digital channels.** At a fraction of cost of an agent.

- Integrated **Virtual and live agent support** – Single Platform for Voice and Digital IVA's

- Predict & Identify Failures much before they actually happen

C. Faster Scale up and Scale Down / As-a-service Pricing Model / Deployment Model
- **(Cloud Vs. On-Prem)**

Consumption-Based Models, Pay-Per-Use, Gain Share, Utility Model , to enable Non-Linear growth
-
Flexible deployments / Higher Scalability and faster Integration

- **Software Defined Everything** - SDx, SD-WAN will drive Infra Services

A. Enhanced Customer Experience (UX / CX) & Compliance (GDPR,HIPPA, PCI/DSS/SOC-1/SOC-2)

- **Create Seamless & Amazing Experience** along the customer journey – Digital , Mobile & RealTime

- Redesign & Simplify Contact Center Operations(CCaaS)

- Integrated & Business Aligned SLA and BLAs

- Deploy AI & Hyper- Automation to enhance productivity

- **Digital Gamification / Analytics or AI-Based Reporting**

B. Flexibility in Integration with Work Force Management (WFM) / ERP / CRMs)

- Integration with **WFM / ERP / CRMs**

- Agile DevOps : Microservices & Containerization will be adopted for App Modernization

- Virtual Assistant BOTs - SIRI, ALEXA, CORTANA etc. (The way we communicate with the machines are fundamentally changing)

- Open Source Computing will be A KeyCloud Computing Platform

Evolving Business Needs

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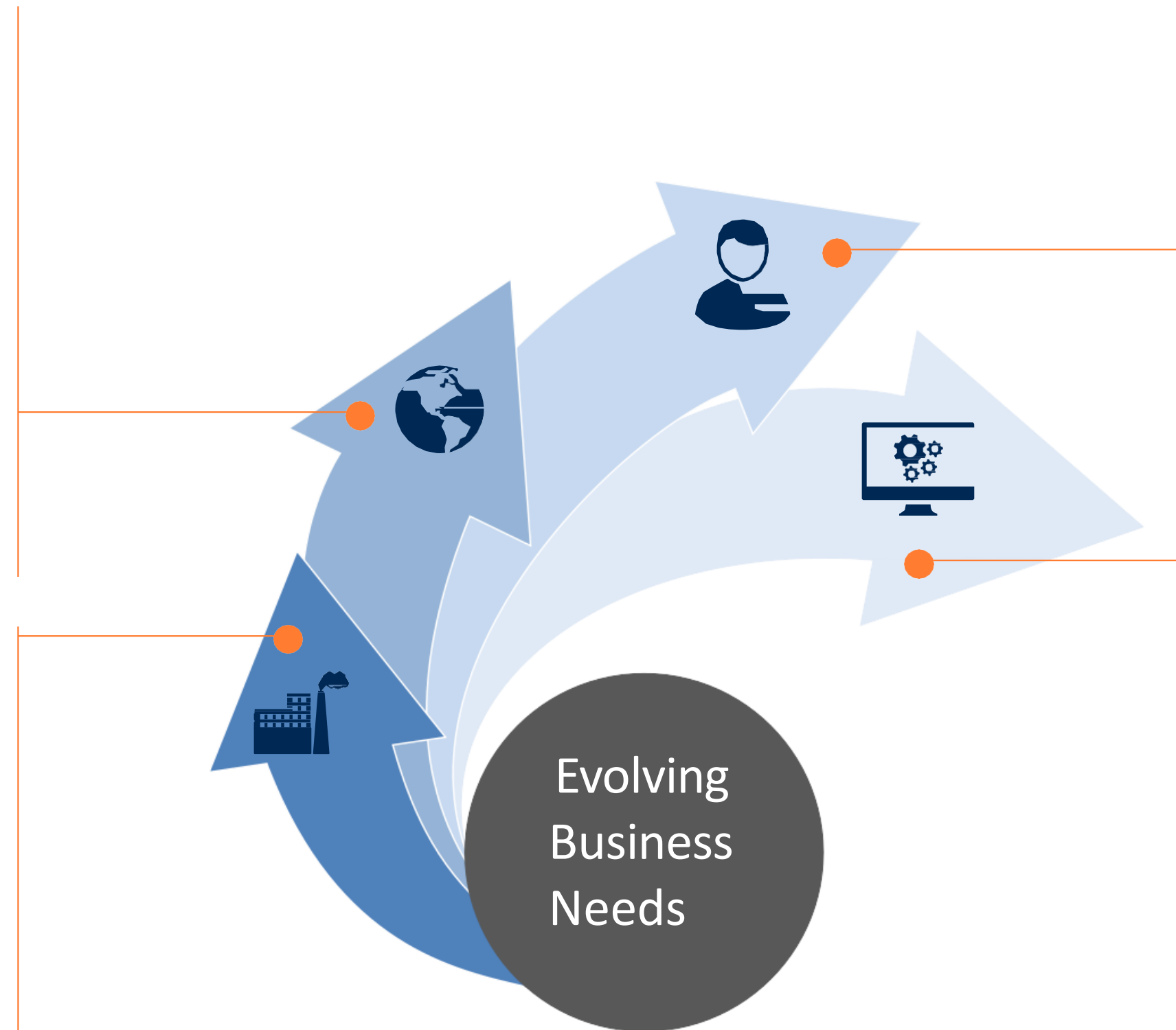
RoadMap: Global Contact Center Features – 4 Categories (Tier 1..4)

(Some of these are Based on Industry best Practices (Not part of RFP)

Voice Only Contact Center	Omni Channel Contact Center	NextGen Contact Center	Digital Contact Center / NextGen++
Tier 1	**Tier 2**	**Tier 3**	**Tier 4**
Entry Level Contact Center with phone-only support without other communication channels < 100 Agents	Basic CCaaS (Cloud Based Contact Center) with basic Multichannel support (Voice, Chat, SMS, Email) - Agents 100 – 500	Small or Medium contact center (agent 500 - 1000) with Outbound sales campaign and other Next Gen Features	Large Contact center with diverse needs of customer support and sales including multichannel and self service and IVA

Tier 1 (Voice Only Contact Center)
- On-premise or private cloud based
- Manual In & Outbound Calling
- DID # Toll Free #
- Voice call Recording
- Supervisor playback and retrieval
- ACD / IVR
- Campaign Management (Voice, Chat, SMS/Text, Email, Voicemail)
- SMS / Call Blasters
- Real time & historical Reports
- Call Recording and Transcription
- Auto-Dialer (Predictive and Progressive Dialer)
- Security Compliance – GDPR / HIPPA/ SOC1/2/ PCI-DSS

Tier 2 (Omni Channel Contact Center)
- Omni channel Integration
- Self Service IVR
- Quality Management
- CRM / Ticketing / UCaaS Integration
- Call Queues Dynamic IVR
- Customer Survey
- Omni Channel Integration with Social Messaging
- Skill-based routing

Tier 3 (NextGen Contact Center)
- Integration with Video Meetings
- Co-Browsing
- SDWAN Integration
- API integration with ERP / SAP / HCM
- AI-based Workforce scheduling and Gamification Analytics and Reporting
- Work Force Optimizer/WFM
- Screen Recording
- Speech Analytics

Tier 4 (Digital Contact Center / NextGen++)
- Visual IVR & Digital IVR
- Anytime, Anywhere Self- service across channels
- IVA/Virtual Chat / Voice BOTS Integrated Virtual and Live agents
- Hybrid IVA + Physical agent
- Gen-AI Integration
- Single platform for voice and Digital IVAs
- Digital AI for Automation Biometrics - Voice / Finger and Facial
- Social Monitoring
- Automated workflow management

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How CIOAdvisory.ai can help to assess and build the roadmap to Next Generation (NGCC) or Digital Contact Centre & Deliver the Transformation Services

In facilitating businesses' transition to the contact center of the future, CIOAdvisory.ai has developed a comprehensive roadmap.

This roadmap provides a clear and expedient path for defining a robust contact centre strategy for the future;

Vision and Desired Future State (Decide DCC or NGCC)

Conducting a workshop involving pertinent stakeholders to establish a shared vision for the future state and ensure alignment

Business Process Refinement and Goal-Oriented Operational Framework.
Collaborate closely with key stakeholders to streamline processes and reevaluate the target operational model for the DCC or NGCC

Future State Roadmap and Planning.
Establish core guiding principles for shaping recommendations and outline a strategic roadmap for the deployment of capabilities

Freeze Requirements, Enterprise Architecture, and Integration methodology,
Utilize existing processes and the envisioned future state to collaboratively define the desired target state enterprise architecture (EA) for the Contact Center

Build a Business Case (Investment Proposal)

Develop a comprehensive business case (investment proposal,) including a cost breakdown and Return on Investment (ROI) analysis, to support funding requests.

Develop Gen-AI Use Cases for Enhanced Discovery and End-user Journeys.
Chart existing end-user journeys and transform target state capabilities into operational processes for both customers and agents, Construct reliable LLM-Ops frameworks to deliver scalable, responsible AI insights efficiently

Digital Contact Centre / Next Generation Contact Center - Reference Architecture

CUSTOMER
- Provider
- Member
- Broker

Omni Channel
- Voice
- Mobile
- Web
- Social
- Chat/Video

Biometric Authentication
- Voice print based authentication
- Fingerprint authentication on mobile
- Facial recognition

Digital Self Serve
- Visual IVR with advanced speech recognition
- Natural Linguistics inquiries using VoiceBots & Chatbot
- Personified avatar based Virtual assistants for intuitive conversations
- Alexa/Siri/Google : Intelligent Personal Assistants – Voice as UI
- Social Bots to engage and offer self service for Gen Z

Data Sciences
- Reports and Dashboards – Interaction Analytics
- Text Analytics
- Journey Analytics
- Cross-Channel BI
- IVR / VIVR Insights
- Process Mining

Cognitive Intelligence
- Speech/Text Analytics
- Natural Language Processing - Speech to Text
- Customer Persona
- Emotion Quotient
- Linguistic Analysis
- Predictive Modelling

Agent Productivity Tools
- Agent
- WAH

Customer 360
- Customer Info
- Product Info
- AI/ML for Next Best Actions

Intelligent Automation
- Pre & Post call desktop automation using RPA, Cognitive AI Bots
- Data aggregation for analytics and reporting

Commercial Models Delivering Outcomes | New Age Metrics | Agile Operating Model

Some of the Security Considerations and Compliances for Effective CCaaS Implementation..

Implement Best-in-class cloud delivered cyber-security Tools and Controls   (e.g. Zero-Trust Security ZTNA, along with Security Service Edge / SSE, CASB, CSPM and SWG etc)

Manage and Restrict User Account Access for Enterprise and Client Applications by enterprise-wise IAM (Identity and Access Management) plan and implementation.

Enable Geo-fencing and Multifactor Authentication (MFA) to eliminate attacks from Rogue countries and threats from outside the Enterprise (e.g. Ransomware)

Implement Employee Monitoring tools to enable insider threat detection, behaviour analytics, forensic software solutions. Implement user trainings on security compliance and contact centre access.

Implement DLP and Dark-web Monitoring for all remote and work from home (WFM) agents

Compliance – GDPR, HIPPA (HiTrust), FINRA, SOC-1, SOC-2, PCI-DSS etc

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Evaluate and Implement Generative-AI models wherever applicable in IT Services – (out of scope for this project)

Accuracy improvement

- Anticipated to get better with the help of multitask training
- Businesses will be able to -
  - Outperform their rivals
  - Improve chatbot accuracy
  - Provide better client experiences

More

- Able to larger and more complicated inputs in larger-scale language creation activities
- Better scalability and lower expenses
- Improvements in model optimization approaches

Better

- Predicted to produce text more quickly
- More powerful hardware and refined algorithms
- Businesses will be able to contact more customers by using chatbots

Precise

- Customer care representatives will be able to swiftly access and address both simple and complex consumer inquiries
- Automate significant portions of the procedure to cut costs

Compatible with other technologies

- Built to seamlessly work with other conversational technologies, including virtual assistants and bots
- Fast upgradation of current bot solutions

Security

- Offers a private and secure chat environment
- Neither stores nor sends personal information to outside parties

CCaaS Engagement Model (Illustrative)

Advisory-Led : Evaluate, POC, Integrate, Implement, Operate and Transform (Secure and Scale)

Year of Operation	Phase (S)	Ongoing Tech Advisory	Build / POC / Pilot (TBD)	Operate / RUN / Manage	Secure (TBD)	Transform/ Grow / Scale / Enhance	Review Frequency
Evaluate /Roadmap /POC 3 Months		▪ **Yes** (Asess / POC)	▪ POC / Pilot	▪ POC / Pilot	▪ **Yes**	▪ N.A	Fortnight
RFP Process / Evaluate 3-5 Months Months		▪ **Yes** (RFP Evaluation / Negotiation)	Evaluate / Negotiate / Contract	(RFP Evaluation / Negotiation)	▪ **Yes**	(RFP Evaluation / Negotiation)	Monthly
Migration / Integration / Implementation		• **Yes** (Scale/ Transform/ Grow / Secure/ Manage)	Build/ RUN	• Operate / RUN / Manage	• **Yes**	• Scale / Grow / Transform	Qtrly
Ongoing Management / Run		• **Yes** (Scale/ Transform /Grow /Secure Manage)	• Build/ RUN	• Operate / RUN / Manage	• **Yes**	• Scale / Grow / Transform	Qtrly

● Assesment   ● RFP / Evalute   ● Build Scale, Upgrade & Manage

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