

# White Paper

## The Future of Customer Engagement

### Summary

Enhanced customer experience is the differentiating factor in the services industry today as it impacts the Customer Lifetime Value (CLTV) for the organization. This paper highlights the methodology used by Aegis to provide services in managing, enabling, extending and enhancing experience of end-users. This approach aligns Aegis services to its customer's business objectives, helping them achieve improved end-user experience with lower costs.

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## Introduction

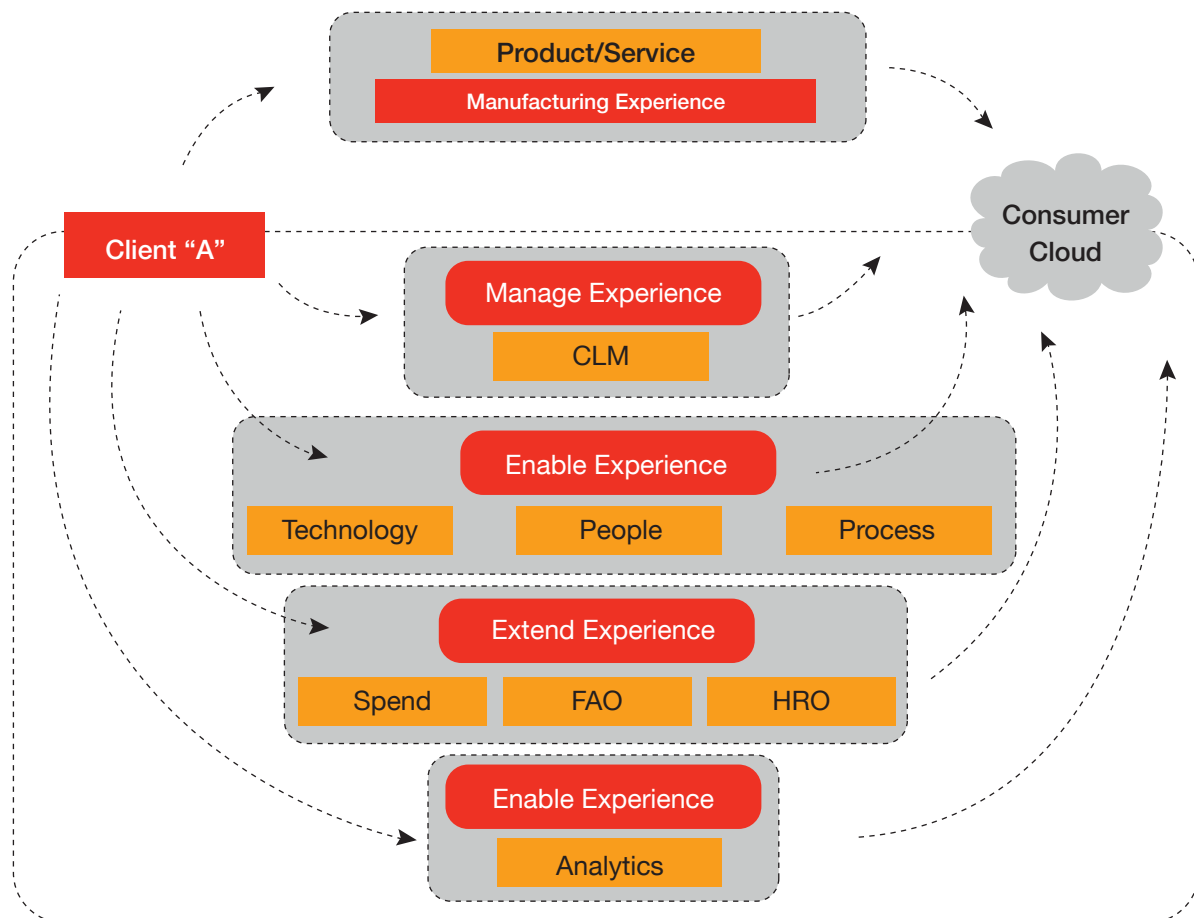
In today's business environment, an organization's market differentiation is dictated more by its customer services than just by the product features. This is particularly relevant to organizations that deal with a large cloud of consumers in a competitive market. This scale and diversity requires them to have a high degree of agility, flexibility, and scalability in their service strategy.

### Business case of Contact Center Services (Customer Engagement)

Although we are well aware of the benefits of a satisfied customer, it helps to recall these benefits:

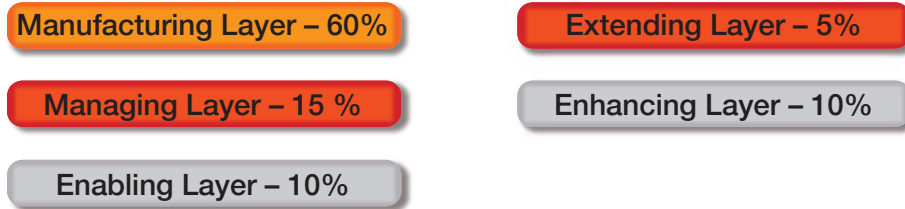
1. A satisfied customer increases the tenure, thereby improving Customer Lifetime Value (CLTV)
2. The cost per sale reduces, the rate of customer retention improves and the conversion of prospects increases
3. Customer satisfaction leads to improved brand acceptance, advocacy and loyalty; it also leads to positive viral marketing fueling and increased sales

## The Experience Stack



While Client "A" manufactures experience, AEGIS helps in managing, enabling, extending and enhancing experience.

Research has indicated following general distribution of impact on end-user experience by these layers:

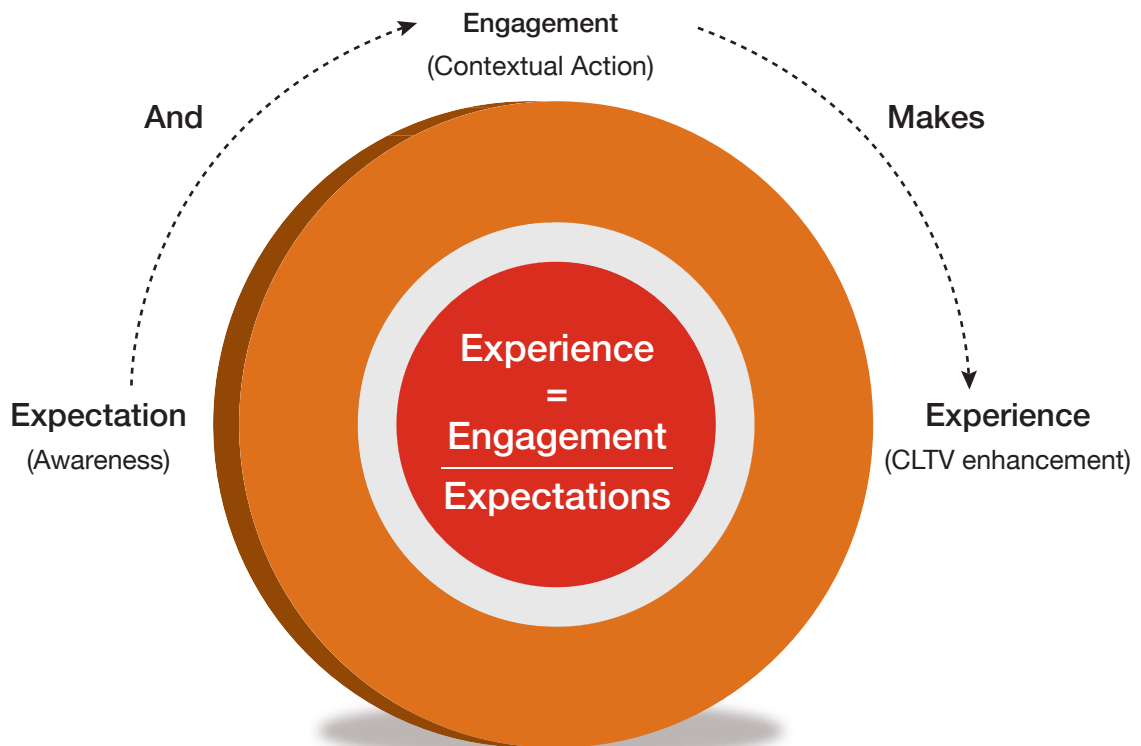


Once a product or service has been launched, there is little that can be done to change the “Manufacturing Experience” layer. On the other hand, much can be done to improve end-user impact from other layers.

### Innovation from Contact Center Management to Experience Management

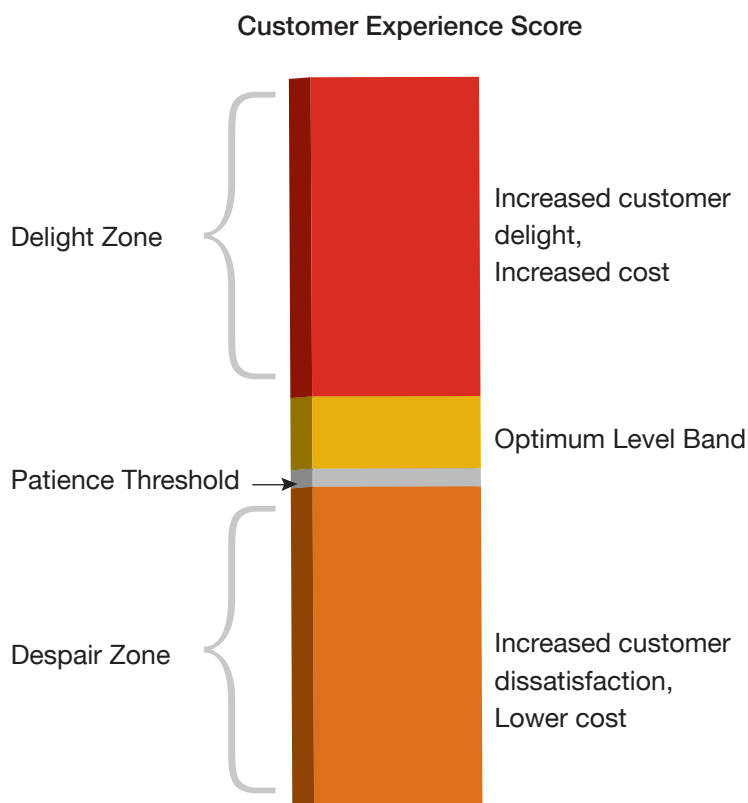
Contact center service providers are the managers of customer experience. They need to link their performance to the business results of their clients. One method to do this is to look at the impact on Customer Lifetime Value (CLTV). Prompt services, immediate resolution and courteous interactions will create service impressions that are aligned and desired by the brand in question.

Experience is created by engaging with customers while serving their expectations, which is depicted in the figure below:



Innovation lies in understanding and delivering the right customer experience, especially when expectations are a constantly moving target across a variety of market segments across the globe. At this point, it is important to understand what needs to be done with customer experience.

## Customer Experience Threshold



In our continuous affinity towards “Customer Delight,” we tend to misapprehend the cost efforts vs returns model. A consumer’s expectations are set when he/she decides to purchase a product. From then on, the realities of interaction either with the physical product, the brand representatives (store or delivery), call center agents or the online space decide the consumer’s experience zone. Each customer or micro-segment then has a tolerance limit towards the experience gained during such interactions. The bottom limit is to be as close to “Patience Threshold” as possible. This provides the most cost effective desired experience to end-user. The brand, product, or service in question needs to decide on the zone of experience, predominantly driven by market strategy, competitive environment, and consumer empathy. Aegis has developed sophisticated modeling and analytics solutions to capture, map, and deliver the right customer experience.

## Conclusion

Creating a customer experience through innovation and value creation is the key to the future of business process outsourcing. It mitigates risks, increases CLTV, ensures long-term sustainability and creates market differentiation. In most cases, the business case for “Customer Delight Treatments” includes unrealistic assumptions of an increase in customer referrals and retention. More often than not, sustained performance just at the “Patience Threshold” has a greater positive impact. A deep commitment and a comprehensive set of offerings including business analytics are fundamental to the culture of value-creation through innovation. Buyers of business process outsourcing services need to evaluate their partners on these abilities, moving away from traditional methods that are used in order to buy commodity services.

## About the Author

Anil Modi is the Executive VP and Global Head - Marketing and Strategy at Aegis. He has over 23 years of experience in the field of global outsourcing. In his current role, Anil leads various marketing programs, focusing on presence, intelligence, and recognition marketing. In strategic initiatives, he helps Aegis develop new markets and identify new geographies and new products as well as handle strategic deals for the company. He also manages lead management for Aegis. Mr. Modi has engineered successful global outsourcing solutions for many Fortune 100 companies. His creative abilities are best demonstrated in his innovative solutions and out-of-the-box thinking.

## About Aegis

Aegis is a world-leading outsourcing services partner for more than 150 clients, with over two decades of leadership in total customer lifecycle management. The company has more than 50,000 employees across 47 locations, with a presence in 11 countries, serving verticals such as BFSI, Telecom, Healthcare, Travel & Hospitality, Consumer Goods, Retail and Technology, Energy & Utilities, and Publishing & Media. The company specializes in tailor-made solutions that cover the entire spectrum of customer and business experiences - across business processing, technology, and shared services - and offers customized engagement models to further facilitate the ease of doing business. Aegis is wholly owned by the Essar Group - a USD 15 billion conglomerate. For more information, please visit [www.aegisglobal.com](http://www.aegisglobal.com).

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## Global Footprint

