

Customer Outreach Solutions and Applications in North America

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Abstracts

In recent years, proactive communications for customer service have been one of the most in-demand contact center solutions. While basic dialer-based technologies which simply connect agents to callers have been around for years, new proactive communications solutions and applications provide a greater level of complexity and personalization capabilities. They therefore offer more benefits in terms of enterprise RoI and potential increases in customer satisfaction. The hosted deployment model offers swift software updates, faster deployments, and faster time-to-RoI; it is more competitively priced than on-premise configurations.

From a technological standpoint, vendors are offering tools that enable enterprises to introduce business intelligence and rules into each outbound notification. As the North American customer base diversifies in terms of demographics and technological proficiency, the intelligence and interactivity of a proactive notifications suite have become and will continue to be major points of differentiation.

Contents

Executive summary

In a nutshell

Ovum view

Market developments

Introduction

Defining proactive communications

Increasing customer touchpoints increases demand for proactive communications

Providers of inbound solutions developing outbound solutions

Emergence of advanced tools and features

Campaign management

Preference management

Analytics and reporting

Evolving channels

Voice moving from predictive dialers to outbound IVR

Interactive short message service (SMS)

Customer impact

Key drivers for investment: cost savings while maintaining or improving customer satisfaction

Push for customer retention

Personalized outreach

Enterprise savings by being proactive

Multi-channel solutions to accommodate new endpoints

Voice still dominates

Enterprise compliance within new regulatory environments

Lack of enterprise capital and resources remains an issue

Recommendations

Enterprises should use hosted proactive communications to personalize customer service without having to justify excessive capital expenditures

Vendors need to concentrate on their analytics capabilities and the ability to provide interactive dialogs across multiple channels

List Of Tables

LIST OF TABLES

Table 1: Rankings of top channels in order of current importance in 2009

List Of Figures

LIST OF FIGURES

Figure 1: Proactive communications stack

Figure 2: Shifting customer demographics

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