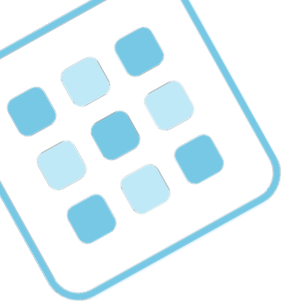# CallSpace

Your Hold Time = Hidden Treasure

Personalizing, Monetizing & Optimizing Non Agent Queue Time
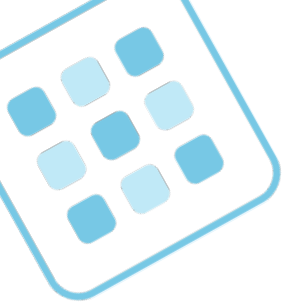
Bruce Belfiore

CEO, BenchmarkPortal

Contact Center analyst, writer, speaker

Host of *CallTalk* online radio program

Provost of The College of Call Center Excellence

Author: *Benchmarking at its Best*

- Analysts Bruce Belfiore and John Chatterley

- Solutions Specialist: Jeff Hill

John Chatterley
Director – Research & Analysis
BenchmarkPortal LLC
25+Yrs Contact Center Experience

Customer Experience Is King

- **BenchmarkPortal research shows that the customer experience is key**

- **Every step in the customer journey is being studied and optimized…**

- **….except for one**

Empty Space *You* Need To Fill:

- *"Billions of minutes lost every year"*

"The Customer Hold Time"

(Non-Agent time)

...the phone is a brand channel

Who is Talking About this?

Thought leaders and Researchers are talking about Ad Tech and Customer Experiences as the ways consumers engage with Brands using Mobile applications..

Reference: November 2016

Gartner

CMO's will outspend CIO's on Technology Spend

83% CMO's will increase spending for Mobile

Reference: May 2016

Forrester

87% Firms - Digital Experience is Top Priority

Invest in Personalization, People & Platforms to create Mobile Experiences.

Digital Experience Technology And Delivery Priorities, 2016

Reference: Q1 2016

Dimension Data (Merchants)

2015 Global Contact Center Benchmarking Report

2/3 Companies relate improved CX level to Revenue growth

Reference: July 2014

BIA/Kelsey

$65B AdSpend to connect with consumers over the phone.

Phone Calls : The New Currency of the Smart Phone era.

Other trend statistics show that Customer Experience is the single most important factor for driving Customer engagement / Brand Loyalty/ Revenue. Cloud based offering combined with BI an Analytics are the emerging trends that enhance the Customer Experience.
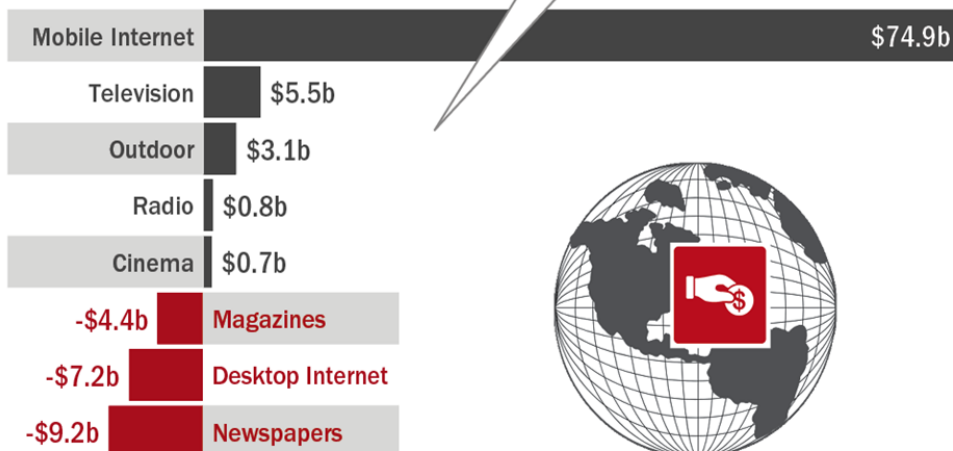
Phone engagement improves Mobile Targeting!!

Biggest Mobile Challenges are low conversion and lack of transparency

Ad Spend on Mobile Exploding.

Worldwide ad spending growth by medium

Mobile Internet	$74.9b
Television	$5.5b
Outdoor	$3.1b
Radio	$0.8b
Cinema	$0.7b
-$4.4b	Magazines
-$7.2b	Desktop Internet
-$9.2b	Newspapers

Biggest Challenges of Mobile Advertising According to US Marketers, Q3 2015
% of respondents
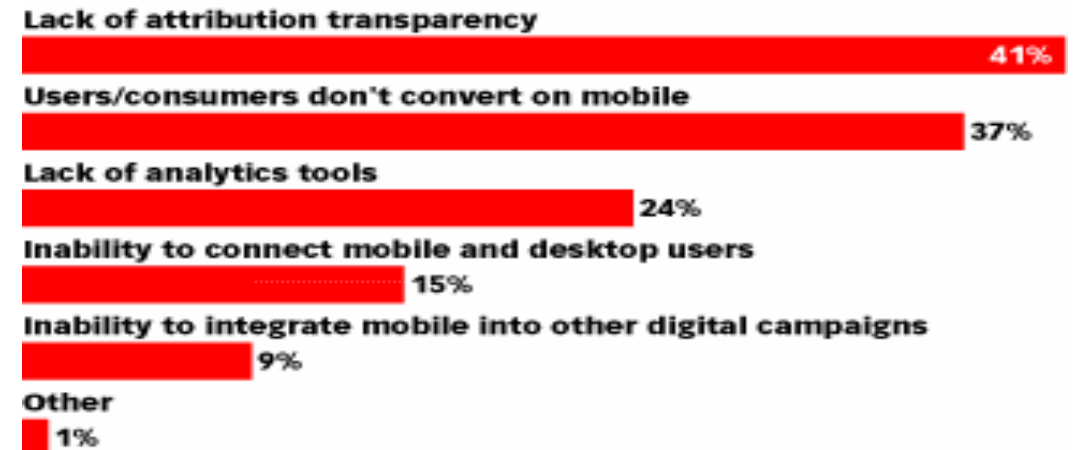
Lack of attribution transparency	41%
Users/consumers don't convert on mobile	37%
Lack of analytics tools	24%
Inability to connect mobile and desktop users	15%
Inability to integrate mobile into other digital campaigns	9%
Other	1%

203635   www.eMarketer.com

Branding: Market Potential

EVERYDAY CUSTOMERS SPEND OVER A BILLION MINUTES WAITING ON THE PHONE

Over 200 Billion Customer to Agent calls yearly

Average ASA ranging between 30sec to 3 minutes.

This space is currently filled with Music and no way to engage the customer.

These 500+ Billion minutes are an opportunity for the brands to engage the customer through branded value driven content.
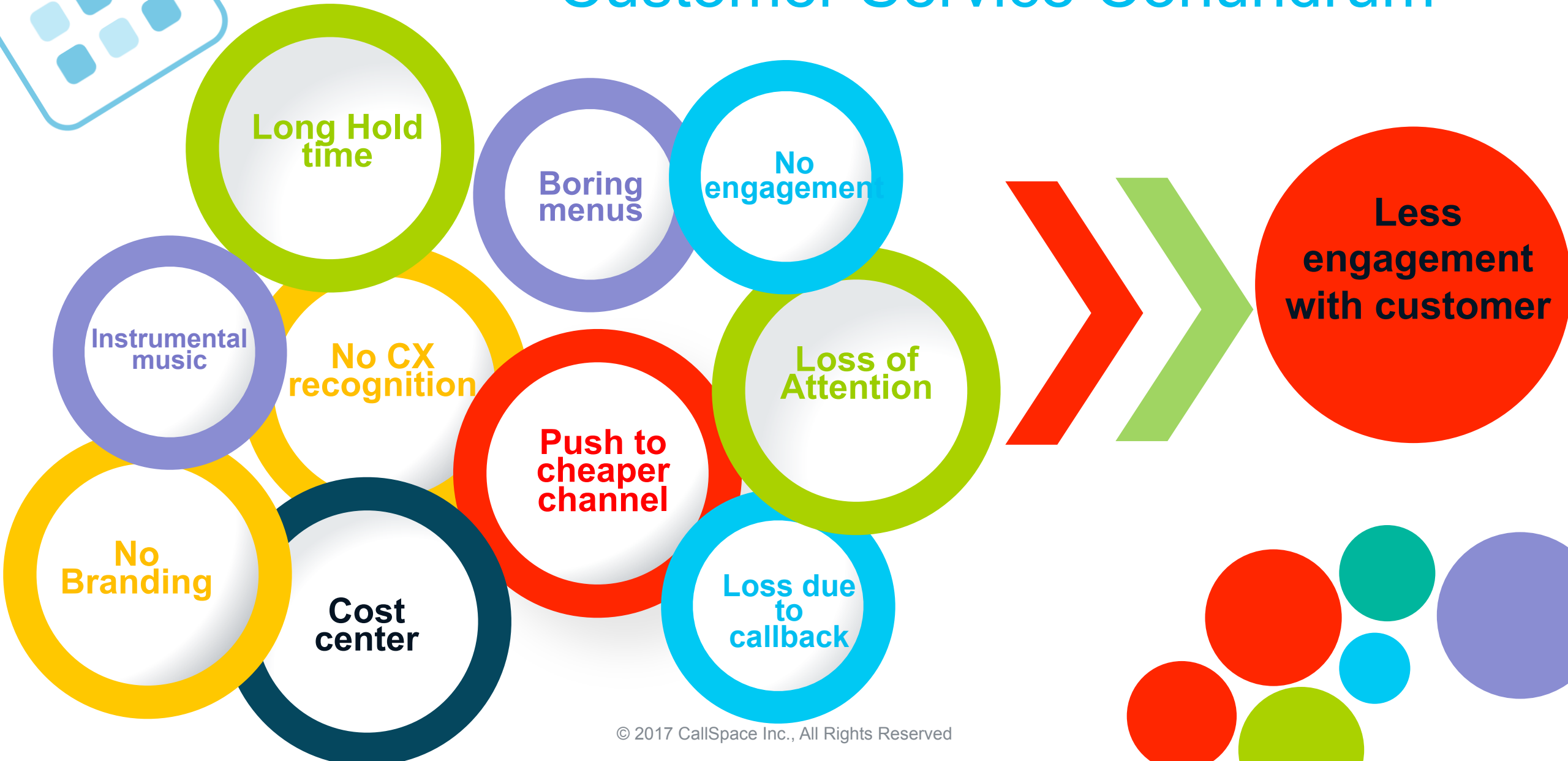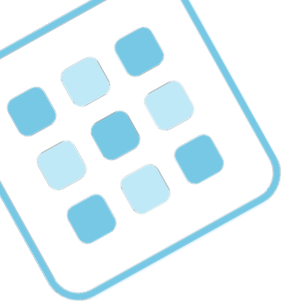
200 Billion Agent Calls

In-Call minutes
500 Billion

44X Return on Attention

Customer Service Conundrum

Long Hold time

Boring menus

No engagement

Instrumental music

No CX recognition

Loss of Attention

Push to cheaper channel

No Branding

Cost center

Loss due to callback

Less engagement with customer

What is needed is a totally new approach to optimizing **THIS** crucial component of the customer journey

OMS: Importance of Customer Experience & Call Branding recognized by managers

How do you rate the importance of "Customer Experience" and "Branding Each Call" among your center's priorities?

- 2.10% Not at all Important
- 3.10% Neutral
- 19.80% Somewhat Important
- 75.00% Very Important
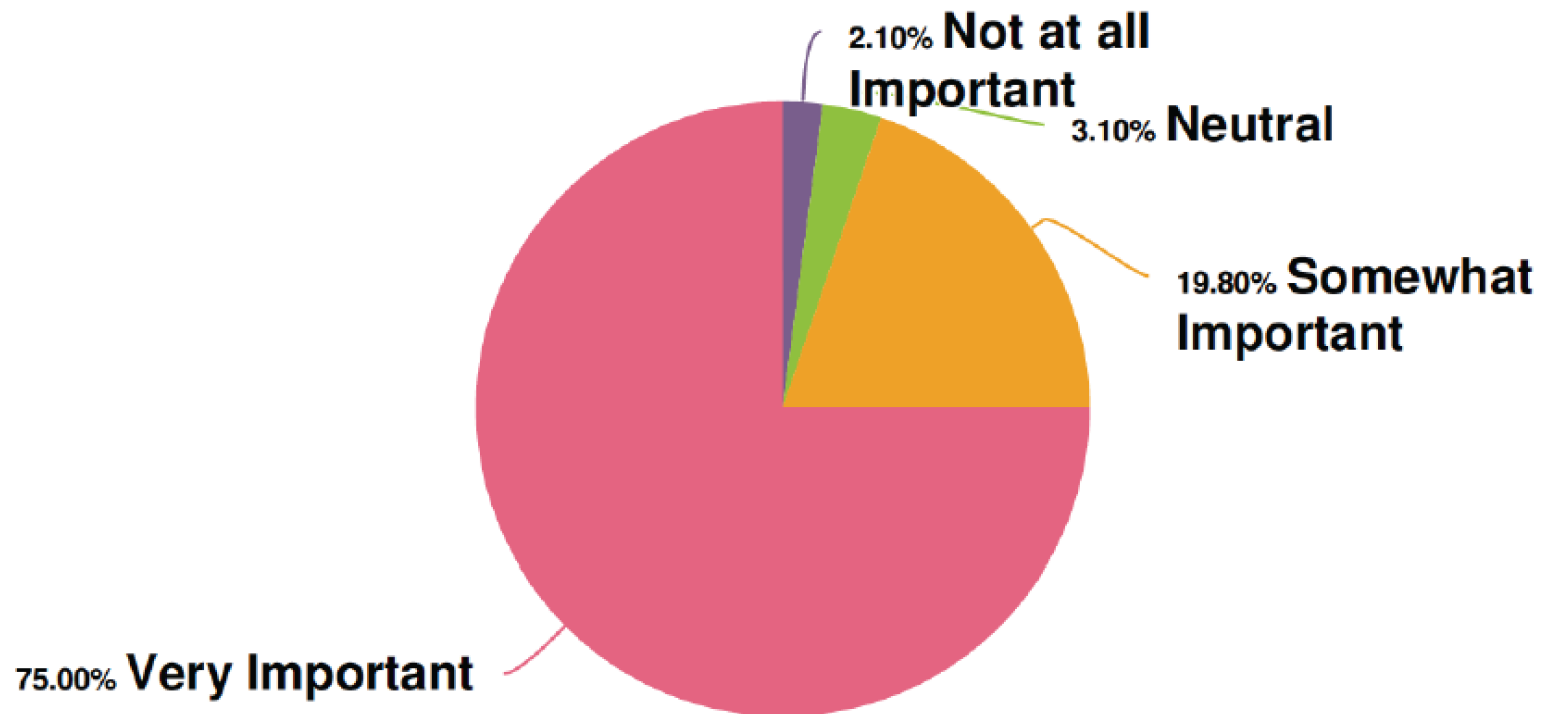
OMS: Current Queue Approaches

While our callers are in queue, our IVR system... (Please check all that apply)

Value		Percent
Is Silent		5.2%
Provides periodic messaging thanking the caller for waiting		63.5%
Plays music		69.8%
Offers a "Call-Back" option		37.5%
Guides the caller toward self-service options		40.6%
Provides up-sell / cross-sell messages		21.9%
Does other things (please explain:)		9.4%

OMS: Today's IVRs Do Not Add to CEx

Do you feel your IVR configuration adds to, or detracts from, Caller Satisfaction?

25.30% **Has no impact on Caller Satisfaction.**

37.90% **Adds to Caller Satisfaction.**

36.80% **Detracts from Caller Satisfaction; We need to do better.**
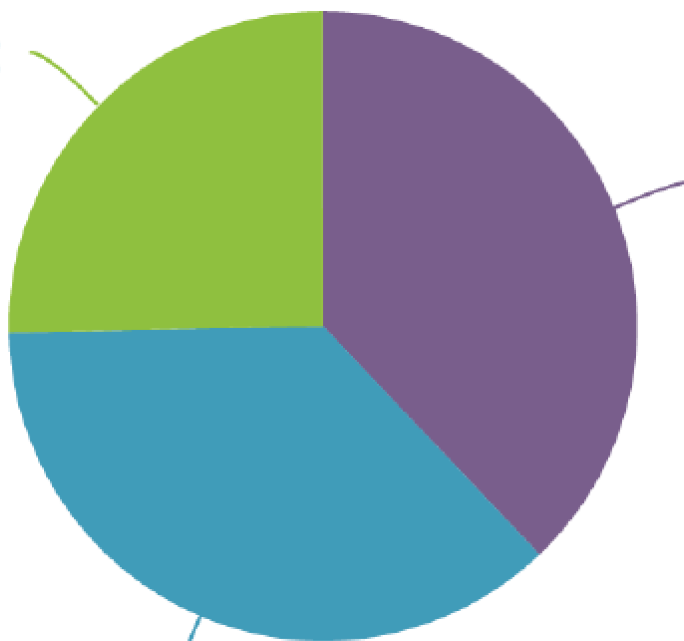
- The majority of managers feel callers would react favorably if they received **targeted messages** that are **attractive** to them **personally**

….as long as hearing that message did not lengthen their queue time.

Summary: What Our Research Shows

- Most Current Queue Time approaches do not add to the Customer Experience, despite the vital importance of CE

- **Current ACD's** do not allow for personalization of CE

- There is plenty of room for optimizing queue time through targeted, personalized communication.
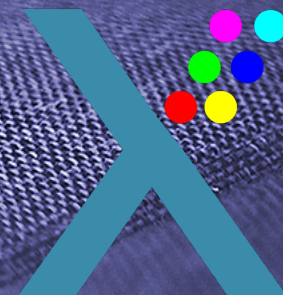
Solution Specialist

Jeff is a Strategic Partner and Solutions Specialist for Call Space. Jeff is an expert in Customer centricity & enhancing the customer experience by using emerging technologies and solutions to build and support brands

What is CallSpace?

CallSpace Fills the Void
Engages with Mobile

CallSpace is a Loyalty based Branding , Monetizing & Engagement Platform for the Phone Channel

Backed by **PATENTED** Technology, CallSpace creates a Customer Experience offering Audio, Video, SMS/MMS, Chat content.

CHANNEL that creates BRANDING opportunities.

CallSpace creates **REVENUE** opportunities from On Hold Customers.

CallSpace utilizes BI and Analytics to identify customers and creates a customer experience with relevant content positioning with total brand control.

CallSpace Xperience CSX

CallSpace is an INTELLIGENT platform that sends BRANDED relevant content impressions to your customers.

Millions of Incoming Calls

Callers Individually Identified

Callers Categorized

Play customized Content.. Send Offer

Live Agent

Track ROI & ROA

Artificial Intelligence

Artificial Intelligence

Artificial Intelligence

Artificial Intelligence

Seamless transfer of call to CallSpace Platform..

Caller identified via Database Lookup.

Caller Categorized from Loyalty Programs or offer to enroll.

Relevant Branded content offered through Audio, SMS/MMS, Chat.

Call is seamlessly put back for Live Agent to continue Experience.

Using BI & Analytics, Consumer behavior analyzed and track ROI + ROA

CallCenter Branding & Revenue Areas

Helps extend branding to every call. At the point of connect as well as at the point of department. Avoid Vanilla messaging and be more relevant to customers
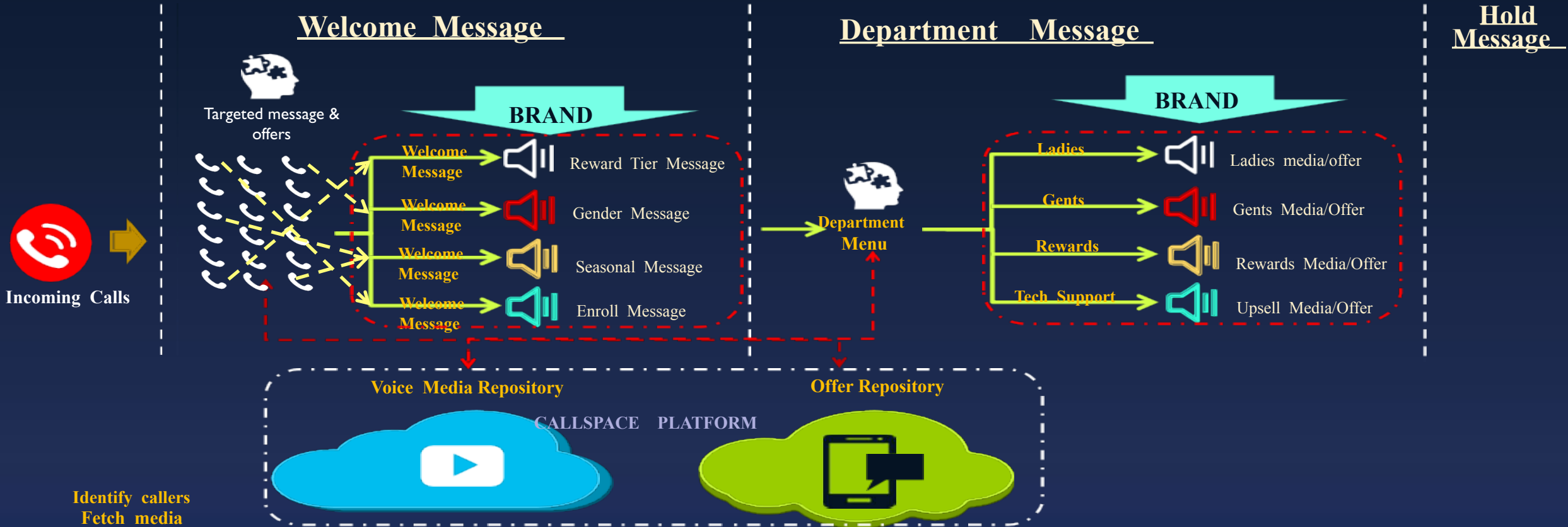
Interact Now with your customers

SMS MMS | **Chat** | **WhatsApp** | **Promos** | **Gift Cards** | **Coupons**

Get Link & Chat now with your customer

WhatsApp customer your latest deals
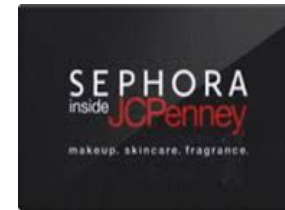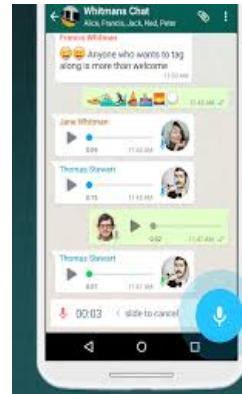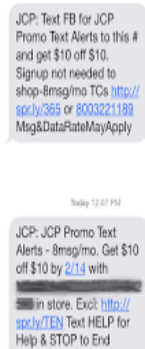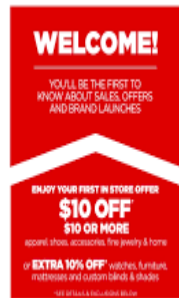
CallSpace **Technology**

Technology is at the heart of CallSpace platform, providing a robust platform available across client situations in the most secure environment with backup systems ensuring no downtime.,

Patented Technology

Integrated with your ACD

UI/GUI based interface

Best in Class content delivery providers

Hardware Agnostic

Cloud based Platform

BI/Analytics rules engine

24x7x365 availability

Customizable for Content & Branding

Platform is backed by best in class patented technology.

Integrate immediately with your hosted or on premise ACD.

Intuitive GUI driven Plug N Play user interface.

Content is delivered through Best in Class Level 6 providers.

Compatible with all Hardware (ACD, Switches, IVR's)

Ease of access and deploy ability across geo locations and different environments.

Intelligence on CRM and Analytics drives content play and gives insight into customer behavior.

Available 24x7 to give branded content as and when the customer is available.

It can be customized for campaigns and for multiple brands.

Value Already Proven

Travel
1. Recognition, USP
2. Special going on
3. Menu
4. Offers- Disney, Bose Hertz

Consumer Elec
1. Identify phone
2. Offer(30secs)
3. Menu
4. Offer(60)

Retail
1. Instant Offer
2. Menu(35secs)
3. Offer(60)

Hear the CallSpace difference

Eliminate

Your call will be answered by next available rep

Your call will be monitored for training and quality

Music Music Music

CallSpace In-Queue AD Demo

$.25
Wyndham

$.12
Verizon

Approx wait time prompt

| IVR Menu | → | ACD | Prompt | Forced CPA | CPA | Music | CPA | CPM | Music | CPA | → | Agent |

Dunkin Donuts
$.35

Burger King
$.15

Ski City USA
$.10

Info on what caller hears in queue
& how to engage with offers

Buffer music between Ads

**Call flow map and key
to audio demo 8.0**

Forced CPA	Premium Mobile Actionable Ad, guaranteed to play
CPA	Mobile Actionable Ad
CPM	Impression only, non-Actionable Ad

▌	Txt delivery tone
▌	Offer Intro
▌	Transition tone

Show me the money

Caller Identified	Play Voice file	Offer Extended	Use Offer	Track ROI & ROA
	100%	40%	5%	

Revenue Share

			Branding opportunity for all calls	Play Voice file	Offer Extended	Use Offer	Track your clients preferences and behavior patterns
Client	Per call			2 Cents	6 Cents	$20	
CallCenter	Per call			2 cents	4 Cents	$10	
CallSpace	Per call			1 cent	5 cents	$10	
Call Volume	2 Million-(100 fte) Spend 3.2M			$100,000	$120,000	$4,00,000	
Branding PS Spend	Yearly- 10%- 320K						
US Call Vol	70Billion			3.5B	$4.2B	$14B	

From the Manager's Viewpoint

ROA
New Metric Return on Attention

Add the CallSpace Experience

Measures how campaign grabs customer attention & converts into Revenue

ROI misses the key element of Customer's undivided attention,

From ROI to ROA

1 *Reaction* : BI and Analytics engine measures consumer reaction..

2 *Knowledge Transfer* : Multiple touch points (Audio, SMS, MMS, Chat, Coupons) allow knowledge transfer.

3 *Action & Results* : interactive platform leads to Action that deliver results to consumers

4 *Customer Experience* : *Optimizes this unused component of the CE*

What Can Be Gained Through A Strategic Q-Time Initiative
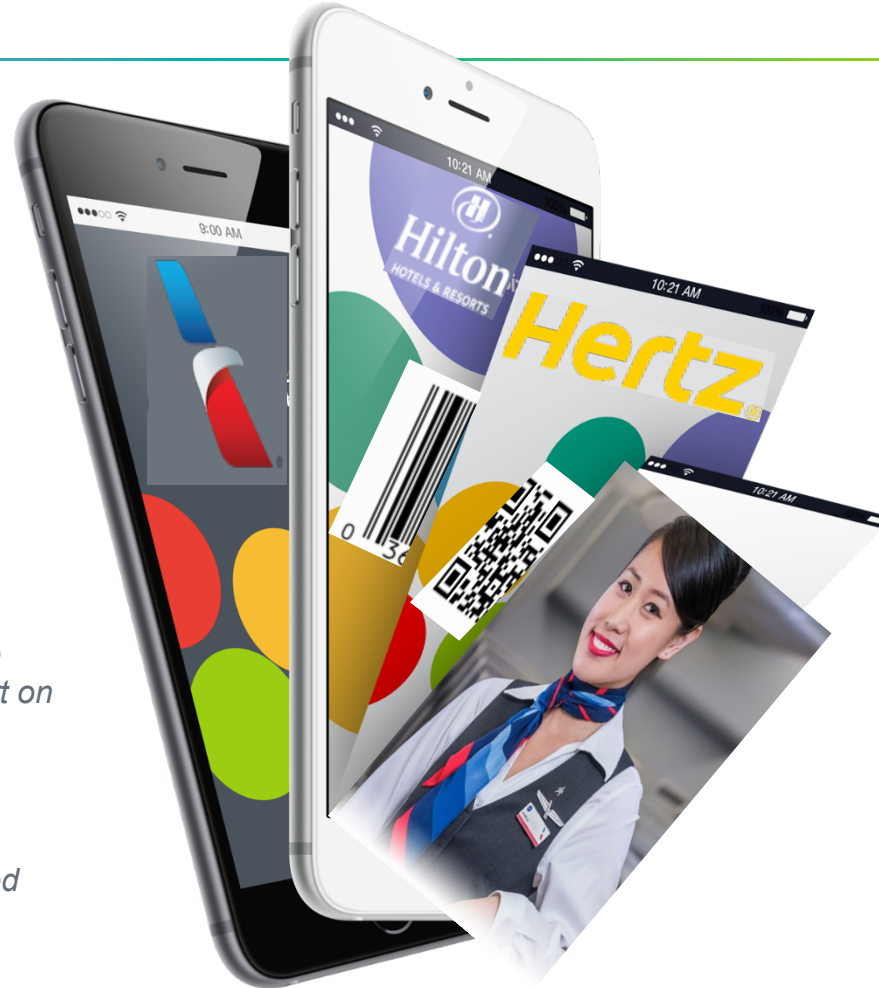
Engaged Customers Never Leave.

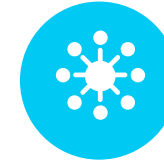**Customer engagement leads to Loyalty/branding**

90% Customers experience poor Customer support on Mobile.

84% Companies are focused on enhancing Mobile Customer Experience.

- Cust Connection & Engagement
- Branding
- Loyalty/Repurchase
- Increased store/website Traffic

Questions

CallSpace

Extend . Excite . Experience
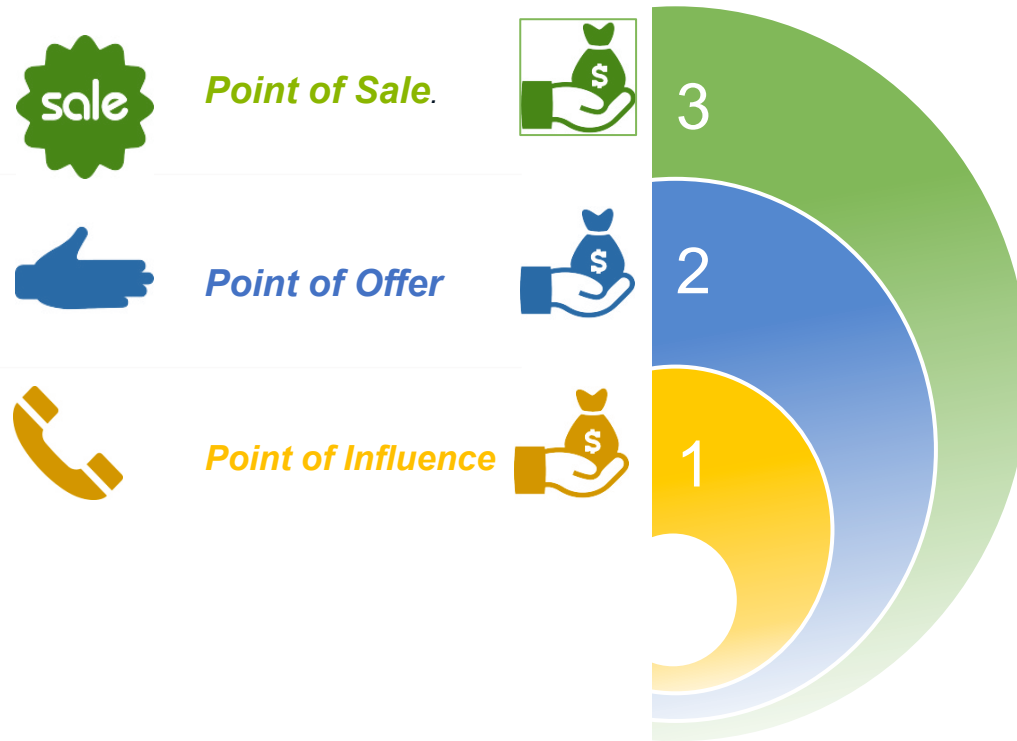
info@callspace.com
www.callspace.com
1 469 734 4661

ROI based on Return On Attention

The CallSpace Experience helps you monetize at 3 points.
Point of influence - Point of Offer - Point of Sale

TANGIBLE

INTANGIBLE

Point of Sale.

3

3

Brand adoption

Point of Offer

2

2

Brand engagement

Point of Influence

1

1

Brand attention