

# The Customer Experience Insight Series: Part Three

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## Customer Service

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Conversation Management is a powerful new concept in customer service.

It enables contact centre agents to view multiple customer interactions across multiple media channels and different time periods as a single conversation thread.

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The following Customer Service example shows how a contact centre agent can effectively manage a single ‘customer conversation’ involving multiple interactions and multiple media channels.

This is the toolbar running on the agent desktop.



Don't miss our 100% Green Electricity tariff below

Our best tariff for you	Direct Debit	Pay on receipt of bill	Online self service	Price per year	Savings
<b>Waterside Plan 6: Fixed Gas &amp; Electricity to Feb 2018</b> <a href="#">View Tariff Information Label</a> <a href="#">View Tariff Comparison Rate</a> ⓘ	✓	—	✓	<b>£2717</b>	You could save <b>£-234</b>
	Telephone support	Paper bill option	Single fuel option	Price per month	<b>Switch now</b>
	—	—	—	<b>£226</b>	✉ Email my results

	Direct Debit	Pay on receipt of bill	Online self service	Price per year	Savings
<b>Waterside Plan 8: Superfix Gas &amp; Electricity tariff</b> <a href="#">View Tariff Information Label</a> <a href="#">View Tariff Comparison Rate</a> ⓘ	✓	—	✓	<b>£2857</b>	You could save <b>£-374</b>
	Telephone support	Paper bill option	Single fuel option	Price per month	<b>Switch now</b>
	—	—	—	<b>£238</b>	✉ Email my results

Customer (Tom Milek) is a customer of utility services provider, Waterside. Upon receiving his latest bill, he goes online to see what he can do to reduce outgoings.

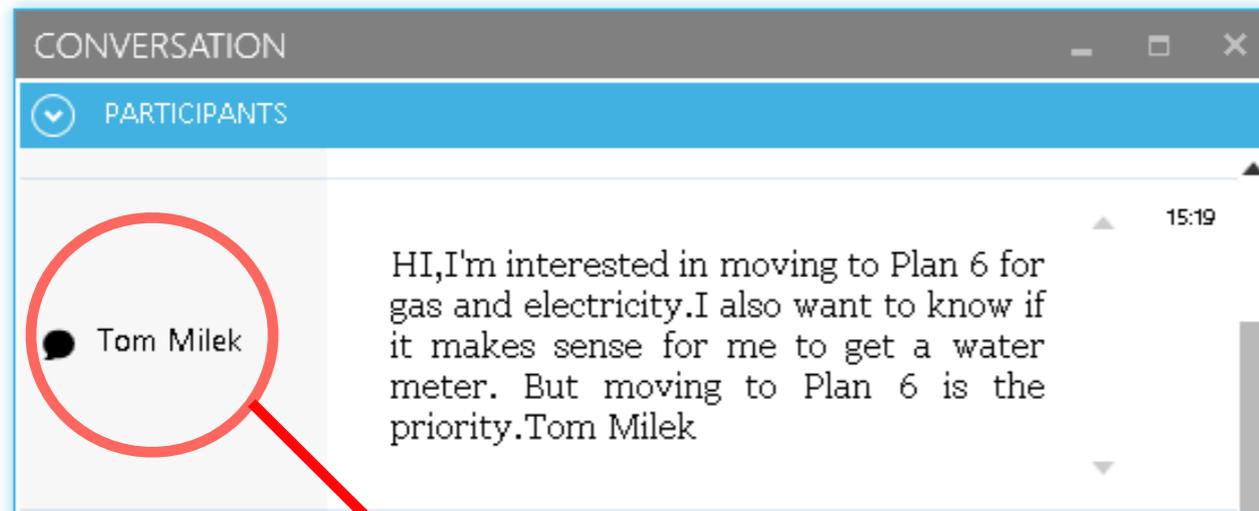
# Stage One



Adrian Duncan  
Unavailable

1 EMAIL 2 SMS 1 VOICE 0 CIQ 2 WC

Search Services Options



CONVERSATION

PARTICIPANTS

Tom Milek

HI,I'm interested in moving to Plan 6 for gas and electricity.I also want to know if it makes sense for me to get a water meter. But moving to Plan 6 is the priority.Tom Milek

15:19

**WEB CHAT**

Customer goes to web chat facility on web site and after filling in his name and account number, types in his query.

# Stage Two

M Adrian Duncan Available 1 EMAIL 2 SMS 1 VOICE 0 CIQ 3 WC Support Service Tom Milek 00:00:52 Live Options History Consult Transfer Change Tag Finish

CONVERSATION

PARTICIPANTS

Tom Milek 15:19  
HI,I'm interested in moving to Plan 6 for gas and electricity.I also want to know if it makes sense for me to get a water meter. But moving to Plan 6 is the priority.Tom Milek

Adrian Duncan 15:22  
Hi Tom, Adrian here. We can sign you up for Plan 6 today but let's check whether it's right for you. To do that, we need to know your meter readings. Can you call 0800 123123 and either myself or one of my colleagues will be able to help you further. We close at 8pm tonight. Adrian Duncan, Waterside Customer Support.

Type a message...

**WEB CHAT**

Agent (Adrian Duncan) responds.

# Stage Two cont'd

After sending the web chat, the agent suspends the Conversation and marks himself as Preferred Agent in case the customer makes contact again.



**SETS STATUS AS  
'PREFERRED AGENT'**

# Stage Three

**M** Adrian Duncan **1 EMAIL** **2 SMS** **2 VOICE** **0 CIQ** **3 WC** Support Service Tom Milek 00:06:11 Live

Available ▾ Options History Hold Consult Transfer Change Pause Tag Finish

CONVERSATION

PARTICIPANTS

Tom Milek 15:19  
HI,I'm interested in moving to Plan 6 for gas and electricity.I also want to know if it makes sense for me to get a water meter. But moving to Plan 6 is the priority.Tom Milek

Adrian Duncan 15:22  
Hi Tom, Adrian here. We can sign you up for Plan 6 today but let's check whether it's right for you. To do that, we need to know your meter readings. Can you call 0800 123123 and either myself or one of my colleagues will be able to help you further. We close at 8pm tonight. Adrian Duncan, Waterside Customer Support.

Tom Milek 15:32  
Voice Call

**VOICE CALL**

Later in the day, customer calls into the contact centre to give his meter readings. His call is routed to Adrian.

“Hi Adrian, it’s Tom Milek here again. We spoke earlier about switching to Plan 6 and you asked me to collect my meter readings. They are 68538 for gas and 432988 for electricity”.

# Stage Three cont'd

M Adrian Duncan Available 1 EMAIL 2 SMS 2 VOICE 0 CIQ 3 WC Support Service Tom Milek 00:06:11 Live

Options History Hold Consult Transfer Change Pause Tag Finish

CONVERSATION

PARTICIPANTS

Tom Milek 15:19

HI,I'm interested in moving to Plan 6 for gas and electricity.I also want to know if it makes sense for me to get a water meter. But moving to Plan 6 is the priority.Tom Milek

Adrian Duncan 15:22

Hi Tom, Adrian here. We can sign you up for Plan 6 today but let's check whether it's right for you. To do that, we need to know your meter readings. Can you call 0800 123123 and either myself or one of my colleagues will be able to help you further. We close at 8pm tonight. Adrian Duncan, Waterside Customer Support.

Tom Milek 15:32

Voice Call

**VOICE CALL**

Agent responds:

“Thanks very much Tom. Based on your usage, I can confirm that Plan 6 is the best deal we can offer you right now. You can apply online. I'll email you a link to the application form. If you have any further questions, please phone, email or text us back.”

# Stage Four

**M** Adrian Duncan Available **1 EMAIL** **2 SMS** **2 VOICE** **0 CIQ** **3 WC** Support Service Tom Milek 00:05:07 Live

Options History Consult Transfer Change Forward Tag Finish

CONVERSATION

PARTICIPANTS

Tom Milek  
HI,I'm interested in moving to Plan 6 for gas and electricity.I also want to know if it makes sense for me to get a water meter. But moving to Plan 6 is the priority.Tom Milek

Adrian Duncan  
Hi Tom, Adrian here. We can sign you up for Plan 6 today but let's check whether it's right for you. To do that, we need to know your meter readings. Can you call 0800 123123 and either myself or one of my colleagues will be able to help you further. We close at 8pm tonight. Adrian Duncan, Waterside Customer Support.

Tom Milek  
Voice Call  
00:00:00 00:07:36

Adrian Duncan  
Hi Tom, Here is the link you requested for your application for Plan 6 [www.waterside/applications/plan6](http://www.waterside/applications/plan6) .Let us know if we can help you further.  
Adrian Duncan, Waterside Customer Support Team

Type a message... **EMAIL**

Me All

Agent emails customer with the link.

# Stage Five

M Pete Day Available 2 VOICE 1 EMAIL 3 SMS 0 CIQ 3 WC Support Service Tom Milek 00:00:13 Live Options History Consult Transfer Change Tag Finish

CONVERSATION

PARTICIPANTS

Tom Milek 15:19 HI,I'm interested in moving to Plan 6 for gas and electricity.I also want to know if it makes sense for me to get a water meter. But moving to Plan 6 is the priority.Tom Milek

Adrian Duncan 15:22 Hi Tom, Adrian here. We can sign you up for Plan 6 today but let's check whether it's right for you. To do that, we need to know your meter readings. Can you call 0800 123123 and either myself or one of my colleagues will be able to help you further. We close at 8pm tonight. Adrian Duncan, Waterside Customer Support.

Tom Milek 15:32 Voice Call  
00:00:00 00:07:36

Adrian Duncan 15:41 Hi Tom, Here is the link you requested for your application for Plan 6 [www.waterside/applications/plan6](http://www.waterside/applications/plan6) .Let us know if we can help you further. Adrian Duncan, Waterside Customer Support Team

Tom Milek 15:53 Hi Adrian, Everything sorted with the Plan 6 application form, thanks! Now what about that water meter? Does it make sense? Tom Milek

SMS

Customer completes Plan 6 online and then texts the contact centre on his way home from work.

The customer's SMS is picked up by Pete as Adrian has left for the day.

# Stage Six

M Pete Day Available 2 VOICE 1 EMAIL 0 CIQ 3 SMS 3 WC Support Service Tom Milek 00:00:19 Live Options History Consult Transfer Change Tag Finish

CONVERSATION

PARTICIPANTS

Adrian Duncan: Hi Tom, Adrian here. We can sign you up for Plan 6 today but let's check whether it's right for you. To do that, we need to know your meter readings. Can you call 0800 123123 and either myself or one of my colleagues will be able to help you further. We close at 8pm tonight. Adrian Duncan, Waterside Customer Support.

Tom Milek: Voice Call  
00:00:00 00:07:36

Adrian Duncan: Hi Tom, Here is the link you requested for your application for Plan 6 [www.waterside/applications/plan6](http://www.waterside/applications/plan6) .Let us know if we can help you further. Adrian Duncan, Waterside Customer Support Team

Tom Milek: Hi Adrian, Everything sorted with the Plan 6 application form, thanks! Now what about that water meter? Does it make sense? Tom Milek

Pete Day: Hi Tom, Pete here. Based on your current usage, a water meter would save you money. Apply for a meter online here [www.waterside/applications/meter](http://www.waterside/applications/meter). Regards, Pete Day, Waterside Customer Support Team

Tom Milek: Hi Pete, Thanks for your help.Tom

Type a message...

SMS

Pete brings himself up to speed with Tom and Adrian's conversation by reading the history.

He then checks Tom's water usage and replies to Tom with a text message.

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For further details about the Conversation Management capabilities of Macfarlane's Contact+ contact centre platform, please contact:

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