



## Transparency: A New Revenue Opportunity for Call Centres

February 2016



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## Summary

**For call centres, increased transparency in Customer Service can be a threat or an opportunity. ServeMeBest technology, backed by the world's first Customer Service Transparency Standard, lets the best performers show the highest standards in respect, trust and openness in telephone care – and gain a new revenue stream.**

When a call centre embarks on a transparency strategy, it sends a powerful message to corporate clients: We are committed to maintaining our reputation, and the reputation of our clients. In addition, transparency is a statement of trust and confidence in staff and callers.

A practical way to show transparency is the sharing of call recordings, so that callers are given the option to avail of their own copy of a recording. This not only sends a highly positive marketing message, but acts to ensure that telephone care standards are kept high: no long hold times, no getting passed around, no false promises or incorrect information.

By implementing a transparency toolset and getting CSTS certification, call centres not only gain competitive position – they also get a new service to sell to clients. ServeMeBest provides that toolset. **Trust+** is the world's first call recording platform designed specifically for recording sharing. **Survey+** is a mobile survey tool that enables short surveys to be dispatched by SMS immediately after a customer call. This provides valuable data on satisfaction levels, a key component of reporting on performance. **Promotion+** is another IVR tool, designed to replace in-call broadcasts with mobile marketing, showing respect for the caller's time. Sharing a common platform, the services can be deployed together or separately via a cloud service, or in-house.

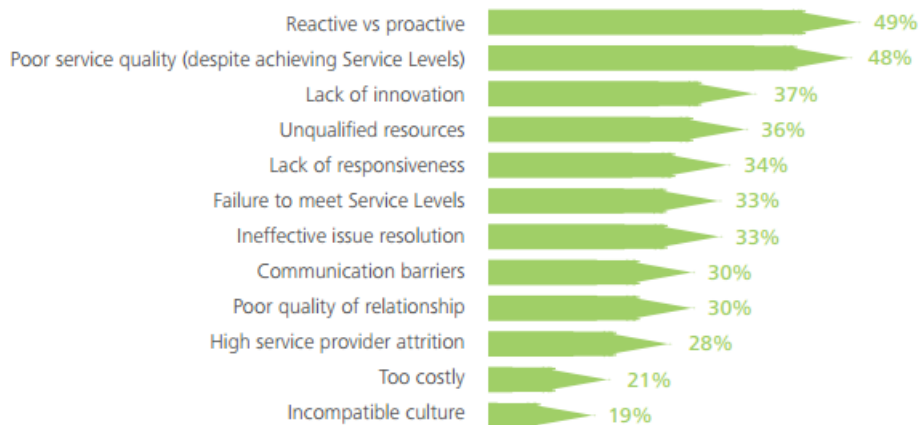
The ServeMeBest technology is backed by the **Customer Service Transparency Standard (CSTS)**, a certification programme that indicates compliance with the highest standards of openness in customer care. The CSTS is independently audited and certified by the AJA Group.



## Innovation is Critical for Contact Centres

To maintain competitiveness, contact centres must be open to new ideas. This means taking a proactive approach to adopting innovative technology and processes that enrich service offerings and go beyond just meeting contracted service levels.

Please identify issues that you are currently facing with your outsourcing providers



Source: Deloitte's 2014 Global Outsourcing and Insourcing Survey

A Deloitte outsourcing report queried companies and identified their number one issue with outsourcing providers: "Reactive v proactive" in dealing with problems, cited by 49% of respondents. Close behind was "Poor Service Quality (despite achieving Service Levels)" at 48% and "Lack of Innovation" was cited by 37%. A key recommendation of the report is the need for call centres to invest in innovative ideas that enhance the collaborative relationship with companies.

Adopting a strategy of transparency in customer care, backed by the right tools, offers vendors a novel and positive way to meet this requirement. Why? Because an organisation that is transparent with its customers is sending a strong message: We trust you, and you can trust us. Transparency shows respect for both customers and staff, and confidence in the quality of services. By acting transparently, a contact centre can demonstrate a commitment to the highest standards.

A good example of practical transparency is chat session sharing. On-line chat is a growing channel for pre and post sales care, and it is common to be offered a transcript of the session afterwards. It's simply a useful feature, to review information, or for verification of a promise.

A logical extension of call sharing is call recording sharing, but so far this has not been done – in part due to absence of suitable technology.

Yet, sharing call recordings is not just a positive marketing statement. It offers tangible benefits that lead to customer retention, enhanced brand value, reduced complaints and happier staff. A strong return on investment model can be shown, based on customer retention and acquisition.

As well bringing the above marketing pluses, it acts to ensure service quality is maintained. Knowing that callers have equal access to recordings, staff take care to respond quickly and provide accurate information in a friendly manner. The first call resolution rate increases, customers are happier, and everyone wins.

Transparency in call recording is more than an innovative marketing tactic. There are forces at work that will make it imperative. A convergence of consumer demand, government regulation and technology availability will bring shared call recording to the customer care sector.

The first trend is the increasing assertion of consumer rights, and the response of legislators. EU data directives mandate that callers must be given a transcript of the call on request, but not necessarily the recording.

This does not sit well with consumers. When surveyed<sup>1</sup>, consumers are overwhelmingly positive to the idea, and it's not just because of dispute resolution. They see practical benefits, with 61% saying they would need to call less often to get questions answered or problems solved. The key finding was the positive impact on perception of the company: 89% say they would have increased trust in a company that offered call recording access and over 86% say that if a company offered call recording access, that they would recommend the company to friends and family.

Typically, today's call recording systems are not designed with recording sharing in mind. Now, that has changed, with ServeMeBest offering a cloud service specifically designed to make it easy for service providers to share the recording using mobile technology. This removes the technology barrier.

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<sup>1</sup> Survey conducted by CINT for ServeMeBest, with 1256 respondents in the US North East, UK, Germany and France

## Transparency Services: A New Revenue Opportunity

**When a call centre implements ServeMeBest transparency services, and gets CSTS certification, it adds a strong new revenue-generating platform. Trust+ is innovative and unique, with potential sales to existing clients and the eye-catching ability to attract new business.**

CSTS certification has the potential to transform a call centre's market positioning. By showing commitment to the highest standards, it offers a strong differentiator in a highly competitive industry.

These benefits are supplemented by the opportunity to on-sell the services to clients. ServeMeBest offers an attractive pricing model and flexible licensing, enabling a call centre to market-test the services.

Transparency offers benefits all along the chain from consumer to call centre to client organization. Some of these are as listed in the table below.

Corporate Client	Call Centre	Consumer
Promote innovative marketing message based on quality and trust	An innovative strategy to keep business and generate new business	Respects the right to equality of access
Maintain quality of customer care	Protect the reputation of corporate clients	Get a better standard of customer care
Reduce customer churn and the costs of customer acquisition	A new and unique revenue source	Avail of useful new services
Revenue increase from customer retention	Reduce costs associated with repeat calls and disputes	Access call recordings to confirm information
Monitor and compare customer satisfaction levels	Improve quality of service delivery levels	Feel valued and respected as a customer
Enhance brand reputation	Enhance performance by participation in transparency awards programme	
Reduce customer care operational costs		

## The ServeMeBest Services

ServeMeBest is focused on innovation in services that bring transparency to customer care. The services can be deployed by any organization of any size that offers customer service by phone.

Each service has a role to play in improving the customer experience.

What do you need?	Product		
	Trust+	Survey+	Promotion+
New service to support voice & IVR services	✓	✓	✓
Build personalized mobile engagement	✓	✓	✓
Increase trust in your brand	✓	✓	
Maintain quality of channel & outsourced contact services	✓	✓	
Gather instant feedback		✓	
Convert on-hold time to multi-media marketing			✓

In practical terms, transparency means showing respect for customers, and building trust. That's why the flagship ServeMeBest product is called **Trust+**. It's a ground-breaking call recording service with the unique ability to share recordings with the caller. Trust+ is unique, protected by two US patents (with patents pending in the EU), which makes it a strong market differentiator.

As a standalone cloud service, it does not have any impact on any current recording system. It uses IVR, SMS and the web to conveniently and securely offer callers the option to receive a link to a copy of a customer care call recording.

The call recording offer is included in the IVR welcome that callers hear when they call the contact centre. If the caller elects to receive a copy of the recording, their mobile number is captured. The call is then routed via the Trust+ recording service

using standard telephony protocols. After the call, the caller receives an SMS with the link to the call recording, and can play or download the recording. Optionally, callers can register at a portal to access their recording history. Meanwhile service providers can access the Trust+ service via a secure web interface, and perform functions such as playing recordings and resending links to callers.

Built on the same platform, **Survey+** is also designed to enhance trust, by enabling concise mobile survey deployment immediately after an interaction. It is designed to offer concise post-contact surveys via SMS and the mobile web. It can be deployed as a standalone solution or as a plug-in to Trust+.

A third service, **Promotion+**, enables the service provider to show respect for callers by not subjecting them to endless and repetitive in-call marketing. Instead, it enables callers to take the option to receive offers as mobile marketing messages. Promotional messages can be easily and frequently changed, to keep the experience fresh.

To maximize the marketing potential of transparency, ServeMeBest has developed a **Customer Service Transparency Certification (CSTS)** programme, independently audited by AJA, a global registrar.



For the first time, organizations who implement transparent processes, such as call recording sharing, can attain independent third party certification, and display the Certified Transparent mark.

The standard is administered by AJA, with offices in 34 countries worldwide. AJA is a member of Praxity, the world's largest Alliance of independent accountancy firms.

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For more information, contact [info@servemebest.com](mailto:info@servemebest.com), or call +97 339 463 463.