



The Customer Journey—He Who Sees & Understands, Wins

Speakers: Kristyn Emenecker



Vice President & Business Lead, WFO Solutions Group inContact

kristyn.emenecker@incontact.com

Kristyn has been in the customer care and contact center industry for the past 18 years, serving in a variety of operational, consulting, and senior leadership roles, with a specialty in workforce performance. Kristyn has been a mainstay in the workforce optimization (WFO) technology side of the contact center arena since 1999, serving as a public face and visionary for companies like Verint and Mercom. She has spent the past year and a half running product marketing for inContact's suite of cloud-based contact center solutions, and is now leading the strategy around the inContact WFO toolset. Active in a number of industry groups, Kristyn has been published in multiple trade journals and is a frequent speaker on customer experience management topics.



Data! Data! Data! he
cried impatiently. I
can't make bricks
without clay!

— Sherlock Holmes, The Adventure in the
Copper Beaches

cur·ren·cy
[kur-uhn-see]

noun, plural cur·ren·cies.

something that is used as a medium of
exchange; money.

“Business Currency”

- A medium of exchange in business
- Something of value that drives business and builds business equity for the holder

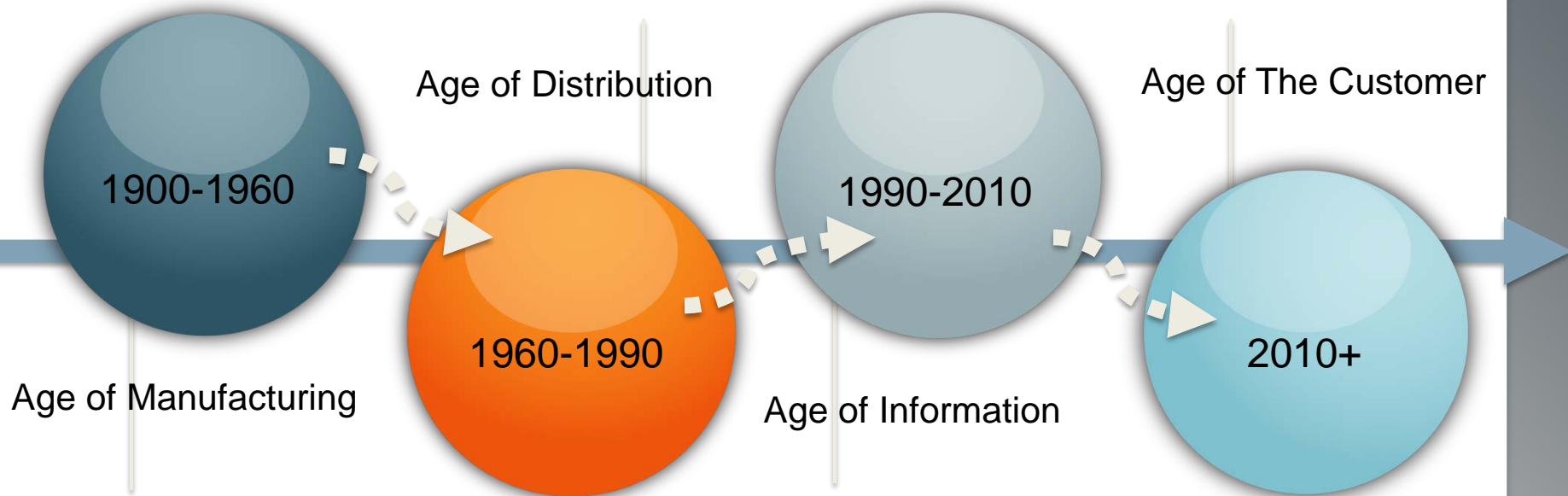


“

Knowing and understanding targeted customers is the overarching rule of exceptional companies. Award-winning business builders know their customers as well as they know their own families, perhaps even more so.”

– Alan Hall in *Forbes*

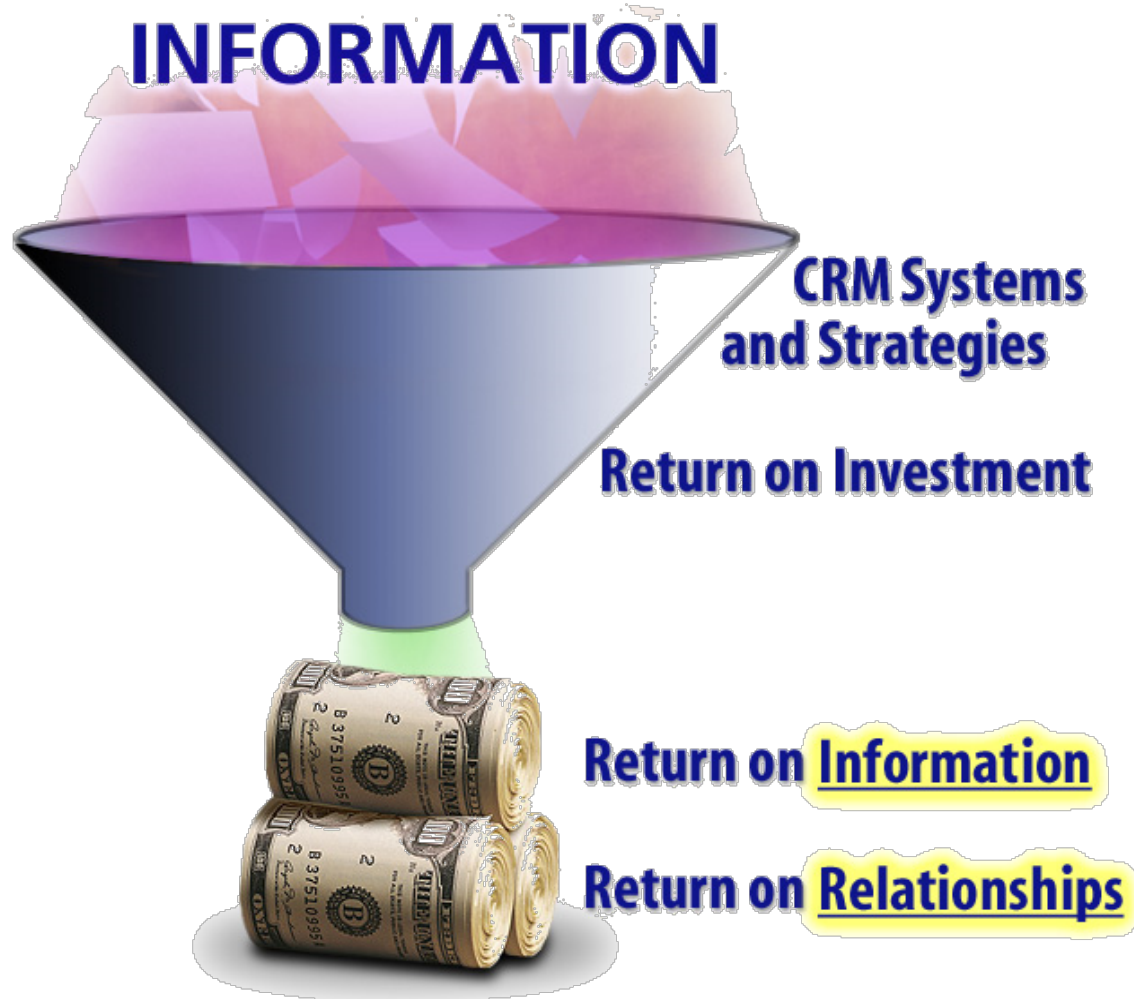
The Age of the Customer



-Gartner

Information is Currency

INFORMATION



If you don't

By **2020**, less than **10%** of brands will be able to **provide meaningful differentiation** for consumers through differences in core products and services.

SAGA



Gartner®

altavista

MAGNAVOX

WANG

“

If you don't like change,
you're going to like
irrelevance even less.”

General Eric Shinseki, US Army

What Insights Do You Hold?



A Plan to Communicate.

- Consciously PLAN to gather insight. Direct and Indirect.
- Tell your story, use your currency, spread the wealth
- Share actionable customer insights and get them hungry for more
- Create joint processes with other departments



Do You Have a Customer Insights Toolbox?



The Concept

The Workforce-Intelligent Contact Center (WICC)

Contact Center Platform
+ Workforce Optimization
+ Automatic Actions
Together in the cloud



The cloud makes it easy to plus
up the Customer Experience



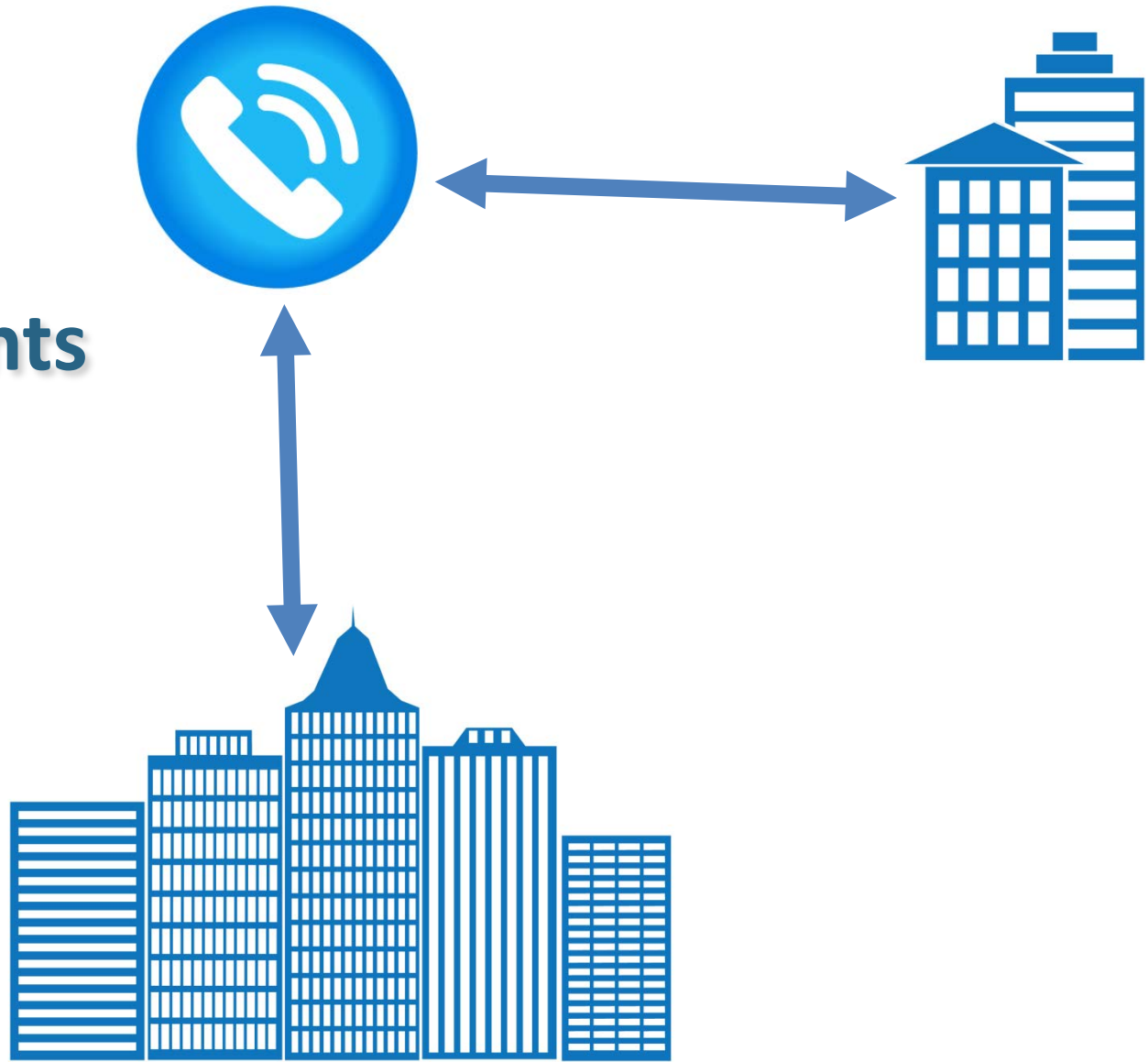
Easy to experiment
with and add new
connection channels
with customers...

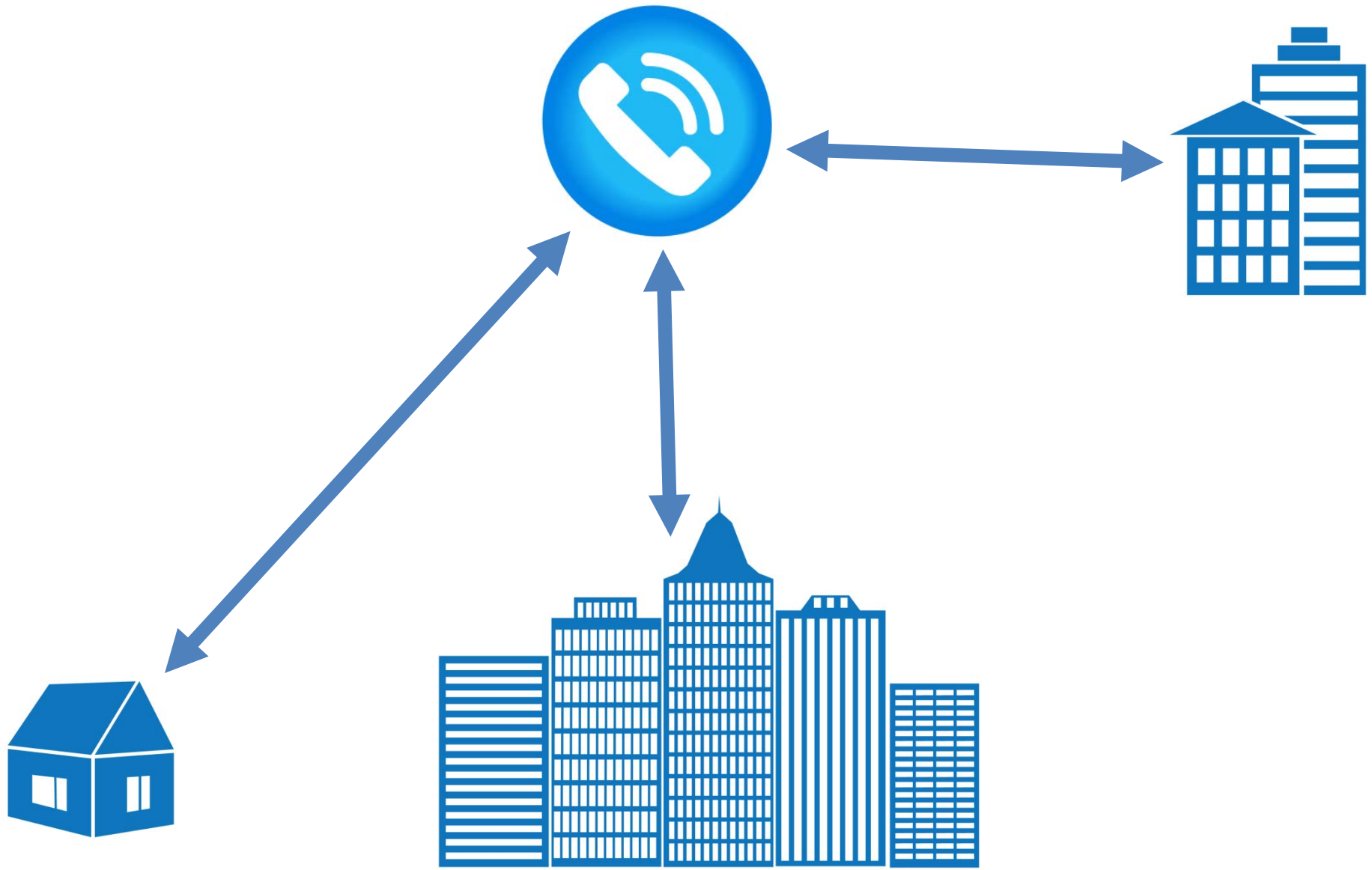


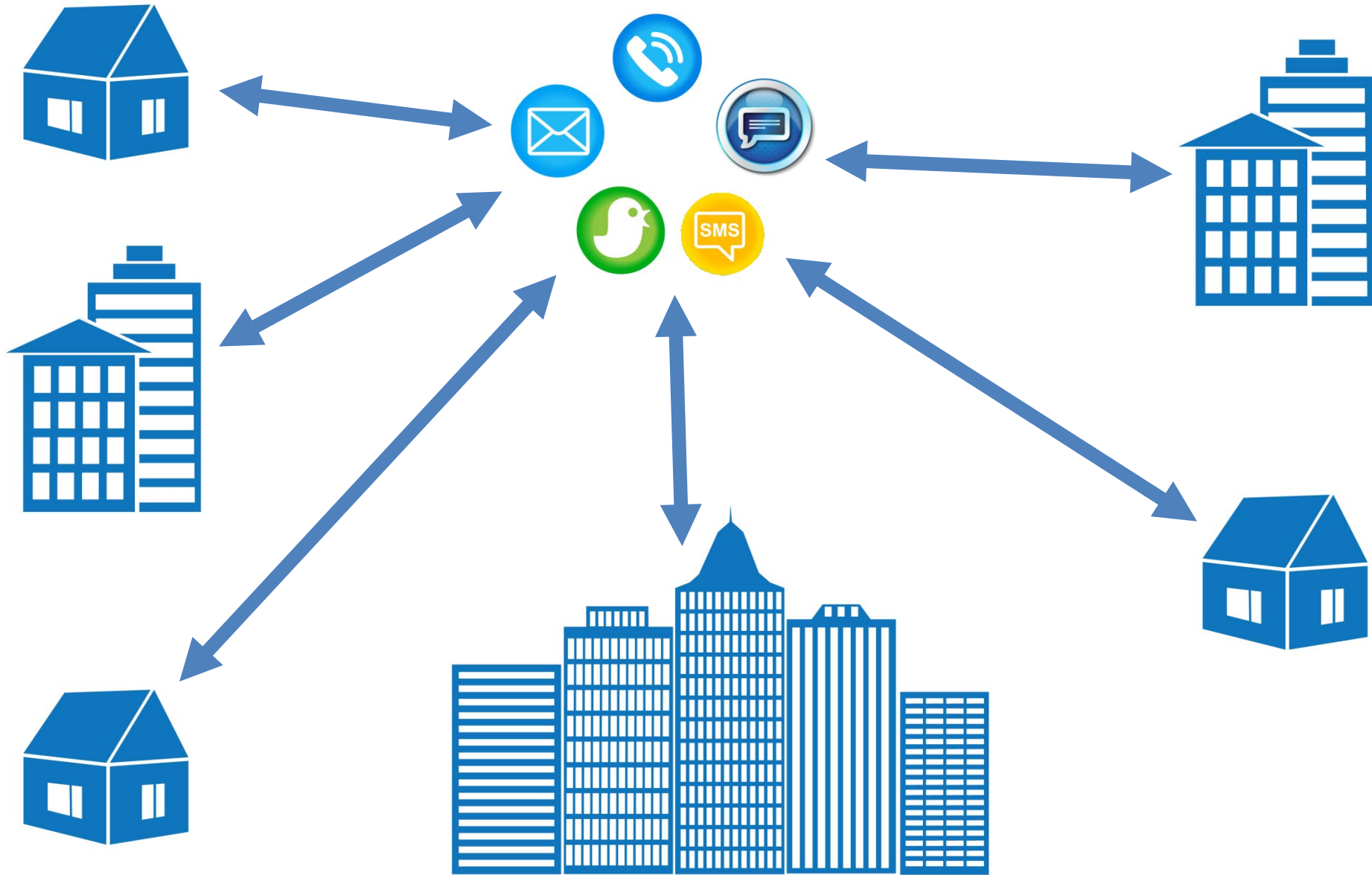
Easily add points
of service



**Easily add points
of service**







Regardless of global location -
harmonize rules, processes, reporting



Questions



Kristyn.Emenecker@incontact.com

Twitter @LivinEden

LinkedIn