

Customer Contact / Demand Management Strategy

Overview

BBGC understands the potential benefits that optimising technology and business improvement can bring to customer contact and demand management. We help organisations develop strategies that harness the power of technology, business intelligence, and customer insight with Cloud solutions to deliver service improvements and cost savings.

Service Features

- Evidence-based analysis and recommendations
- Multi-method data collection and analysis
- Capture of current demand data and modelling of future demand
- Analysis of failure demand and process optimisation
- Policy review to focus on demand optimisation
- End-to-end customer journey mapping and user stories
- Exploitation of digital delivery opportunities and channel optimisation
- Strategic roadmap covering technology, processes, and people
- Investment and savings profiling
- Customer involvement in iterative design

Service Benefits

- Improved customer experience through optimised delivery
- Efficiency improvements and real cashable savings
- Access to experts in channel optimisation and process redesign
- Experience in implementing the latest digital technologies
- Incorporates data migration and optimisation

- Capability mapping to identify patterns and opportunities for improvement
- Innovative but achievable approaches to delivering sustainable changes
- Knowledge transfer built into our engagement from the start