



REDEFINING CUSTOMER ENGAGEMENT:

THE CHANGING FACE OF CONTACT CENTERS

CHRIS DICKHANS





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WELCOME

In an era defined by Artificial Intelligence (AI), automation, and advanced analytics, the Contact Center (CC) industry stands at a crossroads.

To understand where we are headed, we must first examine the legacy we have inherited—the technologies, management models, and mindsets that have shaped our journey.

This PowerPoint (PPT) explores the history, current realities, and future opportunities for CCs, enriched with data, industry insights, and actionable strategies.

A decorative graphic on the right side of the slide. It features a large blue diagonal bar that runs from the top right towards the bottom left. Below this bar, there is a white rectangular area with a torn paper effect. Inside this white area, the word "WELCOME" is written in bold blue capital letters. The white area is framed by a blue border.

WELCOME



ABOUT ME



Introduction

I bring over two decades of leadership and hands-on experience in the customer experience (CX) and CC industry. As a strategic executive, I have helped organizations transform their operations through technology, data-driven insights, and a relentless focus on customer value.

My expertise spans AI-powered innovation, sales strategy, and operational excellence; an advisor for organizations navigating the future of customer engagement.

I'll be sharing insights through a comprehensive presentation on the evolving landscape of CX and CCs, drawing from my extensive background in leading transformation at companies while working at Yactraq, Calabrio, and Verint for over two decades and thousands of customers.



THE EARLY DAYS—FROM MANUAL *SWITCHBOARDS TO CENTRALIZED OPERATIONS*



The Birth of Telephony and Customer Service

- 1876: Alexander Graham Bell is awarded the first telephone patent.
- 1877: The first telephone exchange opens in Connecticut, enabling users to be connected by human operators.
- Operators: Initially, teenage boys filled these roles but were soon replaced by women, who were considered more patient and reliable.
- 1885: Women dominated the operator workforce, held to strict behavioral standards and closely monitored by supervisors - the birth of early Quality Assurance (QA).



THE EMERGENCE OF CALL CENTERS

THE INTERSECTION OF ANALOG AND DIGITAL WORLDS



Call Centers Emerge

- 1970s-1980s: The industry transitions from analog to digital systems, with the introduction of Automatic Call Distribution (ACD).
- Growth Drivers: Toll-free numbers and deregulation.
- Data Collection: The ability to route and record calls was revolutionary, but organizations struggled to transform raw data into actionable insights.
- Management: Many centers used strict, top-down management and inflexible rules, which often hurt employee morale (now referred to as employee experience) or EX and CX.



AUTOMATION TO CENTRALIZATION

CUSTOMER SERVICE IN THE 80S AND 90S



Evolving Automation and Centralization Era

1980s: Telephone companies that connected different networks did well by helping businesses upgrade their customer service with new automated phone systems.

1990s: It became common for companies to bring their customer teams together in one place to work more efficiently. Call Centers were increasingly changing their name to Contact Centers.

These changes laid the groundwork for more streamlined operations and set the stage for future innovations in customer service technology.

EMBRACING MODERNIZATION AND OVERCOMING MINDSET BARRIERS

Many organizations still cling to outdated metrics (e.g., average handle time, call counts) and hierarchical management, prioritizing compliance over competence.

Technology & Tools

Cloud,
Omni Channel
AI-Powered Analytics

Industry Data

Offering Remote Work
62% Have Some Type of AI
\$496B Market by 2027

Cost Center Myth

Mindset Limits Investment
Modern CCs Upsell, Build
Brand Awareness & CX

Visibility & Alignment

Often Siloed Operations
Leading Orgs Integrate CCs
into Planning

Transformation

Redefine What Matters
Document Contributions
Demonstrate Impact

Strategic Metrics

Move Away from AHT and
to CX & FCR
FocusL Process Inefficiencies

EXAMPLE

Metric	Traditional	Transformation
Average Handle Time	Minimize	Optimize Experience
Call Volume	Reduce	Understand Drivers
Customer Satisfaction or CX	Secondary	Primary KPI
Employee Engagement or EX	Overlooked	Strategic Priority

**THE CC INDUSTRY HAS COME A LONG WAY FROM THE DAYS OF CORD BOARDS AND LISTENING SUPERVISORS
THEY MUST STILL SHED OUTDATED MINDSETS AND BUILD ON
STRATEGIC VALUE, OPERATIONAL EXCELLENCE, AND EMPOWER THE AGENTS**

DISCOVER YOUR BEST PLAN

CXpert Solutions & Advisors

“

Let us help you turn today's
challenges into tomorrow's
opportunities that fuel your
long-term success.

”



The background features abstract geometric shapes in two shades of blue. On the left, there are several overlapping trapezoidal and rectangular shapes in a bright blue and a darker navy blue. On the right, a large, dark navy blue triangular shape points towards the center, with a bright blue trapezoidal shape nested within it. The central area of the image is a solid light gray.

THANK YOU