



Clouds, Crowds and Customers:

Transforming Health Services in an Era of 'Business as Unusual'.

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Patients are Changing

I like to take time to make the right decisions in life
83%



I let my heart rule my head when it comes to making decisions
30%

The government should be more efficient and still provide a good level of service
92% agree

I've got a very good attention to detail
78%

I plan and research things more
78%



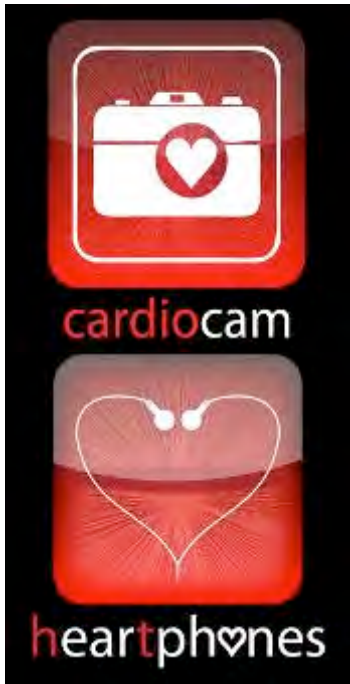
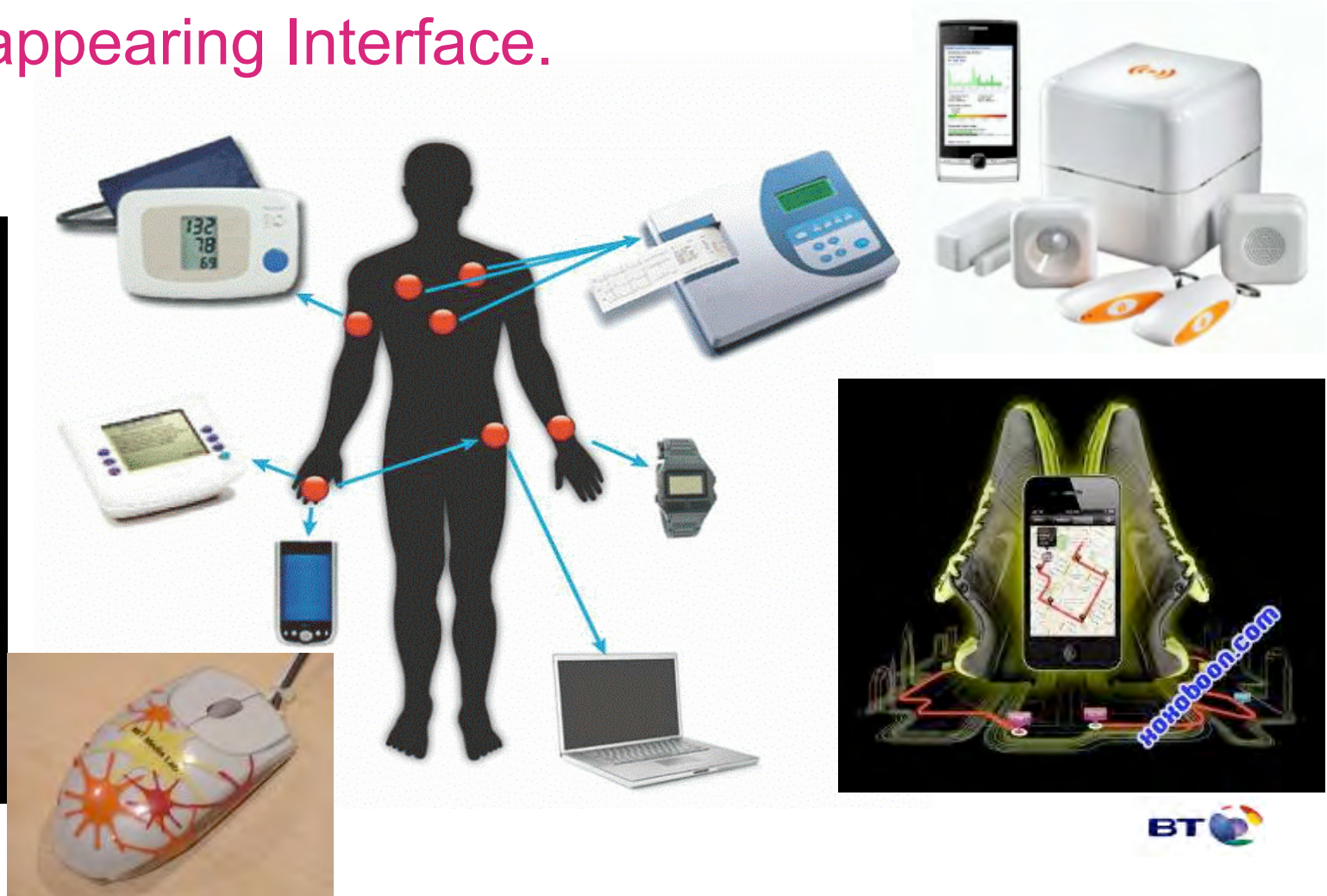
I enjoy chatting for long periods of time with friends, family, colleagues
59%



I never have enough time to get everything done in life
53%

I want government organisations to make it easier for me to do business with them
83%

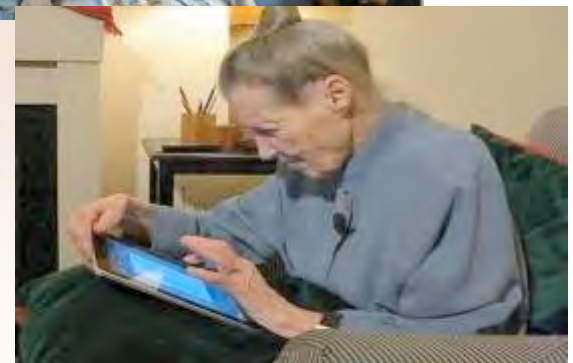
The Disappearing Interface.



© British Telecommunications plc



The Disappearing Interface.



Mobile Device Capabilities in 2013.

Ability to watch and create full high-definition video content on the move

Storage to carry:
• 80 HD movies
• 250,000 music tracks

Seamless roaming between range of high-bandwidth wireless networks

Easy, wireless synchronisation of media with other devices

Flexible displays and built-in projectors overcome device size limitations

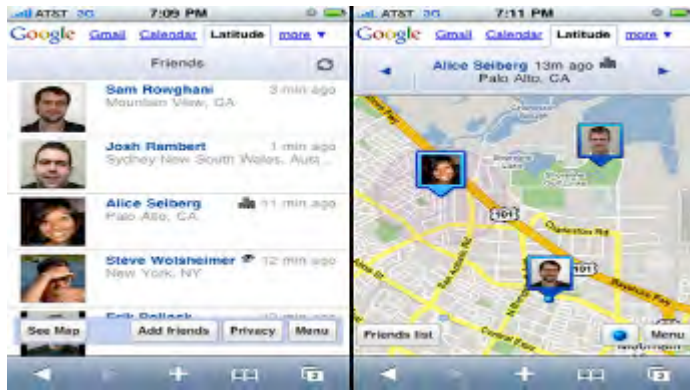
Knowledge of location used to target information



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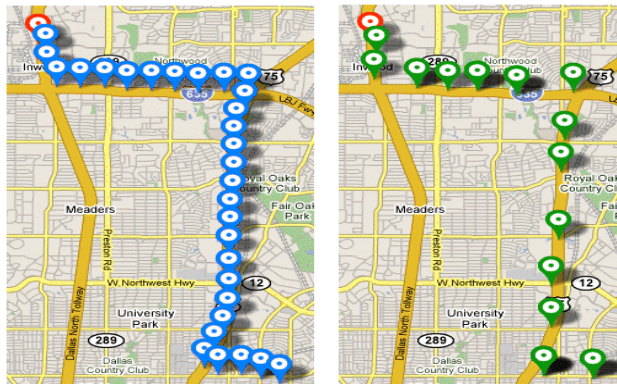


Emerging apps: Location-based services



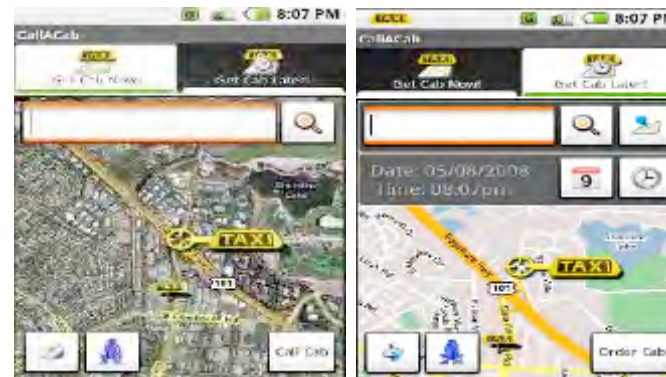
Location-based social networking

GeoTagging & Mashups



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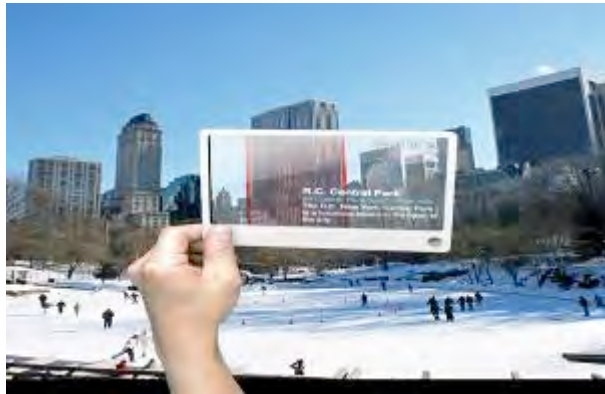
GPS tracking e.g. patient location



Local services e.g. "CallACab"



Emerging apps: Augmented reality



Augmenting locations



Alternative interfaces – Medical Mirror

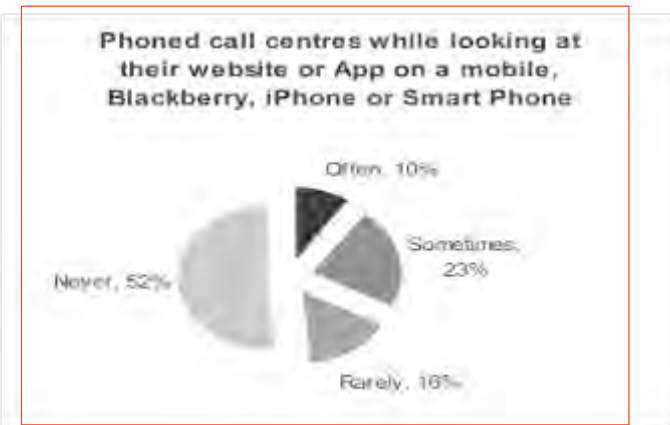


Picture based search

Mobile & Location Based Services Make Multi-Channel Integration More Important.

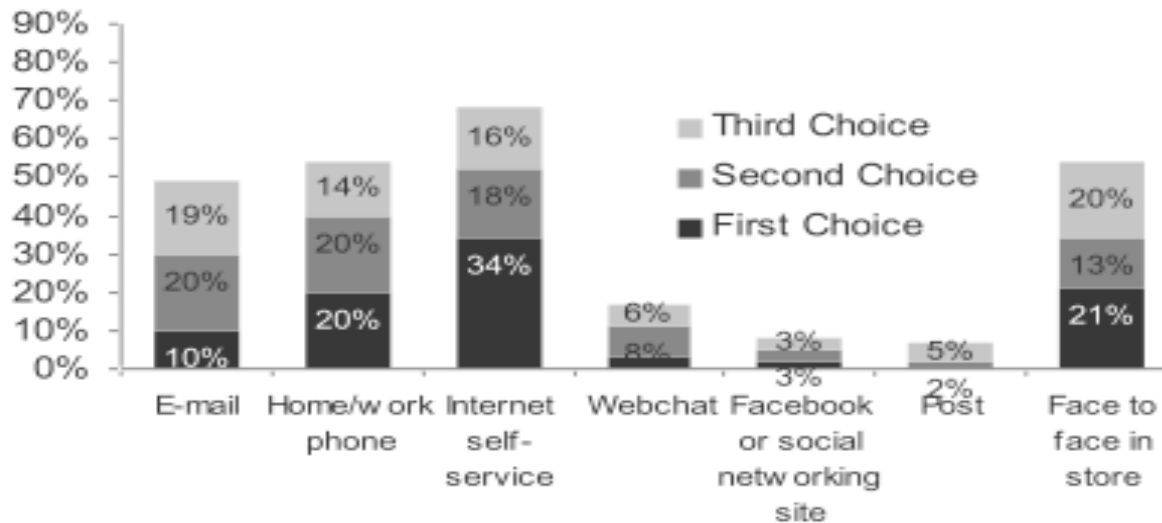


- Outbound text and Apps for customer service have mushroomed
- These do not always reassure consumers or improve service levels
 - Inaccurate information
 - Different data across channels
 - Gap between predicted and actual event
- Smart Phone users use **all** channels more
- Better enterprise wide info needed
- Websites and Apps need to be designed for smart phones, including integrated links to the call centre



Multichannel Integration is Changing Contact

What is your preferred channel for getting help and advice in using products and services?



- 56% of online consumers agree that their calls are more complex as simple transactions are automated.
- 64% say they would rather use the phone than a website FAQ to sort out problems.

“In this self-service era, it is critical to recognize that satisfaction with a company’s web site and voice response system are not as powerful in generating or reinforcing consumer loyalty as the core human touch points”,
Strativity Group, 2009.



The Call Factory : The “Cat in the Box” Dilemma



Cartoon: Rinat Baibekov <http://www.rinat-baibekov.com/>

“Service delivery has been crafted into an engineering model where tasks have been simplified, services must conform to predetermined design specifications and the production process has been constructed to minimise labour costs”.

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Deery, S. and Kinnie, N. (2002), Call Centres and Beyond: A Thematic Evaluation, *Human Resource Management Journal*, 12:4, 3-13.

Deery & Kinnie, 2002.

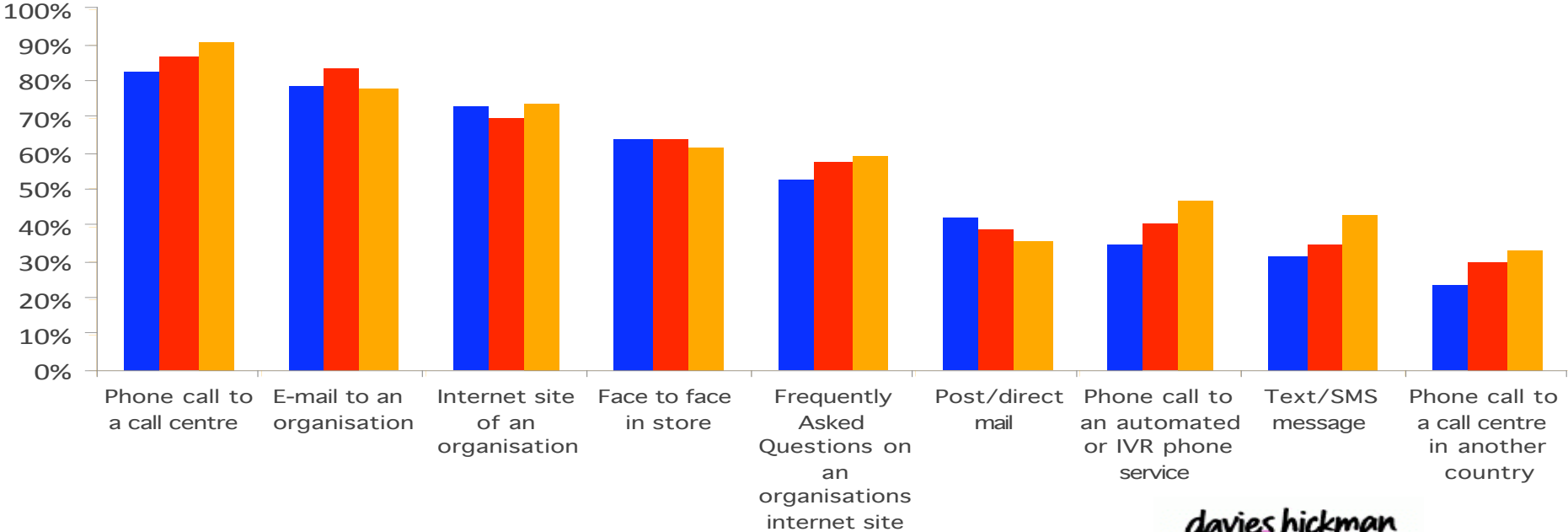
 BT
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Changing Channels (1)



Which channels do you expect to use in the future to contact organisations?

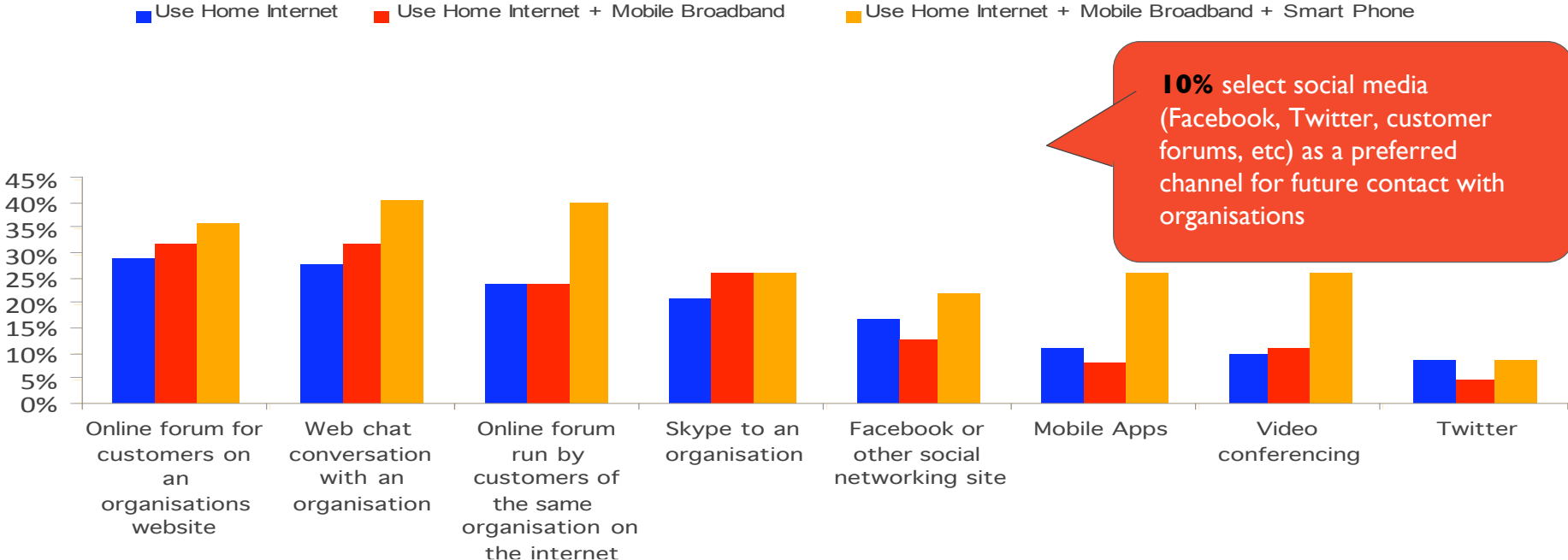
■ Use Home Internet ■ Use Home Internet + Mobile Broadband ■ Use Home Internet + Mobile Broadband + Smart Phone



davies hickman

Changing Channels (2)

Which channels do you expect to use in the future to contact organisations?



60% agree “I continually change how I contact an organisation”.

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Multichannels: The emerging challenges of customer contact.



The Networked Expert.



“The complexity of enquiries now is amazing – especially now in a time of uncertainty. With complexity comes longer calls and higher expertise.

Contact centres, especially, have never been viewed for what they’re becoming”

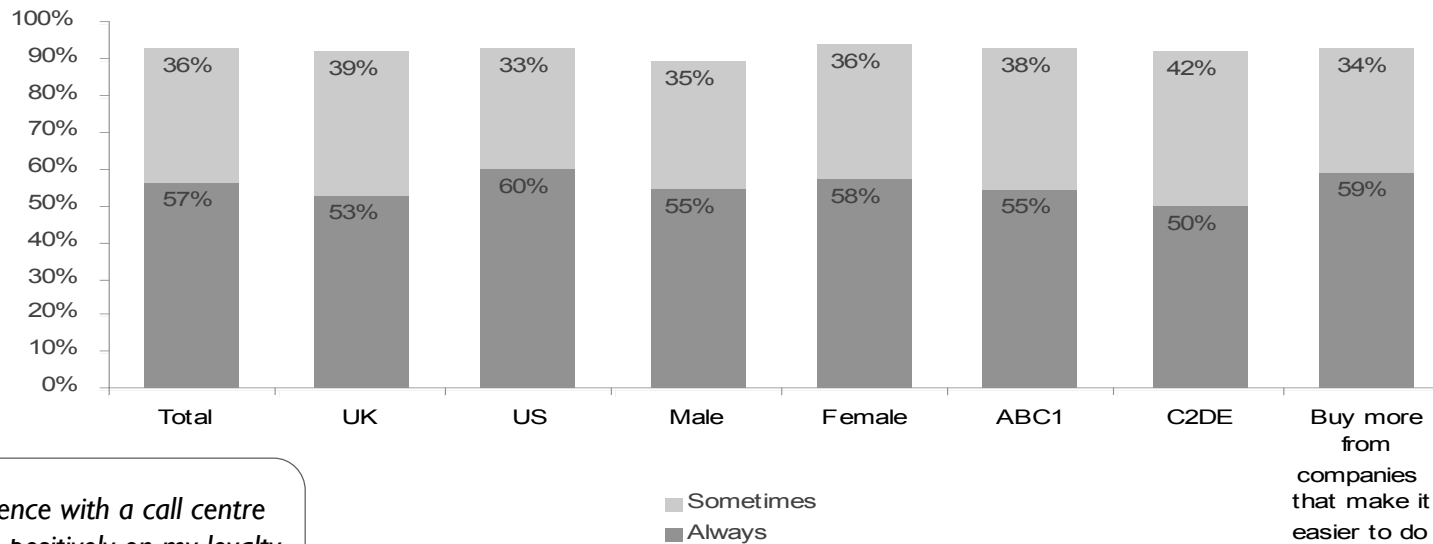
CIO, UK Retail Bank.

The Networked Expert is Valued.



Working together

Agreeing I am happy to be transferred to another person who is trained to answer more complicated questions



A good experience with a call centre agent impacts positively on my loyalty towards an organisation...

86% agree



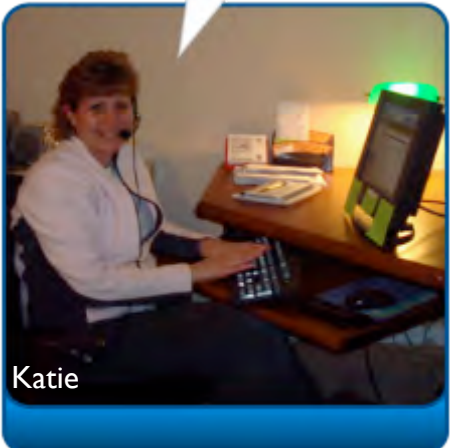
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Networking Experts in the Cloud.

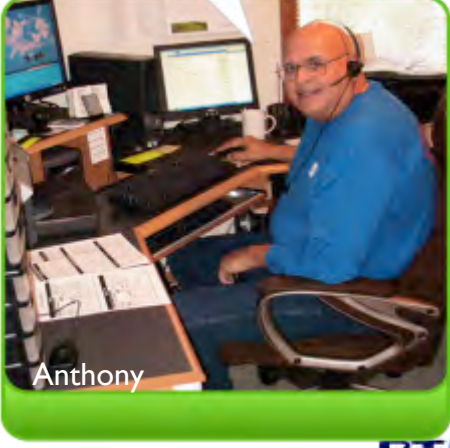
I'm able to bring in extra income and with the flexibility it gives me it does not interfere with my first job as a stay-at-home mum.



I enjoy the opportunity to work from home - the commute is short and I never have to worry about traffic!



I'm semi retired. Working from my home, part time allows me a schedule that not only supports BT but also fits with my life.



Customers Bypassing Organisations.

83% agree

I use reviews of products and services on the internet to check quality

Only 25% agree

Most of the online recommendations I read on the internet are not very useful

31% agree

I trust the content on customer forums, it's unbiased and reliable

51% agree

I trust the content on a customer forum more than an organisations' website

Only 24% agree

I trust the content on an organisation's website or forum, it's unbiased and reliable



37% agree

I contribute to online forums, online reviews e.g. Trip Advisor etc

WHAT CONSUMER
consumer information



get **satisfaction**

 Ampligate



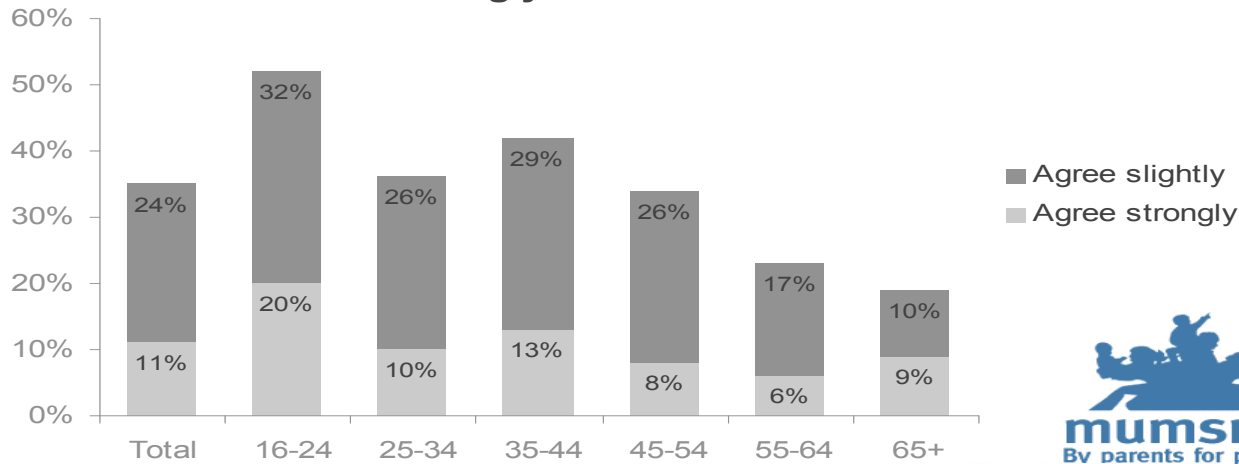
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Customer Collaboration - Online Forums are Popular.

Helping other people with problems with their products and services
20% say it would really add value

When I want to sort out a problem with a product or service increasingly I use online customer forums



The 'Nudge' Effect: Communities & Behaviour Change.

The screenshot shows the QuitNet website with the following elements:

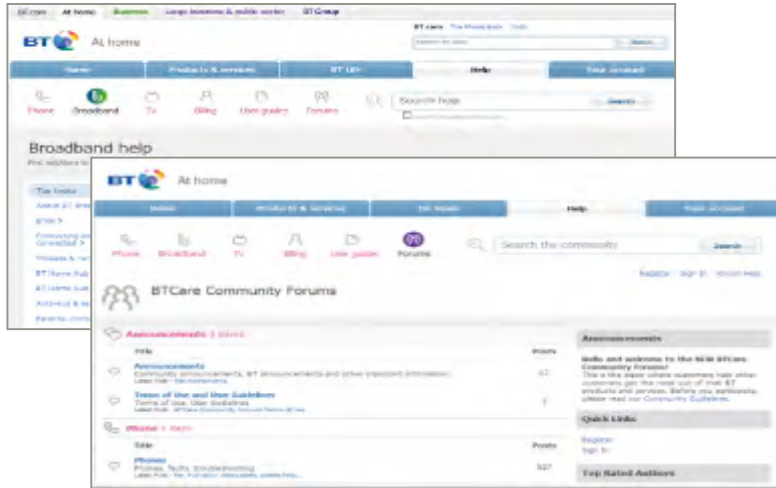
- Header:** "QUITNET QUIT ALL TOGETHER" logo, a cartoon monster (Nicodemon), and a link for "Employers: Want to help your employees quit?".
- Navigation:** "MEMBER LOG IN" (with "Forgot Password?" link), a login form with "username" and "password" fields, and a "GO" button.
- Stats:** "Quit Smoking Stats: 45,943 years, \$588,476,722 *".
- Main Content:**
 - Left Column:** "DON'T QUIT ALONE" with a quote: "I have two friends quitting with me. Add QuitNet to that, and it's myself and hundreds up against the Nicodemon!". Below it is a "Join the Q" button and a testimonial from "QTPIE29" saying "Quitting isn't as hard at it seems." with a "read more" link.
 - Right Column:** "Who's online?" showing "318 people online right now" and "3532 anniversaries today!". Below is a "Start Your FREE quit smoking support program now!" section with a form asking for "lifetime & money" (cigarettes smoked), "How soon" (wake up to first cigarette), and "Postal Code". A "Get Started Now!" button is at the bottom.
- Footer:** "*Estimated savings of members since June 1997".

Exploits the power of:

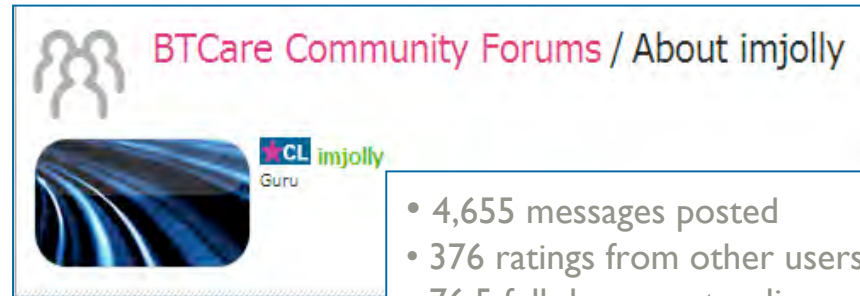
- COLLABORATION and identity - Social Influence and Social Comparison theories.
- CONTENT – tailored and specific 'your own quit smoking plan'.
- TRUST – involvement of 'expert counsellors'.
- CURIOSITY – fun and engagement through stories and games.

Networking Customers.

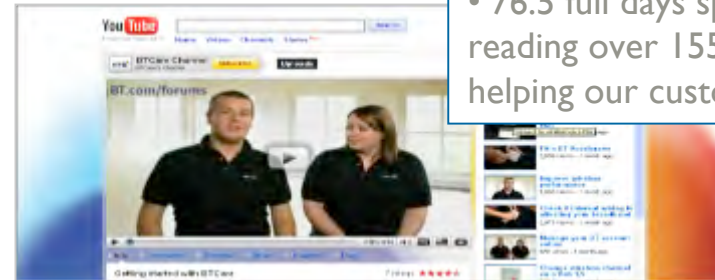
BT.com/help



BT.com Community Forums



- 4,655 messages posted
- 376 ratings from other users
- 76.5 full days spent online reading over 155k messages and helping our customers

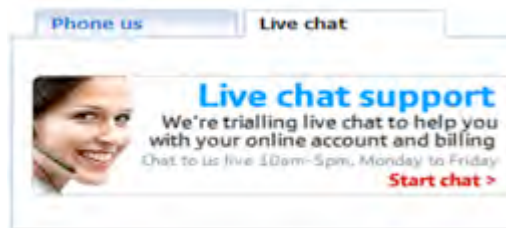


You Tube

UK Consumer and Technical Forums



Mobile



LiveChat



Networking experts: @BTCare & @BTBusiness.



A cheaper, easier and quicker channel for talking to customers than voice - "it's more convenient than calling and waiting in a queue... it's fast ... and it's a more personal service",

@BTBusiness Customer.

Thanks to Dr Simon Thompson.





Thank You

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