



BUSINESS CONSULTING

Accelerating your CX transformation
with Sabio Business Consulting

ACCELERATING YOUR CX TRANSFORMATION WITH SABIO BUSINESS CONSULTING

Customer Experience is now the key battleground in today's hyper-competitive brand landscape. With the pandemic triggering an unprecedented pivot towards digital service delivery, we've seen a decade of innovation delivered in the last two years across core CX areas such as AI and automation, cloud delivery, and the application of digital transformation across all aspects of customer experience delivery.

Together this is powering the reinvention of customer service - and raising the bar for organisations across all sectors. As consumers increasingly look to engage faster and across more efficient channels, organisations can no longer run the risk of offering anything other than excellent customer experiences. And with customers more and more likely to switch after CX frustrations, the requirement for effective, end-to-end service provision is compelling.



SABIO BUSINESS CONSULTING

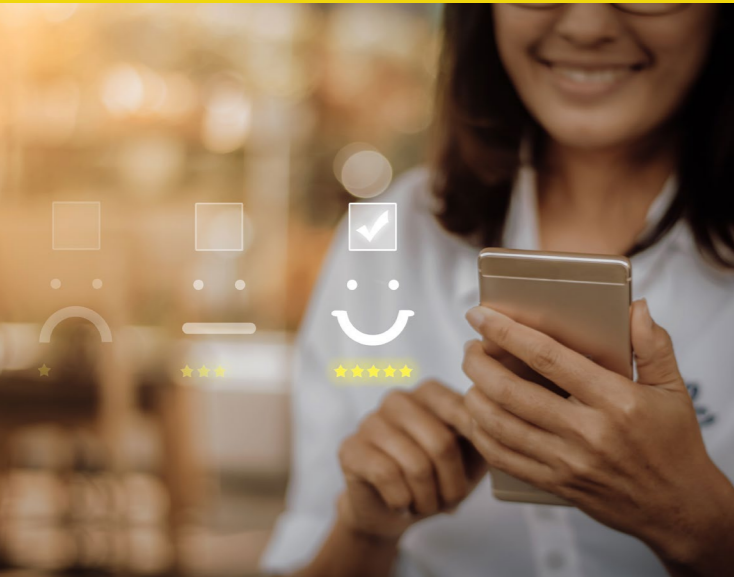
That's where Sabio Business Consulting comes in - working with you to ensure that you have the right strategy, data, CX infrastructure and people in place to deliver your customer service goals. We help you transform your contact centre and digital customer engagement operations so you're able to deliver customer experiences that differentiate your business.

Sabio brings a distinctive combination of proven operational expertise – both as practitioners and consultants, technology best practice skills, and strategic insight. We help you make the connection between your business strategy, essential CX technologies and your customer service goals - guiding your business in the creation and consistent delivery of exceptional, end-to-end digital customer experiences.

Part of Sabio's Global Professional Services organisation, the Sabio Business Consulting team operates as your CX digital transformation partner – focused on placing customers at the heart of your organisation.

We work with you to help you shape, justify and design both your customer-centric digital contact experience as well as the organisational infrastructure that's needed to deliver it – regardless of geographies and time zones. The result? Transformed contact centre operations that not only ensure consistent high quality customer experiences, but also higher levels of customer and employee satisfaction. We also support brands to help unlock efficiencies and increase engagement across touchpoints.

- Building the CX business case for change for clients who know they have customer service issues but need insight into how to resolve them
- Applying our proven technology-agnostic expertise to innovate on behalf of clients
- Offering industry awareness and commercial insight to support clients who need to make critical CX change decisions
- Providing programme management and stakeholder engagement for organisations that require support in delivering transformational change and realising benefits



THE SABIO CUSTOMER EXPERIENCE CONSULTING APPROACH

Sabio Business Consulting tailors each engagement to a client’s individual needs. Some customers opt for a fully embedded approach, while others prefer a lighter touch - with Sabio consultants available to provide advice and guidance on sector best practice and the technical ‘Art of the Possible’.

We typically support clients with a portfolio of Consulting services that are defined and delivered through a proven 4-stage approach that clients can take advantage of at any stage of their projects. This needn’t be a linear approach, with clients able to revisit or review key aspects in order to fine-tune their customer engagement strategies.



1. DEFINING YOUR BUSINESS OUTCOMES

Sabio consultants engage with stakeholders and leverage a broad range of customer data and insight to define and help refine key areas of strategy including Channels, Segmentation and Customer Experience. Drawing on data-driven insights helps our consultants to map all aspects of these challenges against clear business outcomes.



2. UNDERSTANDING YOUR CUSTOMER JOURNEYS

Sabio Business Consulting carries out a complete validation of current customer journeys via a review of process, documentation and metrics, interviews and workshops. Analysing all aspects of the customer experience that can be advanced or enhanced through either process change or new technology, our consultants then prioritise actions based on complexity and impact. Future state journey maps are then created to optimise against performance metrics and business outcomes.



3. CHOOSING THE RIGHT TECHNOLOGY

Sabio consultants adopt a technology-agnostic approach when proposing solutions to support effortless experiences across multiple customer touchpoints. Best-in-class CX enabling technologies such as WFO, RPA, AI and Chat are recommended where they align with clients’ target business outcomes.



4. DEVELOPING A TRANSFORMATION PLAN

Before undertaking transformation planning, Sabio consultants baseline existing operations to measure programme success. Initiatives are assessed for relative ease and speed of deployment, with full cost/benefit analysis support. They are then weighted based upon their impact and prioritised using agreed criteria. Finally, a high-level digital capabilities roadmap provides a clear path to success.

CUSTOMER ADVOCACY

COST REDUCTION

TRANSFORMING CUSTOMER JOURNEYS WITH SABIO BUSINESS CONSULTING

The Sabio Consulting team recognises that many organisations often struggle to keep pace with CX change. They might still be dependent on legacy technology or hampered by out-of-date processes that limit transformation opportunities.

Sabio Business Consulting supports clients through a portfolio of Consulting services that are defined to address some of the more common customer challenges.

Sabio also offers bespoke engagement, working alongside customers to identify and overcome specific challenges that are potentially holding them back from delivering the levels of service they want to.

SABIO BUSINESS CONSULTING PORTFOLIO OF SERVICES:

I DO NOT KNOW HOW I COMPARE TO MY COMPETITORS OR WHERE I NEED TO FOCUS MY RESOURCES.



CX DIGITAL MATURITY INDEX

Sabio Business Consulting's CX/Digital Maturity Index shows clients exactly where they are positioned in CX terms compared to their peers and competitors. Using our experience of working with multiple organisations across sectors and geographies, we can provide insight on where brands should focus their improvement activity, with performance benchmarked against six key CX drivers: People, Insight, Voice of the Customer, Digital Engagement, Contact Centre Solutions and Platforms.

I DO NOT UNDERSTAND MY CHALLENGES AND BUSINESS OBJECTIVES



DEFINING BUSINESS OUTCOMES

Sabio consultants are adept at engaging senior stakeholders and leveraging customer data and insight to define or refine key areas of strategy, including channels, segmentation and customer experience.

I WANT TO CONSOLIDATE MY CC INTO A SINGLE SOLUTION SO MY WHOLE ORGANISATION CAN WORK TOGETHER



MIGRATION AND TRANSFORMATION PLANNING

For organisations looking to consolidate their contact centre operations into a single solution – ensuring seamless links between digital and physical channels - Sabio helps address this by defining migration and transformation plans, building a benefits model and a comprehensive transition plan that details business requirements, changes and user adoption needs.

I NEED TO UNDERSTAND AND OPTIMISE MY CUSTOMERS CX EXPERIENCE



CUSTOMER JOURNEY OPTIMISATION

At Sabio we believe that every time someone engages with your business they are going on a journey. We work with clients to first understand and then optimise their customers' omnichannel experience, ensuring that journeys are fine-tuned so clients retain existing customers while attracting new ones. Focus is on the development of customer journeys that deliver needs-based customer experiences across contact channels, with fully optimised technology trade-offs at critical touch points.

I WANT TO AUTOMATE MORE INTERACTIONS USING NATURAL LANGUAGE SPEECH, MESSAGING AND AI ENABLED CHAT-BOTS



ENHANCED DIGITAL ENGAGEMENT

Sabio Business Consulting understands how automation and AI can unlock powerful benefits across both digital and human-assisted channels, whether that's leveraging Intent Capture and Analysis, powerful Conversational AI, pattern matching or augmenting the experience for advisors. We also offer adoption services for best-in-class digital contact enabling technologies such as Workforce Optimisation, AI, RPA, Knowledge Management and Social Media engagement solutions.

ADOPTION SERVICES FOR BEST-IN-CLASS DIGITAL CONTACT ENABLERS INCL. WORKFORCE OPTIMISATION, AI, RPA, KNOWLEDGE AND SOCIAL MEDIA

SABIO - YOUR IDEAL CX BUSINESS CONSULTING PARTNER

Operating as an independent, technology-agnostic partner, Sabio Business Consulting is ideally placed to help organisations transform contact centre operations and deliver a customer experience that will differentiate their business.

Sabio Business Consulting makes the connection between business strategy and technology by giving expert advice and then integrating the most applicable business technologies so that our customers can get the most value.

Our team is made up of senior industry professionals who can deliver expert advice based on a lifetime of experience working within the contact centre industry – both as practitioners and consultants. As part of Sabio we draw on the strength and resources of an organisation with 20 years' proven expertise in creating exceptional, end-to-end CX solutions that support clients in over 65 countries.

This allows the consulting team to support clients worldwide, while also bringing insight into the challenges and real opportunities presented by optimising CX infrastructure and resources across multiple geographies. We work across industry verticals, with some of the world's largest organisations, to transform customer experience, reduce operational costs and improve customer and employee engagement.

Sabio is plotting a path to net zero with a commitment to the UN Sustainable Development Goals, and we are committed to diversity and inclusion within our workplace. Our workforce reflects the whole of society enabling us to deliver experiences for the whole of society

Through a unique combination of expertise, insight and technology, we will help guide your business in the creation of exceptional end-to-end digital customer experiences. Putting your customer at the heart of your organisation.

If you're interested in developing a more efficient and effective customer experience for your organisation, Sabio Business Consulting is on hand to help. Get in touch if you're thinking about customer service transformation, want to resolve a particular customer service issue, or want to know more about our Consulting services.

