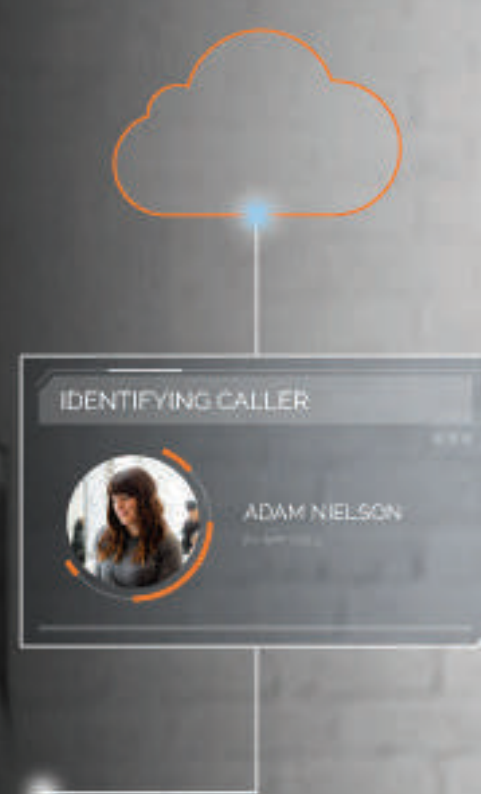


## WHITEPAPER

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Turn your customer  
experience vision into  
a reality:

**Digitally Empowered  
Contact Center**



## Executive Summary

How do you meet the expectations of consumers conditioned to expect empathy, convenience, and responsiveness when they engage with you? Introducing the Digitally Empowered Contact Center (DECC), an end to end contact center solution supporting all interaction channels of their choosing, guided by Intelligent Automation focussed on resolving customer request immediately. Where humans team with technology to deliver a truly personalized experience. It sounds like something from the future, but it is here and now and available to delight your customers with exceptional care.

Email

**Message**

Voice





chat

# Contact from the future

What goes through your borrower's mind before they reach out to you seeking help?

“ I need help, now. Can I text, or do I have to call? How long will I have to wait before I speak to someone? Do I have to tell them my whole story, or will they know me? Will they be able to solve my problem in one call? ”

There is a hierarchy of need when it comes to customer support, influenced by consumer expectations that have been shaped by modern technology:

	Understand my need
	Satisfy my need quickly, and on my terms
	Get it right the first time
	Communicate using a medium of my choice

There are a lot of moving parts here, right? You cannot begin to meet these needs using a traditional contact center. But with the right tools and support, you can

address every level in the hierarchy of need and deliver best-in-class support.

The mortgage industry also has a lot of moving parts. Lots can go wrong between borrower and lender or borrower and servicer. While we may take steps to get things right the first time, in spite of our best efforts, things can go sideways. Because the stakes are high—it involves a large obligation and the borrower's abode—there can be a palpable level of anxiety on their part.

When borrowers reach out to us, we have an opportunity to reinforce their purchase decision by delivering exemplary service. It is said that a customer whose issue has been resolved is more loyal than a customer who never had an issue in the first place. Borrower engagement is an opportunity to deliver on a service promise in a moment of truth. It is a brand-shaping event.

But you will need more than a traditional contact center to deliver that service.



## Support multiple channels of customer engagement

Technology has altered the communications landscape. We text, email, surf, post and even call using a device that fits easily into a pocket. And we each have our preferences. To engage borrowers on their terms, you need to support all five channels. Each has its own set of performance requirements.

All channels of engagement need to project three things: knowledge of the borrower, a sense of the customer sentiment, and intelligent options for resolving their issue.

Voice requires instant accessibility to smart associates, empathetic and knowledgeable conversations, respect of customers' time and an overall brand experience.

Text and email requires the ability to understand the issue and detect the level of anxiety in the message before a customized response is formulated.

Chatbots need to be... well... human. To be effective, bots require contextual AI delivered in conversational manner to project borrower intimacy, product knowledge and a proper solution.



Voice



Email



**Messaging**



Webchat



## Use Intelligent Automation to guide engagement



Intelligent Automation—the combination of Artificial Intelligence (AI), Machine Learning, and process automation—comes into play the moment your borrower begins contact.

If voice is your borrower's preference, your associate should be guided by an AI-driven interpretation of the borrower's problem based on their profile, product relationship and tone of voice. This reduces tension in the dialog: your borrower will be assured that the associate is on top of the issue, and the associate can be responsive and reassuring as they project knowledge and options.

In conventional contact centers, an associate has no insight as to why a customer is calling. They are not sure of the customer's mood, the purpose of the call or their

own ability to resolve the issue. The associate is not set up to succeed. Intelligent Automation enables them to know the customer and provide a personalized experience.

You can surround your associate with tools for answering questions and solving problems. Guidance can be rendered through scripts, checklists, and real-time cues. Intelligent Automation can provide the guidance to deal with any query based on borrower insights, making for efficient, meaningful connections.

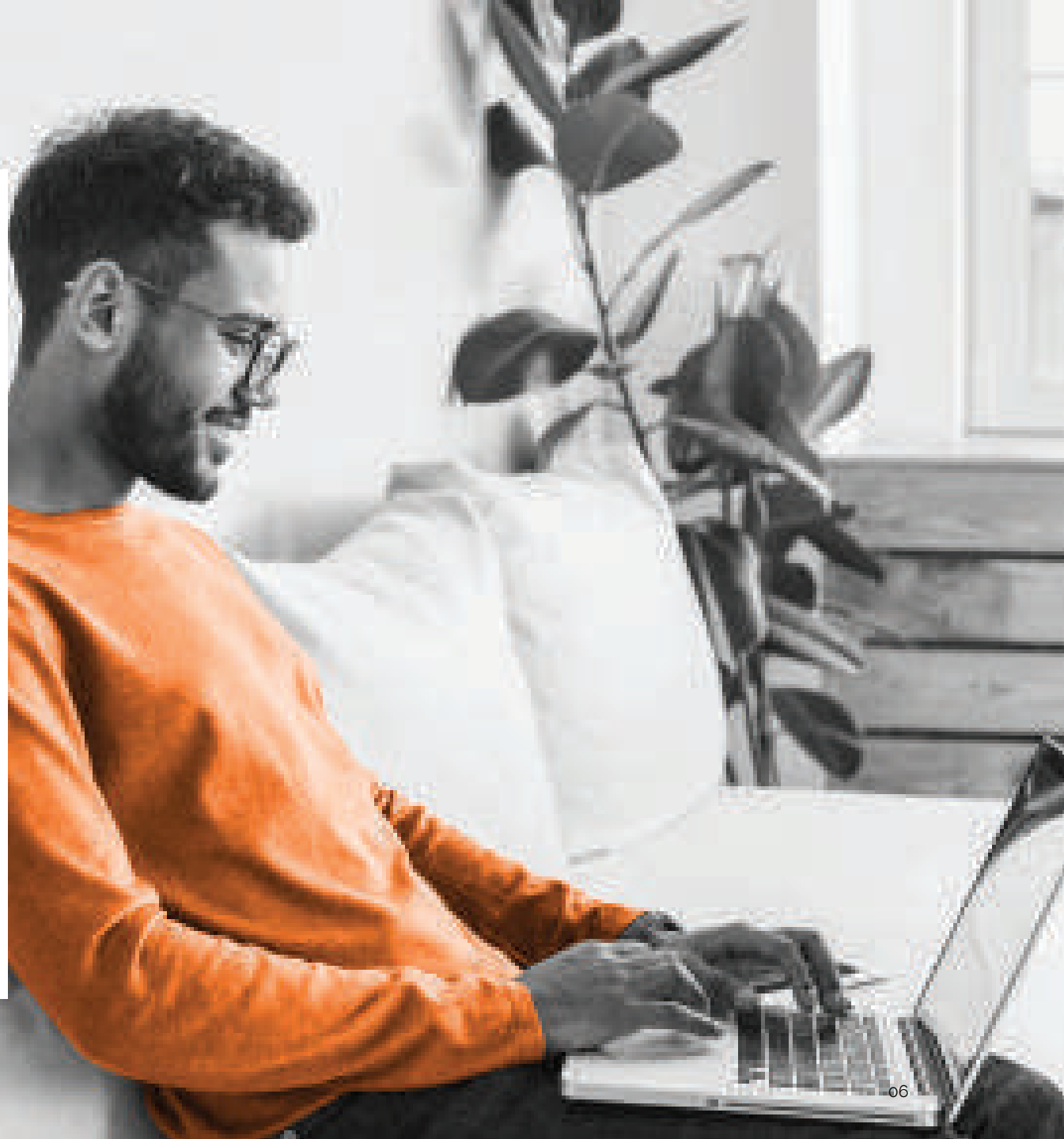
When people and technology collaborate, each doing what they do best, the borrower engagement can be magical and the outcome immensely satisfying for you and the borrower.

## Digitize text in messages

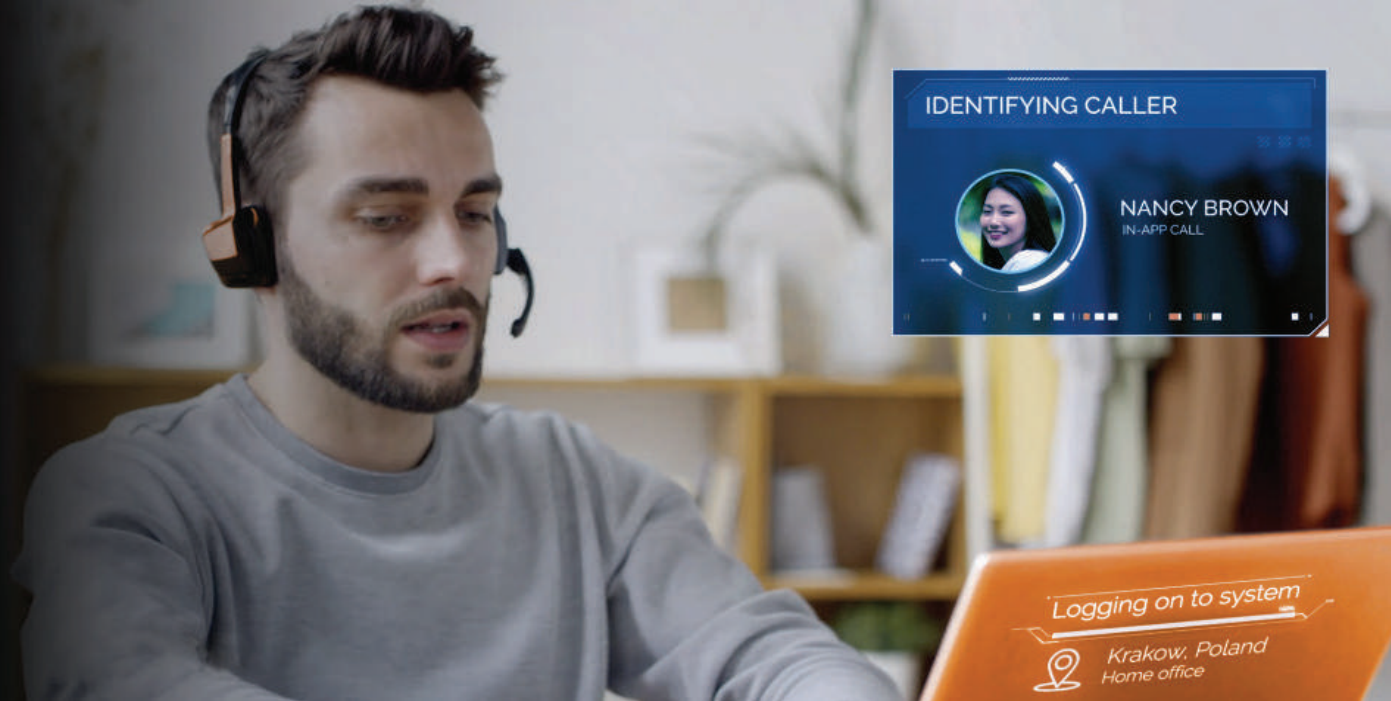
If the borrower texts, emails or posts to social media, text analytics comes into play. Unstructured data can be analyzed to detect the substance of the message and guide the response. Bots can respond to the easy queries instantly creating engagement. Complex queries are referred to an associate, who is surrounded by the right automation to respond adequately and empathetically to the customer.

And at Sourcepoint we go beyond just responding to queries, we analyze them using our best in class solution, FCI to answer business questions: Why are we being contacted? What complaints do borrowers have? What is their state of mind when they reach out to us? What was the outcome?

This is information you can use to refine your loan operations, your contact center, and individual associate performance. It is said that what gets measured gets improved. Analyzing the data can give insights into the borrower experience in real-time and contribute to a better understanding of borrower engagement, enabling refinement of operations and overall customer experience.



## Technology-guided self service



When a borrower's engagement begins with a call, wouldn't it be ideal to have technology to easily connect mobile callers to self-service options for quick answers to simple questions? That is where Visual IVR comes into play. Visual IVR guides borrowers directly from the IVR queue to self-service options while still on the phone.

The goal of this expansion of traditional IVR is to minimize the time required to service the borrower with the ability to leave a hold queue to have questions answered immediately. Once a borrower has engaged with the Visual IVR, the next time they have a question, they can pick up their mobile and connect with the self-service option link without needing to call again

We all want to resolve our borrowers questions quickly and efficiently. Today's borrowers want service readily available to them, wherever, whenever. Visual IVR can make that possible and the journey seamless.



# Digitally Empowered Contact Center (DECC) versus contact center

The name “contact center” evokes an image of a large room with rows of associates wearing headsets and facing computer screens, struggling to keep up with call volume and minimizing wait times, and where conversations cut short—regardless of the borrower’s sentiment—are applauded. It can be a tension-filled environment where associates’ performance is measured hourly and where the service that is delivered might be called “managed disappointment.”

It is, arguably, a sweatshop.

In a DECC, associates work in an environment that mirrors their life outside the contact center. With all the world’s information in their pocket, we replicate their world environment on their desktop where things are digital, information always available, tools that make handling queries a breeze. Highly engaged and motivated associates, having real and personalized conversations with customers, just as if they were speaking to an old friend.



In a DECC, a borrower’s engagement is driven by choices. They arrive at an outcome using either an intelligent self-serve model, by engaging a natural language-based virtual assistant, or interacting with a human. The interaction is shorter, more personable and generally results in a higher level of borrower satisfaction.



## What is your Play?

The tools and resources we have described exist today with some assembly required. The question is not "Should I transition to a Digitally Enabled Contact Center?"; rather, it should be "How quickly can I transition?"

New performance thresholds delivered via a Digitally Enabled Contact Center are well documented, as are favorable CSAT scores that accrue from borrower engagement. You will enjoy improved productivity enabled by Intelligent Automation, better borrower and associate retention, and brand lift.

Will you carve out a path using a Digitally Enabled Contact Center before your competition? Rest assured someone will.



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### About the author

Ashish Bisaria is EVP – Digitally Empowered Contact Center (DECC) at Firstsource. Ashish partners with industry verticals and geo leaders across Firstsource to continue to modernize and grow the CX practice. He is responsible for developing the overall CX strategy, drive solutioning for respective pursuits and help with the CX operational excellence framework.





if you would like to discuss any aspect of this paper or how Sourcepoint can help [Click Here](#)

## Providing customer-centric transformation solutions across the mortgage value chain

Buying a home is one of life's biggest financial and personal decisions, and it can also be one of the most stressful. At Sourcepoint, we simplify the home financing experience by removing its most challenging aspects so borrowers can focus on what matters most – making a house, home. For our clients, this means increased customer satisfaction and more agile operations - all delivered through the right mix of technology and human touch.

As a leading provider of expertly crafted products and services to the US mortgage industry, Sourcepoint has been helping leading mortgage companies sharpen their competitive edge for over 25 years. Our global workforce tailors right-shore business processes, delivering them through a comprehensive array of state licenses, creating value across the mortgage lifecycle.

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