

GROWING CUSTOMER SUPPORT IN THE CLOUD

Software companies born in the cloud typically have a head start over their pre-cloud competitors when it comes to technical support. They tend to have thought about supportability from the start of their business but often do not adequately plan for large-scale support.

As businesses grow from the low \$bn sales to double digit \$bn's, it is essential to proactively plan for scaling cloud support – and it's a challenge that needs time and considerable experience. If it is not given due attention, costs will soar as case volumes grow and customers receive less personalised levels of support than they were used to at a smaller scale.

With Aileen's background leading large scale cloud support at some of the world's best-known technology companies, she can provide you with **advice, best practices and pitfalls to avoid, giving you a head start in planning for your future growth.**

Typical Engagement

01

Kick start.

Getting to know you and your company, goals, financial models, CX accountabilities.

02

Initial report.

Outlining suggestions, recommendations, risks, concerns.

03

Building a business case.

Assistance in building a case for change.

04

Executive presentation support.

Obtaining buy in for the transformation plan.

05

Execution.

Supporting you and your team as you execute the plan.

- CX lifecycle design
- Incremental value
- Culture transformation
- Workforce strategy
- Monetisation strategies
- Cost efficiency programs



About Aileen Allkins

Helping you develop a continuous connection between your company's mission, its people, culture and customers.

Aileen is an avid believer in the value of a differentiated customer experience and in her 30-year career has transformed the customer service and support experience of several

global software companies.

Aileen's award-winning approach is to help businesses develop a continuous connection between the company, its people, culture and customers. She is a strong advocate for the front-line teams who often interact with customers more than any other part of a business and therefore have a

significant impact on brand perception and customer loyalty.

In her global leadership positions Aileen has increased customer and employee satisfaction and achieved industry awards and recognition all within the typical cost pressures facing most customer service and support organisations.

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Awards & Recognition

European Contact Centre & Customer Service Awards

- Best Quality Management Team **2019**
- Best Employer – Great Place to Work **2019**
- Most Effective Customer Experience in Social Media **2018**
- Best Risk/Fraud Management Initiative **2018**

Frost & Sullivan Customer Contact Awards

- Excellence in Artificial Intelligence **2019** **2018**
- Customer Analytics **2019** **2018**
- Social Care **2018**

TSIA Star Awards

- Innovation in Support Services Automation **2019**
- Innovation in Leverage Analytics for Service Excellence **2019**
- Innovation in Expand Selling **2019** **2018**

Customer Contact Week

- Best Training & Development Program **2019**

National Diversity Council

- Top 50 Most Powerful Women in Technology **2019**