



CREATING SURGE CAPABILITY

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WHAT IS A SURGE?



A surge is a sudden and significant spike in customer demand.



These surges overwhelm your available resources, leading to rising customer and employee angst and frustration.



Surges can be brief, or they can run for weeks or months!



There are two key types of surges:

Planned Surges

Unplanned Surges

Planned surges arise when your business, government agency or not for profit has an event or activity that encourages or forces customers to contact you.



Some examples include:

ATO – End of Financial
Year and Tax Time

Annual Wage Review

Sale events

Common anniversary
dates

PLANNED SURGES

UNPLANNED SURGES

Unplanned surges arise when an unexpected event or activity encourages or forces customers to contact you.



Examples include:

COVID-19

Natural disasters

Storms

Cybersecurity or privacy breaches

Significant, unfavourable media

Company failure

Product Recalls



Develop a Crisis Action Plan engaging all parts of your organisation



Plan for various crises and responses, leveraging lessons from planned surges



Assess and understand your hybrid and remote working capabilities



Identify critical communication and engagement actions



Map the customer journey and business processes to reduce friction points

STEPS TO GET READY

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PREPARE EMPLOYEE
COMMUNICATION AND
READINESS PLAN



SWITCH TO TECHNOLOGY
SOLUTIONS TO DEFLECT
CONTACTS AND MAXIMIZE
SELF-SERVICE



OVERFLOW TO AN
OUTSOURCER, OR BULK UP
YOUR HEADCOUNT

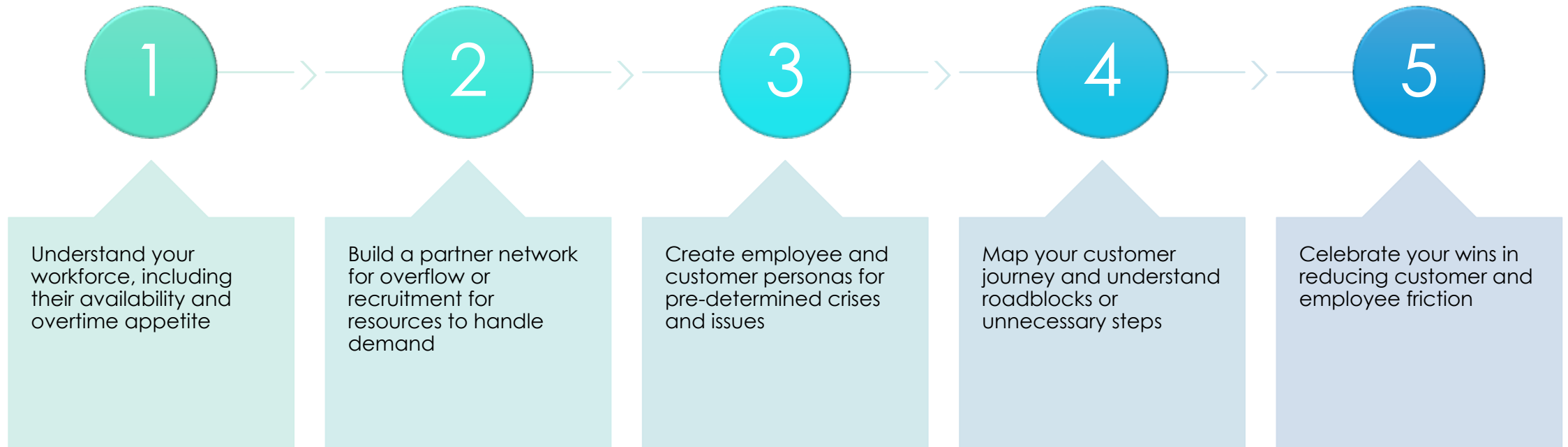


BUILD CUSTOMER
VALIDATION STEPS –
REASSURANCE AND
PERSONALIZATION IS KEY!



ENSURE ACCOUNTABILITIES
ARE CLEAR AND TESTED –
OBSERVE, DOCUMENT,
IMPROVE

MY PEOPLE AND PROCESS TIPS



Use your technology to keep your customer online or in-app:

- Enable online call back solutions or asynchronous messaging
- Engage conversational chat and AI

The technologies that can help you manage surges in demand include:

- IVRs and call routing solutions
- Call back solutions
- Chat bots and conversational AI
- Push messaging – SMS or in-app notifications
- Self-Service Portals
- Website FAQs
- Community Boards

MY TECHNOLOGY TIPS

I CAN HELP YOU
PREPARE AND
MITIGATE THE
IMPACTS OF
SURGES IN YOUR
ORGANISATION

Contact me today:

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Michael leverages decades of experience to deliver award-winning solutions as a CX, Contact Centre and Technology Consultant.