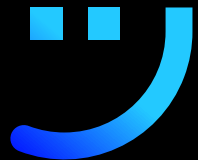


Be the **WOW**



**Make every
interaction
better than
expected**



Make engaging with your business easy and frictionless for your customers



Understand how each engagement impacts your customers in real-time



Show empathy and **demonstrate** that you truly care for your customers

QUICK QUESTION



When your customers need support, how many do you think actually make it to the contact center?

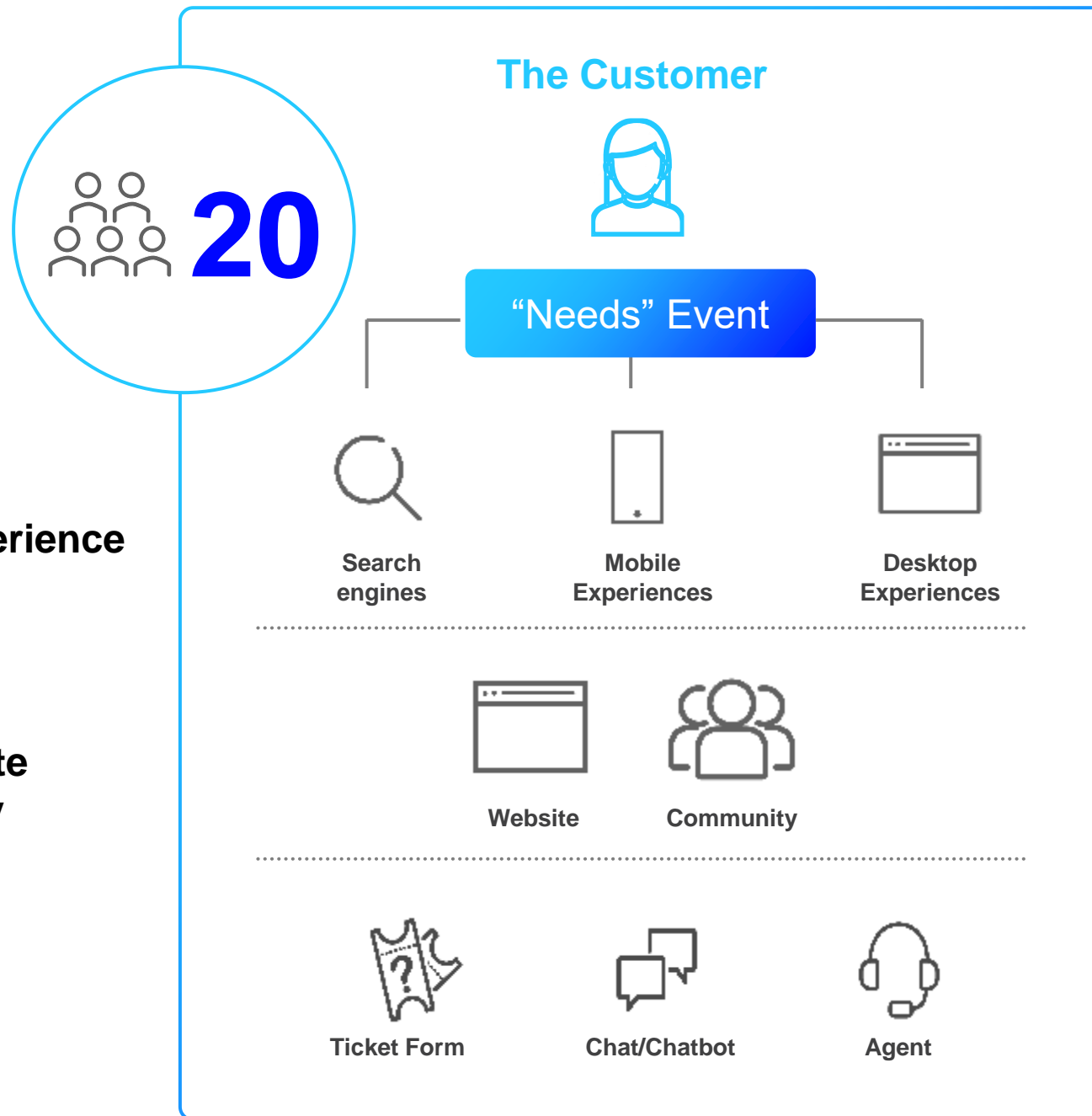
Enter your answer in the chat

Don't forget the whole customer journey!

of **20** customers who experience a support need

only **4** make it to a corporate owned web-property

only **1** will engage with the contact center

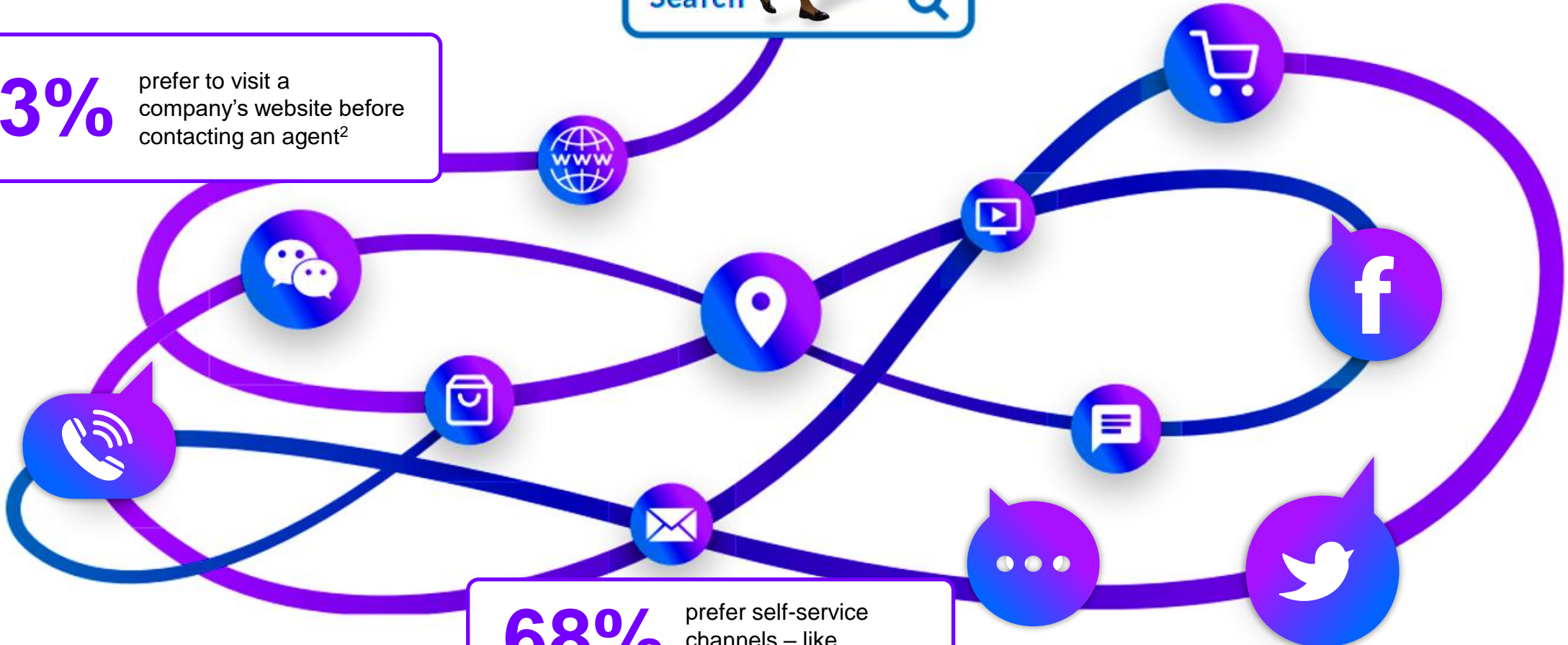


The Journey is different today.



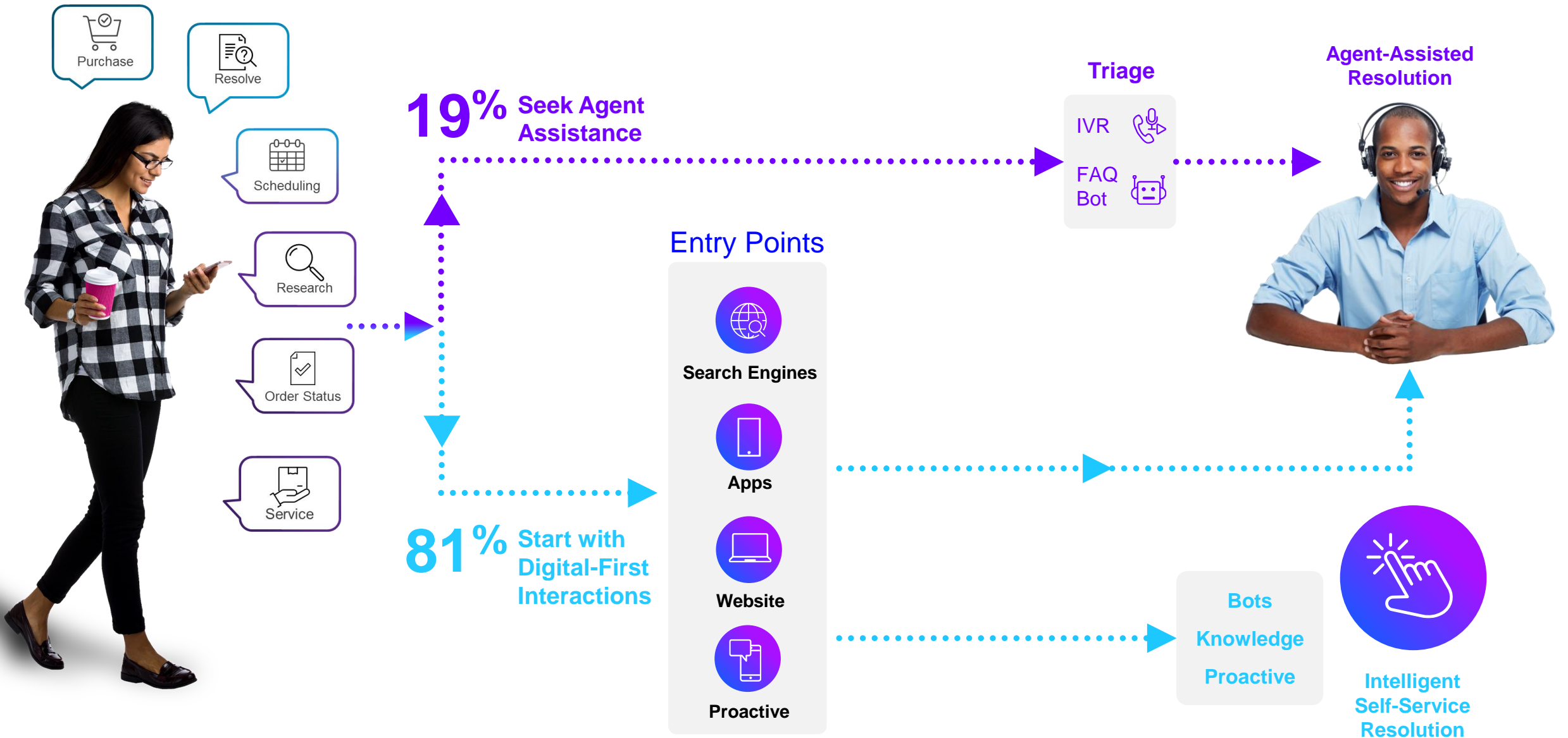
66% use a search engine like Google to find solutions to issues¹

73% prefer to visit a company's website before contacting an agent²



68% prefer self-service channels – like knowledge bases – for simple interactions³

Traditional service approach misses full journey and set of needs



Today's consumer is digital!



Meet the customer at the true start of their journey – a search



Conversational AI that understands and responds to context



Guide the customer to fastest resolution path (like voice to messaging)



Empower customers to take immediate action using rich media, like secure forms, payments and scheduling



Engage them in proactive AI-driven conversations before they need to contact you



In person experiences should recognize their value too

Make Every
Engagement Smarter,
Drive higher success



Engagement across the customer journey

Customer engagement begins **before speaking with an agent**

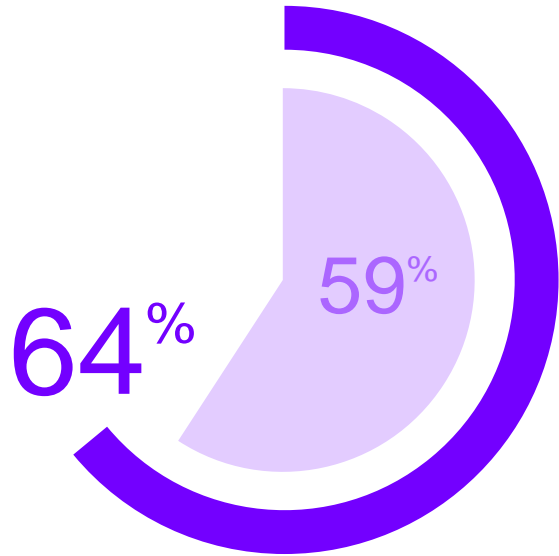
Context of customer journey helps agents personalize

Customers want **self-service options**

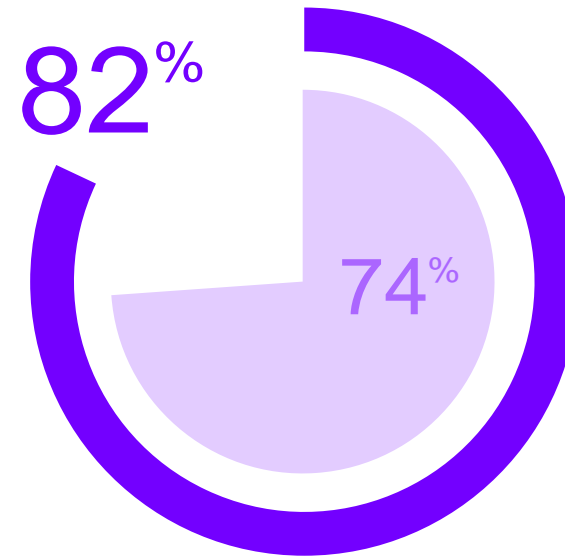
A digital front door
for a digitally transformed business



Consumers value empathy & human connection



64% of US consumers and 59% of all consumers feel companies have **lost touch with human element of CX**



82% of US consumers and 74% of non-US consumers **want more human interaction**

Can we be more digital **AND** more human?

Self-service is economical – and customers prefer it.







8 in 10

Customers more willing to do business with companies that offer self-service options¹

+\$731k

Saved per 100k self-service interactions²

Figure 4: Cost per inbound interaction²

Channel	Mean
 Phone	\$7.46
 Email	\$6.14
 Web chat	\$6.95
 Social media	\$5.89
 IVR	c. 40-60c
 Web self service	c. 5-15c

But...

**Basic
self-service
creates
MORE
FRICTION**

SALES
SUPPORT

PRESS 6

PLACES
TEAT

SS 0

OMER
VICE

PRESS 1

TECHNICAL
SUPPORT

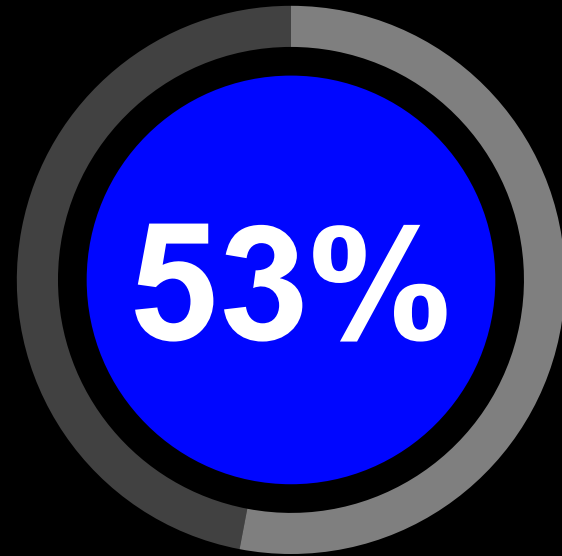
PRESS 74

PRESS 3

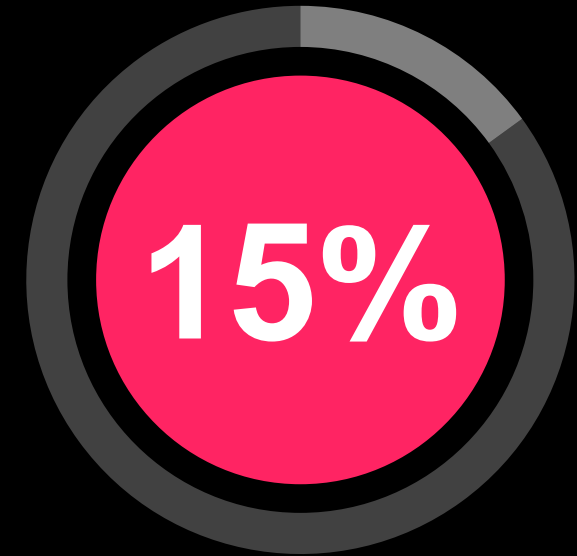
SPECIAL
ASSISTANC

LALINDDY

Today's Self-Service Gap



Businesses
who are very satisfied with
self-service they offer today



Consumers
who are very satisfied
with **self-service**

CAUTIONS in Self Service



Don't put them in jail



Don't make them start over



Understand the language they speak



Don't offer SS – if you cant offer SS!

Customer thoughts on customer service

A

B

Accurate, timely & reliable responses
As little friction as possible in the process

Transfers & callbacks to get answers
Endlessly navigate to solve a problem

Becoming the **WOW**

- 1 Remove** journey friction
- 2 Analyze** and act on insights derived from every interaction
- 3 Direct** customers effortlessly across digital channels
- 4 Maintain** context
- 5 Empower** customers to resolve their own issues
- 6 Treat** customers like people



Thank You

NICE 

Make
experiences

flow