2023 Contact Center Goals and Investment Priorities

Top Contact Center Priorities for 2023
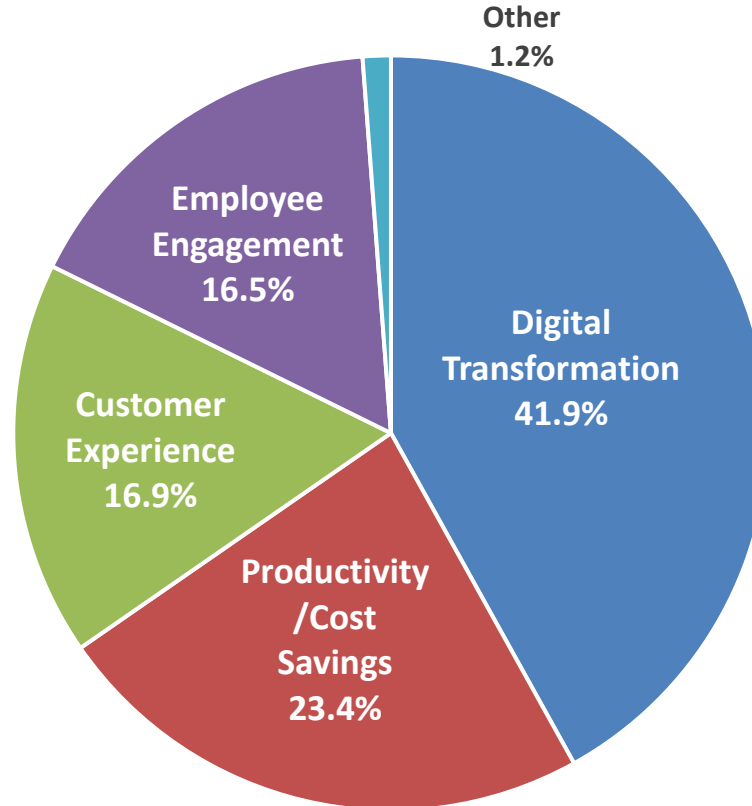
Priority	Percentage
Improving the customer experience (CX)	81.1%
Improving self-service systems (IVR, IVA, web, mobile)	55.7%
Reducing operating costs	49.1%
Improving productivity	48.1%
Improving employee engagement	37.7%
Updating contact center systems and technology	35.9%
Improving agent automation	30.2%
Undergoing a digital transformation	28.3%
Migrating systems to the cloud	19.8%
Adding new customer support channel(s)	18.9%
Updating policies and procedures	16.0%
Enhancing security and compliance	16.0%
Increasing agent compensation	11.3%
Integrating contact center and back-office departments	10.4%
Reducing fraud	7.6%
Enhancing a business continuity/disaster recovery plan	7.6%
Other	5.7%

2023 Top Contact Center Priorities, by Category

Other 1.2%

Employee Engagement 16.5%

Customer Experience 16.9%

Digital Transformation 41.9%

Productivity /Cost Savings 23.4%

Top 2023 Technology Investment Priorities

Category	Percentage
Self-service solutions	42%
Digital channels	36%
Artificial intelligence	35%
Knowledge management	34%
Workforce management	33%
Speech and text analytics	29%
CRM	26%
Analytics-enabled QM	24%
Contact center as a service	23%
Reporting/business intelligence	23%
ACD	22%
Real-time guidance/next best action	22%
Robotic process automation	20%
Omnichannel desktop	18%
Surveying/voice of the customer	18%
Customer journey analytics	17%
Transcription	13%
After-call wrap-up automation	12%
Omnichannel recording	9%
Biometrics	8%
Dialer/outbound	8%
WebRTC	8%
Gamification	7%
Mobility for customers	7%
Search technologies	5%
Collections systems	4%
Other	3%

Top 10 Technology Investment Priorities, 2023 vs. 2022

	2023	2022
Self-service solutions	42.0%	40.7%
Digital channels	36.0%	22.9%
Artificial intelligence	35.0%	36.4%
Knowledge management	34.0%	25.4%
Workforce management	33.0%	25.4%
Speech and text analytics	29.0%	24.6%
Customer relationship management	26.0%	23.7%
Analytics-enabled quality management	24.0%	27.1%
Contact center as a service	23.0%	27.1%
Reporting/business intelligence	23.0%	18.6%
ACD	22.0%	15.3%
Real-time guidance/next best action	22.0%	10.2%

Source: DMG Consulting LLC, January 2023

Where Contact Center/Customer Service Staff will Work in 2023

On-site
8.5%

At home
20.8%

Hybrid
(both on-site
and at home)
70.8%

What is your Role?

Role	Percentage
Contact center executive/VP/director/manager	36.4%
WFM manager/leader/administrator	16.2%
Corporate executive/CEO, CFO, COO	10.1%
Consultant	10.1%
Business analyst/reporting/analytics manager	8.1%
Chief technology officer (CTO)/Chief information...	3.0%
Supervisor/team leader	3.0%
QM manager/leader/specialist	3.0%
Agent	1.0%
Other	9.1%

Verint:
The Engagement Capacity Gap™

Today, Brands Must Close the Engagement Capacity Gap

Elevated consumer expectations

Workforce requires automation

Budget & Resources

Time

Solving The CX-Cost Equation

The key to closing the Engagement Capacity Gap™ in 2023

- Economic pressures affect every customer touchpoint

- Spending more on labor alone will not solve the CX-cost equation

- Business leaders must invest in CX automation to close the ECG

The CX-Cost Equation™

The need to deliver exceptional customer experiences while also lowering the cost to serve.

VERINT The Customer Engagement Company®

The CX-Cost Equation

How can organizations solve it?

- Embrace data-driven solutions

- Empower a hybrid workforce

- Share analytics and insights to break down silos across the company

The CX-Cost Equation™

The need to deliver exceptional customer experiences while also lowering the cost to serve.

Highly Confident vs. Less Confident CX Leaders

- Two-thirds of respondents are "highly confident" they can deliver exceptional CX

- Increased spending on key solutions and strategies contributed to higher confidence ratings

Ability to Provide High Quality CX

33%

67%
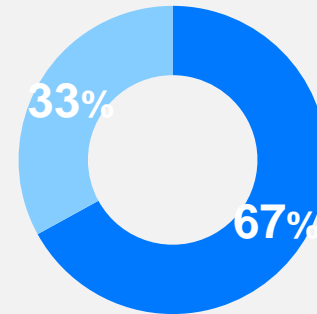
■ Highly Confident* ■ Less Confident

* Highly confident = rating of 8, 9, or 10

What's Driving High Confidence?

The highly confident respondents invested more in key areas in 2022.

Solutions (Budget or Spending Increases 2022 vs. 2021)	Highly Confident Group*	Less Confident Group*
Quality/performance	57%	32%
Messaging and social channels	56%	36%
Chatbots/IVAs	54%	34%
Workforce management	52%	33%
UCaaS (Unified communications as a service)	51%	26%
Voice of customer/experience management	51%	39%
Speech/text analytics	47%	30%

* Percentage of respondents who increased spending on specific solutions year-on-year

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Customer Success Story

vodafone

British multinational telecom company serving over 300 million customers

Problem: Addressing high volumes of common customer inquiries on social messaging channels while maintaining high quality CX

Solution: **Verint Channel Automation powered by Verint Da Vinci AI**

Results achieved

50% Reduction in Average Handling Time (AHT)
Despite 11% increase in inbound volume as popular messaging channels were made available to customers

52% Channel Containment Rate
Bot handled common customer inquiries with only 48% of conversations escalated to human agents

7.5% Improvement in Net Promoter Score (NPS)
Realized improved customer experience metrics within first 12 months of introducing automation of common inquiries

![vodafone]

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Customer Success Story

volaris
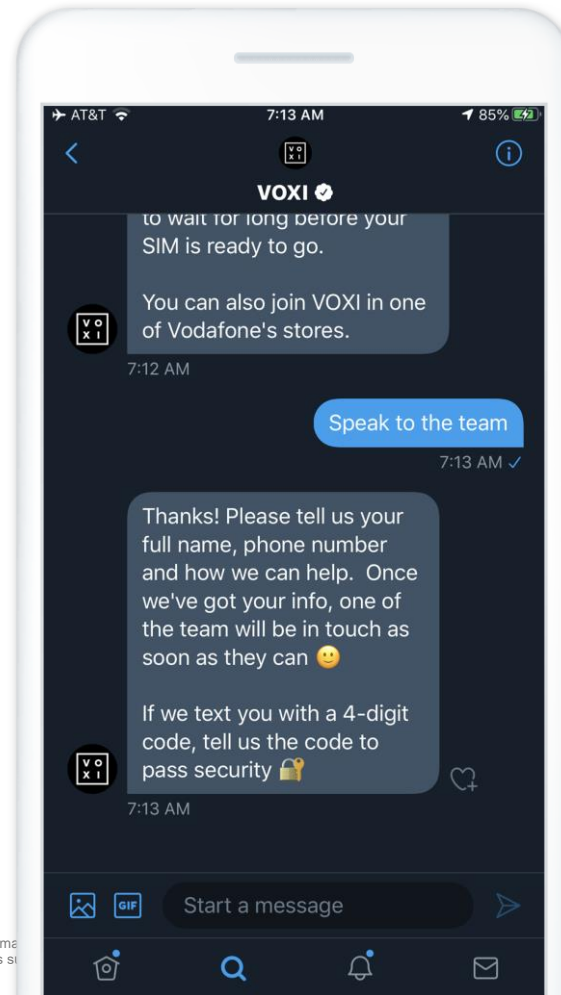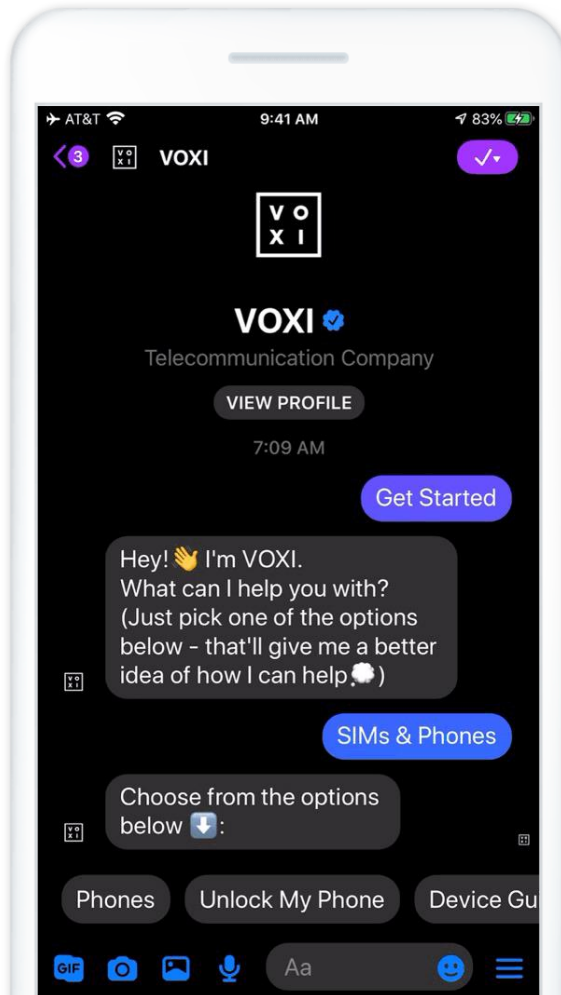
#1 Domestic Mexican Airline - one of the largest low-cost carriers in the world

Problem: Keeping pace with exponential growth of a customer base who prefer mobile messaging channels in a competitive travel market

Solution: **Verint Channel Automation powered by Verint Da Vinci AI**

Results achieved

40% Reduction of Cost per Contact
30% reduction of inbound calls yielded operational improvements while improving the customer experience

78% Channel Containment Rate
Only 12% conversations handled by contact center agents, with further 10% resolved via automated workflows
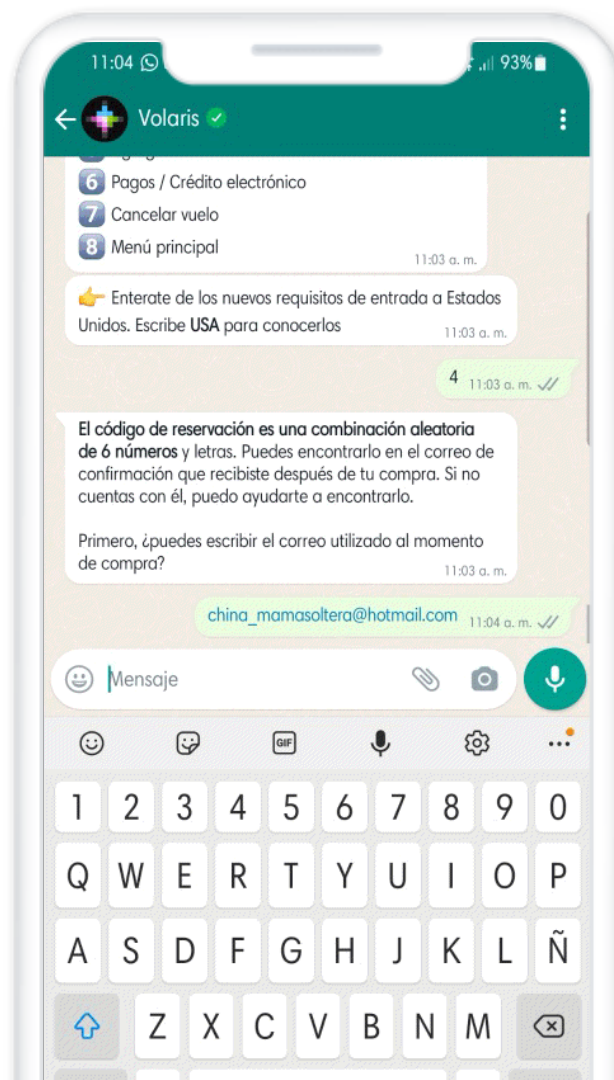
61% Inbound Volume Moved to Digital Channels
Success of messaging bot deployments reduced reliance upon traditional channels like voice and email

10% Higher NPS on Messaging vs. Voice
Higher NPS score for customer interactions on messaging channels with bot compared to voice

Customer Success Story

AMTRAK®

Amtrak, the national rail operator, operates 300 trains each day in US and Canada to more than 500 destinations

Problem: Increase adoption and revenue through self-service channels. Reduce frequency of calls and improve CX.

Solution: **Verint Intelligent Virtual Assistant powered by Verint Da Vinci AI**

Results achieved in 3 months

+ 50% YoY growth in self-service usage

+ 30% Increase in revenue generated per booking

+ 32% Increase in the frequency of booking

+ 5 Million questions answered

+ 25% Higher conversion rate compared to other channels

+ 8X ROI from IVA investments

How Does Confidence Impact Organizations' CX?

In 2022, highly confident business leaders were more likely to…

3.2x
effectively engage customers on digital channels

2.9x
be highly effective when giving customers a path to self-service

2.9x
successfully implement CX automation strategies

2.8x
improve experiences using customer feedback

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QUESTIONS?

Thank you

6 Crestwood Drive, West Orange, NJ 07052

tel 973.325.2954 | cell 973.493.0120 | fax 973.325.2071 | donna.fluss@dmgconsult.com