

[24]7



Transforming the Digital Customer Experience

Before we begin

The presentation will be made available after the webinar

A recording will be available on the [24]7 website

There will be a short Q&A period after the presentation



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We will cover

-  The digital transformation imperative
-  Building blocks of a digital transformation strategy
-  Questions

Remember These?



Physical Store



Digital Distribution

amazon Your Amazon.com | Today's Deals | Gift Cards | Help

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Books | Advanced Search | Browse Subjects | New Releases | Best Sellers | The New York Times® Best Sellers | Children's Books | Textbooks | Sell Your Books


New Releases
 Last 30 days (7,736)
 Last 90 days (25,948)
 Coming Soon (20,067)

Department
Books
 Arts & Photography (156,913)
 Biographies & Memoirs (159,051)
 Business & Investing (188,342)
 Calendars (103)
 Children's Books (252,818)
 Christian Books & Bibles (105,607)
 Comics & Graphic Novels (12,943)
 Computers & Technology (59,748)
 Cookbooks, Food & Wine (36,104)
 Crafts, Hobbies & Home (67,848)
 Education & Reference (656,096)
 Gay & Lesbian (8,815)
 Health, Fitness & Dieting (120,438)
 History (438,141)
 Humor & Entertainment (65,425)
 Law (69,238)
 Literature & Fiction (682,709)
 Medical Books (154,041)
 Mystery, Thriller & Suspense (50,162)
 Parenting & Family

Books > Hardcover

Showing 1 - 12 of 7,577,603 Results Sort by


- LOOK INSIDE!**



Gone Girl: A Novel by Gillian Flynn (Jun 5, 2012)
 ★★★★★☆ (1,231 customer reviews)

Formats	Price	New	Used	Collectible
Hardcover Order in the next 2 hours to get it by Thursday, Aug 16. Eligible for FREE Super Saver Shipping.	\$25.00 \$13.94	\$13.70	\$14.05	\$64.95
Kindle Edition Auto-delivered wirelessly	\$12.99			

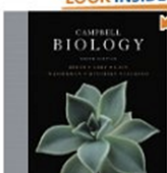
Other Formats: Audio CD
 Sell this back for an Amazon.com Gift Card
- LOOK INSIDE!**



StrengthsFinder 2.0 by Tom Rath (Feb 1, 2007)
 ★★★★★☆ (686 customer reviews)

Formats	Price	New	Used	Collectible
Hardcover Order in the next 2 hours to get it by Thursday, Aug 16. Eligible for FREE Super Saver Shipping.	\$24.95 \$14.39	\$10.38	\$1.43	\$19.00
Kindle Edition Auto-delivered wirelessly	\$13.67			

Sell this back for an Amazon.com Gift Card
- LOOK INSIDE!**



Campbell Biology (9th Edition) by Jane B. Reece, Lisa A. Urry, Michael L. Cain and Steven A. Wasserman (Oct 7, 2010)
 ★★★★★☆ (56 customer reviews)

Formats	Rent	Buy	New	Used
Hardcover Order in the next 2 hours to get it by Thursday, Aug 16. Eligible for FREE Super Saver Shipping and 1 more promotion <input checked="" type="checkbox"/>	\$68.75	\$159.74	\$151.79	\$110.50
Kindle Edition	\$107.99			

Digital Product

The screenshot shows a digital product interface. At the top, there is a navigation bar with search, document, and zoom icons, followed by buttons for 'Add to my library' and 'Write review'. On the right, it displays 'Page 32' with navigation arrows and a settings gear icon. Below this is a yellow search bar containing the text 'Result 31 of 34 in this book for bank 2.0' and links for 'Previous', 'Next', 'View all', and 'Clear search'. The main content area features a page number '32' and the title 'BANK 2.0'. The text discusses the adoption of new technologies, mentioning that they took decades to reach mass market adoption rates. It notes that physical limitations of distribution and knowledge flow were factors in slow adoption. Organizations like General Electric, Westinghouse, and HMV are mentioned as having assisted in later decades. The text concludes by stating that by the late 1960s, Moore's Law and the 'trionics' fad led to an increasing appetite for new gadgets and devices, with TV commercials and print advertisements becoming common.

Incumbent Losers

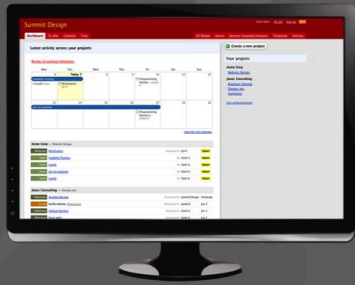


New Winners



Lessons Learned?

Paradigm Shift: From Automation to Experience to Conversations



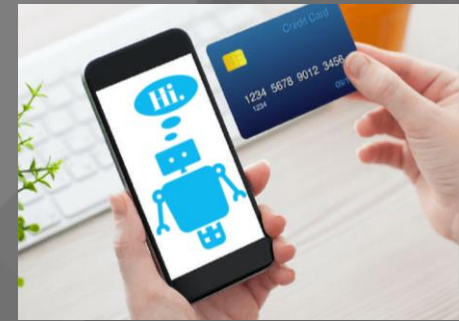
Web

Reach client.
e-Business.
1990s



Mobile & Cloud

Experience-first.
Multi-channel.
Late 2000s



Conversational AI

Chatbots/VA.
Across devices &
channels.
2016 - present

Millennials Matter...

74%

Smartphone penetration globally
Nielsen, 2015

60%

Believe everything will be done
on mobile devices in next 5
years

Mary Meeker Internet Trends, 2015

60%

Would use telehealth options
Transamerica Center for Health, 2016

\$200B

Spending power in 2017
Advertising Age, 2016

74%

Mobile banking most important
ICBA, 2015

>50%

of global workforce by 2020
pWC study, 2015

Digital has transformed and disrupted every major industry

Retail
84%
disrupted

Insurance
88%
disrupted

Telco
78%
disrupted

**Financial
services**
63%
disrupted

Healthcare
90%
disrupted

“Fail (to reshape your business as fundamentally digital) and your business will become digital prey.”

Sources:
Forrester/Odgers Berndtson Q3 2015 Global Digital Business Online Survey
Forrester, Unleash Your Digital Predator, 12/9/15

However...

Enterprises are **failing**
the digital consumer

65%

of consumers
are **dissatisfied**

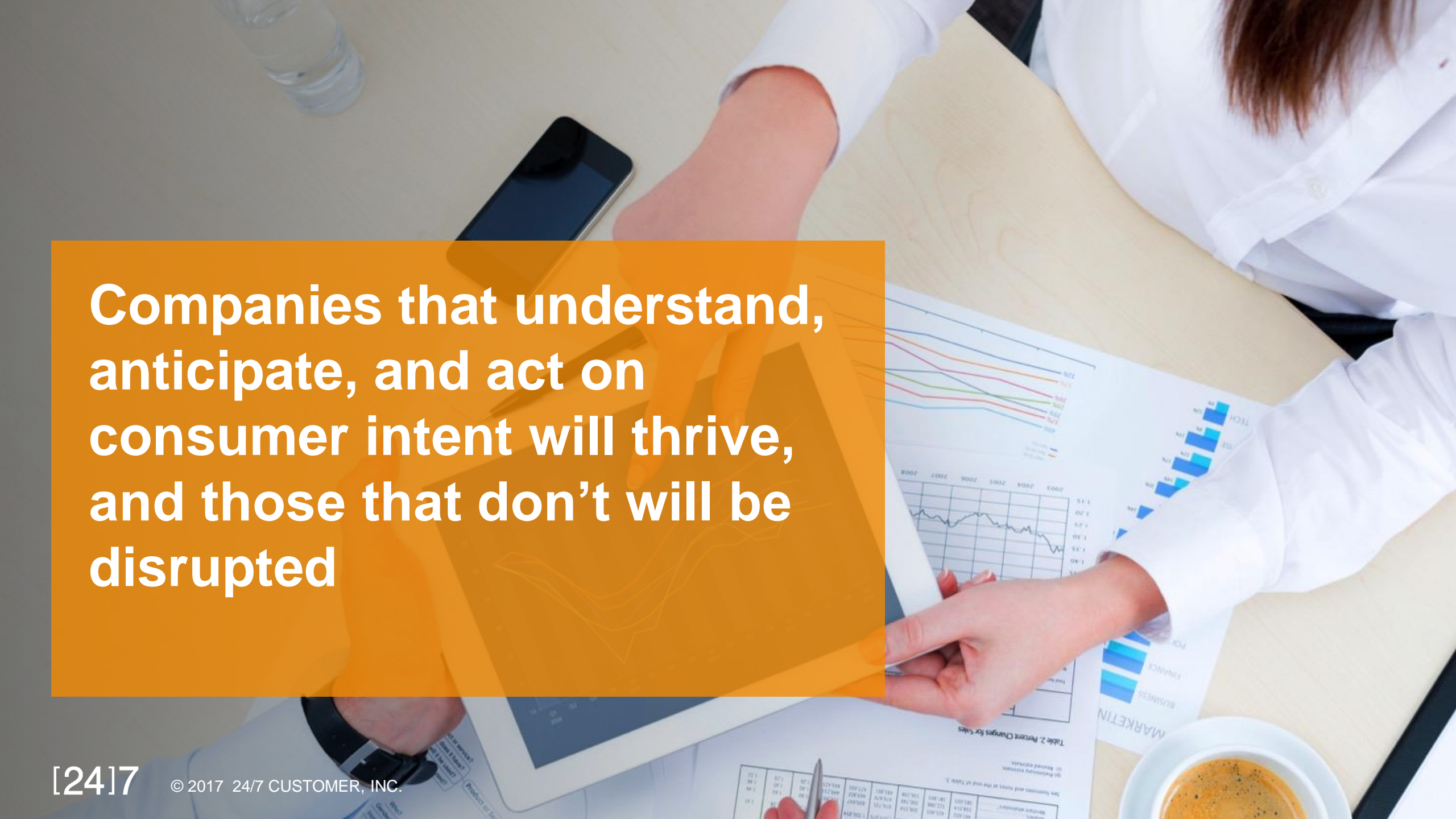
Source: Livework Intelligence

Consumers are **quick to**
abandon digital


68%

of consumers
still pick up the phone

Source: Callcentrehelp.com 2014 report



**Companies that understand,
anticipate, and act on
consumer intent will thrive,
and those that don't will be
disrupted**



**They recognized
consumer intent as the
cornerstone of digital
transformation**

Most Customer Experience

Today:

- Generic
- Reactive
- Painful

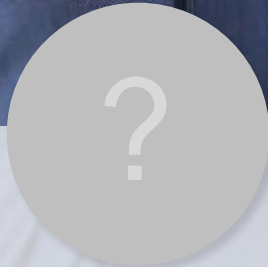
How can I help you?

See our FAQ

Transferring to a supervisor



Customer Profile



Understand Customer Behavior



React to Customer Action



Anticipate Customer Needs

Customer Experience in The Age of Intent:

- Personalized
- Predictive
- Effortless

Hi Will, I'm sorry to hear about...

I already went ahead and made changes...

This is a better experience for that...



Customer Profile



Understand Customer Behavior



React to Customer Action



Anticipate Customer Needs

In the Age of Intent ...

... companies are shifting from

Channel-Centric Engagement

Reacting to consumer behavior

Disconnected, fragmented channels

Too many failed experiences

to

Intent-Driven Engagement

Anticipating consumers' needs

Holistic experience across channels

Delivering memorable moments

✓ WHICH DIGITAL?

DIGITAL TRANSFORMATION

✓ WHAT'S THE ENDGAME?

✓ HOW TO TRANSFORM?



Digital Transformation

- 12% shrinkage in phone volumes
- Every other digital channel grew: digital volumes account for over 42% of all interactions
- 93% of buyers go to web
- 70% consumers begin customer service journeys online or on mobile app

What consumers want

Anticipate my needs

Provide great self-service options

Let me contact the company any way I want

86%

Source: [24]7 user research

Digital transformation, redux



Establish digital roots
Understand customer journeys
Optimize the channel of first contact



Improve self service
Connect touchpoints
Intent-driven engagement



Channel agnostic
Real-time data and insights
Hyper-automation

The five building blocks

Establish
digital
roots

Customer
journeys
+ intent

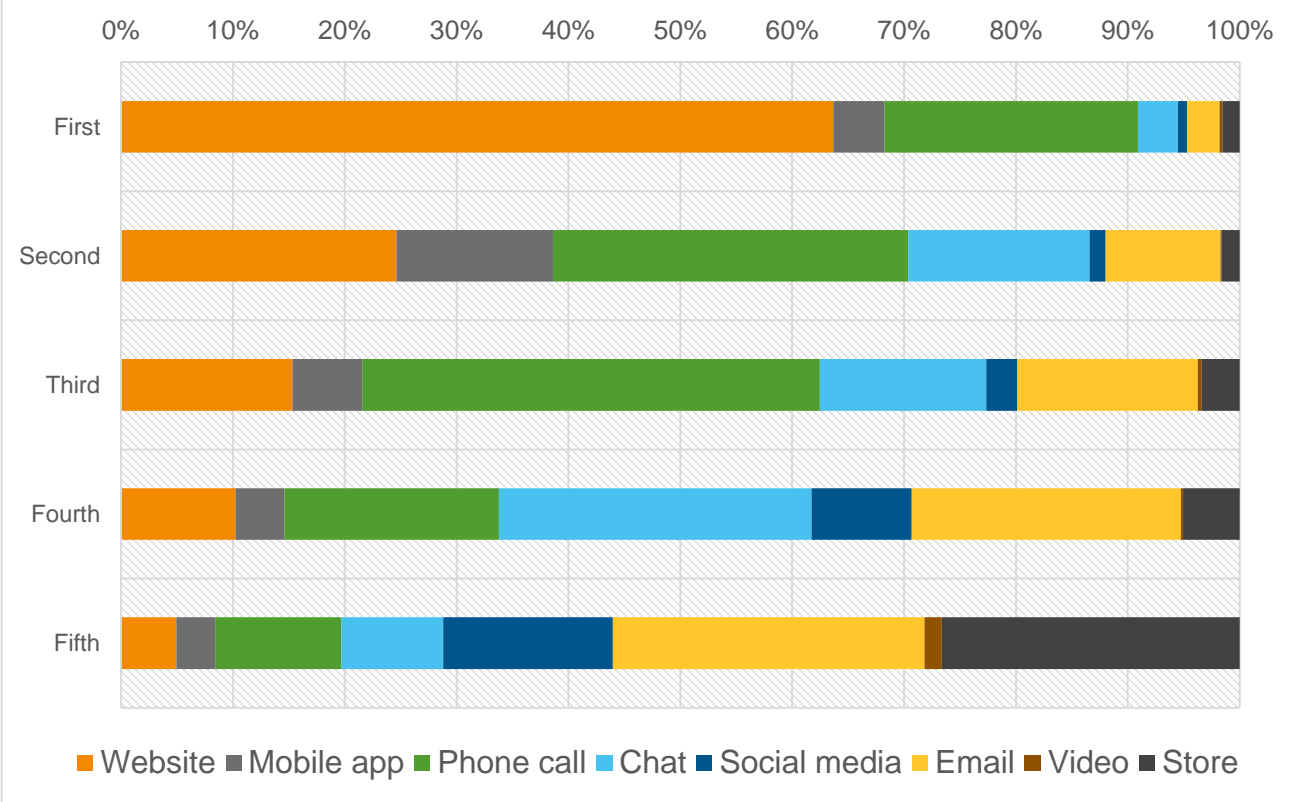
Channel
orchestration

Connect
touch
points

Smart
contact
automation

Establishing digital roots

What is the order of channels and devices you typically use today for customer service interactions because your issue cannot get resolved in the first channel you use.



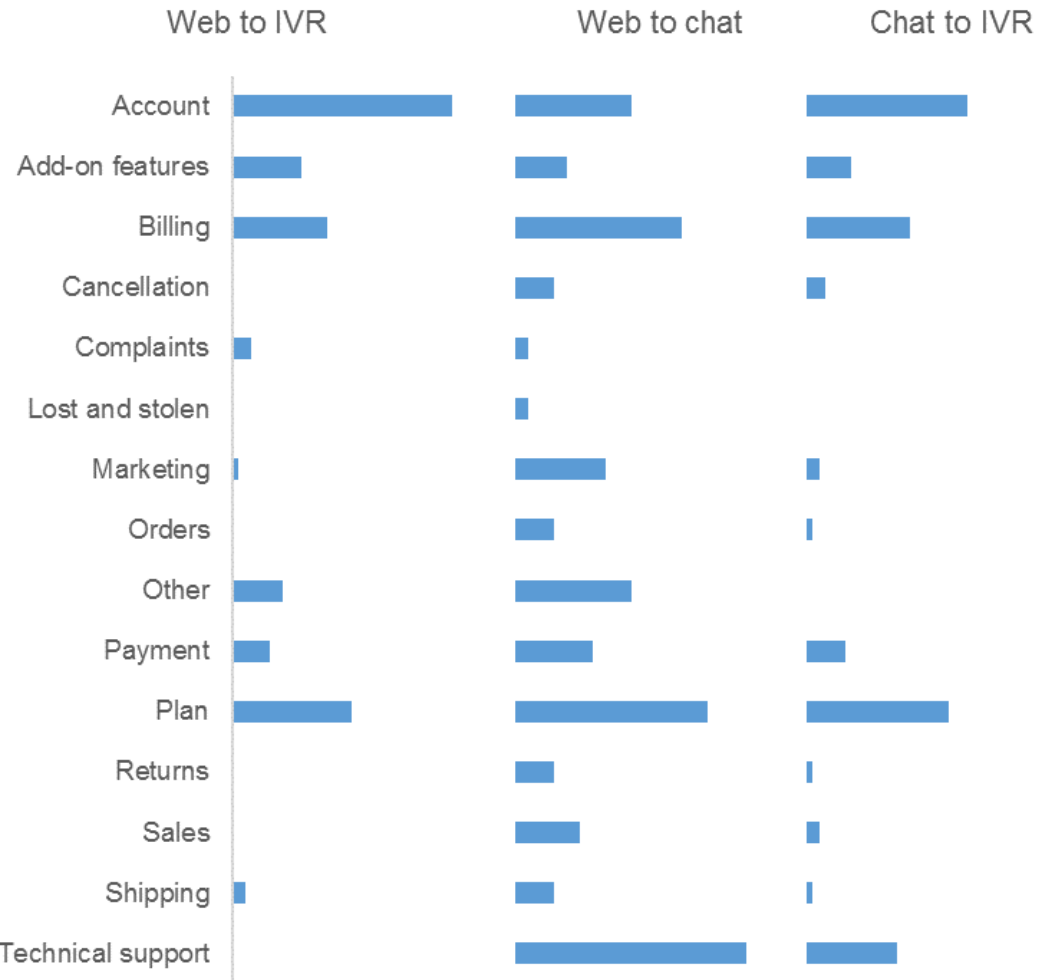
64% of total US respondents begin their customer service journeys on the company website.

By the time respondents are crossing to a third channel 77% are seeking agent assistance, mostly through a phone call (41%).

95% of respondents use at least three channels (and/ or devices) to engage with customer service. 82% use up to five channels (and or devices).

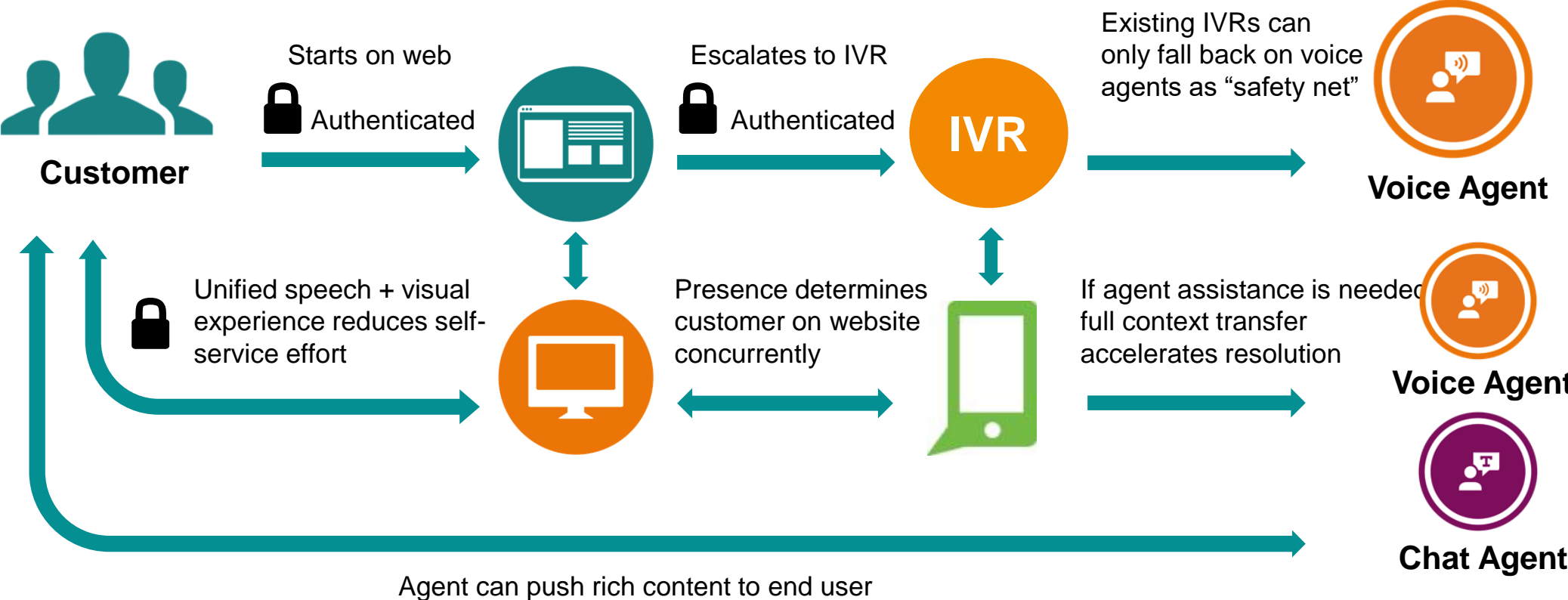
Source: [24]7 user research

Understand consumer journeys in and across channels



Using structured and unstructured data to understand cross-channel leakage patterns and user presence

Connect touchpoints

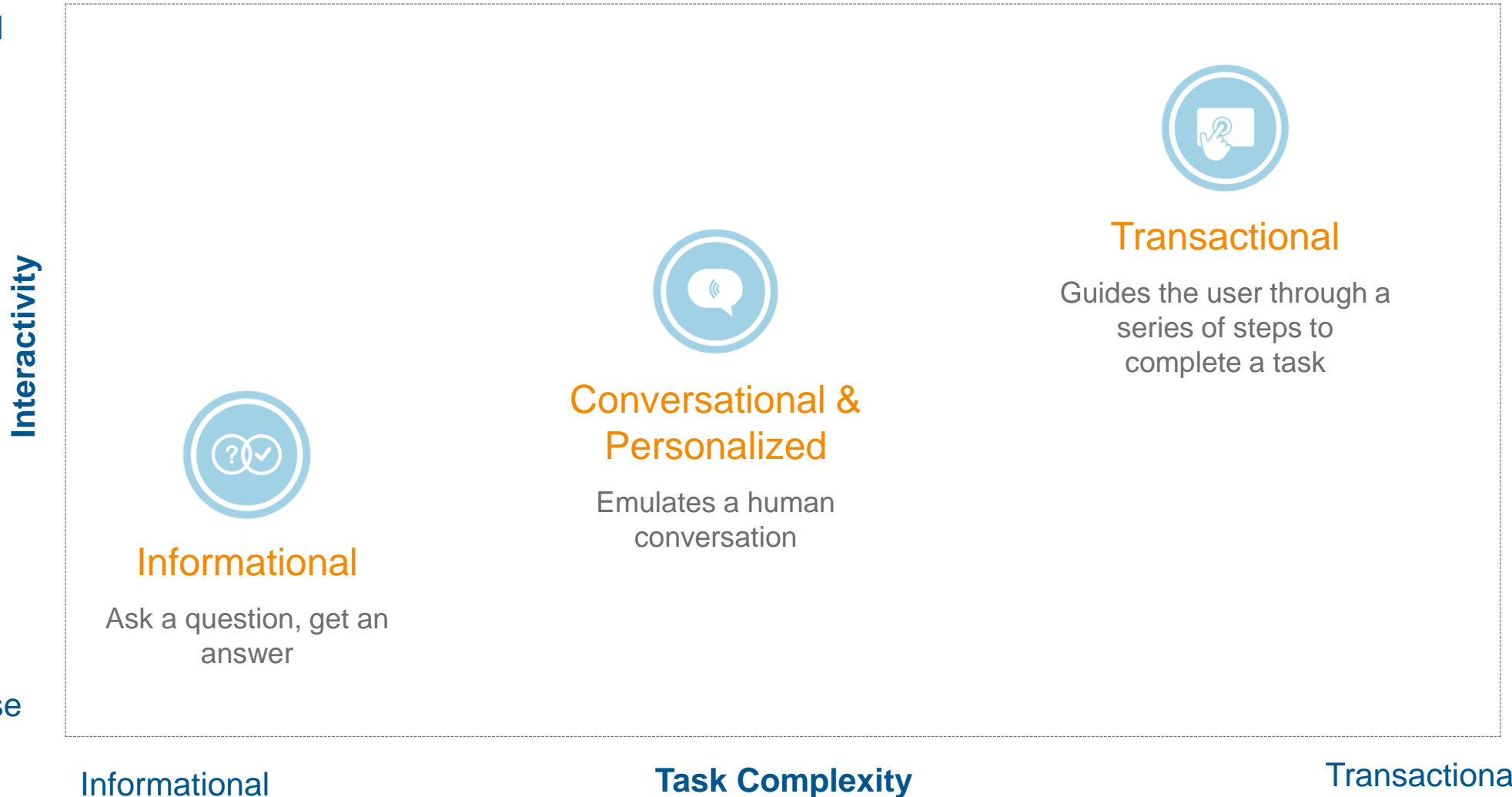


Combining channels and channel shifting in a meaningful way

- Virtual agent -> chat
- Facebook messenger -> virtual agent -> chat
- Website -> IVR (web-aware)
- Website + IVR -> chat
- Website + IVR -> virtual agent
- Agent + smartphone
- IVR -> mobile web
- IVR -> chat

Smart automation through chatbots

Conversational



Single-response

Informational

Task Complexity

Transactional

Flexible automation framework

Conversational

Interactivity	<p>Complex Dialog “My Internet is slow” Bot: diagnoses problem</p> <p>Simple Dialog “How do I contact you?” Bot: “Is it about billing, service or complaints?”</p>	<p>Complex Questions “I have an iPhone 6 and want to upgrade to the new 7” “How much will it cost?”</p> <p>Personal Transactions “I need to change my mobile plan” “I want to pay my bill”</p>
	<p>Targeted Answers “Where is the nearest retail store?”</p> <p>General Answers (e.g. FAQ) “How do I change my Wi-Fi password?”</p>	<p>Personal Answers “How many prepaid mobile minutes do I have left?”</p> <p>Guided Task Completion “I want to unlock my iPhone” “I want to replace my SIM card”</p>

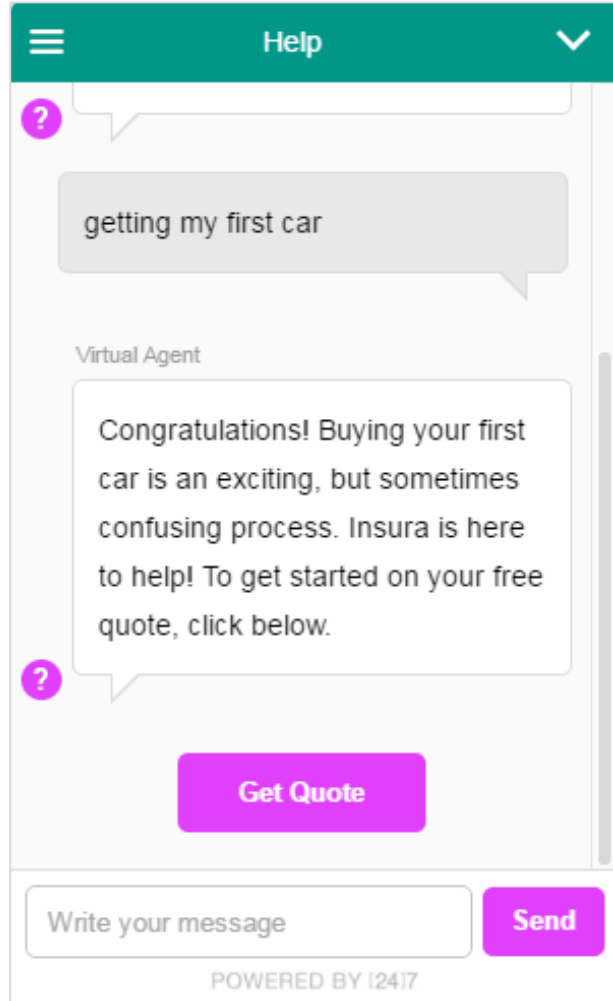
Single-response

Informational

Task Complexity

Transactional

Informational bots deliver the “one right answer”



- Ask a question, get an answer
- Respond to 1,000's of queries
- Answer 90% of questions with 95% accuracy
- Warm handoff to chat agents
- Easy to deploy and rapid time-to-value

Advanced chatbots leverage deep data...



User Profiles

Profile data from customer acquisition & engagement



Personalization

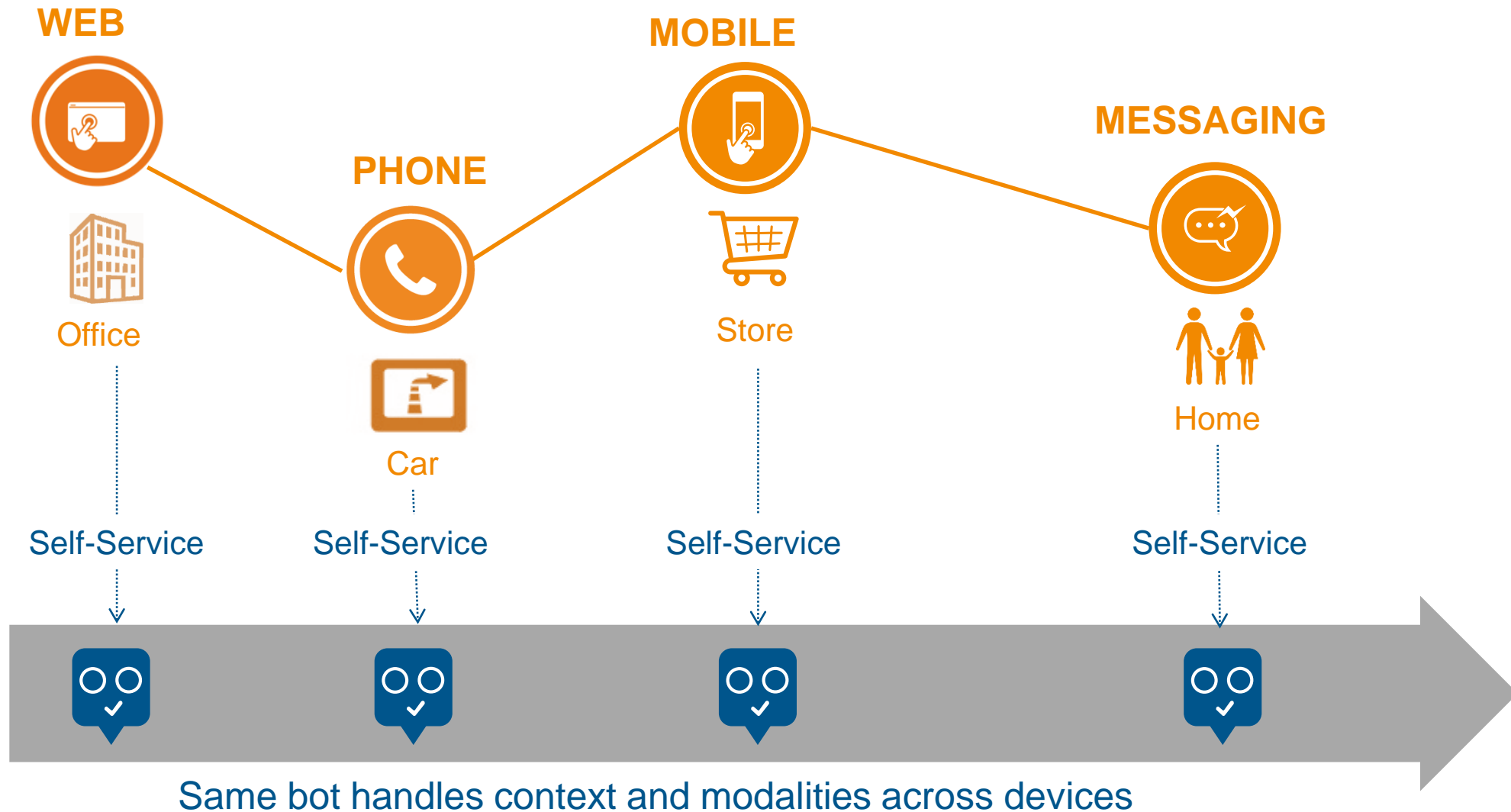
Proactive service based on real-time intent prediction



Learn

Continuous learning from 147M questions asked and over 36M chat conversations

...and context across time and channels



Orchestrate experiences: Focus on logical pairs

85% of consumers cross channels if unsuccessful on web

70% of consumers will seek live agent assistance

Web-aware IVR

Website + IVR

Maintain journey context during channel shift from web to IVR

Reduce AHT and increase NPS

Visual IVR

Mobile web + IVR

Multi-modal IVR interactions combining speech, touch, and visual display

Increase self-service containment

IVR to Chat

Deflect callers to a mobile chat interaction on their smartphones

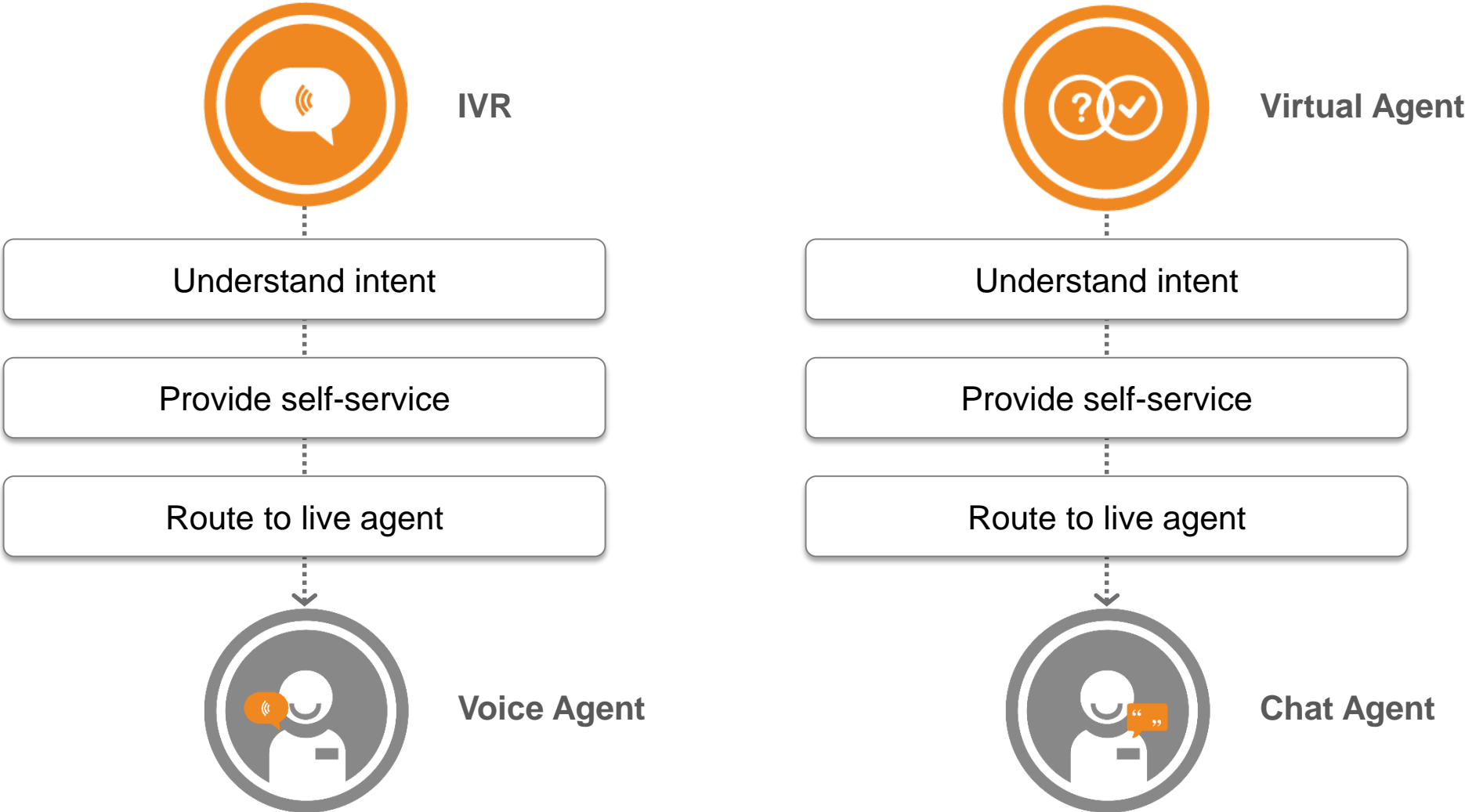
Deflect calls from voice agents

Agent-Customer Share

Voice agent interactions supplemented by rich visual widget push

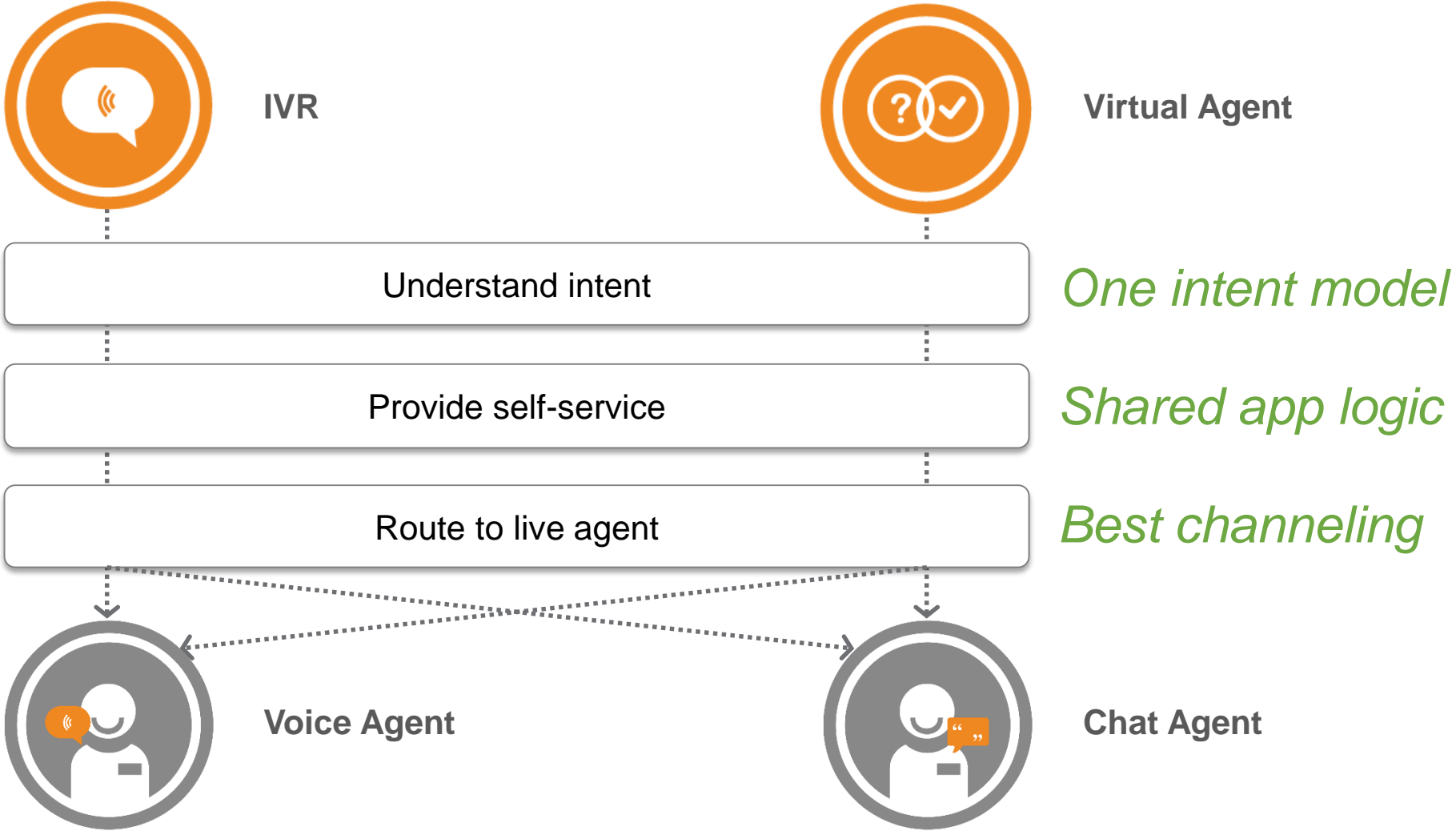
Reduce caller effort and increase agent efficiency

Siloes....



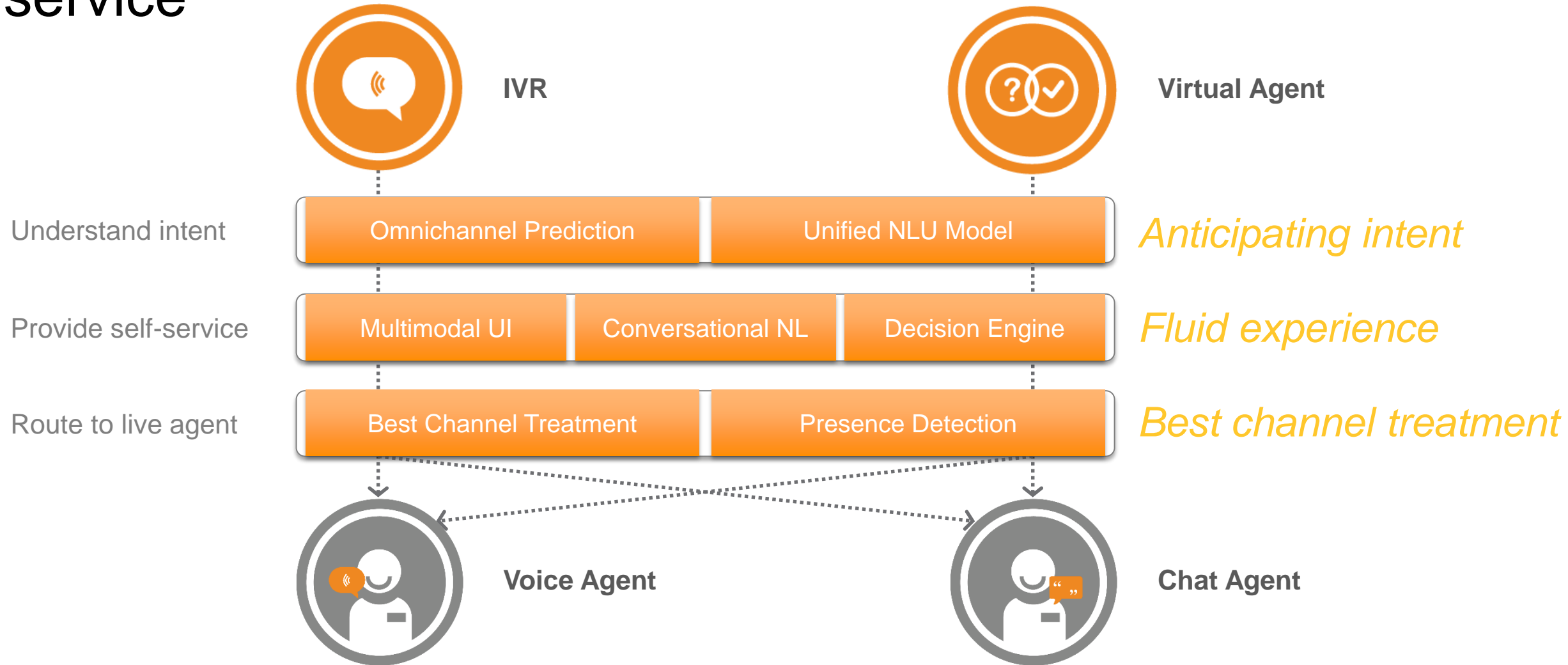
Dual effort, zero leverage

Unified self-service



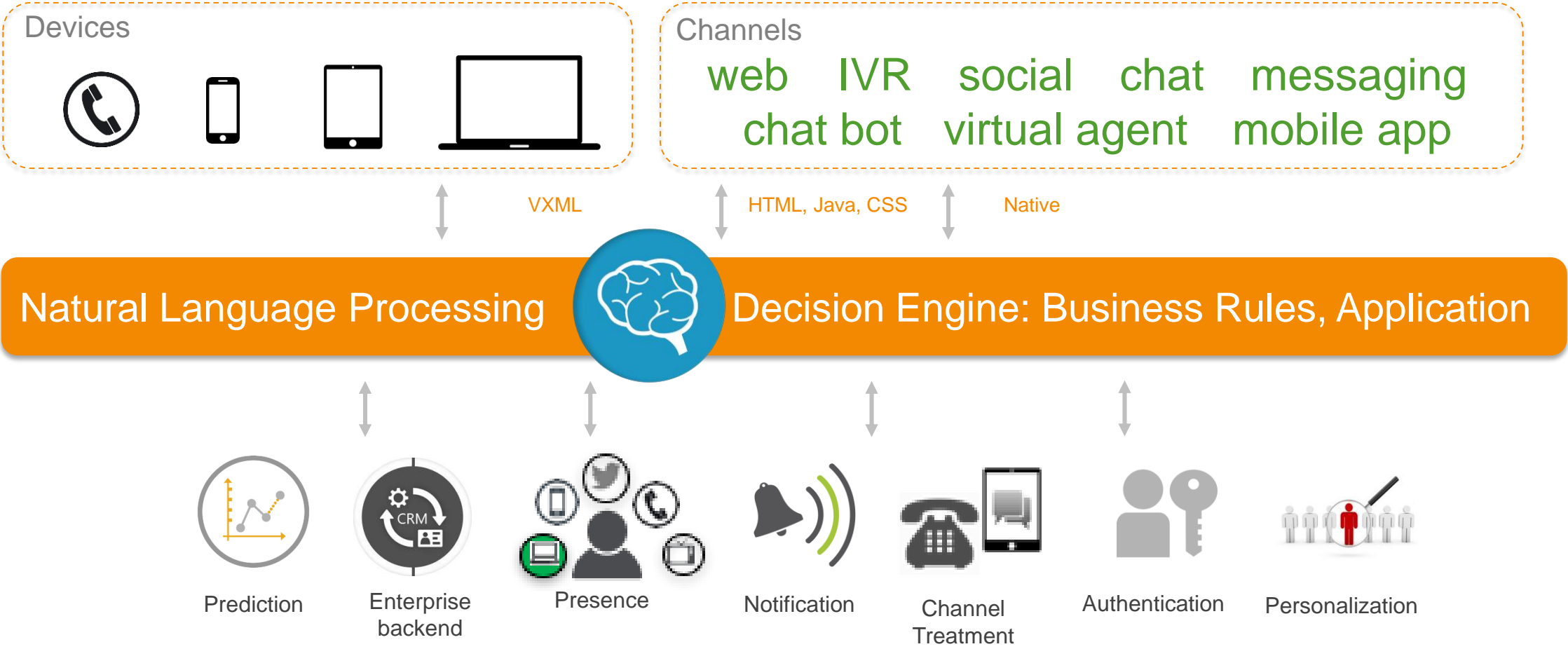
Build once, deploy all

Creating fluid experiences and accelerating digital self-service



Build once, deploy all

Build once and deploy to all channels

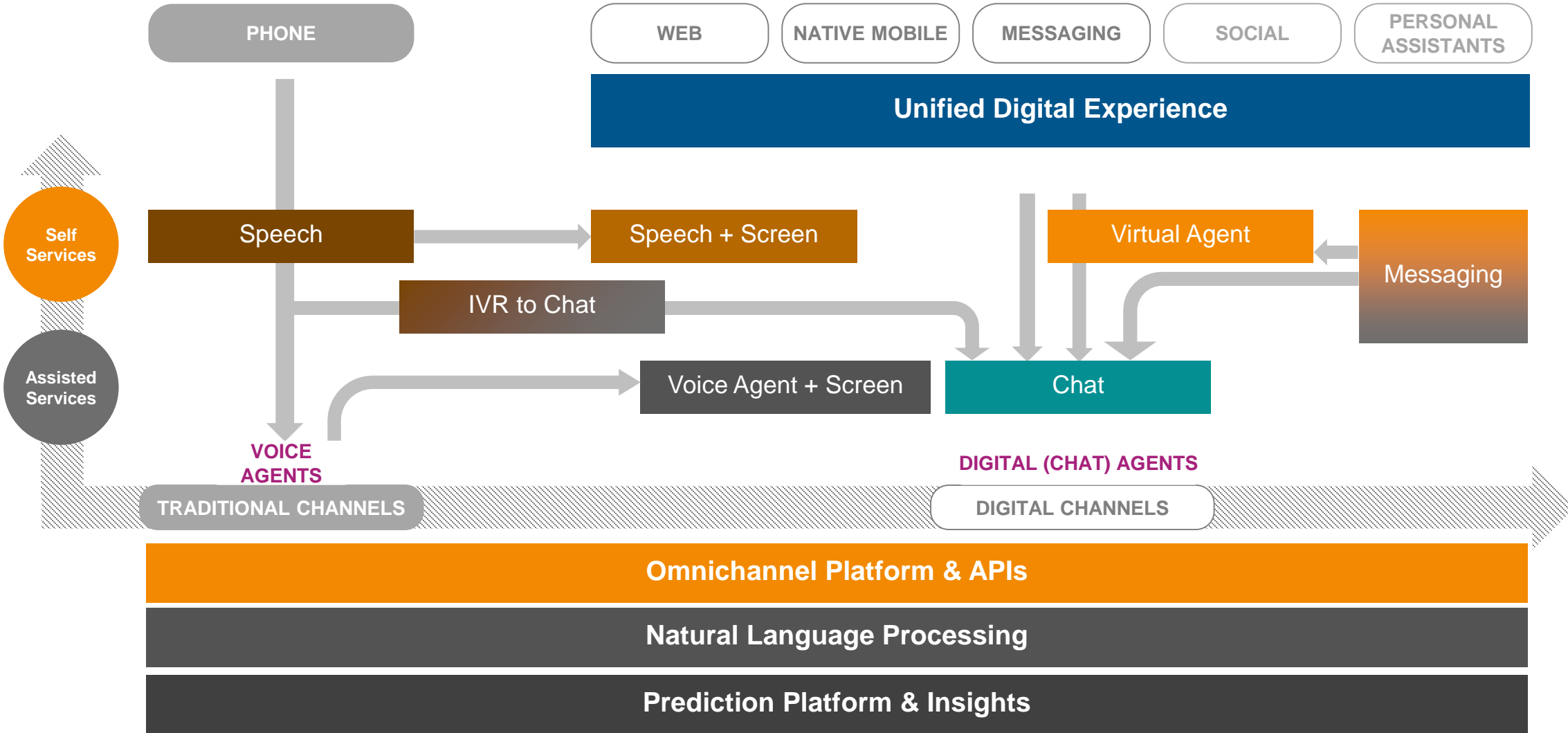


Unified Digital

Channels

Products

Platforms



Key Takeaways

1

Digital and millennials disrupting every major industry today

2

Companies need to transform with a clear end game vision

3

Transform the experience with a view of intent and customer journeys

Any Questions?

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