

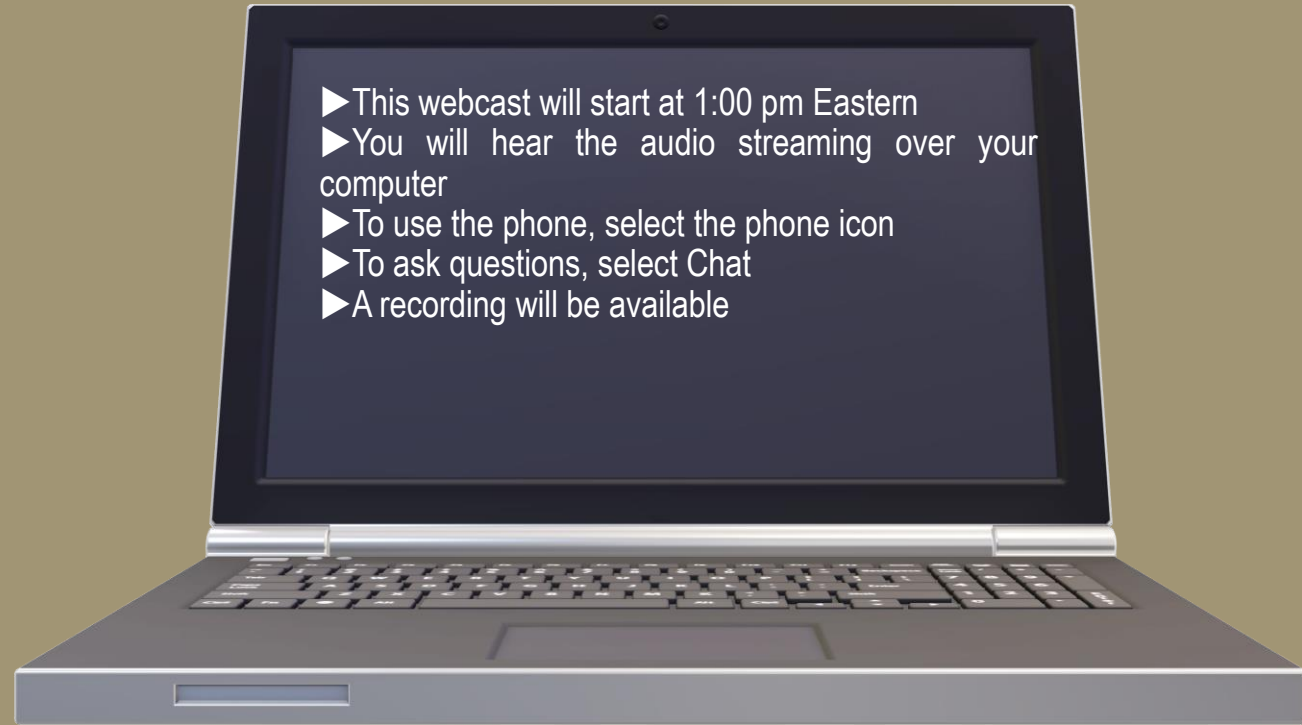
BEST PRACTICE ROUNDTABLE: REDUCE AGENT AND CUSTOMER EFFORT



**Tamsin Dollin,
Director,
Product
Marketing,
NICE CXone**



**Justin
Robbins,
Senior
Director, UJET**



- ▶ This webcast will start at 1:00 pm Eastern
- ▶ You will hear the audio streaming over your computer
- ▶ To use the phone, select the phone icon
- ▶ To ask questions, select Chat
- ▶ A recording will be available

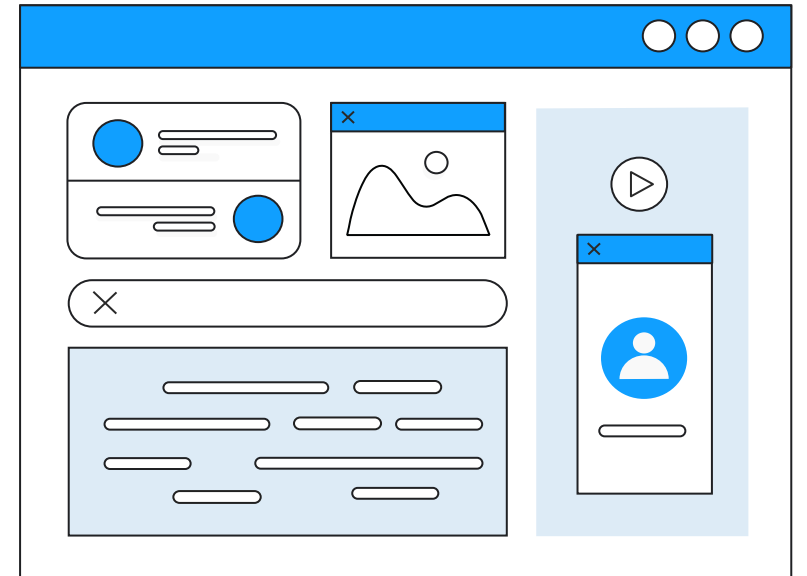


Best Practice Roundtable: Reduce Agent & Customer Effort

Justin Robbins

Senior Director, Corporate Communications & Evangelism, UJET

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Are we unintentionally sabotaging ourselves?

72%

**Said Chatbots
Wasted Time**

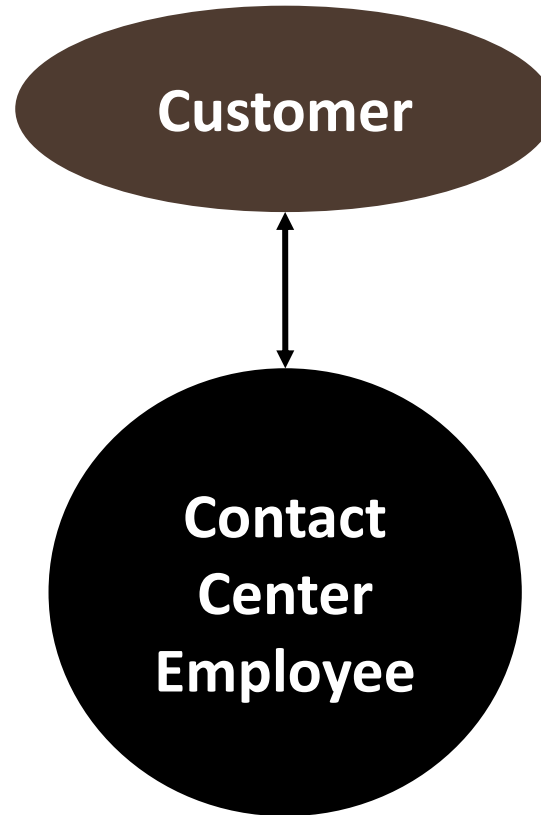
80%

**Said
Automation
Increased
Frustration**

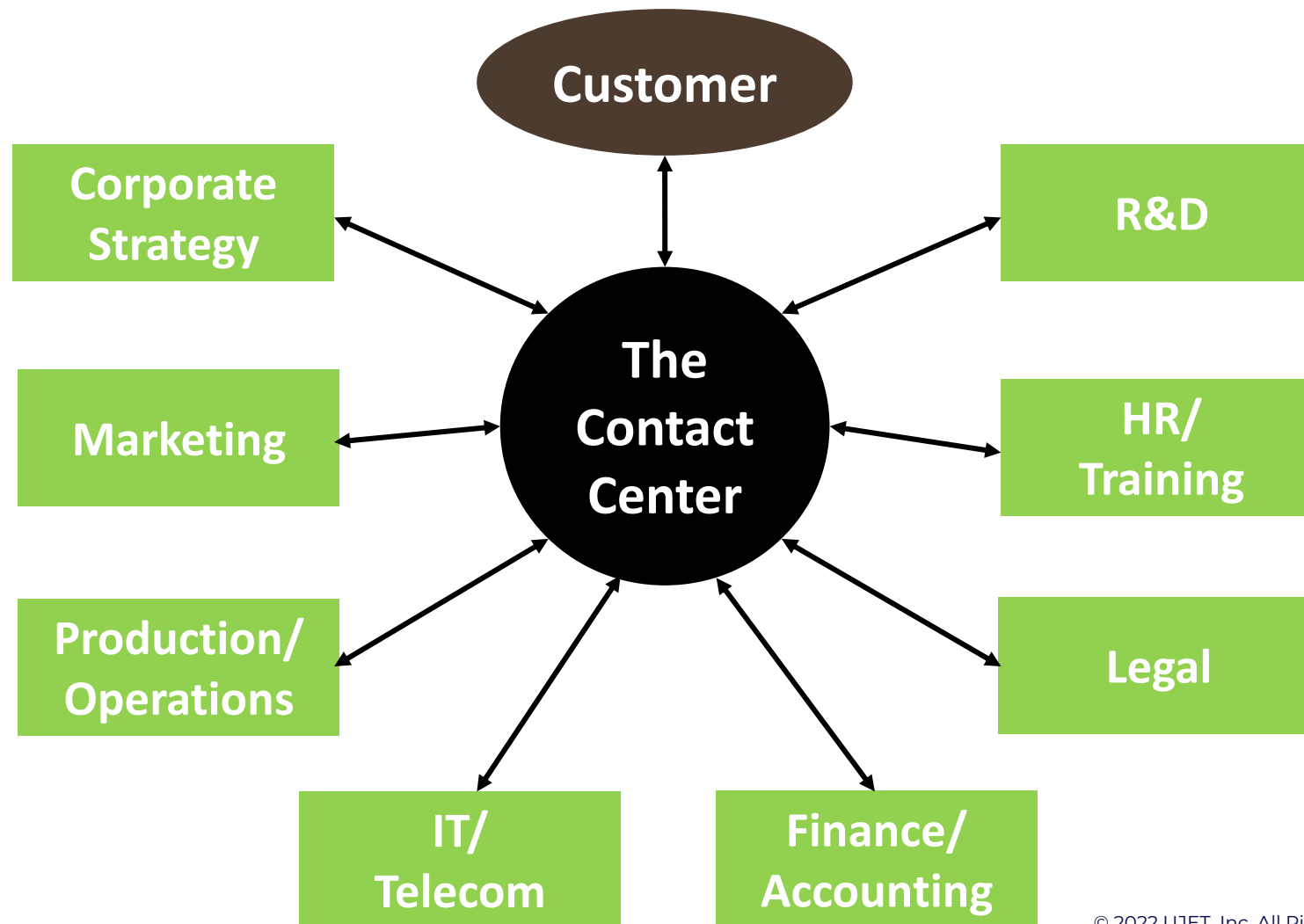
78%

**Of Self-
Service
Attempts
Failed**

Effort isn't about a single exchange.



Effort is a manifestation of complexity.



Reducing effort can take many forms.

Here's what matters most to consumers.

- **Get it right the first time.**
- **Make the escalation process quick and easy.**
- **Be accessible.**
- **Know (more of) the whole story.**
- **Be proactive.**

ujet.cx

Thank you!

Learn more at ujet.cx

NICE

Be 'ALWAYS-ON'

Don't put customer satisfaction on hold



What does a *GREAT* customer experience look like?



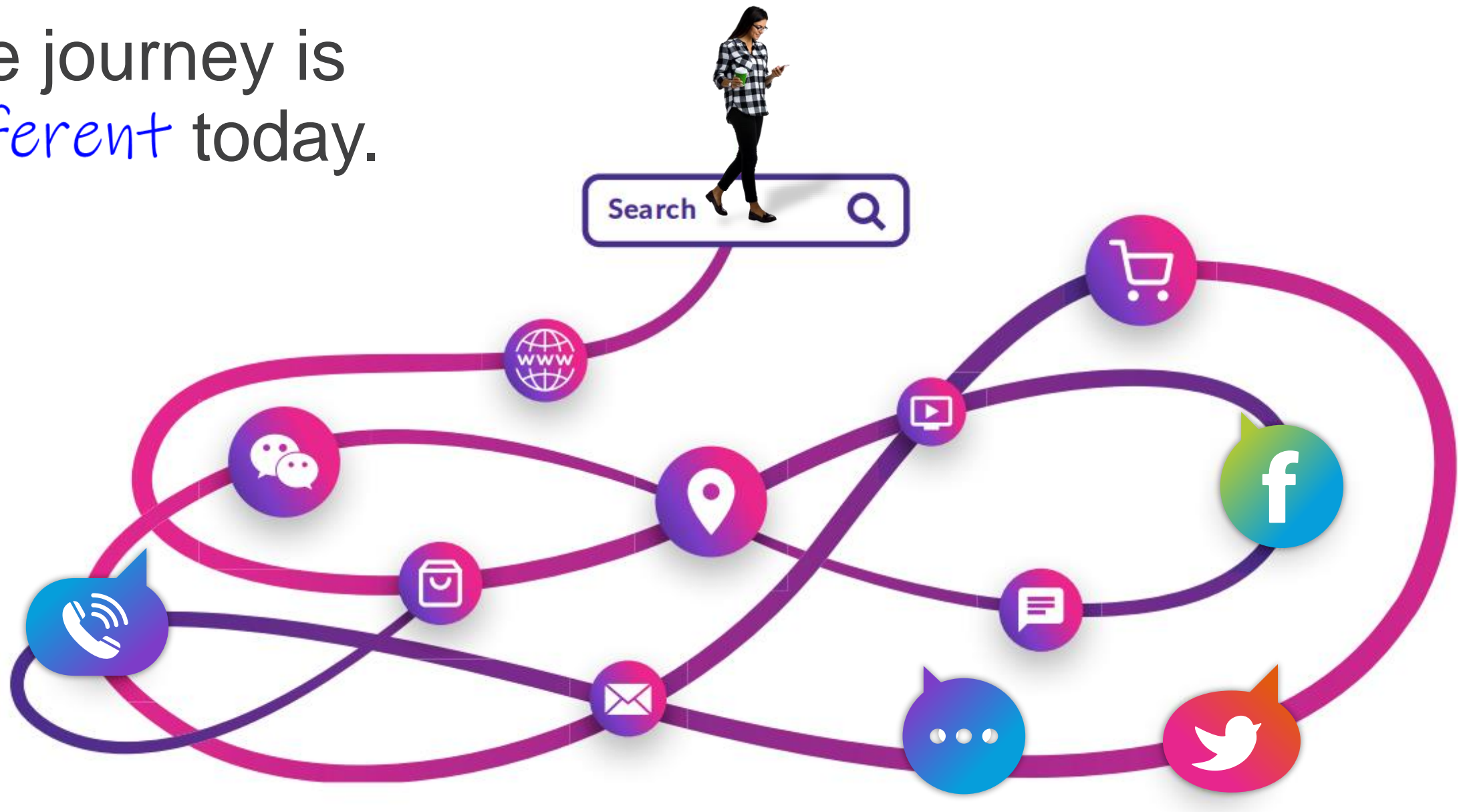
QUICK QUESTION



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

Enter your answer in the chat

The journey is
different today.



How most customer journeys begin

(Hint: not with a phone call)



The company's website

48%

Mobile website

35%

Enterprise mobile app

29%

Social media

27%

Chatbots/virtual agents

22%

Store/branch location

9%

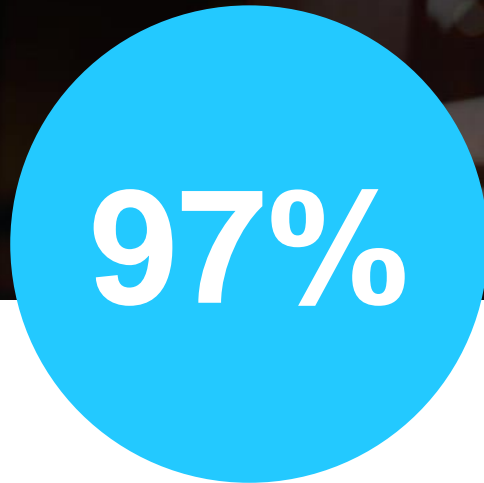
Video

6%

Discussion boards/forums

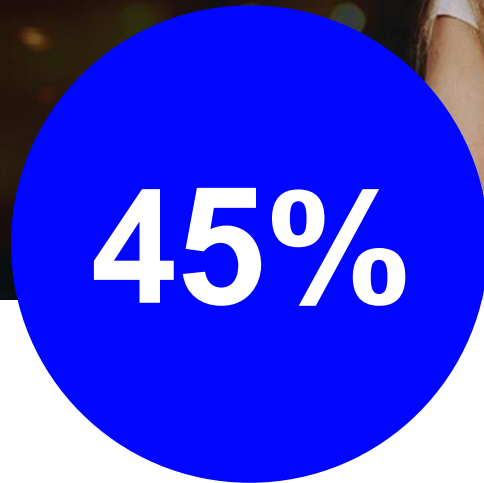
2%

How do customers feel?



Have backed out of a purchase because it was inconvenient.

[NRF](#)



Will switch brands if a company doesn't anticipate their needs.

[Salesforce](#)



Are very satisfied with companies' self-service options.

[NICE CXone](#)



Expect the same level of service regardless of channel preference.

[Salesforce](#)

What does 'always-on' mean?



Don't put customer satisfaction on hold

- ❑ Being **available** when “offices are closed”
- ❑ Being there **whenever** your customer needs an answer
- ❑ Being able to respond to end-to-end customer needs—no matter **when**, **where**, **why** or **how** they choose to go about their journey

POLL QUESTION



What is your motivation (priority) offering self-service?

- Reducing friction in the customer journey
- Improve customer satisfaction
- Improve operational efficiency
- Lower cost
- Self service is not a priority

Self-service is economical—and customers prefer it.

8 in 10

Customers more willing to do business with companies that offer self-service options ¹

+\$731k

Saved per 100k self-service interactions ²

Figure 4: Cost per inbound interaction ²

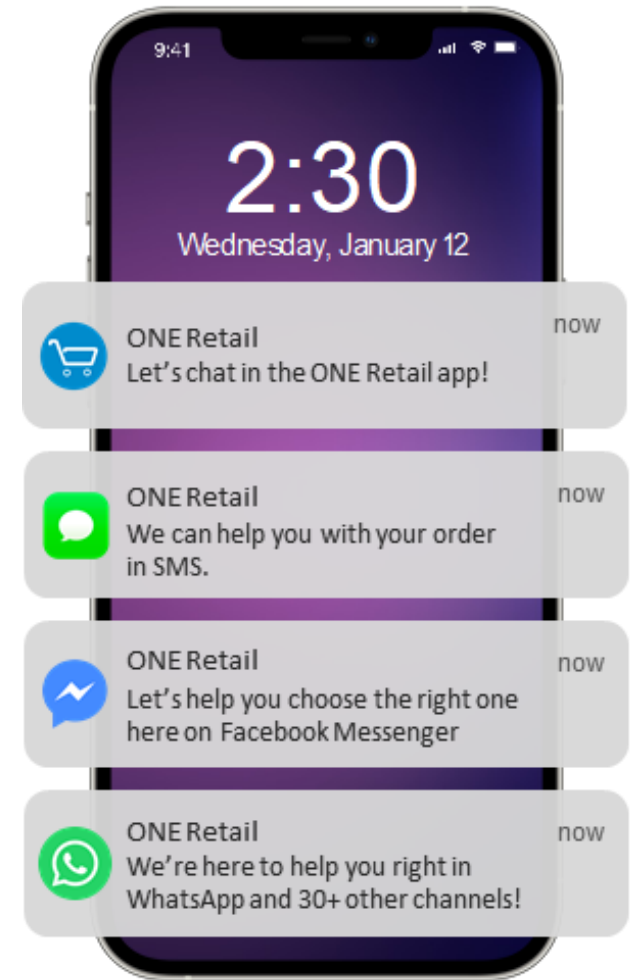
Channel	Mean
Phone	\$7.46
Email	\$6.14
Web chat	\$6.95
Social media	\$6.89
IVR	c. 40-60c
Web self-service	c. 5-15c

1 - NICE CXone: [Customer Experience Transformation Benchmark](#) (2020)

2 - ContactBabel: [The Inner Circle Guide to AI, Chatbots and More](#) (2021)

Always-on support reduces effort

- Website
- FAQ chatbot
- Optimized knowledge
- Digital messaging channels
- Proactive conversational AI



Reduce customer effort by **making it easy**



Easy to find

Obvious, prominent location on the web site, so customers don't have to look for it



Easy to use

Eliminate friction with conversational AI that understands and responds to context



Easy to transfer

Provide option to elevate to human agent (with full context, so there's no starting over)

“Always on” reduces effort for agents too!



Next-best answer

Knowledge Management

Deliver the right content and context to your agents

Next-best behavior

Real-Time Interaction Guidance

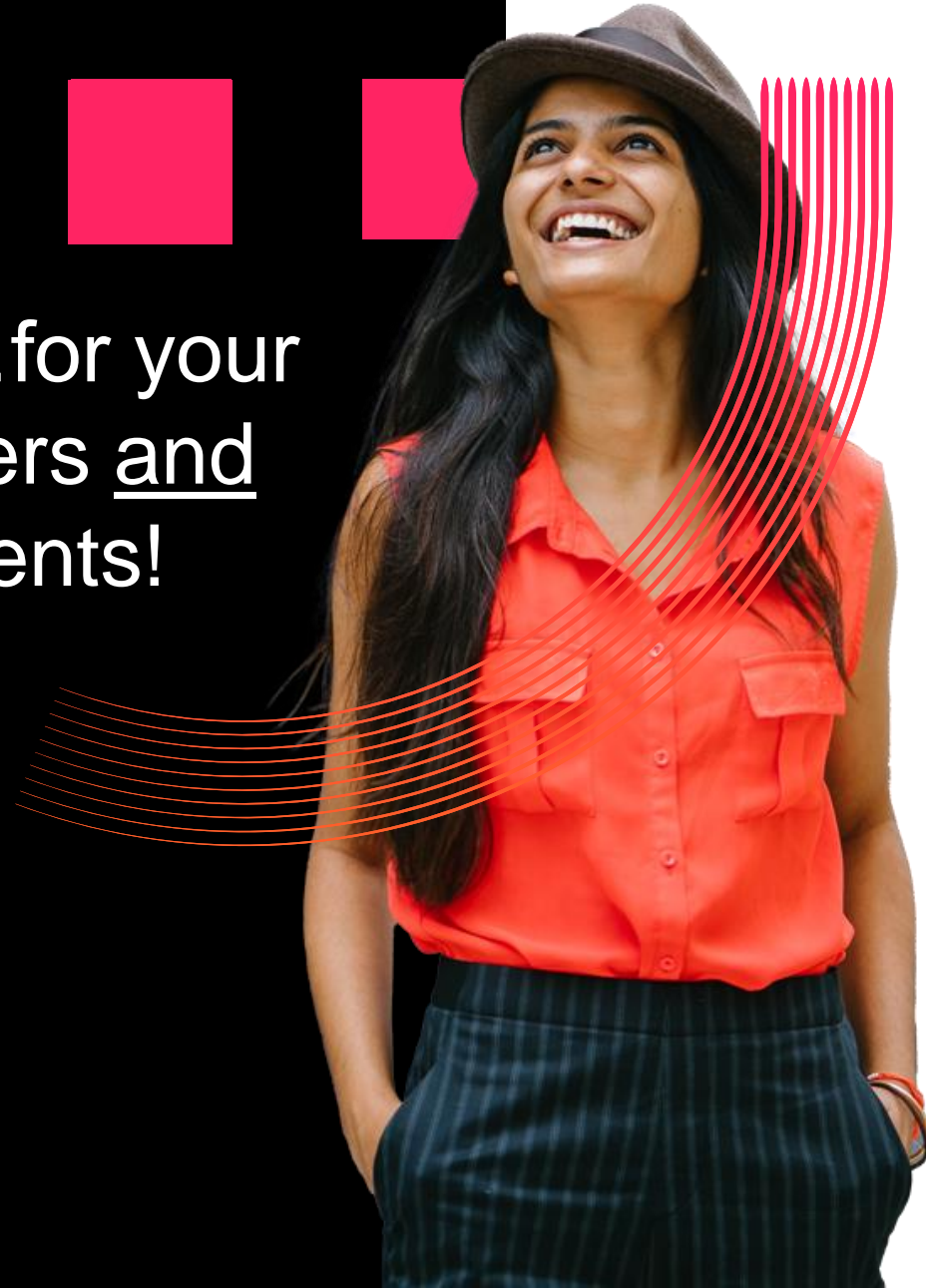
Prompt behavioral insights in real time

Next-best action

Process Guidance & Automation


Increase employee potential with personalized virtual attendants

Be the
WOW...for your
customers and
your agents!



- 1 **Remove** journey friction
- 2 **Maintain** context
- 3 **Analyze** and act on insights derived from every interaction
- 4 **Empower** agents ‘in the moment’ with the right data and tools

Thank You

NICE 

Make
experiences

flow

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