



Stay one step
ahead and find out
what's next in CX.

December 2022



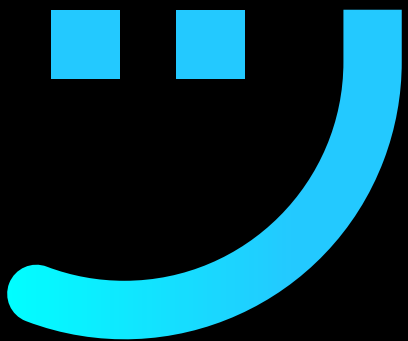
Today's Presenter



Sherry Fragomeni

Senior Product Marketing
Manager, NICE CXone Expert

Sherry began her career in brand marketing and has worked for leading global CPG companies such as Philips and Victorinox Swiss Army. She then moved into the Digital/SaaS space in product marketing with well-known companies such as Pitney Bowes. Sherry currently heads the product marketing for NICE CXone Expert.



Agenda

- Introduction
- Key understandings and takeaways from the Digital First CX Report
- Discussion

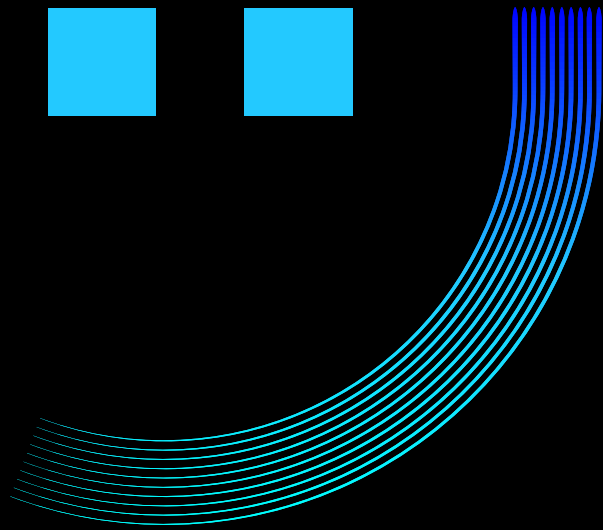
QUICK QUESTION



What are the causes of friction in your customer journey?

- Long resolution times
- Customers want channels you don't offer
- Customers don't get the help they expect
- Customers want help outside normal business hours
- Can't find the information they need

**Meet customers
where they are
and anticipate
what's next**



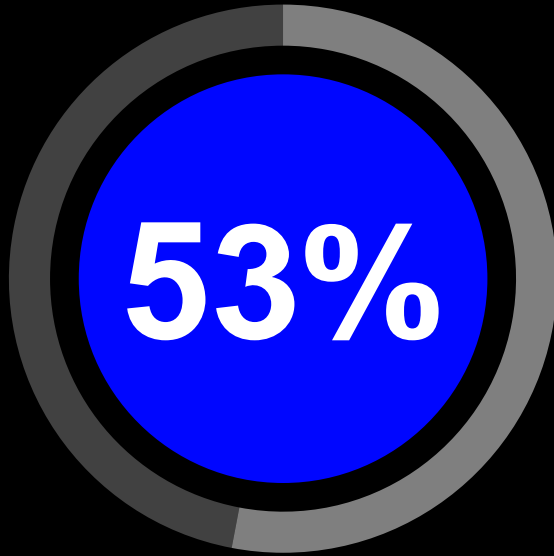
Being one step ahead means:

Meeting your customer at their first touchpoint (the search engine) by extending a clear, relevant answer at the top of their search result

Creating a seamless journey flow across digital and voice channels, in which customer information and context follows them throughout

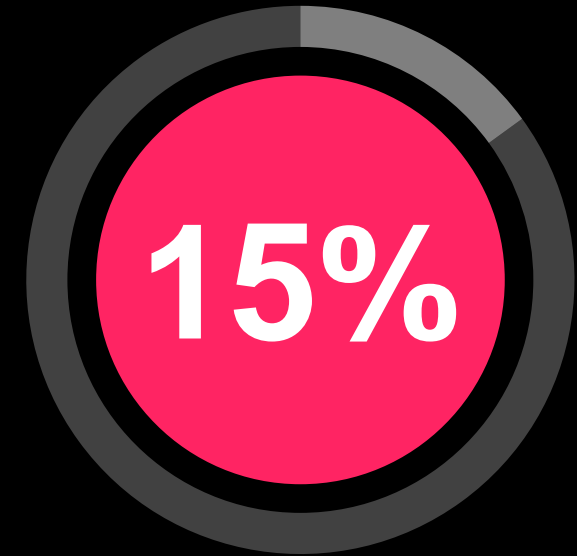
Keeping up with trends and implementing and optimizing the digital channels your customers prefer

Today's Self-Service Gap



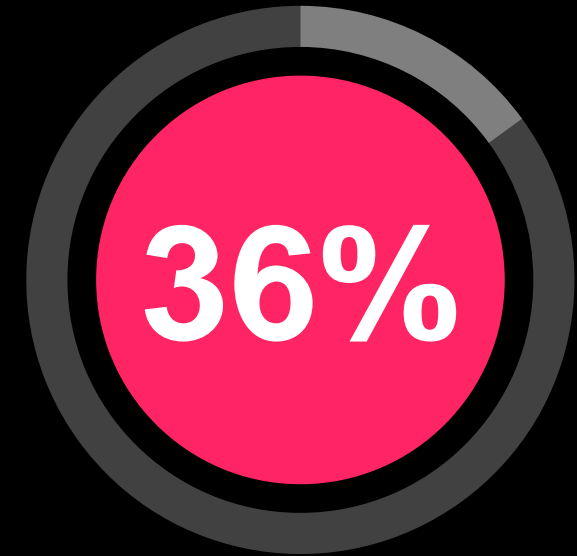
Businesses
who are very satisfied with
self-service they offer today

Today's Self-Service Gap



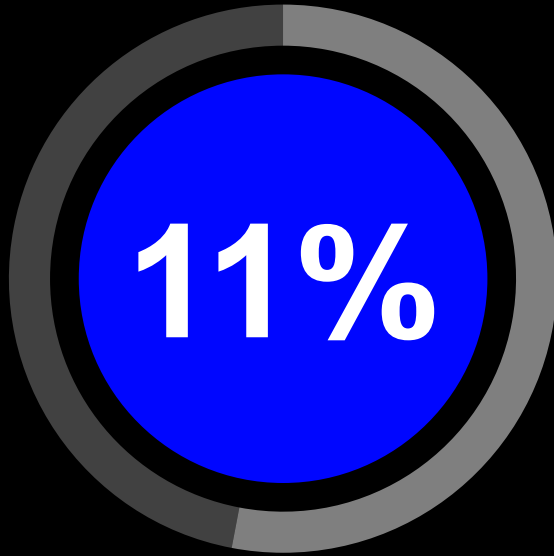
Consumers
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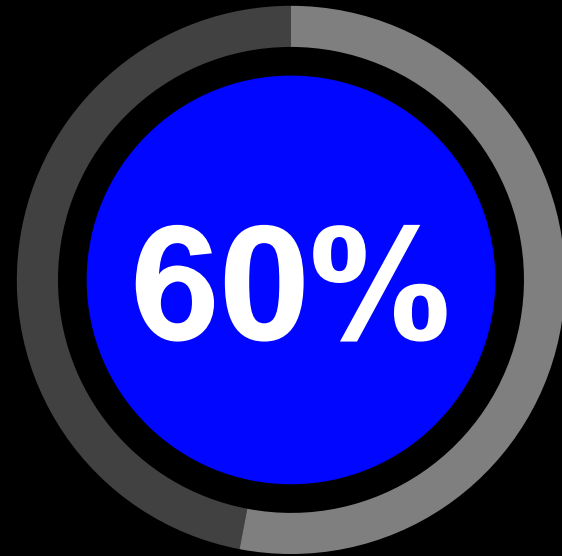
Consumers
who say it's important
to make self-service
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Today's Self-Service Gap



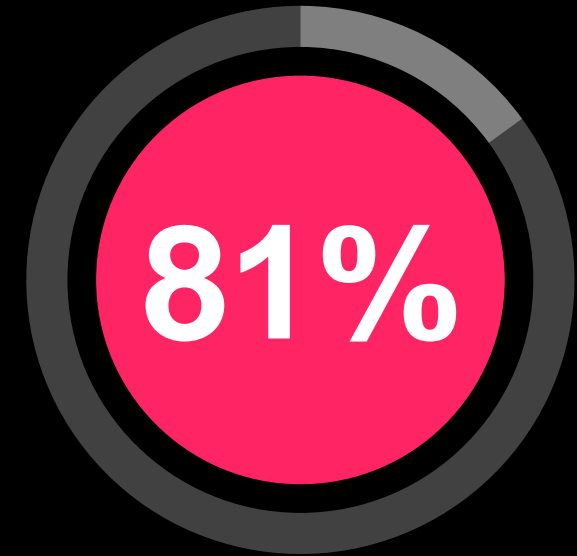
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Today's Self-Service Gap



Businesses
adding more self-service

Today's Self-Service Gap



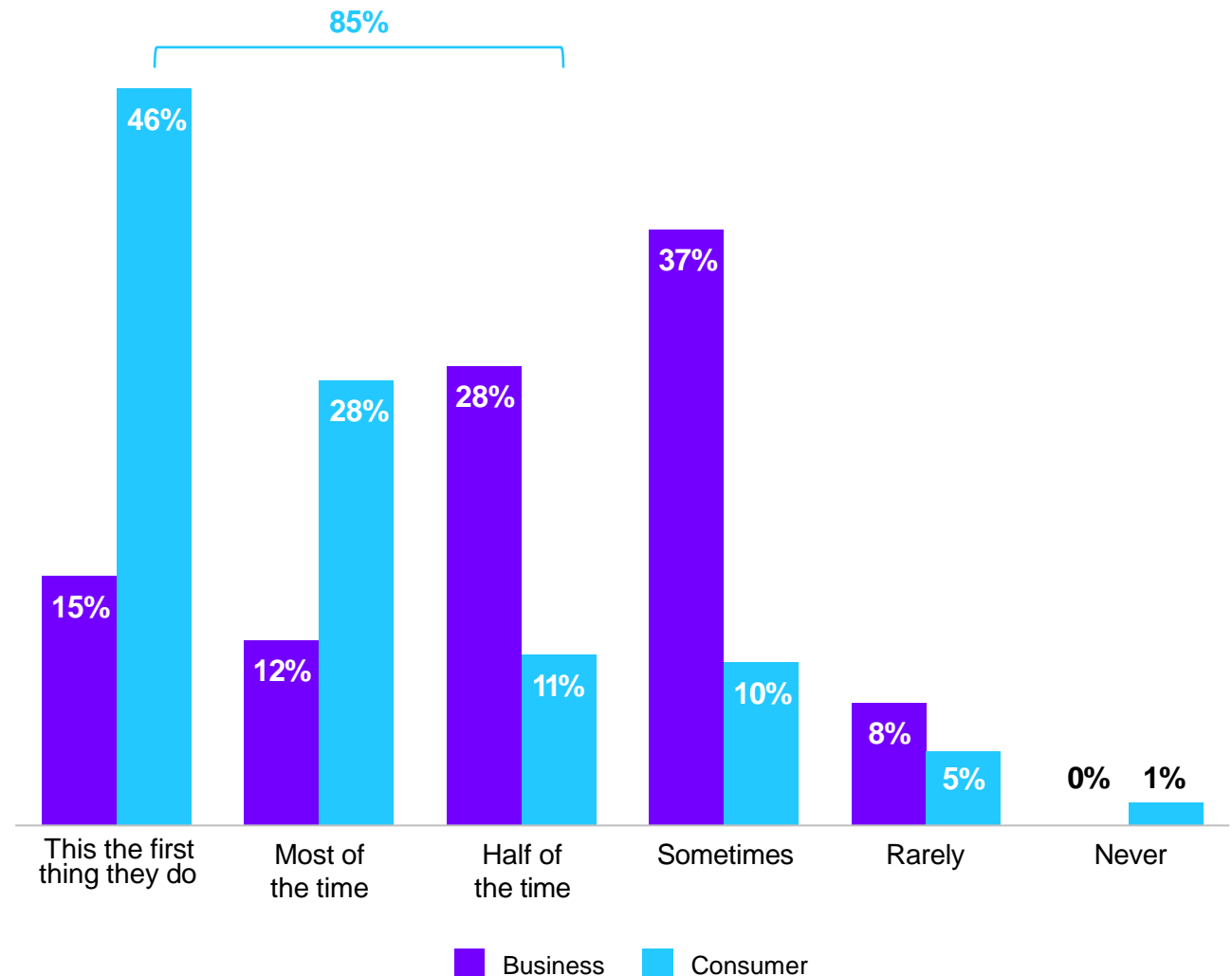
Consumers
adding more self-
service

Comparing company and consumer perceptions: Digital channels

Most consumers start their journeys at the search engine most or all the time.

Yet businesses fail to recognize this, and believe their customers start their journeys elsewhere.

Those companies are missing out on an opportunity to optimize the digital front door – the preferred entry point for most consumers.



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

Key outcomes to being one step ahead:

- 1 Self-service resolution
- 2 Reduced call volumes
- 3 Reduced cost-to-serve
- 4 Reduced customer effort
- 5 Increase Customer Lifetime Value



A close-up photograph of a person's hands typing on a silver laptop keyboard. The person is wearing a silver watch on their left wrist. A white search bar is overlaid on the image, containing a magnifying glass icon, the text "How do I ...?", and a pink circular button with the word "GO" in white.

How do I ...?

GO

Discussion

Goals for Knowledge Management

- Determine the content that solves the user's need
- Extend the content
- Capture metrics and improve

Internal Buy-in

- Find your executive champion
- Focus on impact and outcomes
- Identify and manage risks
- Make expectations clear



KPIs for success

- Self-service adoption rate
- Ticket deflection
- # of documents created
- Article linking
- Article quality index
- Organic search traffic
- Keywords rankings





On-going Maintenance

- Keep content fresh
- Microcontent
- Tagging
- Summaries
- Benefit-focused
- Quick Start guides
- Straightforward

The Future of CX

- Where do you see the future of CX heading?
- What's your biggest CX priority for 2023?

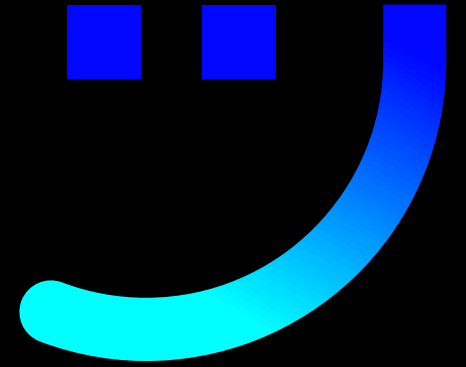


A woman with long dark hair, wearing a brown hat and a bright red sleeveless shirt, is smiling and looking upwards. She is standing against a black background. To her left, there are two bright red squares and several curved red lines that sweep across the image from left to right.

Tips to create a frictionless self-service experience

- Define your goals for KM
- Get internal buy-in
- Establish KPIs to measure success
- Continuous improvement for search engine ranking
- Consider future CX trends

Thank you for joining us today!



More questions? Please don't hesitate to reach out...

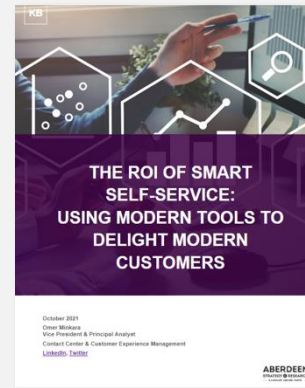
- Sherry Fragomeni: sherry.fragomeni@nice.com

Learn more about optimizing self-service support with these resources



Get the rundown on knowledge management

Get the eBook



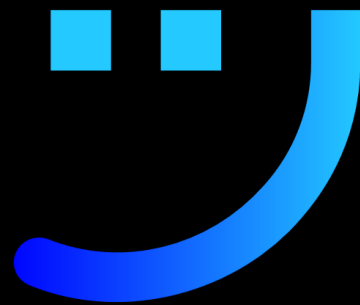
Read the Aberdeen report



Get the KM report

Thank You

NICE



Make
experiences

flow