5 Digital Customer Service Practices That Reduce Effort and Churn

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Today’s Presenters

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Managing your team is harder now...
...and life is harder for customers too
What exactly does “make it easy” mean?

Simply: Remove obstacles

1. **Contacts** – Contacting the company repeatedly (or be transferred)
2. **Context** – Having to repeat information
3. **Channels** – Having to start over switching from one channel to another

Stop Trying to Delight Your Customers, Harvard Business Review, July 2010

Retention = cash = survival

We **buy** from a company because it **delivers quality products**, great value, or a compelling brand.

We **leave** one, more often than not, because it **fails to deliver on customer service**.

**5 - 25 X**

Cheaper to retain vs. acquire new customers

The Value of Keeping the Right Customers, Harvard Business Review, October 2014

Stop Trying to Delight Your Customers, Harvard Business Review, July 2010
Global crisis tend to accelerate change

<table>
<thead>
<tr>
<th>Dot-com Bust</th>
<th>Great Recession</th>
<th>COVID-19</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet and Telecom</td>
<td>Software as a Service</td>
<td>TBD…</td>
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<tr>
<td>Outsourcing</td>
<td>Social Media</td>
<td></td>
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<td></td>
<td>Sharing / Gig Work</td>
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</tbody>
</table>

- Dot-com Bust: 2001
- Great Recession: 2008
- COVID-19: 2020
Agile CX lets you **harness and accelerate** the transformations needed to **thrive**
How can you excel in digital customer service?

- Understand the needs
- Set the right approach
- Execute in agile and scalable manner
A Look at What We’ve Covered

- Your Competitors are Investing in the Experience Economy
- Best-in-Class Firms Balance Cost Reduction with CX & Efficiency Gains
- Seeking Cost Reduction in the Cloud
- Leveraging Cost Savings for Investment in Customer Experience
- AI’s impact to driving business value & reducing costs
- What value does AI bring to Contact Center operations
- How AI equates to an improved customer experience
- Modern AI infused Contact Center architectures

The Modern Contact Center will allow you to do more with less
What drives innovation in contact centers?
Overwhelming Generational Shift Underway

Digital Service Channels Preferred¹

- Gen Z: 90%
- Millennials: 84%
- Gen X: 49%
- Boomers: 10%

Consumers Unhappy with Seamless Journey Across Channels²

1. Dimension Data 2019 Global Customer Experience Benchmarking: “Which contact channel is most popular with the following age groups?”
2. 2019 NICE inContact Customer Experience (CX) Transformation Benchmark
1. Leverage Real-time Digital Interactions

Provide Omnichannel experience on channels preferred by customers.

Email is costly service channel and is not easily used for service to sales. Web chat or social messengers provide real-time experience and high efficiency for agents and customers.

<table>
<thead>
<tr>
<th>Customer Service</th>
<th>Marketing</th>
<th>IT</th>
<th>Finance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Benefits</td>
<td>▲ Operational Efficiency</td>
<td>▲ Lead generation and online</td>
<td>Leveraging existing technologies</td>
</tr>
<tr>
<td>Success Measures</td>
<td>▼ Average Handling Time</td>
<td>▲ Online sales conversions</td>
<td>▼ Maintenance costs</td>
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</table>
2. Automate Conversations by Multichannel Chatbot

Automate up to 50% of customer interactions with intelligent chatbot across chat and messaging.

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<tbody>
<tr>
<td>Agent utilization</td>
<td>▲</td>
<td>▲ Improved CX</td>
<td>▲ Business efficiency</td>
<td>▲ Cost efficiency</td>
</tr>
<tr>
<td>Job satisfaction</td>
<td>▲</td>
<td>▲ Brand Equity</td>
<td></td>
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<table>
<thead>
<tr>
<th>Success Measures</th>
<th>Customer Service</th>
<th>Marketing</th>
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<th>Finance</th>
</tr>
</thead>
<tbody>
<tr>
<td>AHT</td>
<td>▼</td>
<td>▲ Generated leads</td>
<td>▼ Maintenance costs</td>
<td>▲ Operational expenses</td>
</tr>
<tr>
<td>Cases resolved</td>
<td>▼</td>
<td>▲ Sales conversions</td>
<td></td>
<td></td>
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</table>
WARNING
Poorly designed chatbots can damage brand equity. Pay close attention to authentic language tonality, useful functionality and managing customer expectation.
Customer service agents may feel that their future is threatened by chatbots!

Explain to them that, on the contrary, they will improve their work quality and job satisfaction.
3. Implement Smart Contact Forms with Video Chat and Co-browsing

Achieve up to 3x more online sales conversions and dramatically improve customer experience

Use for high-margin products or VIP customers

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<tr>
<td><strong>Benefits</strong></td>
<td>▲ Agent utilization</td>
<td>Improved customer experience</td>
<td>▲ Cost efficiency and revenues</td>
</tr>
<tr>
<td><strong>Success Measures</strong></td>
<td>▲ Cases resolved</td>
<td>▲ Contact submission rates</td>
<td>▼ Long-term maintenance costs</td>
</tr>
<tr>
<td></td>
<td>▼ Resolution times</td>
<td></td>
<td>▼ Churn</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>▲ Revenues, profit</td>
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4. Get Closer to Your Customers with New Messaging Channels

WhatsApp & Messenger (America’s, Europe) and WeChat beat SMS and emails in popularity.

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<tbody>
<tr>
<td>Omnichannel experience</td>
<td>▲</td>
<td>▲ Improved customer experience</td>
<td>▲ Business efficiency</td>
<td>▲ Improved revenues</td>
</tr>
<tr>
<td>Success Measures</td>
<td>AHT</td>
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<td></td>
<td>Financial collection</td>
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Success Measures
5. Apply Agile Methodology to Avoid Costly Mistakes and Time Loss

Integrate channels and systems step-by-step

Set-up cross-departmental innovation team

Set-up agile development synced with external providers
Brands are Unable to Deliver…

...until NOW
Unlocking a Digital-First Virtuous Cycle

**New paradigm for agents** to handle messaging & real-time – with control and context

**Complete native omnichannel** across routing, analytics & WFO

All digital messaging + real-time channels **integrated and packaged** for broad adoption

**New Outcome**: High Volume Digital Customer Engagement and 100% of Agents Can be True Omnichannel
Speak Your Customer’s Language: Digital

Eliminate siloed digital experiences for customers and agents

**Digital-first Omnichannel Customer Service**

- **Complete** Digital Messaging and Real-time Options with **30+ Channels**
- **Natural** Blended Interactions Paradigm + Context for **Agents**
- **Holistic** Omnichannel Contact Center Management
Offer 30+ Digital Channels on One Platform

**All Native Channels:**
30+ messaging, social and traditional voice/chat native in platform

**Simple to Activate:**
Pre-integrated channels make it easy to offer to consumers and agents

**Packaged for Broad Adoption:** Simple pricing removes barriers to offering all channels
Empower Digital-First Omnichannel Agents

**Single Interface:**
Inbox for all digital messaging and real-time (voice/chat) channels – retaining native experience of each messaging platform

**Agents in Control:**
‘Pulling’ work in natural flow, while dynamic prioritization maintains SLAs

**Customer Card:**
Full customer context, journey and conversation history, plus sentiment
Support Digital-first Contact Center Operations

<table>
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<tr>
<th>Forecasting and Scheduling</th>
<th>Interactions</th>
<th>Capturing</th>
<th>Quality</th>
<th>Performance</th>
<th>Analytics</th>
</tr>
</thead>
</table>
| • Provide new models and algorithms to accurately reflect digital demand | • Accommodate cross-channel interactions and elevation | • Support new channels and omnichannel interactions
• Enable capturing multiple separate interactions in parallel
• Adhere to new regulations | • Support new standards and processes | • Provide new KPIs that reflect digital channels | • Process and make extensive unstructured data usable |
Swedish Rail Digital Transformation

Deliver a unified CX

Guide customers to digital channel options

Decrease overall cost by shift to digital

- 99% of publications or messages which do not require escalation are replied to within 15 minutes
- 94% of messages are replied to
- 25% increase in engagement for SJ since we’ve started handling their messages
- 35% more messages received compared to forecasts
Cloud Contact Center Leader

- 85+ Fortune 100 Customers
- 430,000+ Agents Worldwide
- FedRAMP Authorized to Operate
- 99.99% Guaranteed Uptime
- 100+ Countries
- 5 Time Leader Gartner MQ CCaaS
We have consolidated all contact center capabilities into one platform

- One experience
- One cloud
- One destination
- One step ahead
It’s never been easier or faster to get agile

No-risk pilot or live production evaluation of CXone

Great Fit for All Businesses and Governments of All Sizes:

<table>
<thead>
<tr>
<th>1 week</th>
<th>2. No obligation and no cost if not satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agile Omnichannel Service</td>
<td>Quickly turn-up voice + digital customer service on agile cloud platform</td>
</tr>
<tr>
<td>ACD &amp; IVR</td>
<td>Calls, Chats &amp; Email</td>
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<tr>
<td></td>
<td>Integrated Softphone</td>
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<tr>
<td></td>
<td>Voice Recording</td>
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<tr>
<td>CRM integration (choose from 9 pre-built)</td>
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<tr>
<td>Agent Performance &amp; Compliance</td>
<td>Coach and monitor remotely to boost CSAT and build agent skills</td>
</tr>
<tr>
<td>QM Analytics</td>
<td>Performance Management</td>
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<tr>
<td></td>
<td>Screen Recording</td>
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<tr>
<td>White Glove Service and Support</td>
<td>Collaboration to meet your unique business needs and to deliver answers via a single point of contact</td>
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<tr>
<td>CXsuccess Package with Expert Services</td>
<td>Education and Onboarding</td>
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<td>Customer Success Advisors</td>
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1. 60-days free

2. No obligation and no cost if not satisfied

3 weeks

Always

Always
Questions?
Thank You