

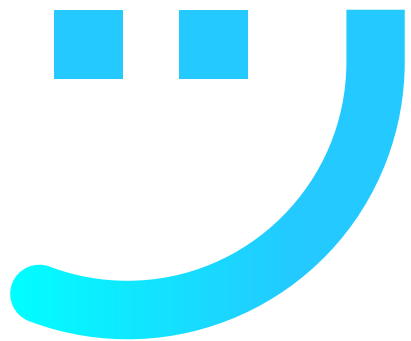


From First Interaction to Lasting Impression

How to move the needle forward
on customer satisfaction



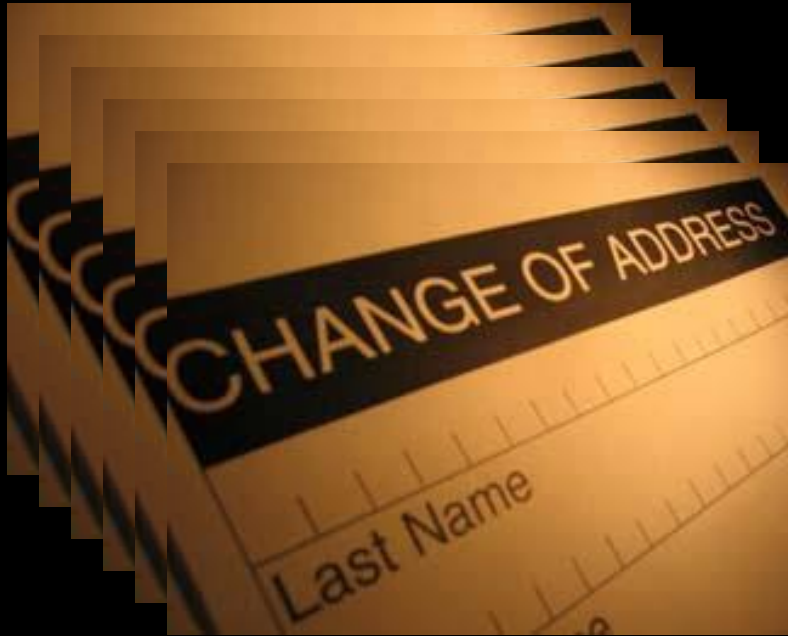
Hello.



Tamsin Dollin
Director of Product Marketing
NICE



My journey as a consumer moving to a new address



- 14 days
- 27 requests
- Full of friction!

POLL QUESTION



What are the causes of friction in your customer journey?

- Long resolution times
- Customers want channels we 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

What do you think?

Customer experience (CX)

a critical differentiator in
today's competitive
business landscape?





Agenda

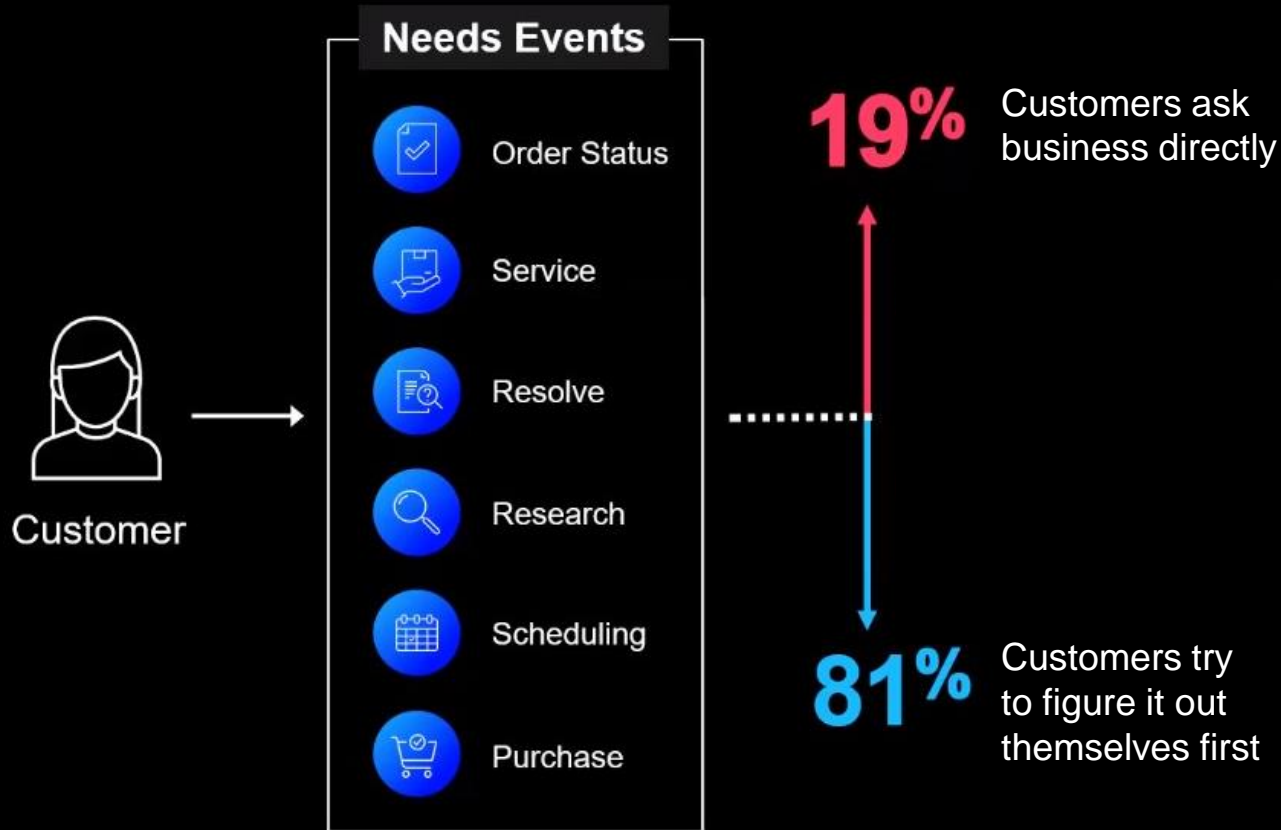
How can you make every customer interaction count?

How can you boost customer success with self-service?

How can you engage customers proactively?

How can you empower agents to address customer issues effectively?

Traditional ways of managing customer experience fall short



Businesses struggle to meet consumer expectations



Business

265 Billion

consumer service calls a year

costing

\$1.3 Trillion



60% - 80%

originate from websites



Consumer

83%

consumers expect to find what they are looking for on the website

62%

consumers abandon the experience because of friction





Calls a contact center
once a

Month



Uses a chat bot
once a
Week

Messages
with business
for service
once a

Day

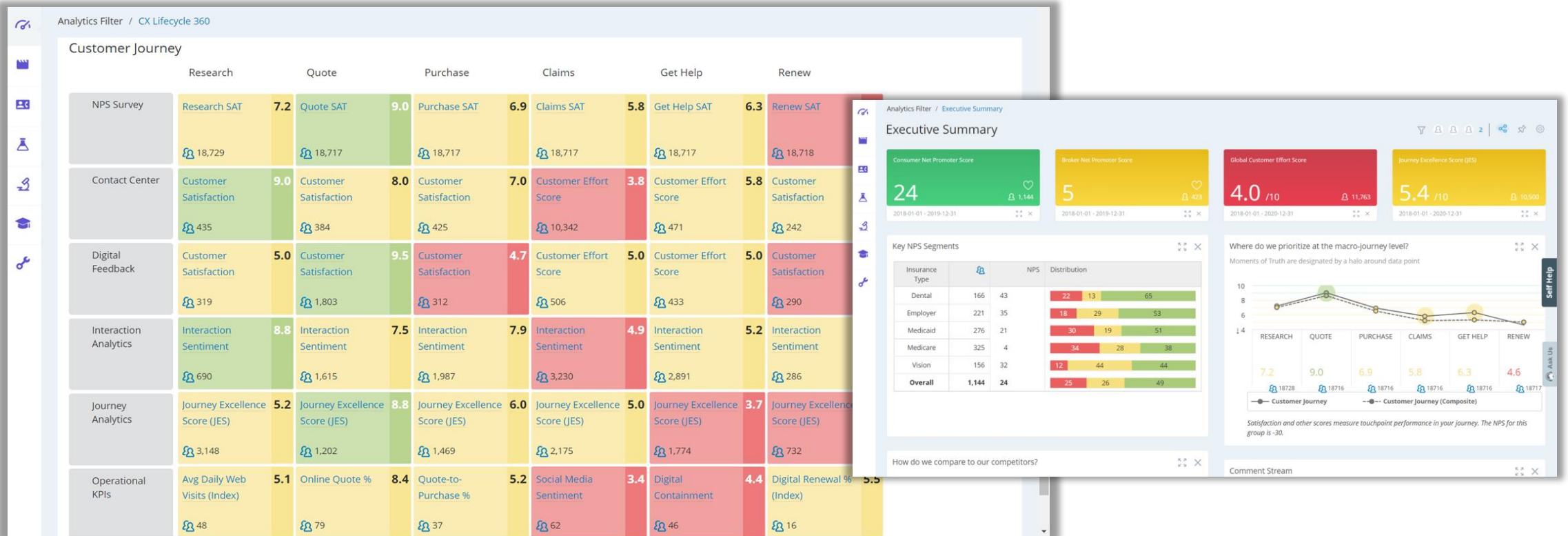
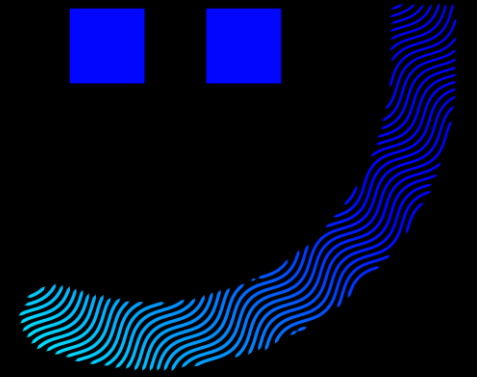


Uses a Google search
once an

Hour

Step #1

Start measuring the full journey of your customer





Agenda

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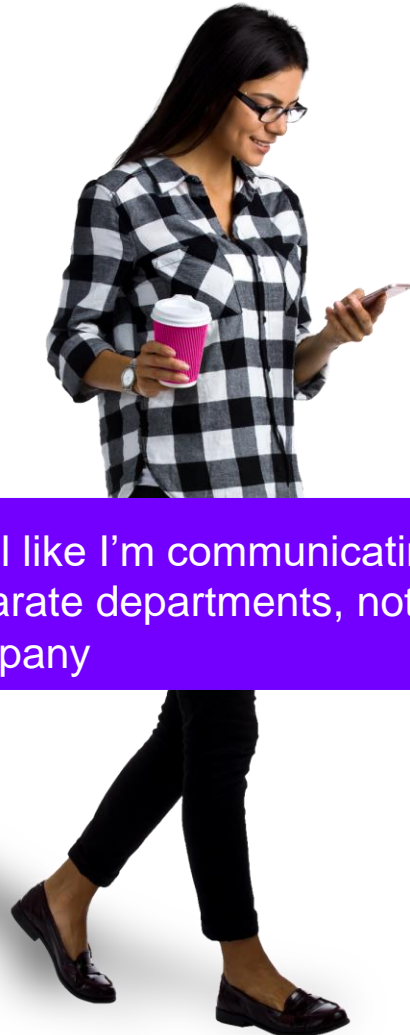
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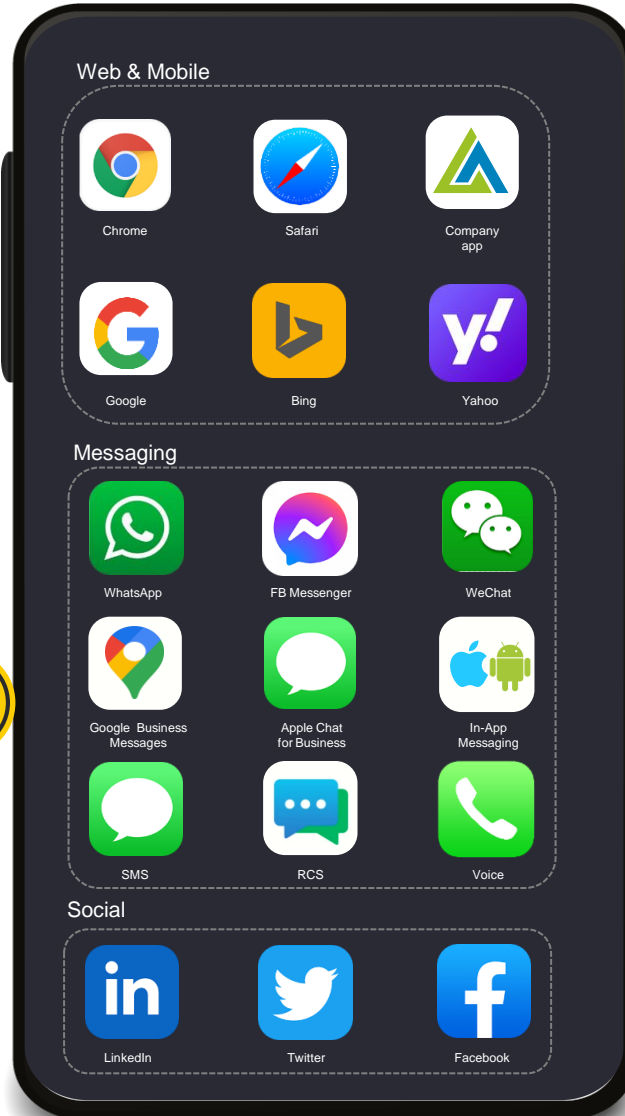
How can you empower agents to address customer issues effectively?

Customer expectations are changing, and businesses are not keeping up

Self-service **never** solves my problem. It's annoying.



I feel like I'm communicating with separate departments, not one company



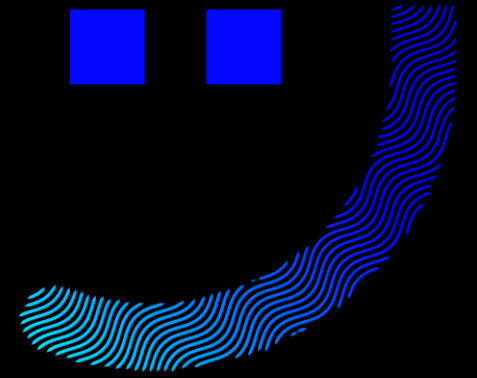
My time is wasted trying to find the right content

I cannot get service on my channel of choice

It's very frustrating to **repeat myself and start over** when switching channels or agents

Action Plan

Five ways to help customers to be self-sufficient



1. Guide customer to fastest resolution path, no matter what
2. Make knowledge content easy to find when customers search on Google
3. Let customers converse naturally with AI-powered self-service
4. Help customers take immediate action (like, check out of shopping cart, complete a form, submit information) with secure forms, payments and scheduling
5. Provide intelligent transfer to agent with no starting over



Agenda

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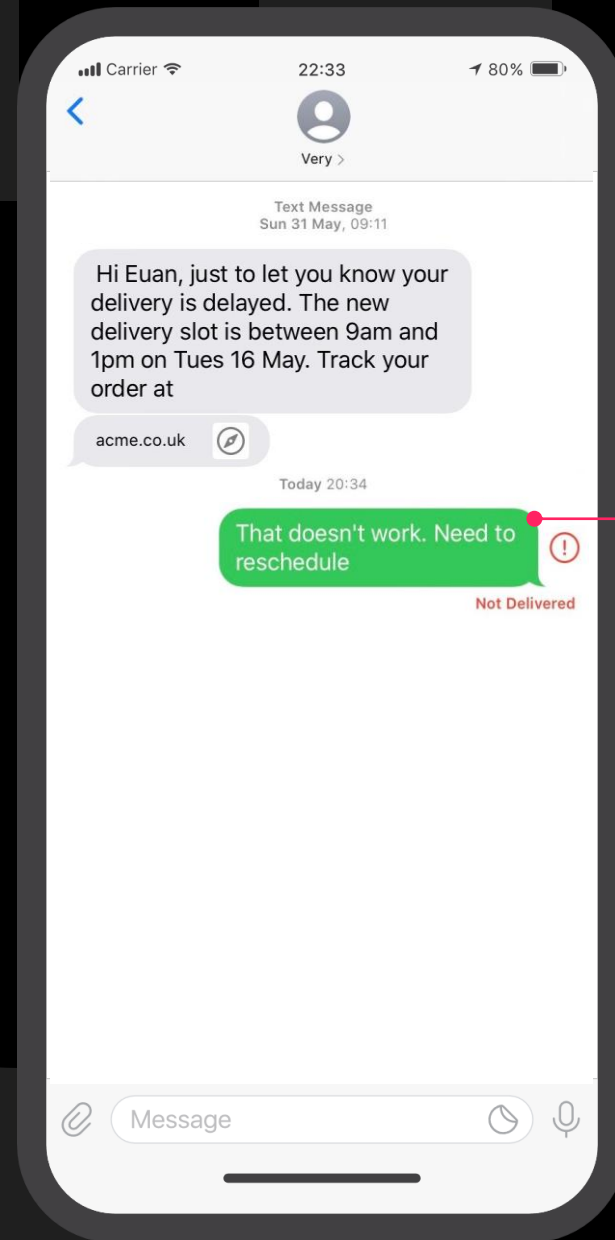
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Majority of companies are unhappy with their chat functionality

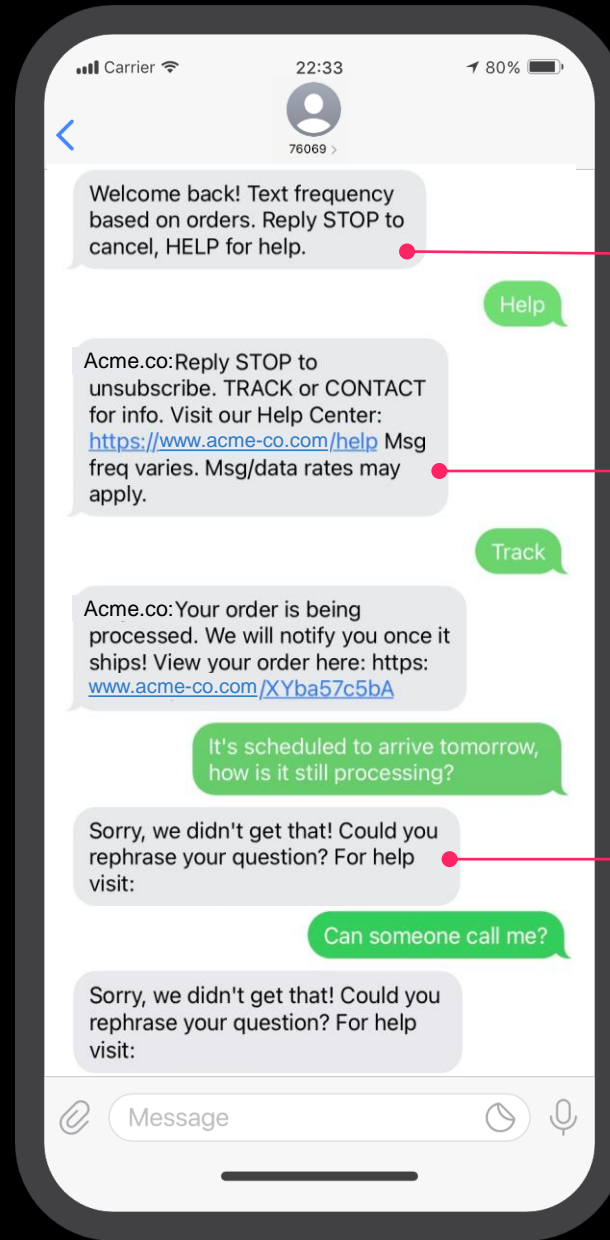
Just imagine how their customers feel 😞



Can't even reply!



Some companies offer 2-way messaging



Confusing



Unclear



Not very intelligent



Four elements of effective proactive chat

1

Customer knows what to expect

Hi, it's 'Acme Thanks for your order #2553757948 delivering to 1234 Old Dominion Drive, VA 22101. Reply WRONG if these details are incorrect, otherwise we'll send you a tracking link here once it ships.

To opt out of text updates reply STOP.

2

Problems are pre-empted

Great news! Your order has shipped and is due for delivery on Wed 17 Feb 9AM-11AM. You can track it here: <https://www.Acme.com/orders/XYba57c5bA>. If there are any parking/access restrictions to your property please reply here to let us know.

You'll need to park on a street beside the building as you can't get into the parking lot

3

Integrated

Thanks for letting us know, we'll make sure the driver is aware.

Where's my delivery?

4

Intelligent responses

We're sorry your delivery wasn't on time. One of our agents is investigating and will reply here shortly - no need to call in.





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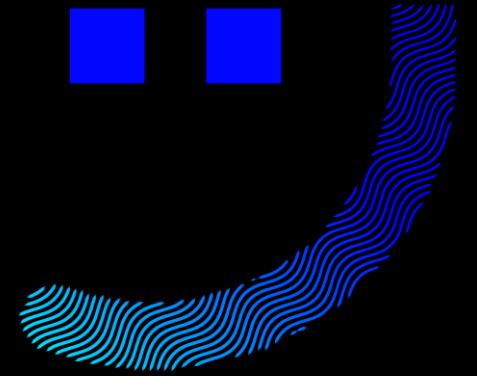
How many different systems does your agent need to access in a day?

The agent situation: 4-6+ applications 

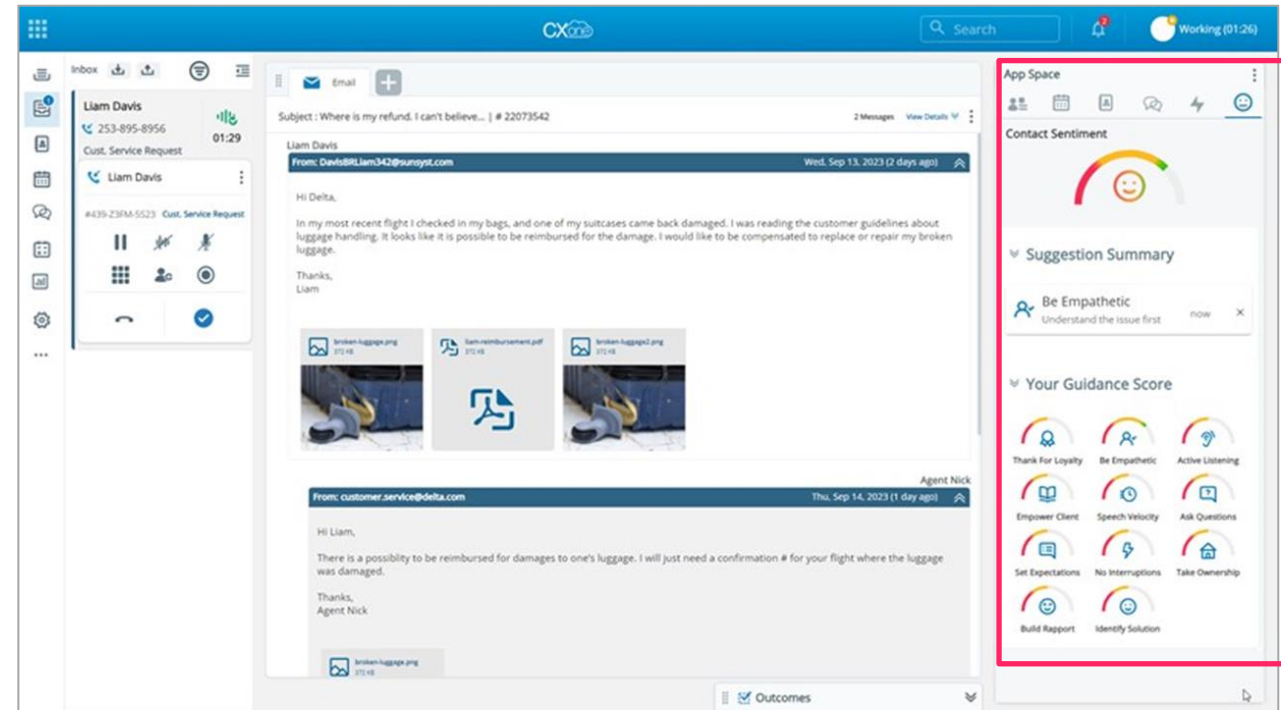



Action Plan

Three things that empowered agents need



- One consistent user interface with everything they need
- Make the agent an expert with answers at their fingertips
- Use real-time guidance and pop-ups to coach them on the best thing to do next





**Four steps
to move the
needle
on customer
satisfaction**

1

Measure the customer's complete journey

2

Enable successful end-to-end self-service journeys

3

Deliver proactive and contextual engagement

4

Empower agents to address customer issues effectively

Which tips will you
take away and use?

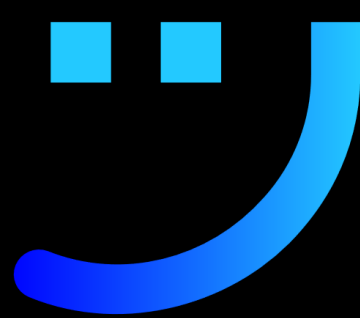


Ask yourself these
3 questions...



Thank You

NICE



Make
experiences

flow



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