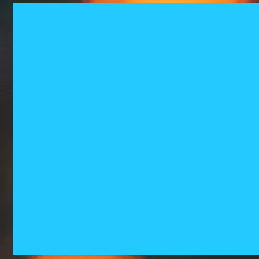
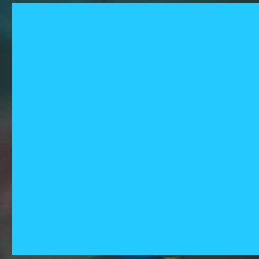


**NICE**



# Night Owls & Early Birds

How to wow the 24-hour consumer





# Agenda

- Keeping up with the 24-hour consumer
- Four CX industry trends—and how you can take advantage
- Helping the agent satisfy the 24-hour customer
- Action plan for making every customer interaction feel better than expected



**Customer service used  
to be simple...**



**Today, it happens  
everywhere, all the time.**



What does **great CX** look like?



Choice



Easy



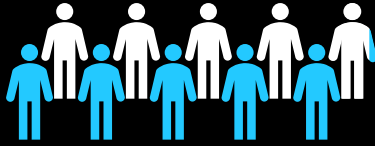
Instant



Effortless

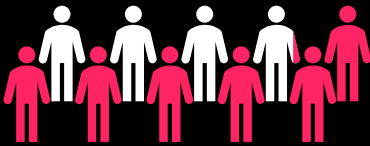
# Delivering an exceptional customer experience is *tough!*

**“To speak with a customer service representative, say representative.”**



**51%** consumers **get frustrated** because they need to repeat their issue

**ME:**



**63%** of consumers **want easier and faster** service



**82%** of consumers **expect to solve complex problems by speaking with one person**

# 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



# 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%**

Expect to easily find  
what they are looking for  
on the website

**62%**

Consumers abandon the experience

# What do you think?

“ In the next 5 years,  
**85% of consumer interactions**  
**will take place without a human...** ”

# Gartner

# POLL QUESTION

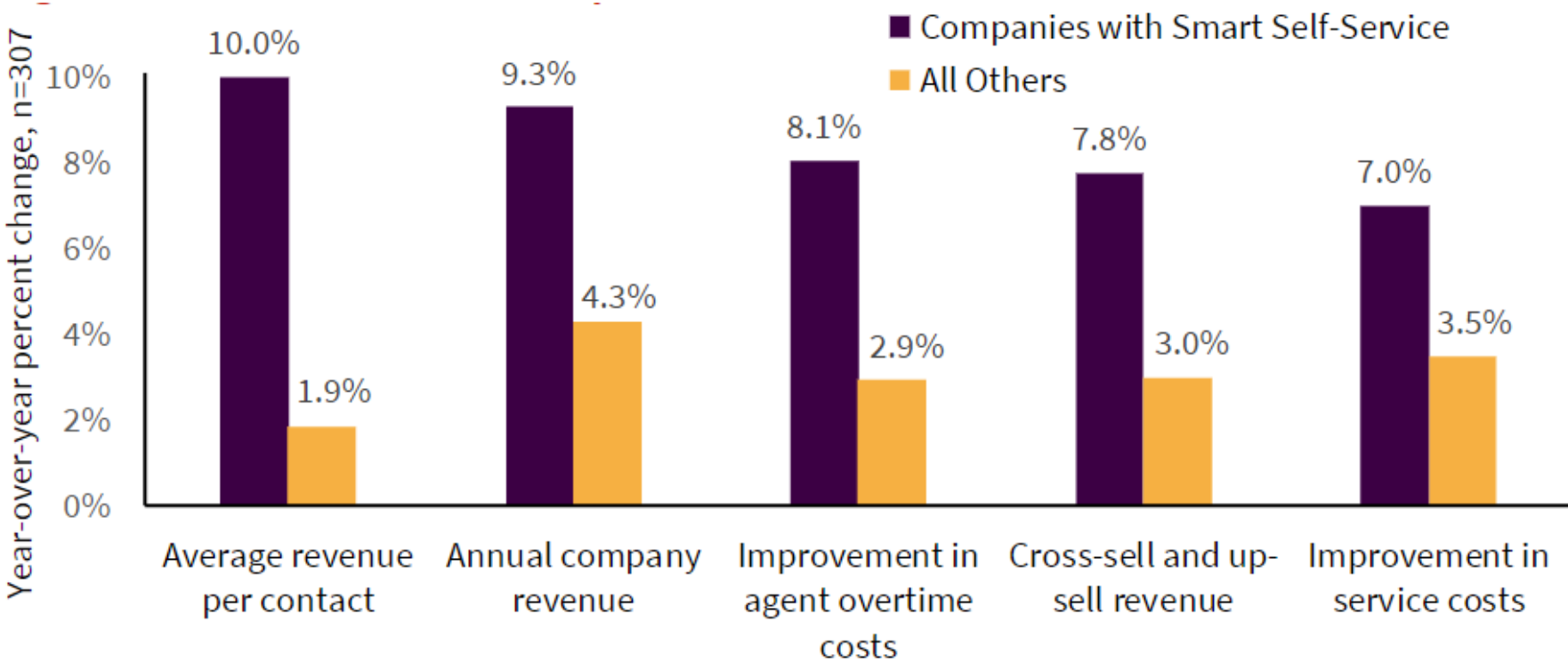


## What is your motivation (priority) offering self-service?

---

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

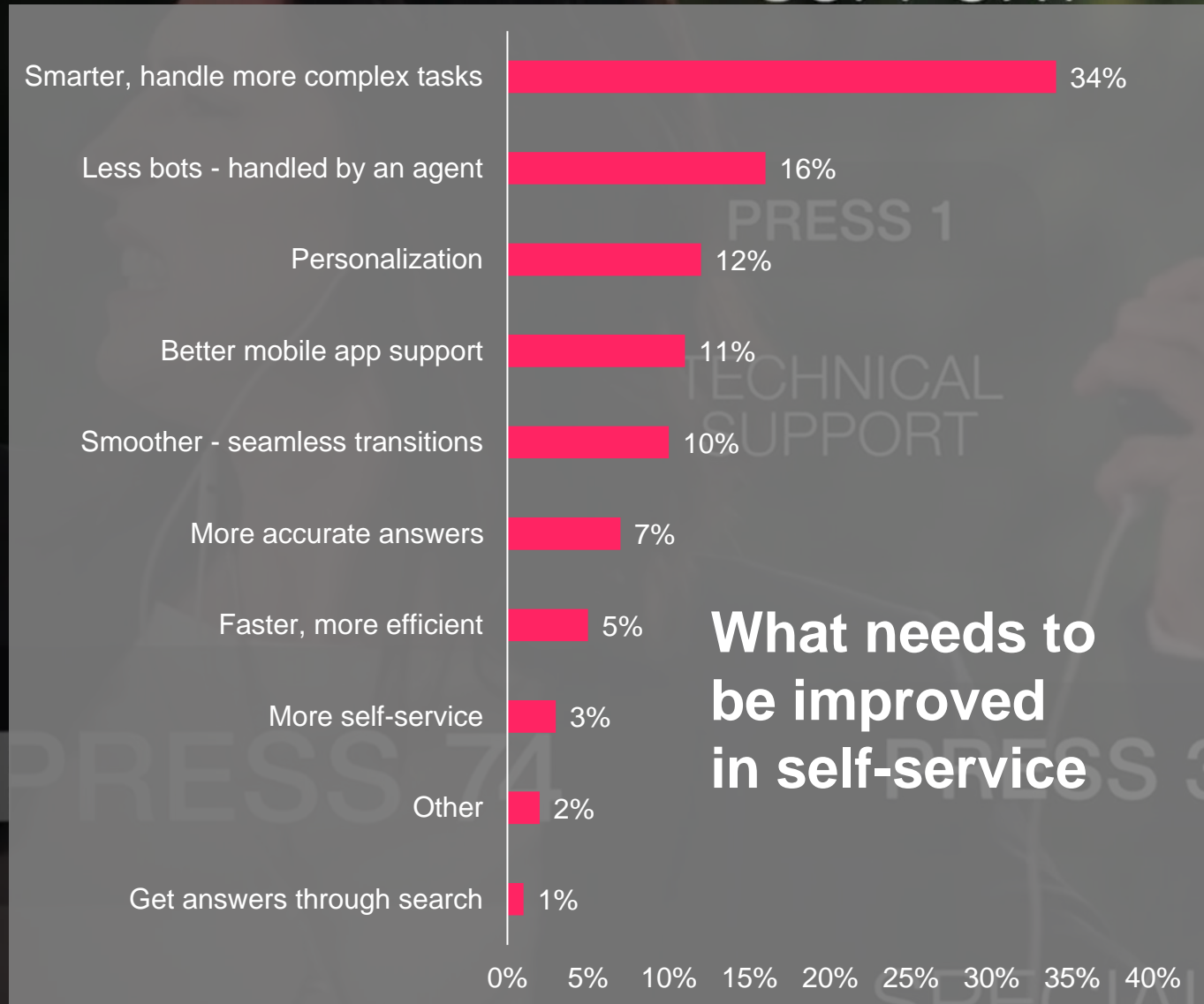
# Smart self-service helps reduce cost & grow revenue



Source: Aberdeen, September 2021



**CAUTION!**  
Basic self-service  
creates **MORE**  
**FRICTION**



**What needs to  
be improved  
in self-service**

# Wow your 24-hour customer 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**

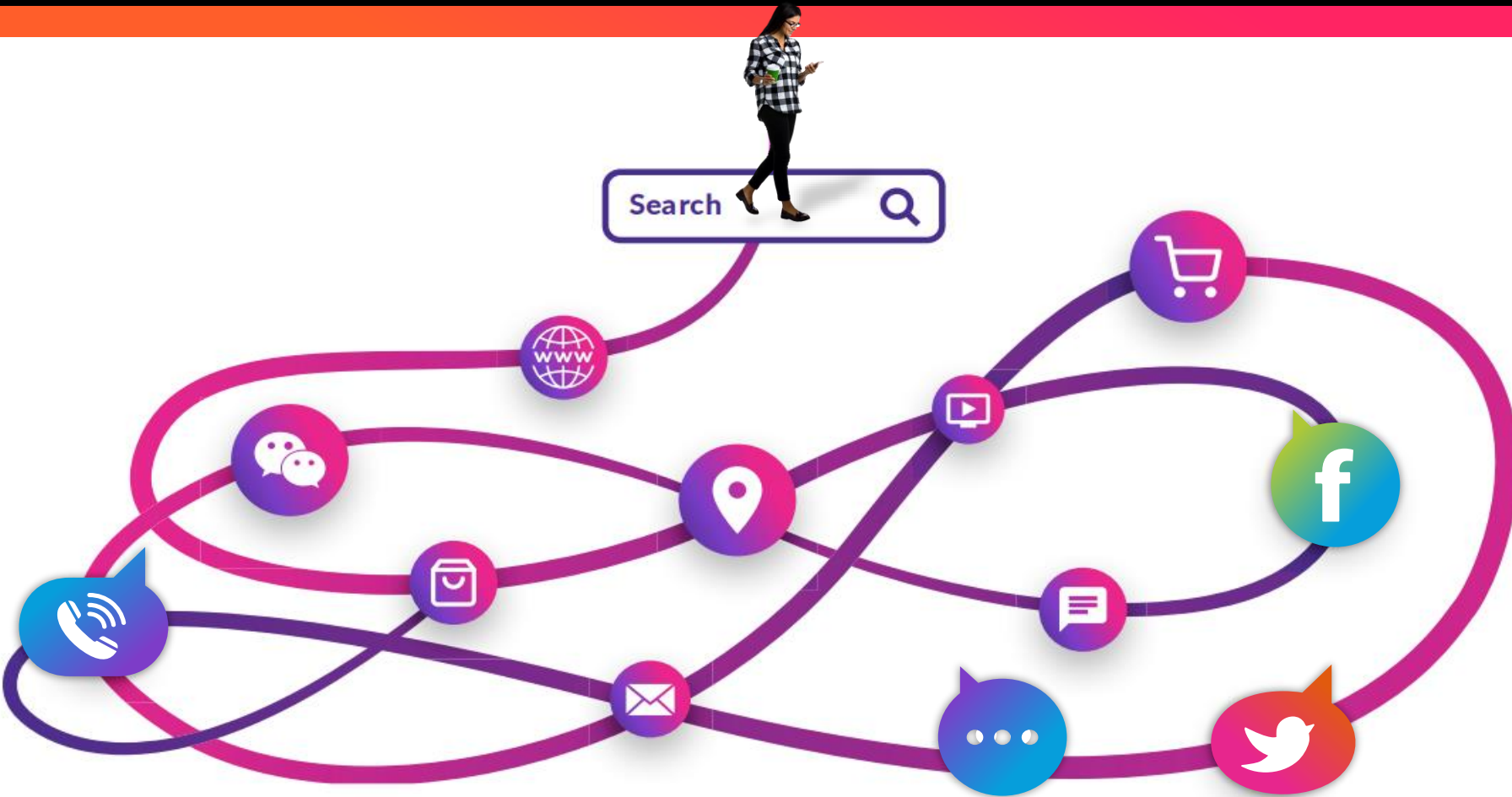
Provide option to elevate to human agent (with full context, so there's no starting over)

# Keeping up with the 24-hour consumer

Industry trends  
(and how your business can take advantage)

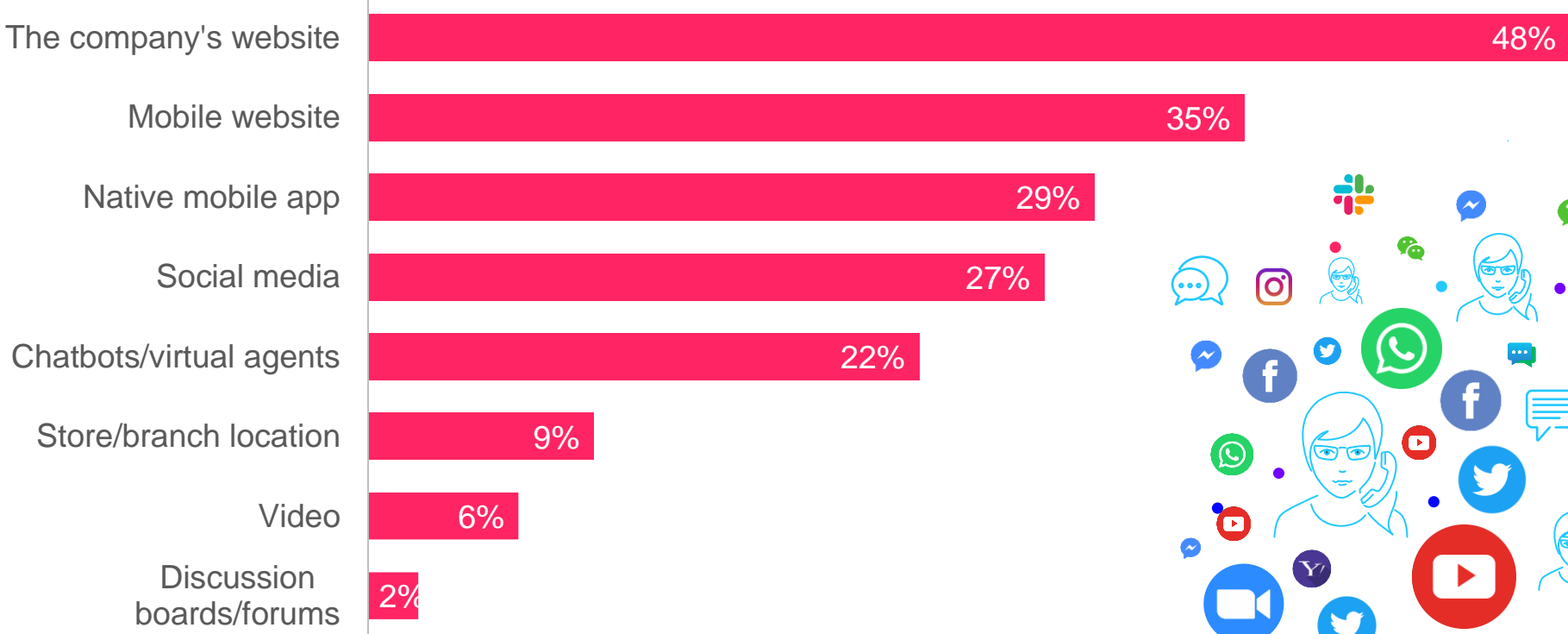


**Trend #1:** More customers are starting their journeys with a digital interaction.





# Trend #1: More customers are starting their journeys with a digital interaction.



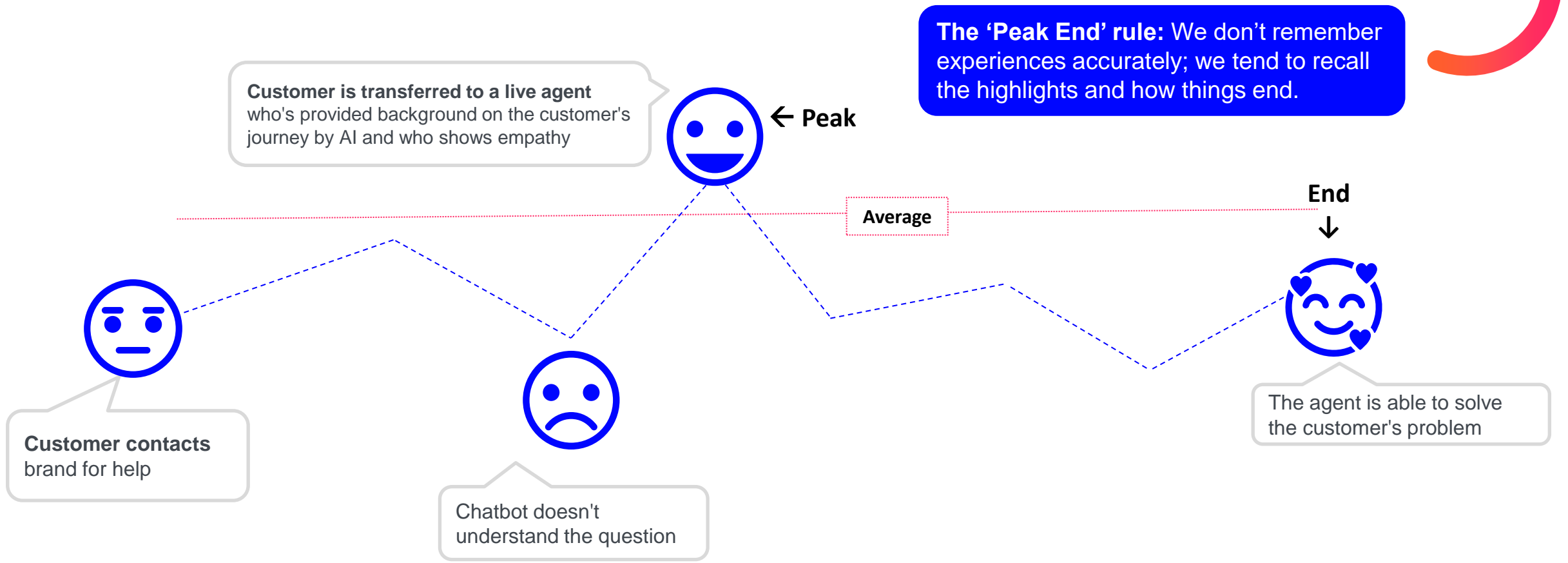
[Forrester Analytics Business Technographics Networks and Telecoms Survey, May 2021](#)

## Trend #2: Customers expect instant gratification.



- **Knowledge projection:** Meet customers at a web search with your content
- Offer **proactive guidance** on your website to help customers be successful
- Whenever needed, **ensure intelligent transfer to agent** with no starting over

# Trend #3: The *experience* is more than the sum of its parts.



## Trend #4: Agent experience now mirrors the customer experience.



The agent situation: 4-6 applications

- Offer enhanced AI-enabled desktop with embedded tools that equip agents with *full context* and interaction history
- Serve up knowledge articles to agents within their desktop
- Empower agents with real-time guidance to improve outcomes

## Wrap-up

# Key CX Trends to take advantage of in 2023

1 More customers are starting their journeys with a digital interaction

2 Customers expect instant gratification

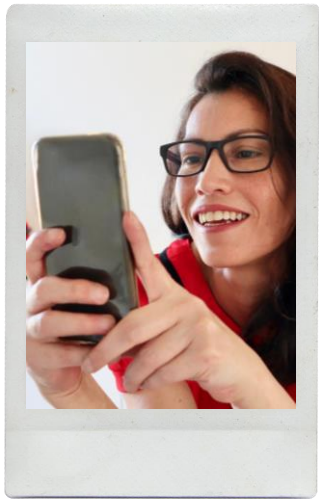
3 The experience is more than the sum of its parts

4 Agent experience now mirrors the customer experience

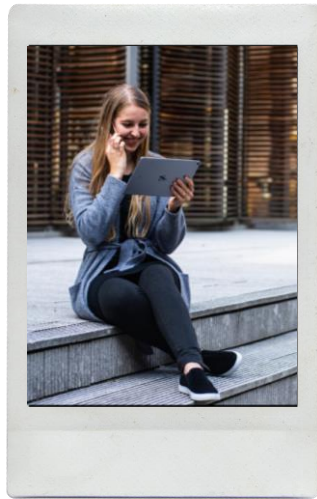


# Action Plan

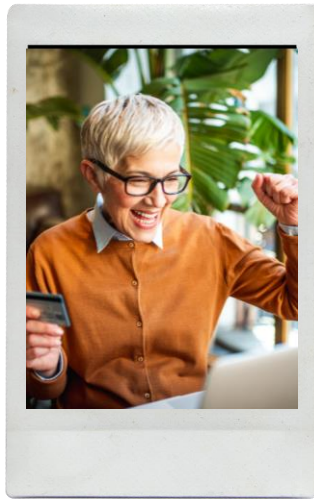
## Make self-help the BEST help for your customer



Meet the customer at the **true start** of their journey —a search



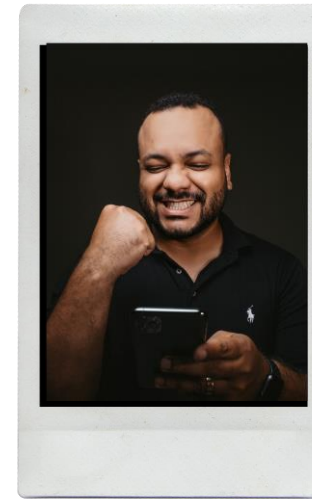
**Guide** customer to fastest resolution path (like IVR to digital messaging)



Engage in **proactive** AI-driven conversations before customers need to contact you



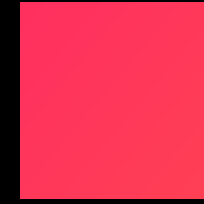
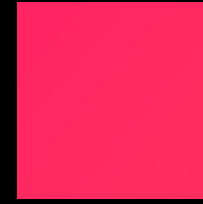
**Conversational** AI that understands and responds to context



Empower customers to take **immediate action** using rich media features like secure forms, payments and scheduling

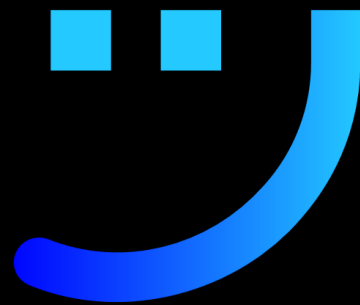


Which tips will you take away and *use*?



Thank You

NICE



Make  
experiences

*flow*