

CUSTOMER SERVICE AND CX MEGATRENDS FOR 2023

AUGUST, 2022



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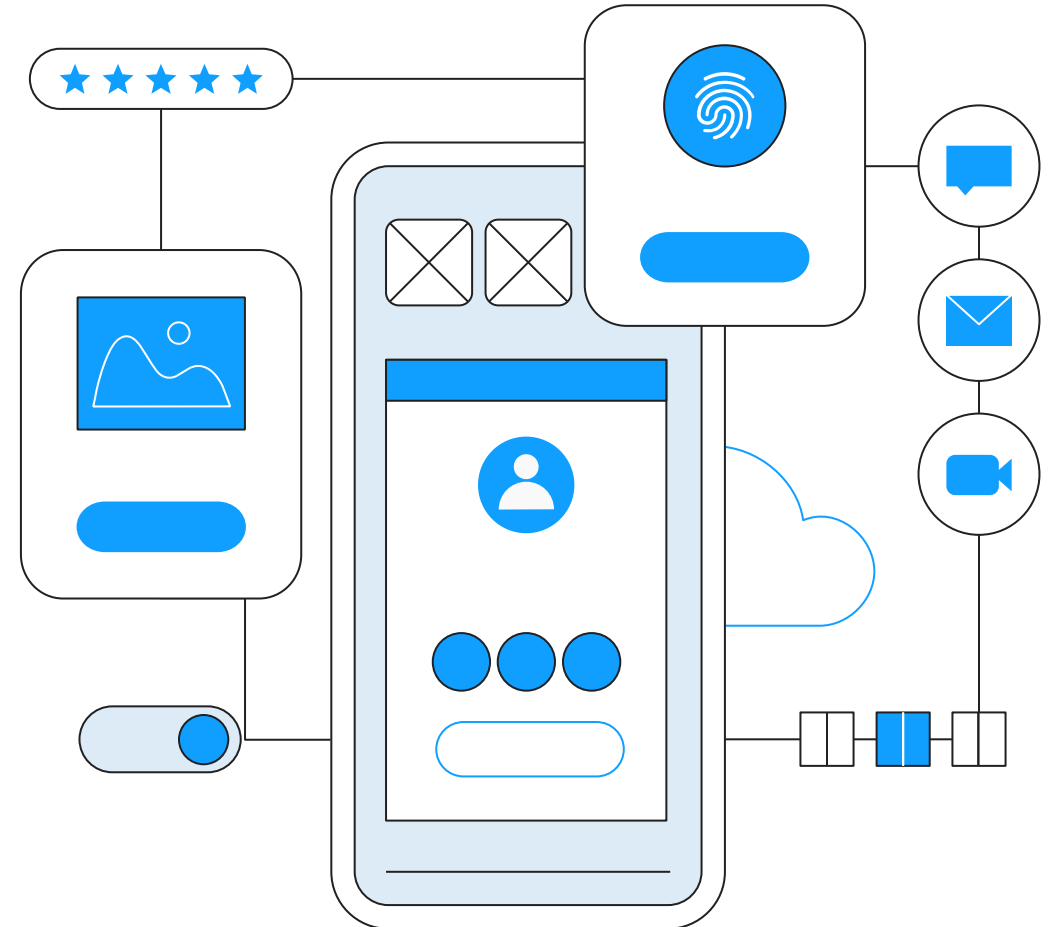
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Customer Service & CX Megatrends for 2023

Presented by Justin Robbins

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Omnichannel's Failure





Nate Brown
@CXAccelerator



All the [#ContactCenter](#) leaders who started their omnichannel implementation in 2014 be like....

[#CX](#) [#CCTR](#) [#CustomerService](#) [#Custserv](#)



Automation & Specialization



Recession and Automation Changes Our Future of Work, But There are Jobs Coming, Report Says

BUSINESS

How to make customer service interactions work in your favor

April 17, 2022 · 4:54 PM ET
Heard on [All Things Considered](#)

SUSTAINABILITY

Are We Getting The Best Out Of Our Bots? Co-Intelligence Between Robots & Humans

Mike Hughes Contributor ©
I cover digital innovations that drive efficiency and sustainability

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Jul 14, 2022, 11:26am EDT

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SAFEGUARDS

The Verdict Is In: Customer Service Isn't Human Enough

Does your organization's customer service strategy sacrifice humanity for the sake of efficiency? Here are three ways to adjust. ↗

How to Reach a Human Being In Customer Service

BY **MEGHAN GUNN** ON 05/09/22 AT 6:00 AM EDT



Psychology

Are Customers Lying to Your Chatbot?

by Alain Cohn

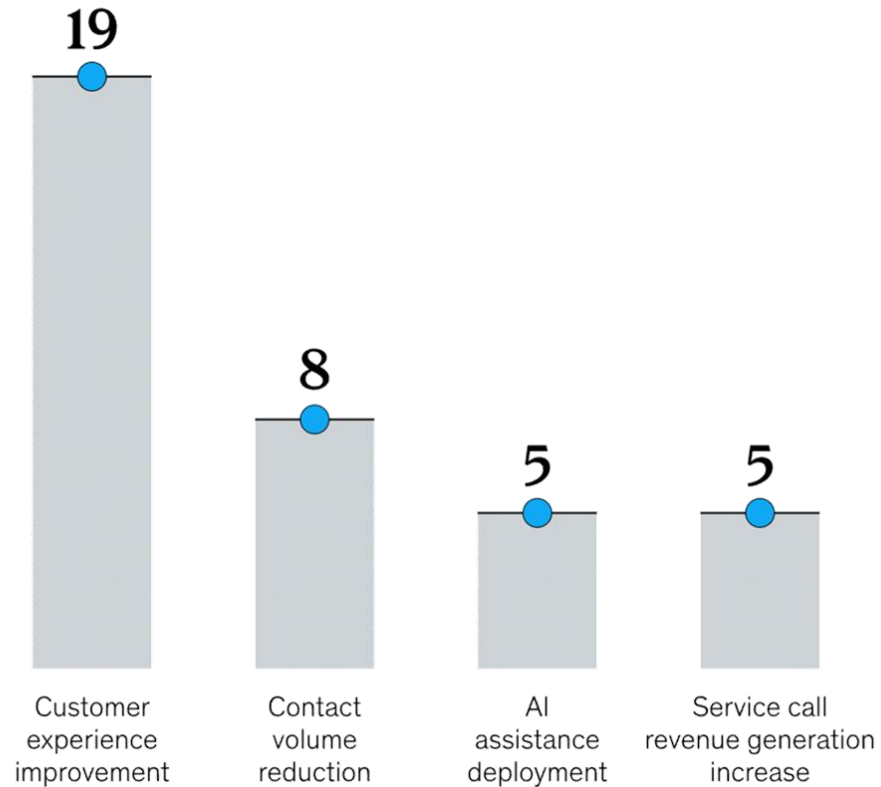
May 06, 2022

Contact Center's Strategic Impact



Improving customer experience is the fastest-growing priority area for surveyed customer care leaders.

Priorities for customer care leaders, 2022, percentage point increase vs 2019¹



¹For 2022 (Q4 2021), n = 167; for 2019, n = 102.

Source: McKinsey 2019 State of Customer Care Survey; McKinsey 2022 State of Customer Care Survey, Q4 2021

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Thank you!

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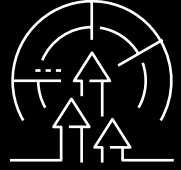


CrmXchange Roundtable

Three Market Trends to Expect in
2023



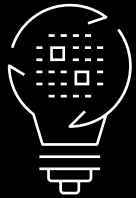
Learning Fuels of the Future



WFM administrator's role is shifting from a tactical focus to a more **strategic role**



Machine learning based forecast are being applied more to the **long-term planning process**



AI is managing forecasting/scheduling of digital channels



More predictive analytics by using AI technology in the coming years to better align with WFM recommendations*

Focus on the Agent Experience with Flexible Self-Scheduling



High rates of **agent attrition** exacerbated by the Great Resignation has forced contact centers to depend on WFM solutions scheduling



One in five workers plan to quit their jobs in 2022 according to PwC's Global Workforce Hope and Fears 2022 Survey



Agent empowerment with self-scheduling and gamification



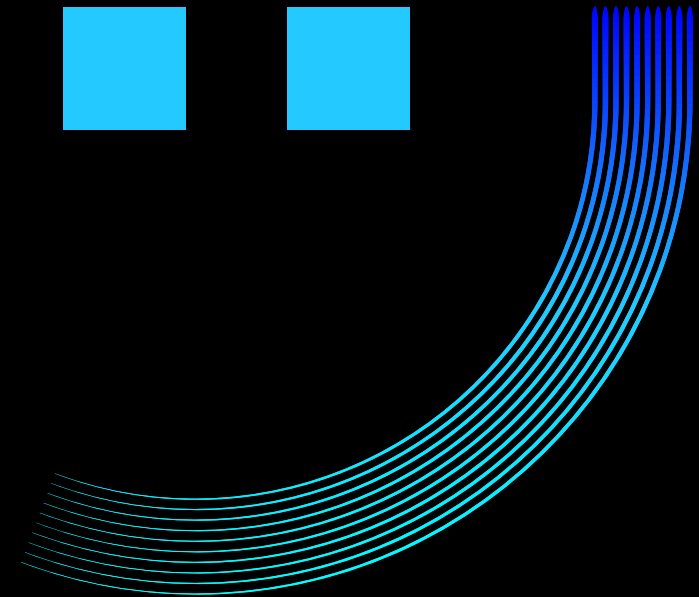
Enhanced mobile capabilities due to hybrid and WAH staffing models

- Rapid growth is occurring in contact centers, mostly due to increases in **digital interactions**
- Both offshore and onshore business process outsourcing (BPO)s are expected to continue **strong growth** as contact centers struggle to retain and/or hire agents*
- The worldwide BPO market was estimated at **\$245.9 billion in 2021** and is predicted to increase at a **9.1%** compound annual growth rate (CAGR) from 2022 to 2030**

* DMG Consulting LLC, 2022.

** Grandviewresearch, 2021.

Growth in the BPO Partnerships



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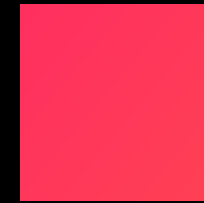
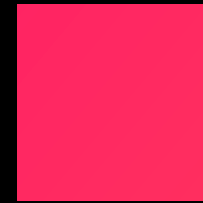
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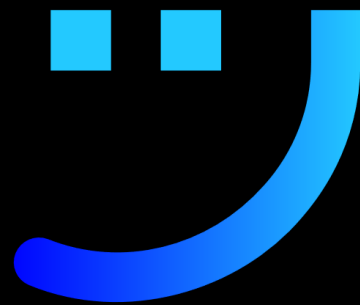


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Thank You

NICE



Make
experiences

flow

Customer Service and CX Megatrends for 2023

Aditi Mehta

Director Go-to-Market, Experience
Management

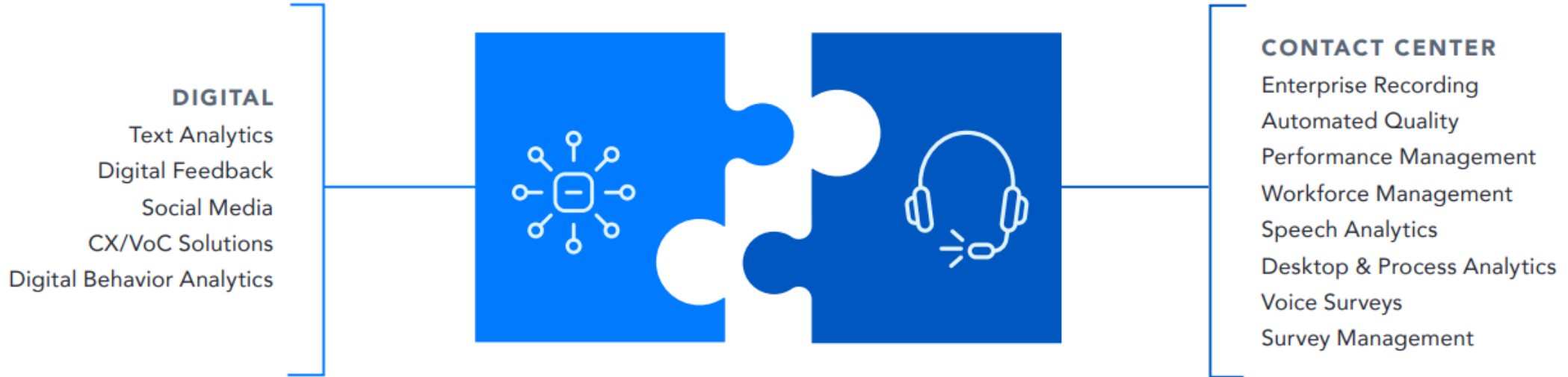
August 11, 2022

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VERINT®

Holistic Customer Engagement

CONNECTING THE DATA A HOLISTIC, FULLY INTEGRATED PROGRAM



Trends We Are Watching



Think omnichannel no matter where you are in the organization



Create a CX Center of Excellence and Breakdown Organization Silos

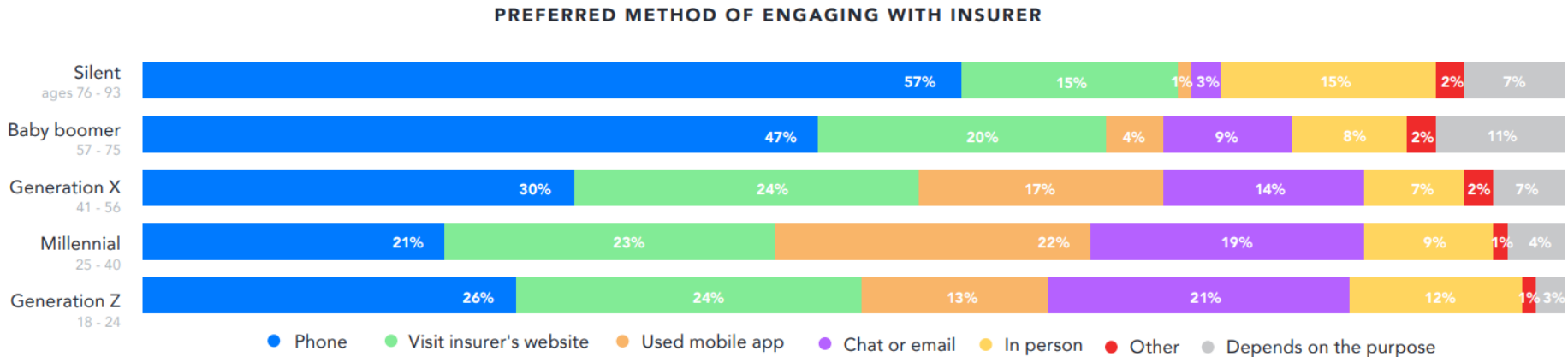


Employee Feedback is Essential For a Holistic View of the Customer

Think Omnichannel

Companies are pushing the boundaries of customer engagement because they have no other choice

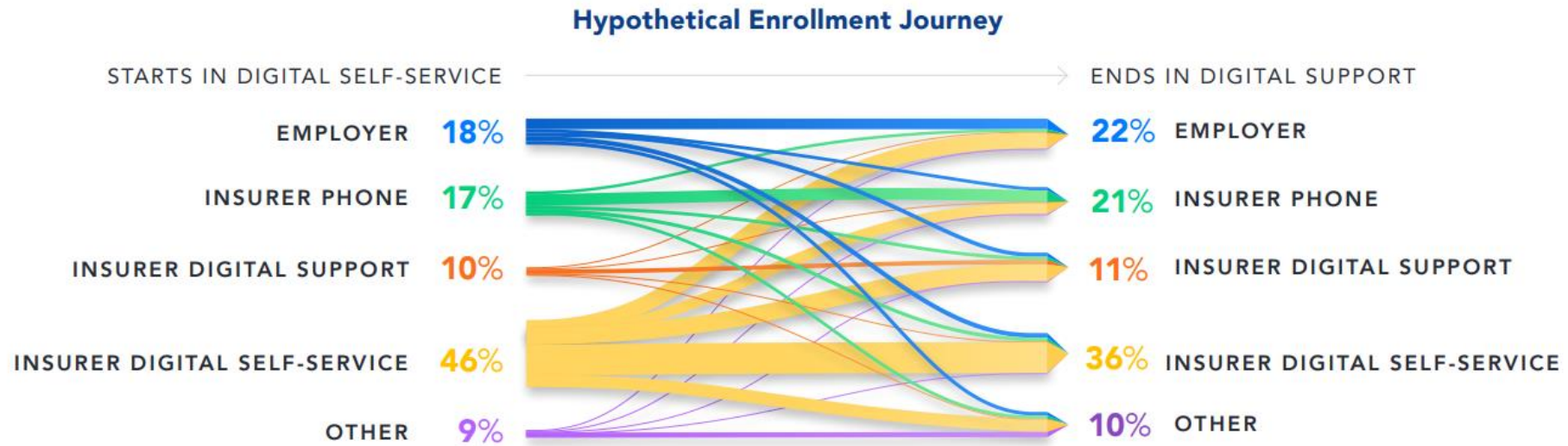
Phone experience still matters

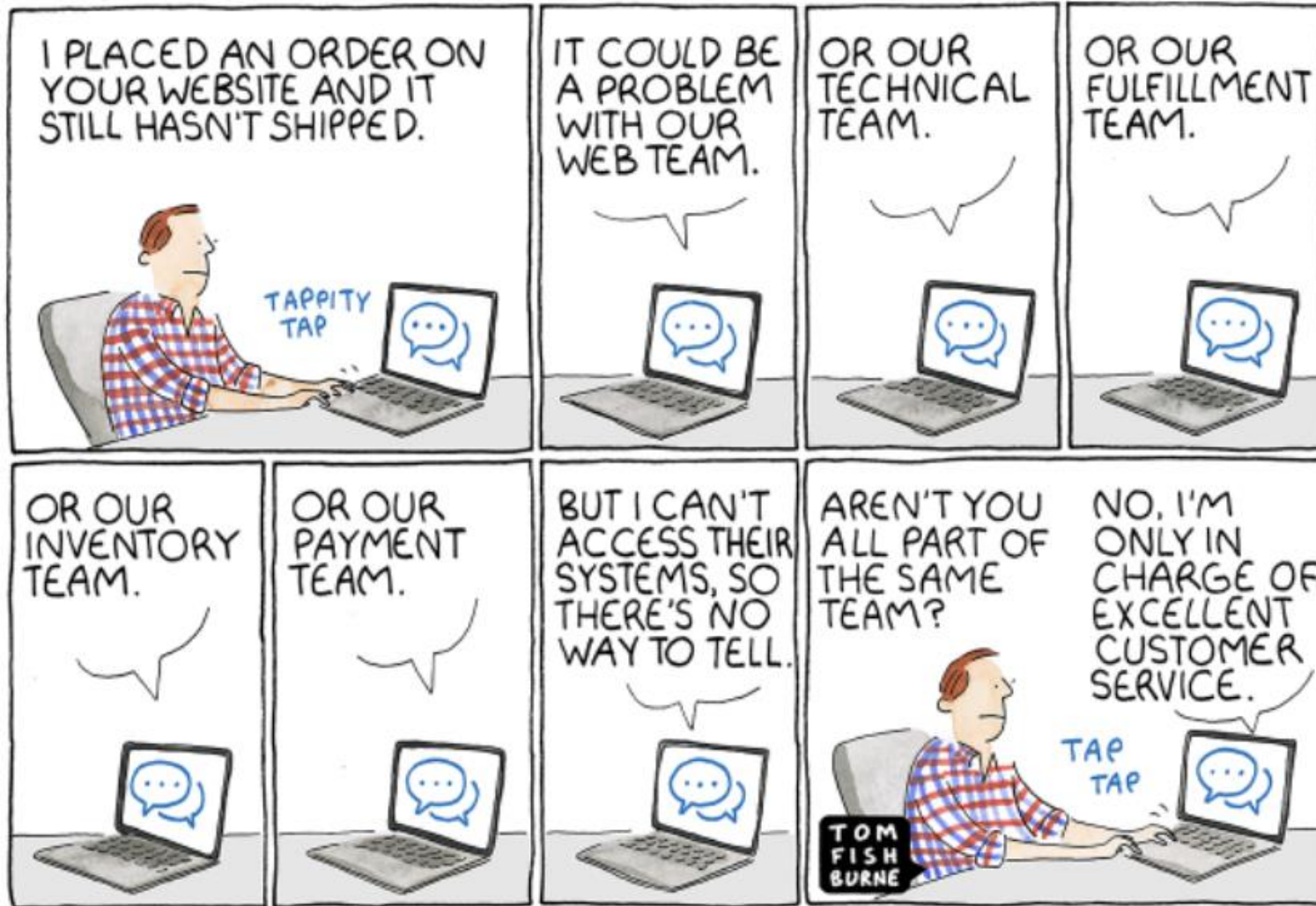


Individual percentages may not sum to 100% due to rounding.



However, the complexity is daunting





© marketoonist.com



CX Center of Excellence

Breakdown the silos, don't be a cost center, be an opportunity center

100%

of interactions are
Recorded

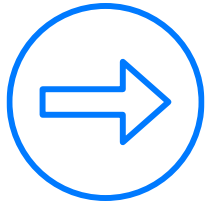
1%

are reviewed or
analyzed



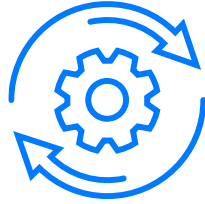
Tackle the complexity and lead the way

Feedback doesn't matter unless you can process it, turn it into insights, and communicate it across stakeholders



BEGIN

Scalability without losing flexibility



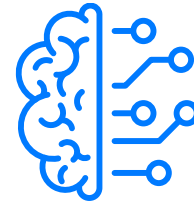
GROW

Action through quick wins and execution



LEARN

Influential factors for lessons learned



GROW

Strategy and practice centralization

Employee Experience & Feedback

Digging a little deeper for customer insights



An Outside-In Approach to Drive Value

Where employee feedback drives value:

- Customer insights
- Process improvements
- Productivity innovations
- Product selection or merchandising trends

What it means for your business:

- Happier employees
- Greater retention
- More satisfied customers
- Continuous feedback loop



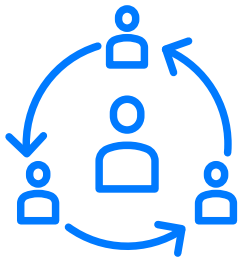
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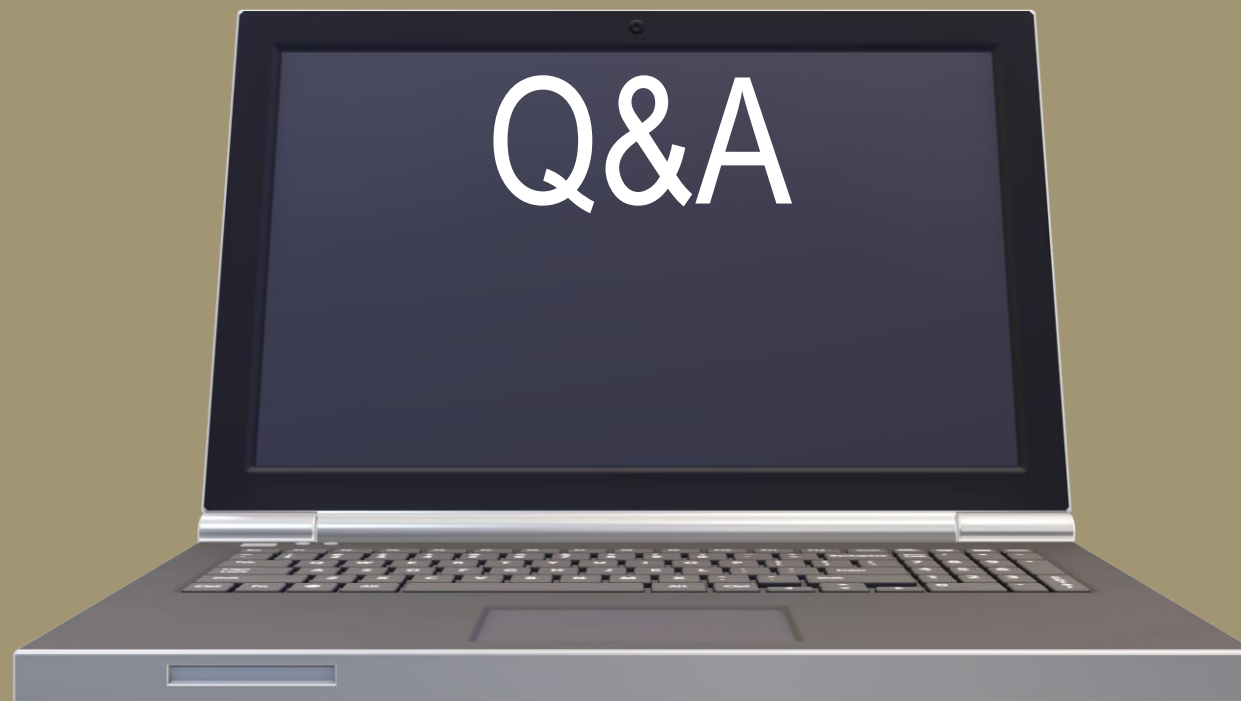
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