

FAB FOUR: DISRUPTIVE TECHNOLOGIES SOLVING REAL PROBLEMS, WITH REAL RESULTS

May 17, 2018

Mind the CX Perception Gap



SOURCE NICE inContact analysis of 300 customer contact center decision-makers and 718 customers who had a customer service experience in the last three months



17
Points
Over-
confident

Four Common Customer Experience Traps

Impersonal Service



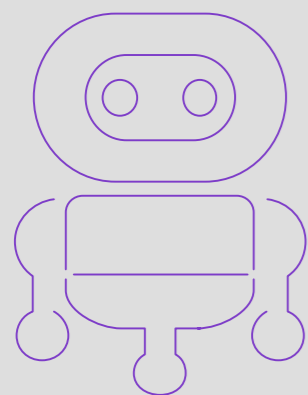
- Prefer agent assist
- Agent assists lead to FCR
- Self-serve elevates to agents

Deflecting and Deflating



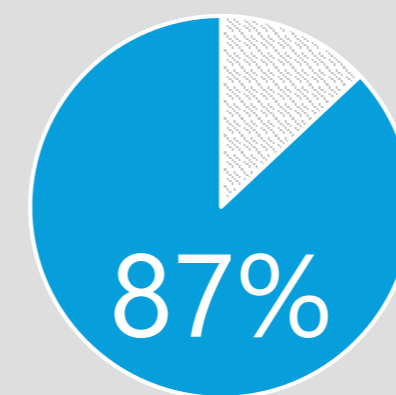
- Business pressure to 'deflect'
- SLAs and skills often not aligned
- E.g. urgent email – 48 hr. SLA

Missed Mobile and AI Opportunities



- Mobile is a **22**pt. perception gap
- Conversational AI a great UI fit
- Self-service failure rates too high

Customer Not Always Right

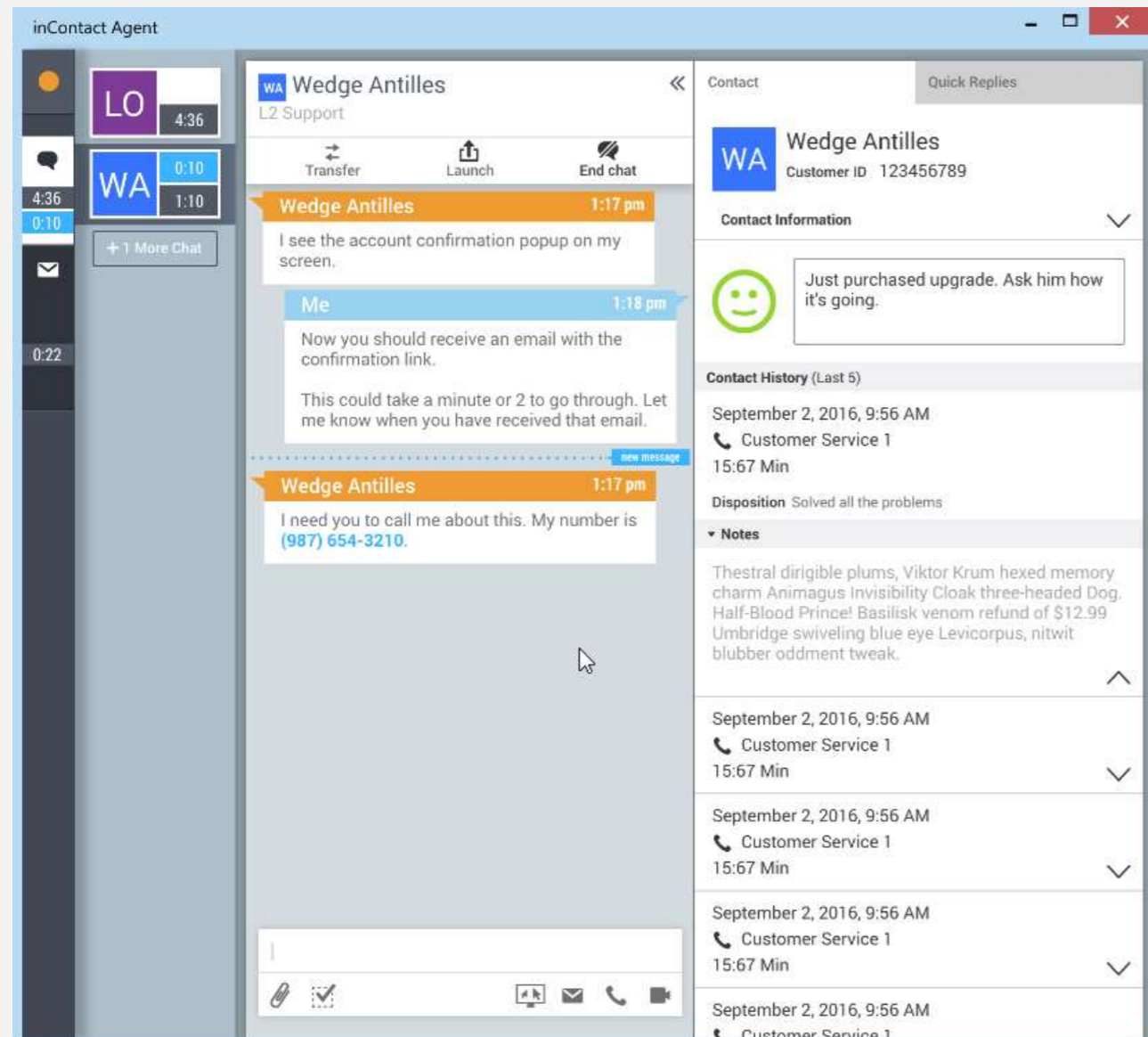


expect companies to **direct them to the best channel of contacting them**

Channel preference \neq effectiveness

#1: Impersonal Service

Consolidated Agent Desktop: CRM + Journey Context



Display customer journey and profile in context

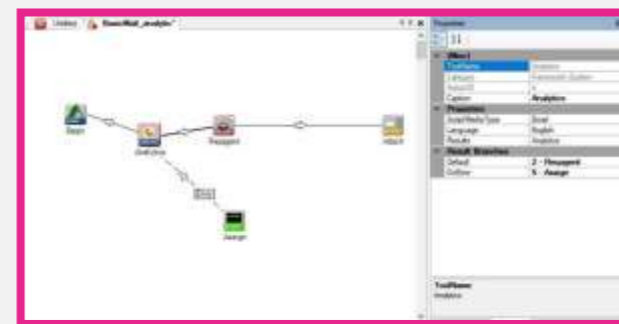
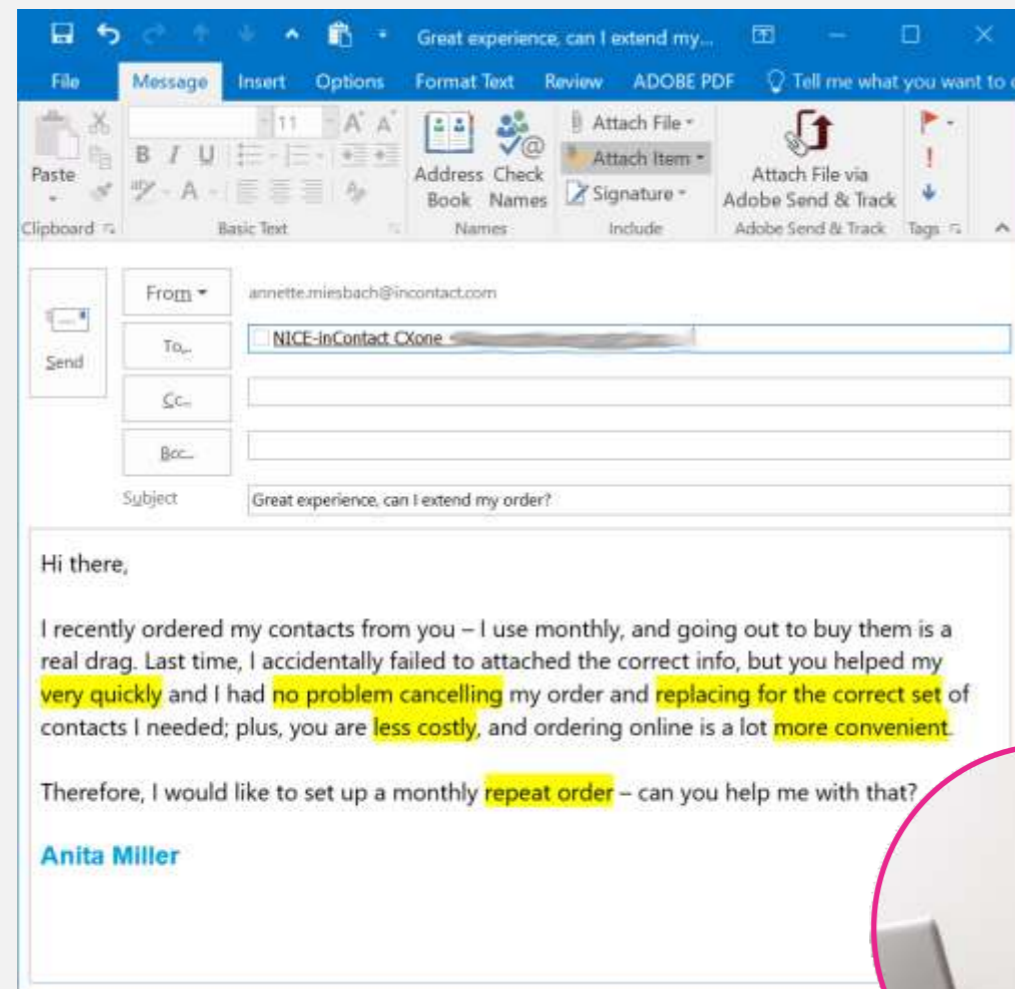
Capture and track customer sentiment, resolution – CRM Synch

Include WFO features of coaching, schedule, leaderboard, etc.

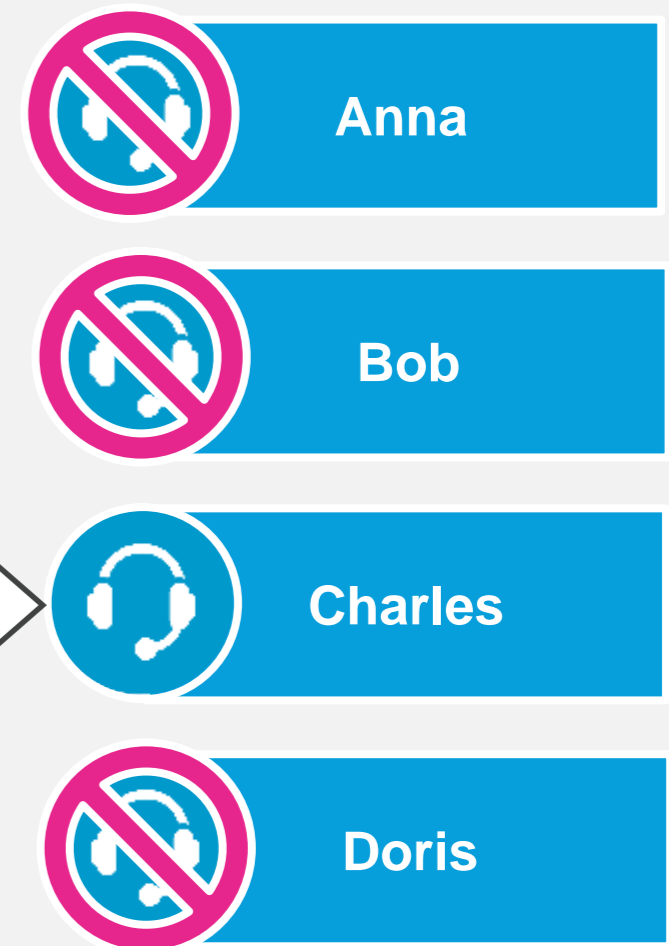
#2: Deflecting and Deflating

Routing Digital Channels Using Analytics

- Enables you to detect attributes: e.g. sentiment, language, topics, customer behavior
- Covers all digital channels typically lacking IVR / diagnostic flow (e.g. email, chat).
- Route contacts based on analysis results and available skills within SLAs



Routing Action:
Sentiment + Topic + Language + Behavior = Best Agent



#3: Missed Mobile and AI Opportunities

Artificial Intelligence (AI) for Customers *and* Agents

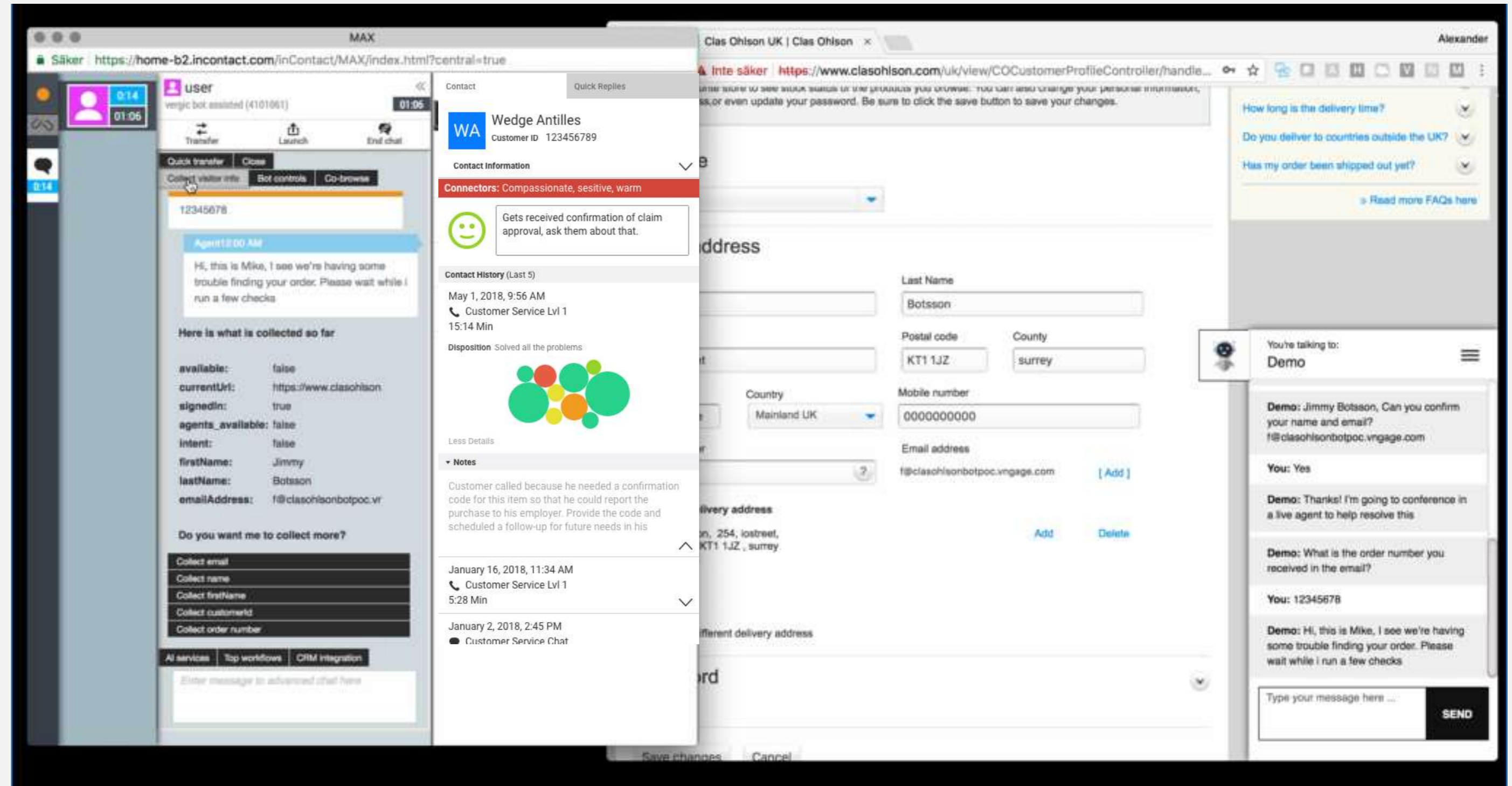
Self-Service Bot

Transparent Agent Handoff

Customer Card with Full Context

AI Agent Prompts and Auto Actions

Co-Browse



#4: Customer Not Always Right

Omnichannel Session Handling

Empowers agents to **concurrently handle multiple customer sessions** from **different channels**.

Two main usage scenarios:

- Empower agents to handle multiple contacts from different customers concurrently
- “Elevate” interactions into Omnichannel “sessions” by adding one or more channels



Chat with Bob



Call with Anna



Email with Chris

The screenshot displays the NICE inContact agent console. The top toolbar includes icons for Hold, Mute, Mask, Record, Transfer, Commit, Hang Up, IVR, Add Dis, Go To Call, and Panels. The left sidebar shows a 'WORKING' status and an 'Omni Channel' section with a chat window for 'Chat Omnichannel (442313)'. Below this is an 'Email Inbox' with 'Outbound Working' and 'Parked' status. The main content area shows an email thread with a subject 'RE: B2' and a body starting with 'Hello Chris, I sent you an email a little while ago...'. The right sidebar features a 'Quick Replies' section with a search bar and several pre-written responses.

Results from Modernizing Customer Experience Platform



TechStyle

JUSTFAB fabkids shoedazzle* FABLETICS

10X elasticity quickly scales from 100 to 1,000 agent while improving productivity by **25%**



RHG RADISSON
HOTEL GROUP

60 day turn-up on 3 continents, gaining omnichannel and **30% reduction** in Call Abandonment



mobile mini[®]
SOLUTIONS

NPS from 78.6 to **87.9**
Lowered ASA by 80 seconds
(average speed of answer)

