Moving to Digital Customer Service

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Moving to digital customer service

> **What do we mean by digital strategy & Omnichannel?**

> **How to deliver effective customer service & by what means?**
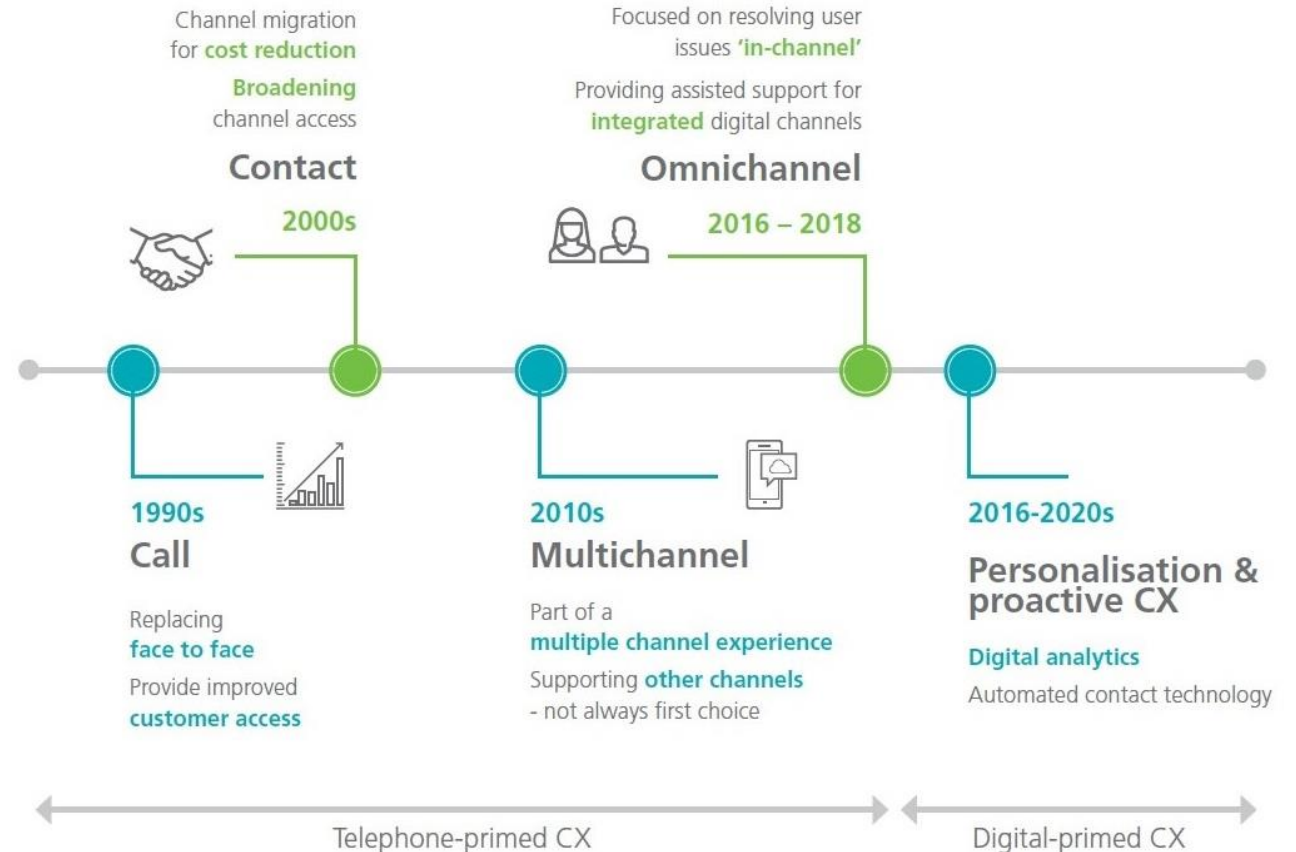
The evolution of service

> From telephone to digital

> Increasing number of channels to support

> Greater need for technology

CX transformation: evolution of the contact centre

Channel migration for **cost reduction**
Broadening channel access

Contact

2000s

Focused on resolving user issues **'in-channel'**

Providing assisted support for **integrated** digital channels

Omnichannel

2016 – 2018

1990s
Call

Replacing **face to face**

Provide improved **customer access**

2010s
Multichannel

Part of a **multiple channel experience**

Supporting **other channels** - not always first choice

2016-2020s
Personalisation & proactive CX

Digital analytics

Automated contact technology

Telephone-primed CX

Digital-primed CX

Credit: Dimension Data 2016 benchmarking report

Which means…..

"The world has formed a digital skin. Business, service, technology and commercial models have changed forever.

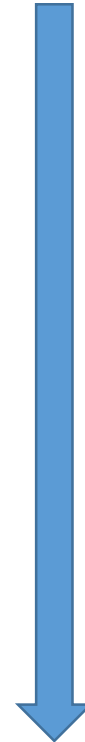Organisations are strategically challenged to keep pace with customer behaviour."

Credit: Dimension Data 2017 benchmarking report

are you ready

What do we mean by Omnichannel?

Category	Proportion	Description
Multichannel	58%	Offer a choice of channels to customers (i.e. several of voice, email, social media, web chat), from which they can use one in a single interaction. If they change channel, the context and history is lost
Multimodal	12%	Offer a choice of channels, and customers can use more than one in the same interaction (e.g. an agent can send an email or SMS to a customer while they are talking on the phone)
Omnichannel	30%	Offer a choice of channels, and can use more than one over multiple interactions, while retaining the history and context of the original enquiry. Relevant information follows the customer across channels and interactions

Ref: Contact Babel 2017 benchmarking report

What are the barriers?

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Ref: Contact Babel 2017 benchmarking report

▶ 53% - our technology platform does not support a single view of the customer

▶ 20% - business processes are siloed and separate

▶ 12% - insufficient budget to carry out the required changes

Poll

How mature is your digital strategy? (pick one)

- No strategy – voice and email only

- Separate standalone channels

- Developing Multimodal

- Reaching Omnichannel

- Mature - now moving towards AI

Where should you invest?

Where will you get maximum ROI?

Category	Value
Website capabilities	29%
Mobile applications	23%
Automated / Virtual assistance chatbot	16%
Interactive Voice Response	10%
Proactive Outbound comms	7%
Diagnostic tools	4%
Community Forums	4%
FAQ Portal	3%
Video tutorials / guides	1%
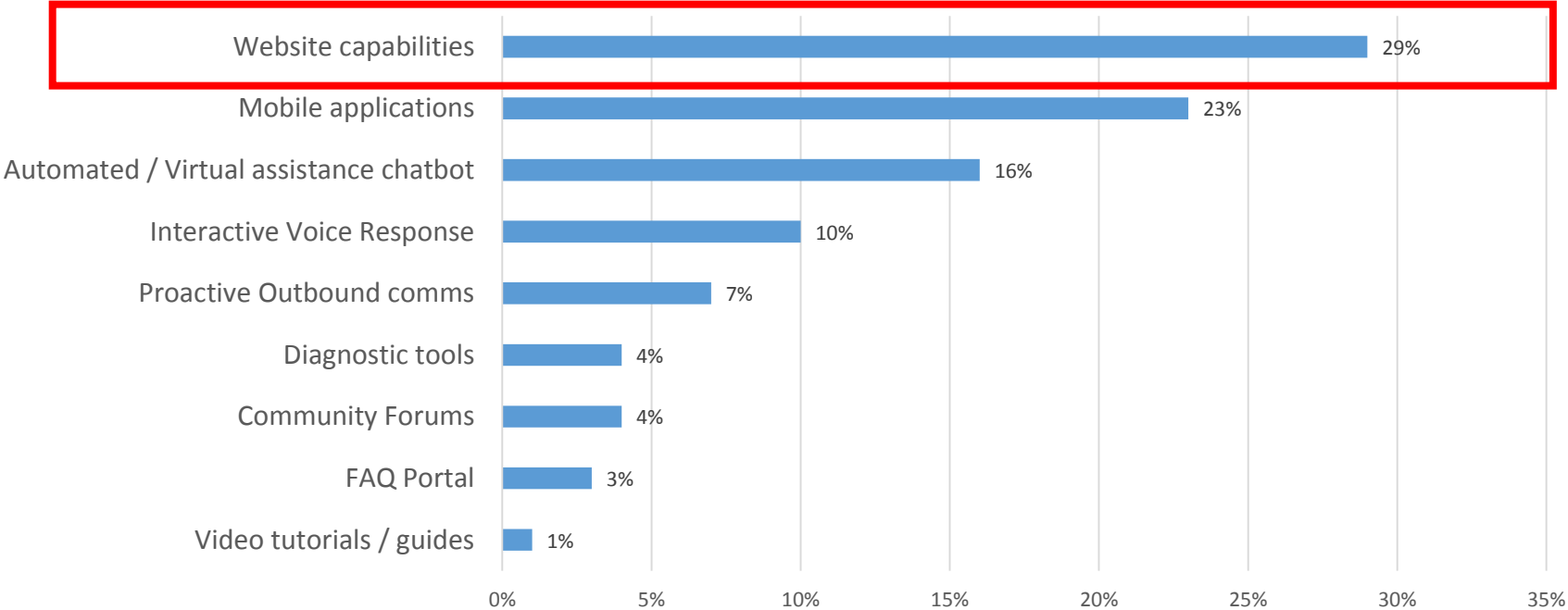
Reference: Deloitte 2017 global contact centres report

Website capabilities

> **Customer journey:** understand the context of why the customer is visiting today

> **User experience:** websites where users spend less the 15 seconds on a landing page – because of poor user experience designs – fail to sustain their SEO rankings

> **Knowledge:** need to provide the right answer to search questions

Let's look at an example

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PROVIDING THE ENABLERS TO EXCEL
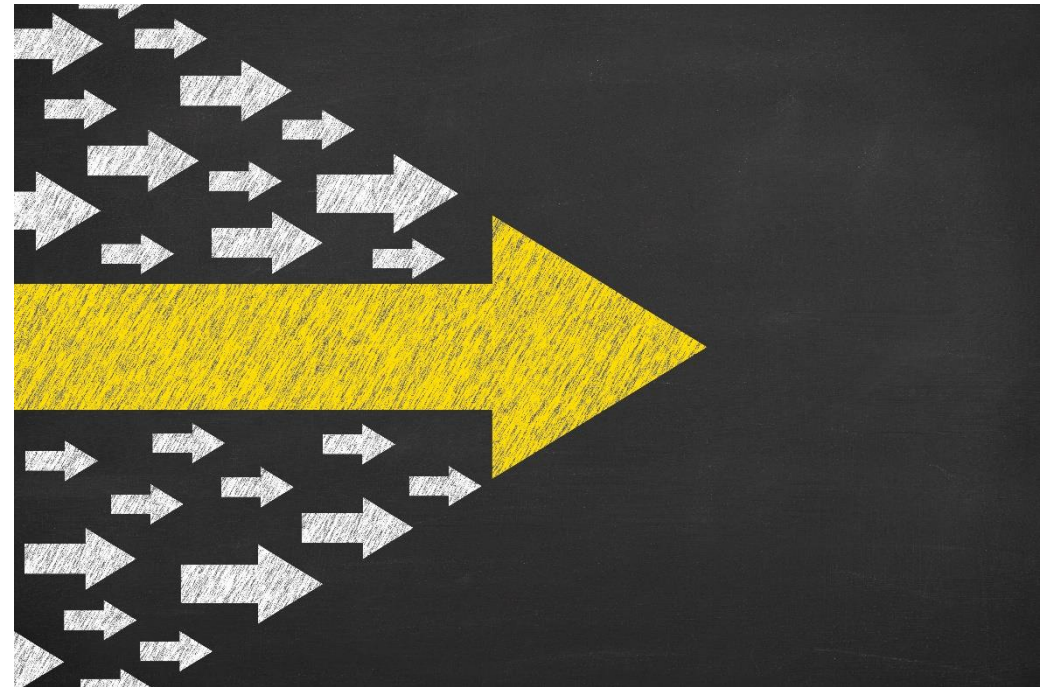
▶ Most users start their search for problems via search engines like Google – which signposts them to landing pages managed by the business

▶ Control of the customer journey is then reliant on having good content and engaging copy & media

Enabling contact deflection

Excellent – layout, options and flow

You can even download guide

Multiple contact reasons

Both have embedded videos

Poll

What proportion of your voice traffic have you moved to digital self-service? (pick one)

- None
- A little – less than 5%
- Some – up to 20%
- A lot – between 20-50%
- Most of it – 50% +

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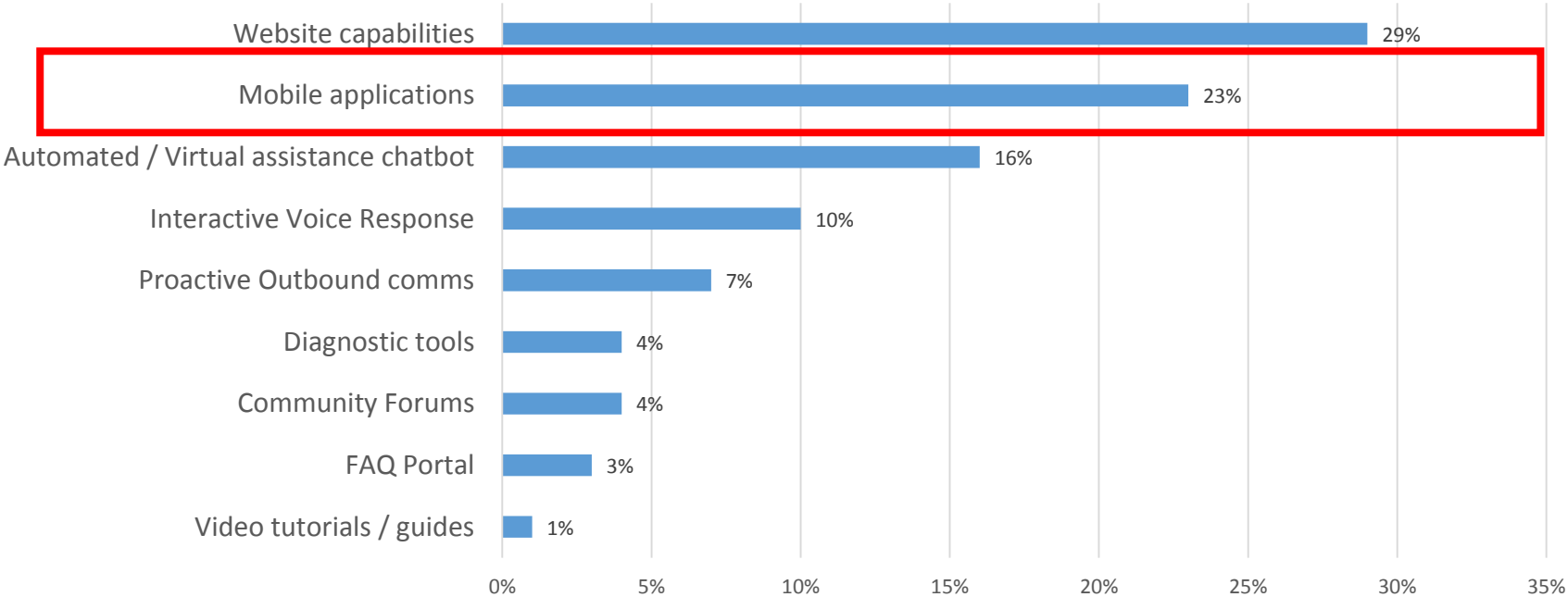
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Supporting mobile customers

> Google research showed that 73% of consumers will switch from a poorly designed mobile site to an alternative mobile site that makes purchasing easier

> Contact Babel found in 2017 that 53% of survey respondents offer mobile functionality for customer service, with a further 26% having definite plans to doing so

> Optimal support must include personalisation & context

But when asked how support is currently provided for mobile users

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PROVIDING THE ENABLERS TO EXCEL

- 71% provide a telephone number
- 60% provide an email address
- 38% provide a hyperlink to the full website
- 28% click-to-chat
- 24% request call back
- 17% click-to-call

Ref: Contact Babel 2017 benchmarking report

But when asked how support is currently provided for mobile users

Context retained

- 71% provide a telephone number — No
- 60% provide an email address — No
- 38% provide a hyperlink to the full website — No
- **28% click-to-chat** — Yes
- 24% request call back — No
- **17% click-to-call** — Yes

How to retain context

Customer identity: app users have already ID&V'd

Geographical information: smartphones are GPS-enabled

Historical activity: customer browsing info available

Collect information: the mobile device may also be used to capture and share information with the business

- Use camera to take photos
- Automate a two-way interaction: scan a QR code
- Enhance routing – virtual IVR choices

Business outcomes

> **Better CX** – improved routing accuracy so that enquiries get to the right agent that can resolve them first-time

> **Lower costs** – decreased call handling time in cases where contextual data is passed to an agent

> **Higher CSAT** – improved customer satisfaction as a result of lower customer effort
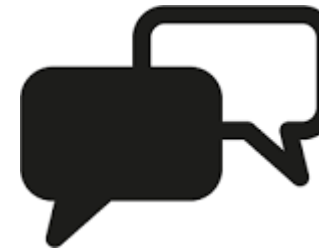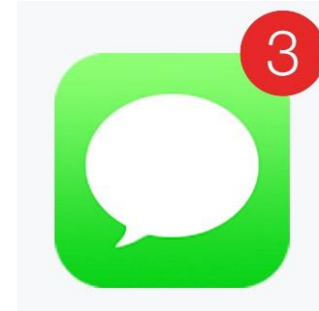
Let's get the audience views

Which channels to offer?

> **SMS** – to send customers outbound communications

> **Web chat** – to provide customer support whilst they are on your site

> **Messaging** – asynchronous chat accessible by customers through their application of choice

A decision making framework

Key factors to consider:

- From what devices can a customer access the channel?
- Is there a record of the conversation?
- Does the organisation know if the customer has seen the message?
- How much time might a conversation take up?
- Is it attractive for digital natives?
- Is it attractive for high net worth segments?
- Are there technical barriers for an organisation to integrate the channel?
- Can chatbots be used?
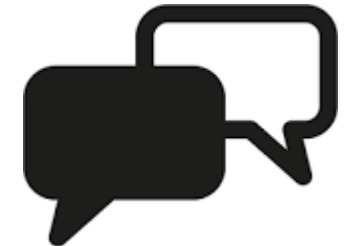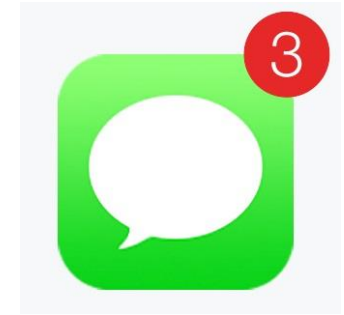
The characteristics of the media

	Text messaging	**Sync messaging**	**Async messaging**
Access	Mobile only	Mobile & desktop	Mobile & desktop
Conversation type	Simple & structured e.g. please complete this survey	Potentially more complex & unstructured	Simple but unstructured
Comms audit trail	Yes	Upon request at end of chat	Yes
Platform	Generic SMS	Business website initiated web chat	Third party messaging app e.g. Whatsapp
Confirmation that message has been read by customer	No	No	Yes
Session length	Short	Potentially long	Short – but could involve multiple threads
Integrated calling	Via number included in the message	Only when initiated by agent	Yes – by customer or agent
Click through rates	Low to Medium	Medium to High	Medium to High
Attractive to millennials	Partially	Partially	Fully
Attractive to baby boomers	Fully	Partially	Partially
Business integration costs (technology)	Medium	Medium to High	Low to Medium
Channel growth potential	Low	Medium	High

For more information

- Other resources are available at www.mcx.co.uk

- Or you can find me via Linked in as the "Contact Centre Innovator"