8x8

Moving to Digital Customer Service
David Rowlands 8x8

Let's think about this

The emphasis on "resolution quality" signifies a value-driven approach to customer contact. Today's organisations are not simply "answering" interactions from customers. They are not simply ensuring adherence to a consistent set of procedures.
They truly need to deliver what their customers want.

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Digital Strategy - where do you think digital fits ?

- A commitment to building a digital customer relationship is totally compatible with an emphasis on contact centre performance and customer satisfaction.

- What ever you do ~ how will you or how do you measure performance.

- For today's organisations, the most common measurement omissions include channel preference (not measured by **63%**), personalisation (**51%**) and customer effort (**51%**).

- Acknowledgement CCW

This is supposed to be the age of omnichannel.

- A frictionless, personalised experience is supposed to be the key indicator of customer centricity.

- The majority of organisations nonetheless confirm an inability to recognise customers as they move between touch points.

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A statistic from the recent CCW Digital study resoundingly underscores the situation:
Only 18% of organizations say customers can consistently move between channels without repeating information.

Nearly 55% of organisations say their customers never can.

Channel preference – Digital Choice

- We may be in an "omnichannel revolution," but a whopping **63%** of organisations are not measuring their ability to honour channel preference.

- Roughly three-quarters of organisations believe different contact channels should have their own key performance indicators.

- Reducing customer effort is the #1 CX priority for 2018, and organisations believe customer feedback, agent training and digital engagement are the keys to achieving that objective.

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Poll

Can your customers channel hop

Yes

No

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Customers are rejecting the "old way"

89%
companies compete
on customer experience

Gartner

89%
Customers frustrated by repeating
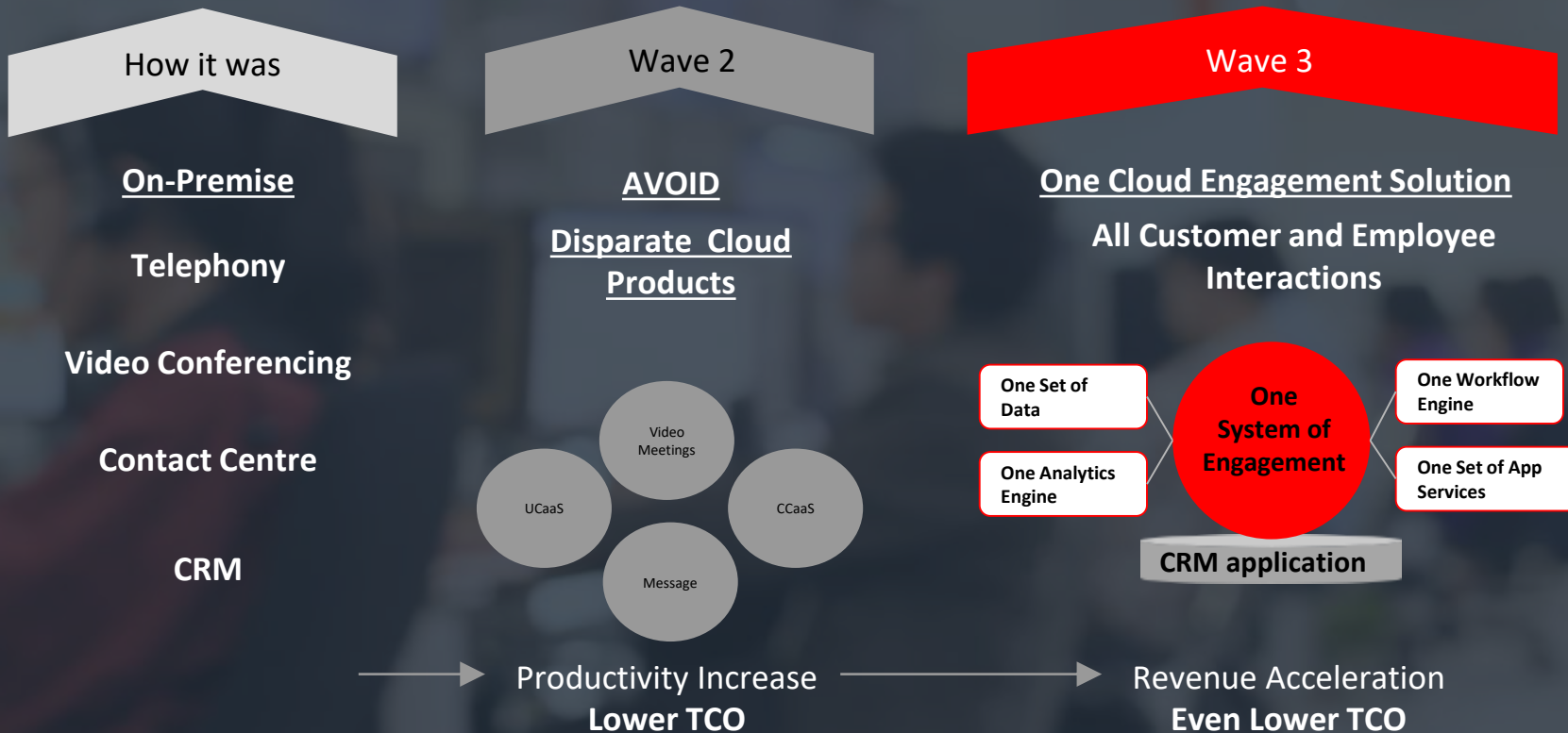their issues to multiple
representatives

Accenture

75%
online customers expect help
within 5 minutes

McKinsey Digital Labs

360 Enterprise Communications: The 3rd Wave

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How it was	Wave 2	Wave 3

On-Premise

Telephony

Video Conferencing

Contact Centre

CRM

AVOID
Disparate Cloud Products

- Video Meetings
- UCaaS
- CCaaS
- Message

One Cloud Engagement Solution

All Customer and Employee Interactions

- One Set of Data
- One Analytics Engine
- **One System of Engagement**
- One Workflow Engine
- One Set of App Services

CRM application

Productivity Increase
Lower TCO

Revenue Acceleration
Even Lower TCO

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Arm Your Agents – Digital is big

In the name of performance and agent happiness, great cultures also foster communication and collaboration between employees of all seniorities.

They stress one-on-one coaching as a way to make learning more personal, engaging and effective.

They also encourage open dialogue between agents, supervisors and leaders to promote the sharing of feedback and the forging of a
community.

Poll

Have you deployed Artificial Intelligence?

- No
- It's on the Horizon
- Planning it in next 12 months
- Yes - It has met expectations
- Yes - But has not met expectations

CX Innovation and Transformation

1. Your customers now demand that you know why they are making contact.

2. They expect a fast resolution to any question they might have across any media at any time.

3. Your CEO has business expectations you must meet.

4. Your agents needs one 360 view of the customer and tools to help them.

5. You need management and BI tools.

6. Everyone wants fast, effective low cost communications

7. These needs will get more difficult to provide in the next 3 years.

Contact Centre Analytics that Drive Business Insights

Visualize the complete customer Journey
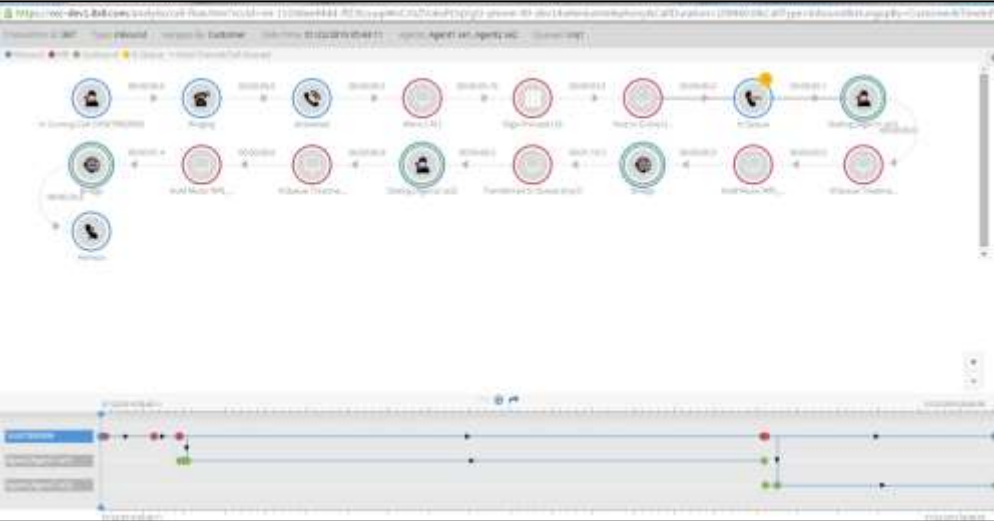
Capture the voice of the customer with **Post Call Survey**
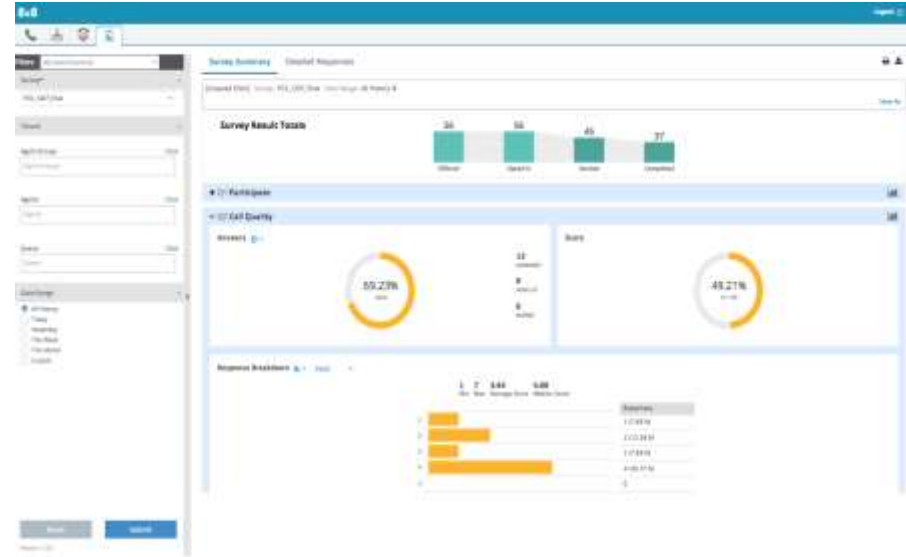
Driving Innovation in Contact Centre

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Unified Data Sets

Support Billions of Calls & Messages

Real Time Big Data

Scaling with:
Flink | Hadoop | Hbase | ELK

Analytics

Descriptive & Diagnostic Reporting

Machine Learning

Leverage machine learning for customer data

Predictive A.I.

Optimize internal systems & customer data

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CX Innovation and Transformation

• Have a flexible approach, with a team and systems that enable change, change is now the only constant.

• Listen to your customers and enable the right channels at the right time.
Expect customers to channel hop

For a positive response:

• Be clear with your customers on what channels are available, what you are planning to introduce and when.

• Be clear about what to expect from the service, and experience, don't try and delight.

Thank you