

Achieving Omnichannel Experience

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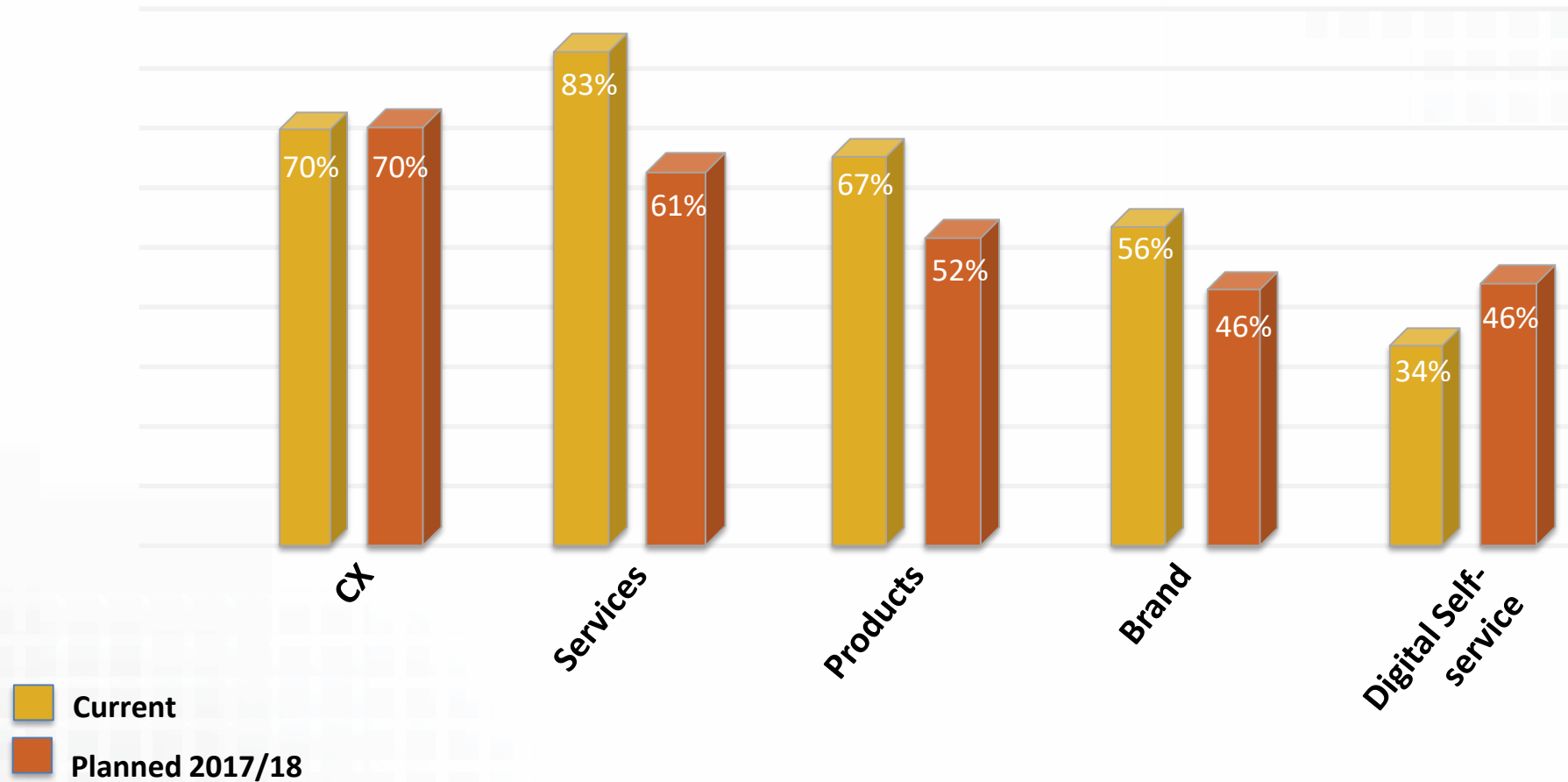


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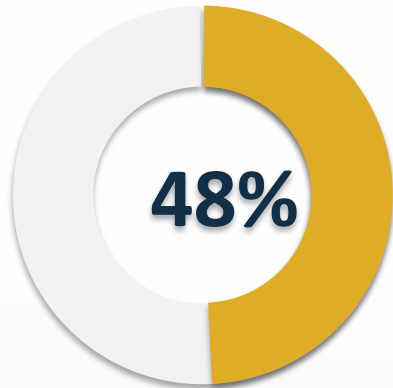
VENTANA RESEARCH

Customer Experience IS the Business Differentiator



Source: Ventana Research Next Generation Contact Center in the Cloud
Benchmark Research

Omnichannel Customer Experience



48% of organizations say they provide their customers with omnichannel experiences

Source: Ventana Research Next Generation Contact Center in the Cloud Benchmark Research

69% of organizations say it is very important to improve customer service
23% Important.

35% of organizations say their customers are satisfied with the way they handle interactions
47% Somewhat satisfied.

69% of organizations say it is very important to improve interaction handling
27% Important.

Negative CX Influencers for Customers

50% have to repeat information



48% responses are too slow

37% self-service hard to use

43% can't use preferred channel

41% responses not consistent

*Source: Ventana Research Next Generation Contact Center in the Cloud
Benchmark Research*

Employee Skills are Key



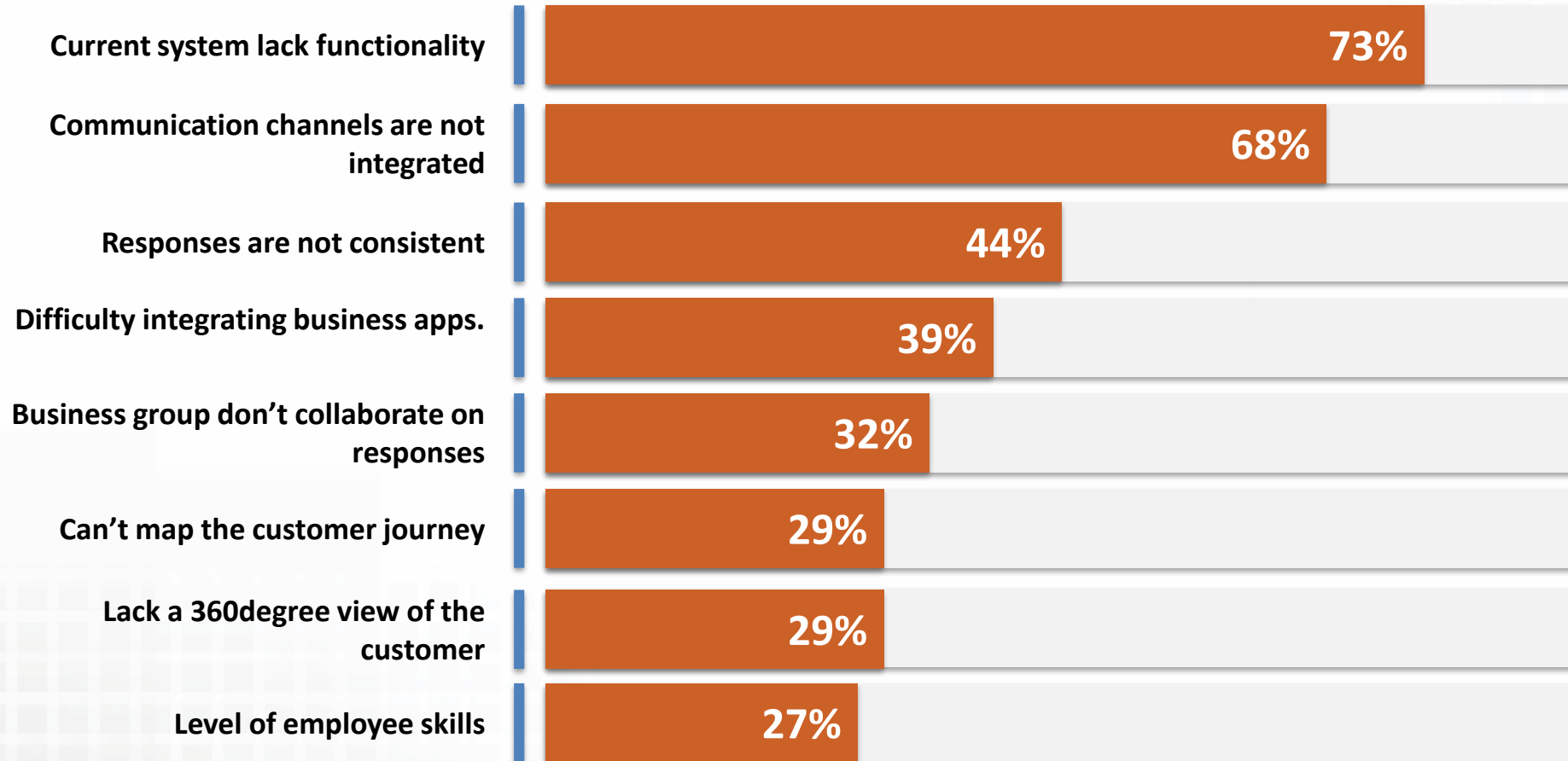
36% of “agents” are able to handle all communication channels



33% of “agents” are able to handle all types of interactions

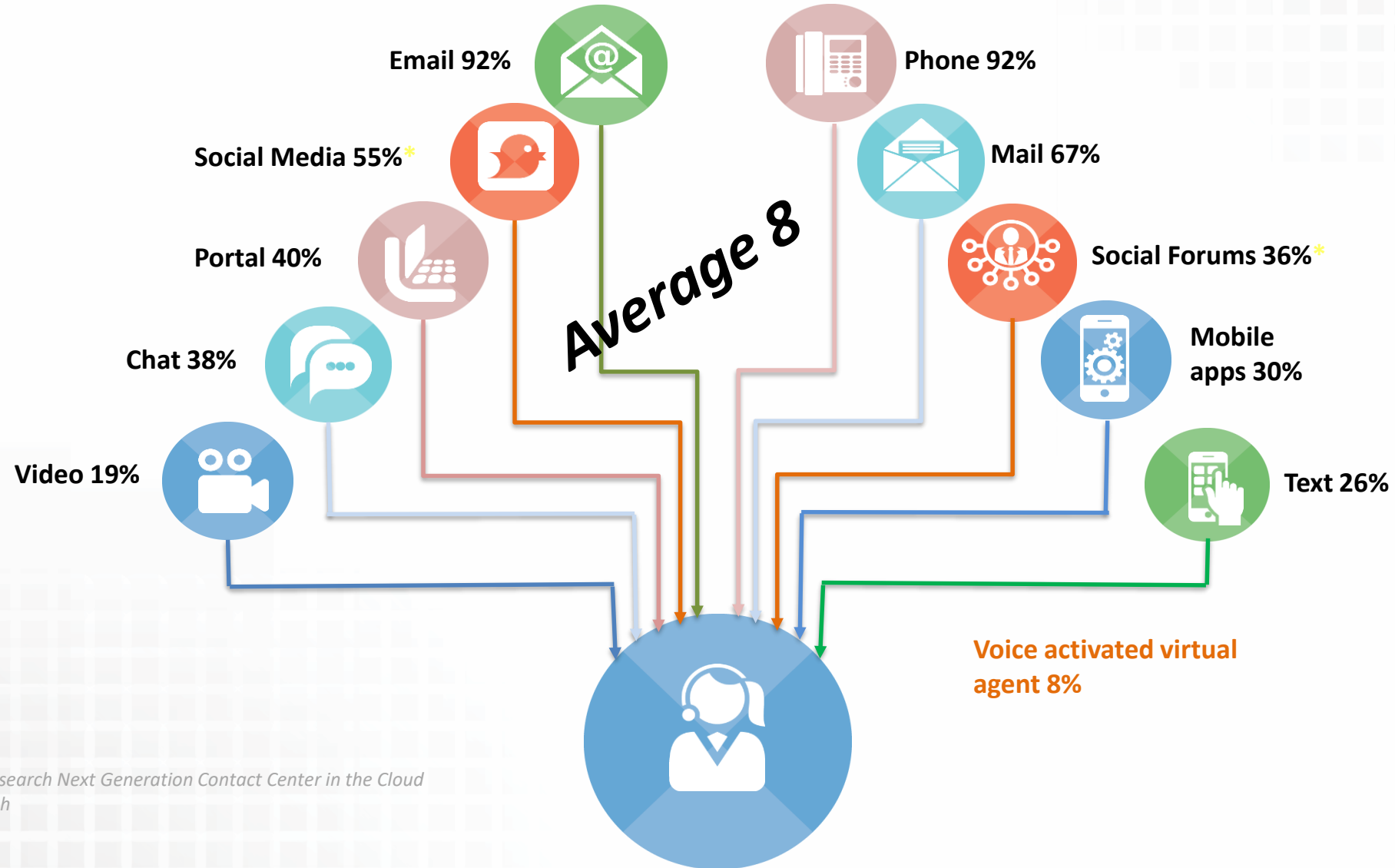
Source: Ventana Research Next Generation Contact Center in the Cloud Benchmark Research

Internal CX Inhibitors



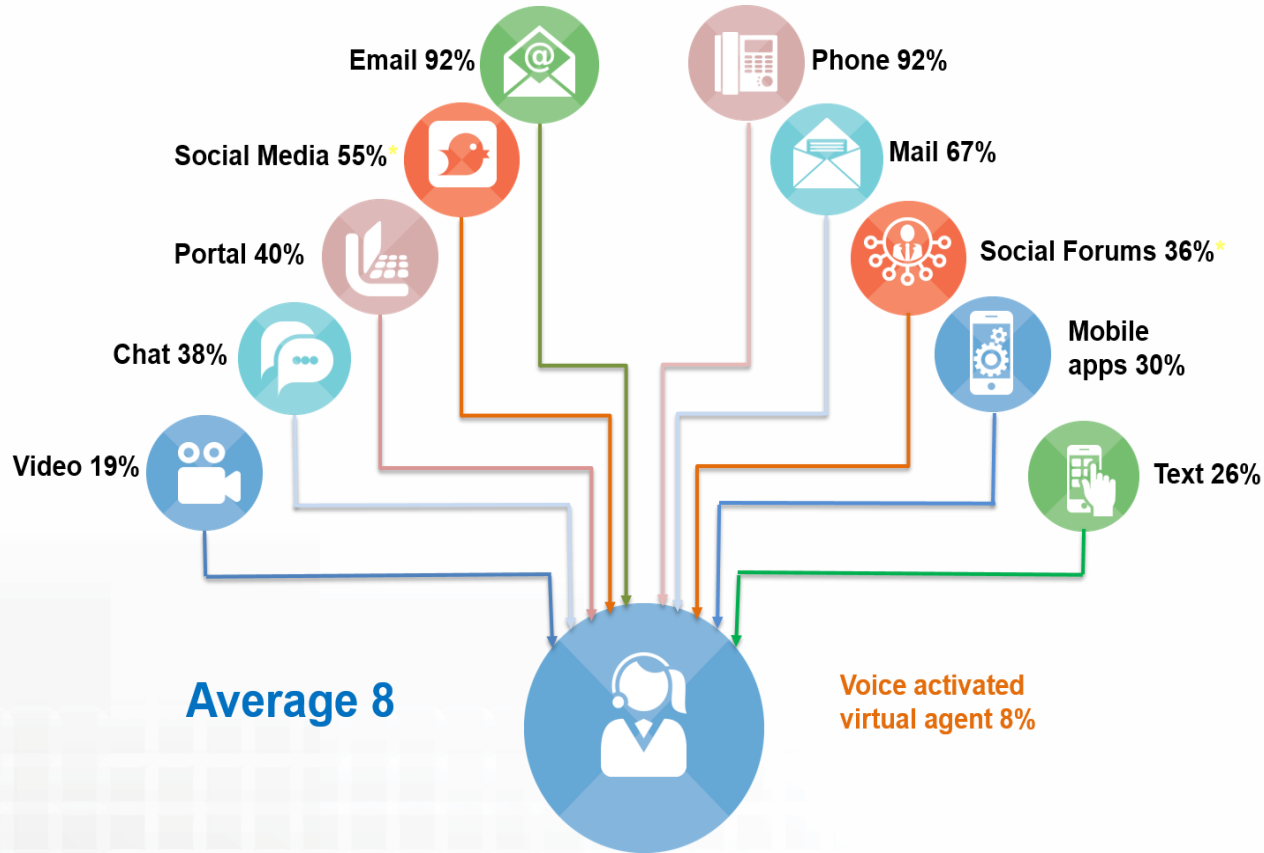
Source: Ventana Research Next Generation Contact Center in the Cloud
Benchmark Research

Communication Channels Supported Today



Source: Ventana Research Next Generation Contact Center in the Cloud Benchmark Research

Communication Channels Supported “Tomorrow”

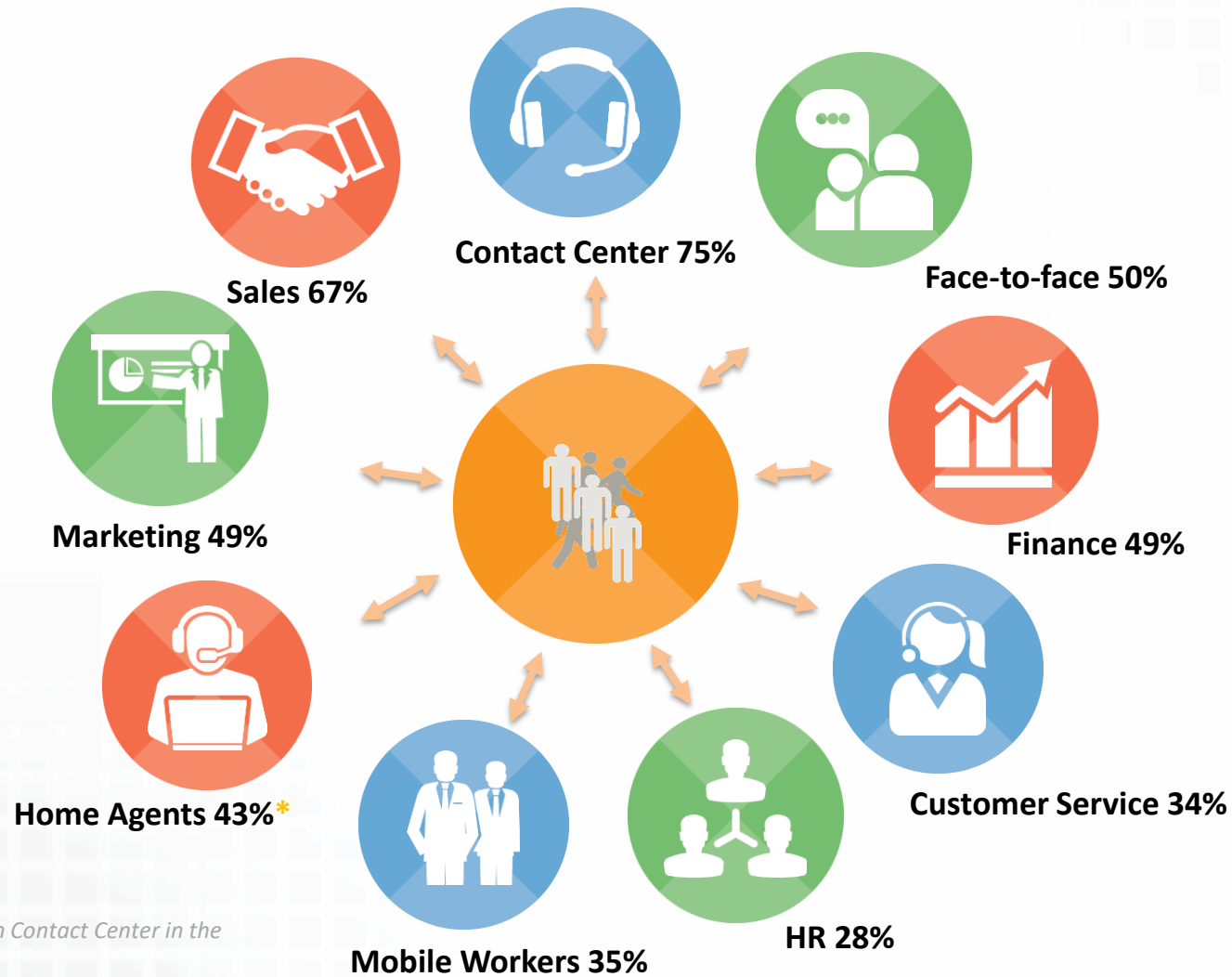


Channels with expected significant growth:

- Customer portal 41%
- Mobile app 26%
- eMail 25%
- Social Media 24%
- Messaging 22%
- Inbound calls 22%
-
-
- Postal Mail 5%

Source: Ventana Research Next Generation Contact Center in the Cloud Benchmark Research

Interactions are Handled by ALL Business Groups

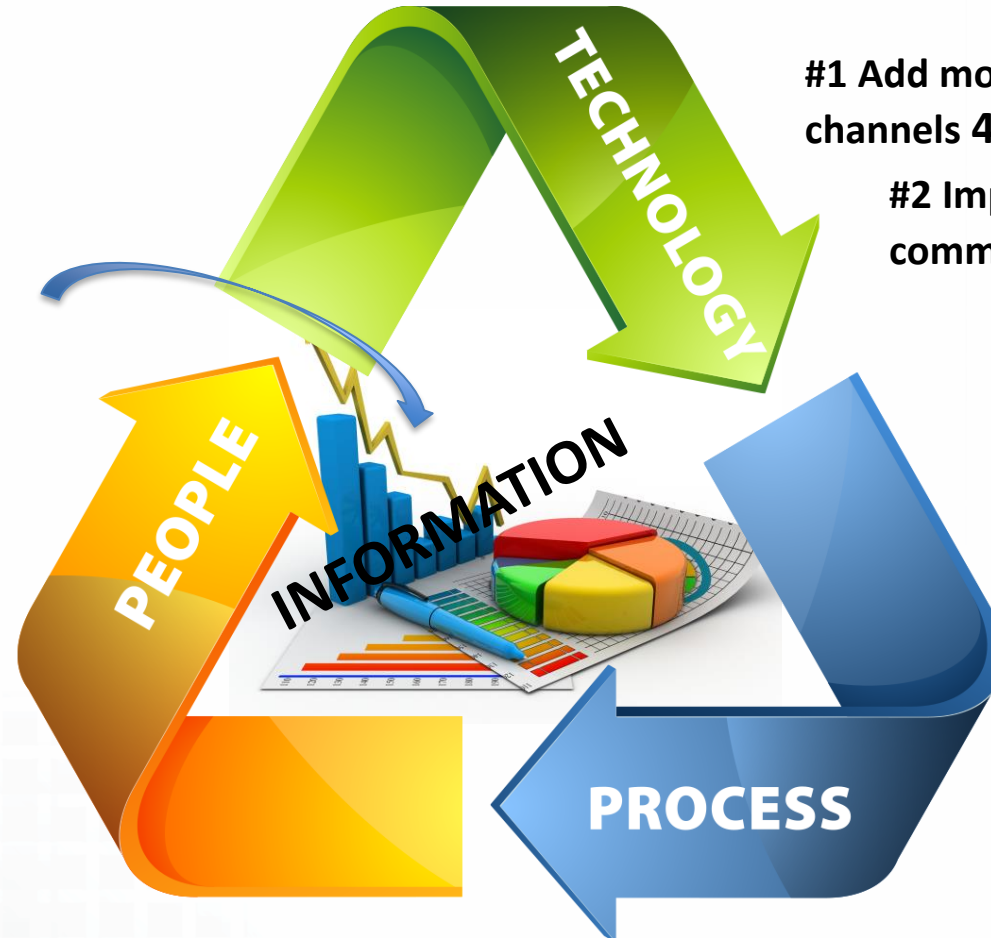


Source: Ventana Research Next Generation Contact Center in the Cloud Benchmark Research

Achieving Omnichannel



Achieving Omnichannel



#1 Add more communication channels 44%

#2 Improve integration of communication channels 42%

#3 Update customer service processes 40%

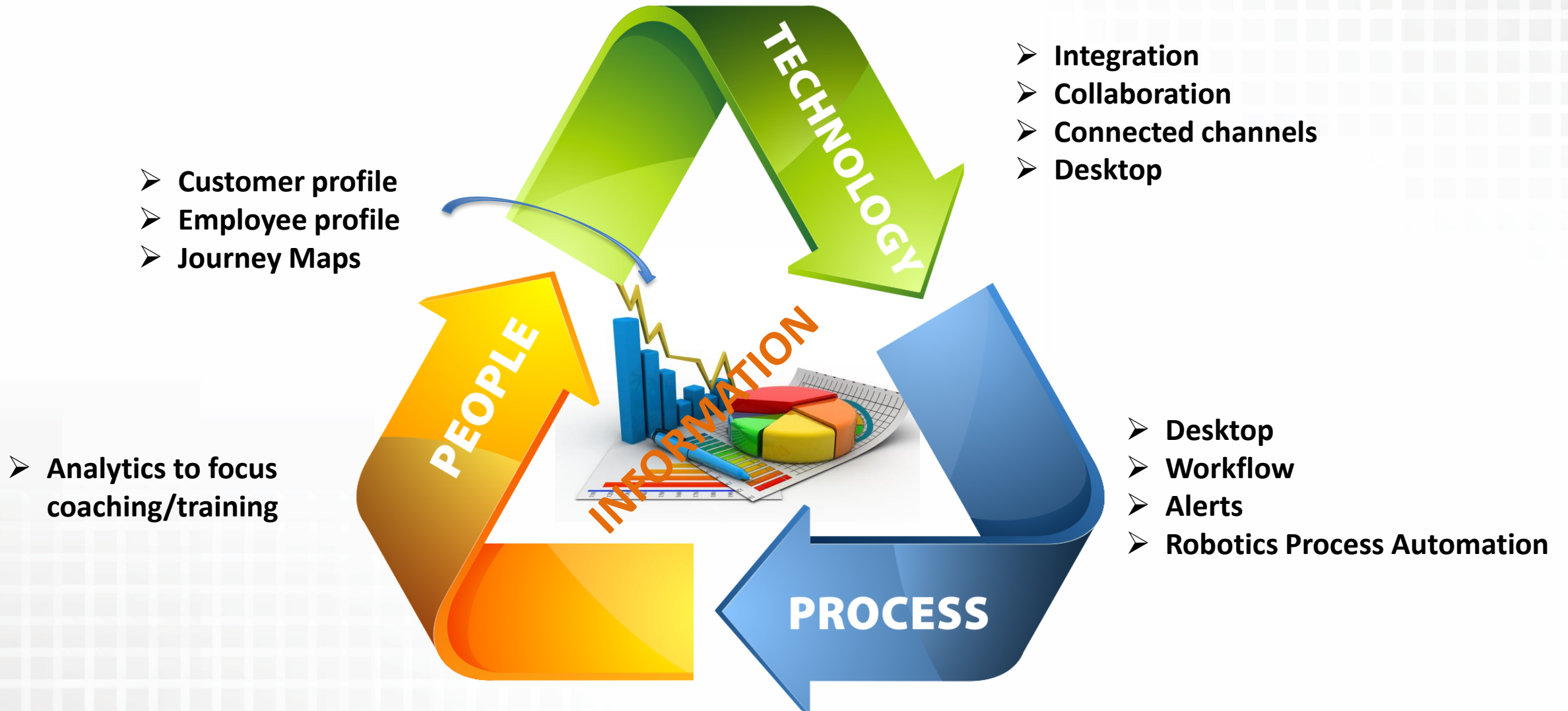
#6 Deploy advanced analytics 31%

#4 Improve training 37%

#5 Multi-skill agents 35%

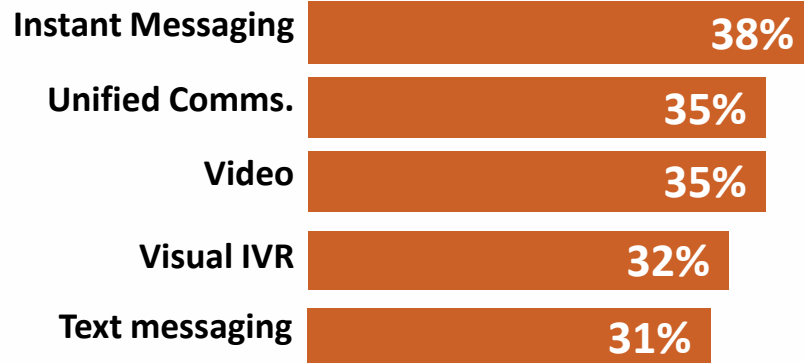
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Achieving Omnichannel

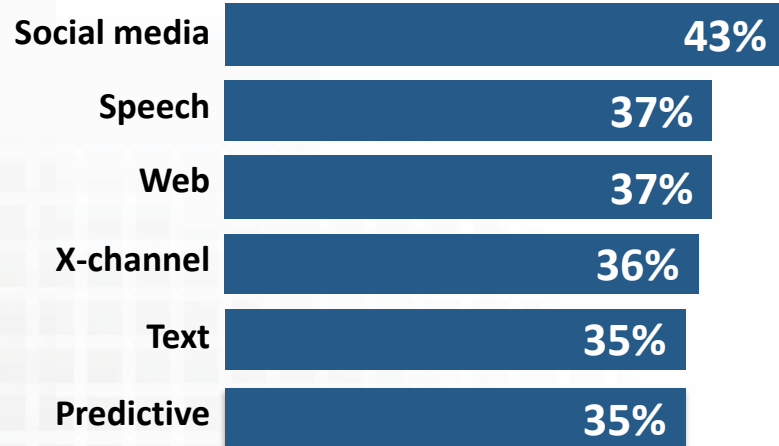


Planned Technology Investments

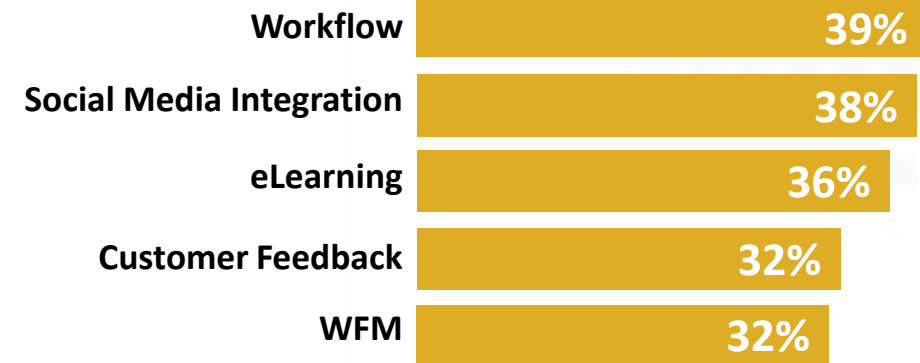
Communication systems



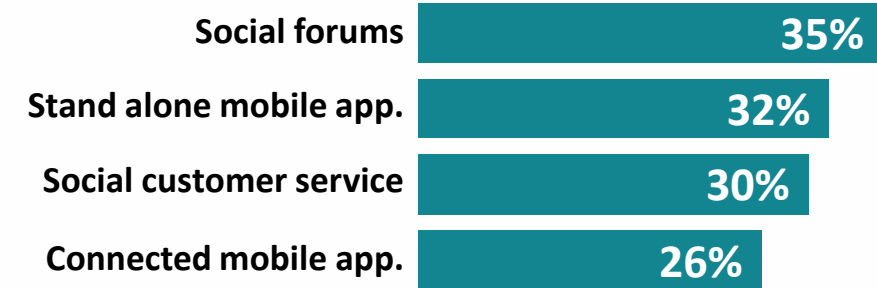
Analytics



Business Apps.



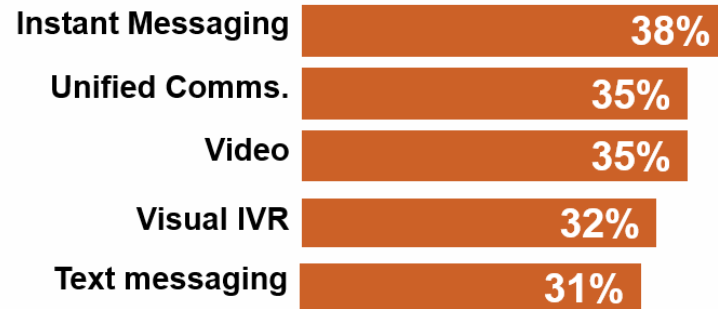
Digital Self-service



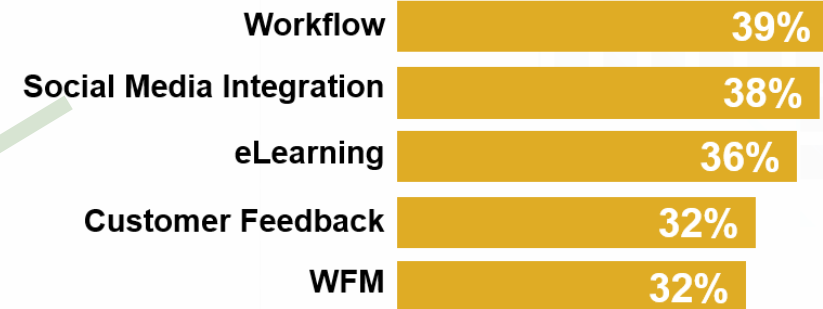
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Planned Technology Investments

Communication systems

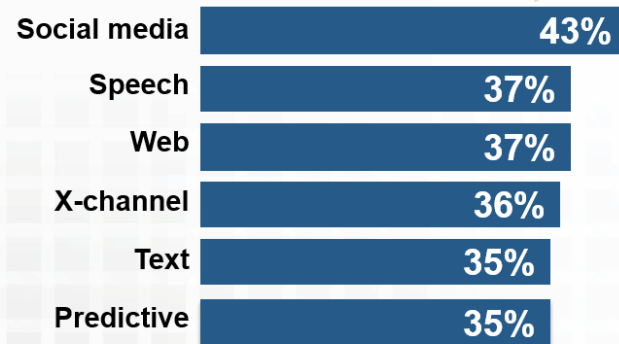


Business Apps.

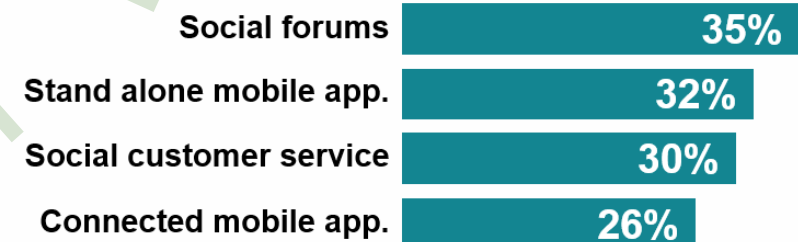


Social

Analytics

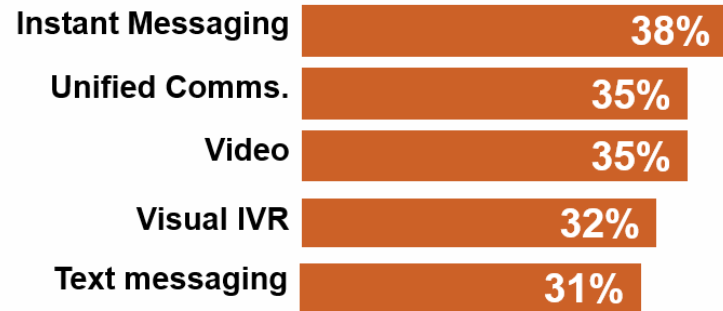


Digital Self-service

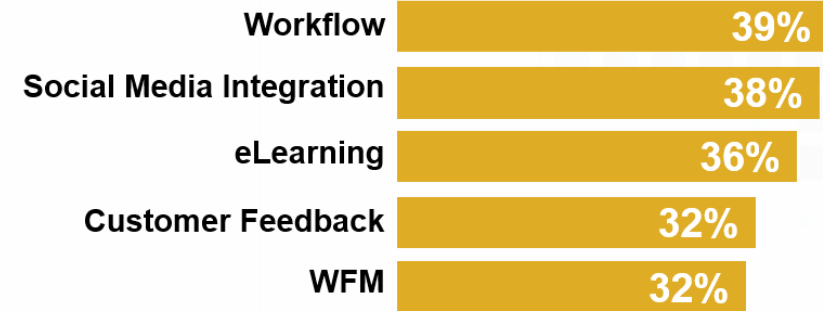


Planned Technology Investments

Communication systems

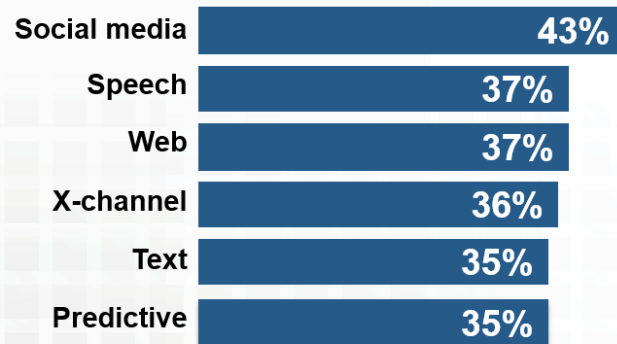


Business Apps.

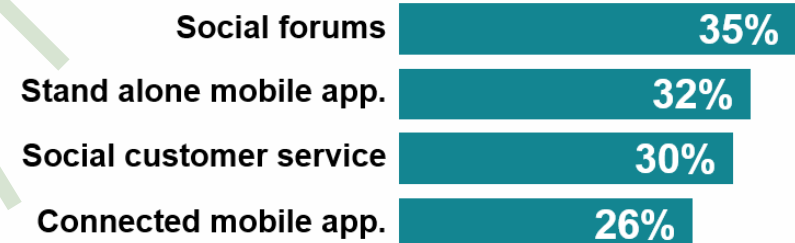


Mobile

Analytics

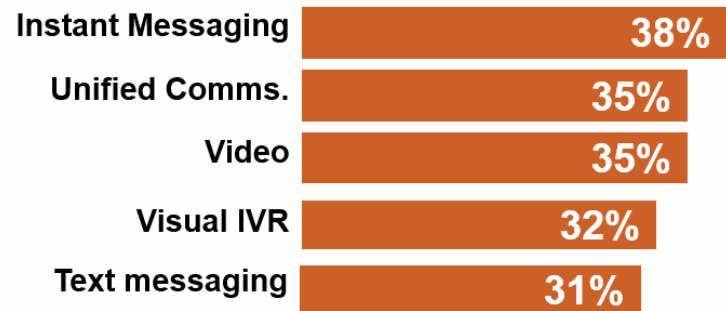


Digital Self-service



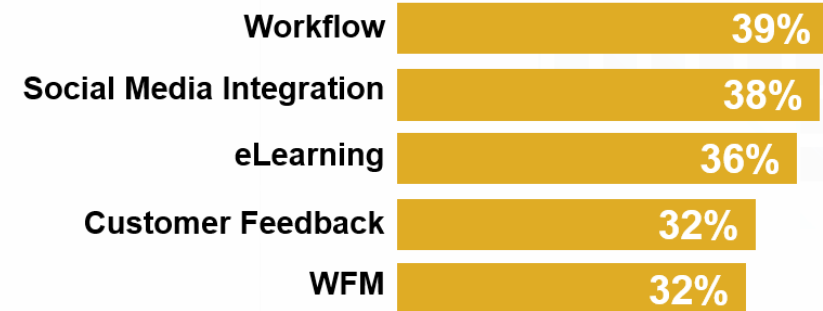
Planned Technology Investments

Communication systems

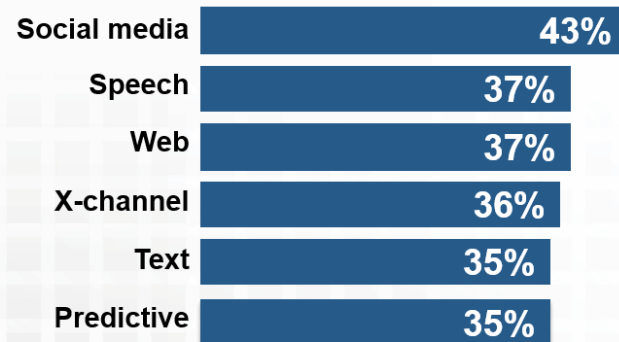


Chat

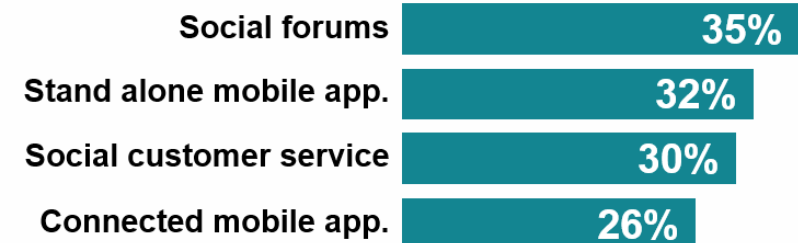
Business Apps.



Analytics



Digital Self-service



Recommendations



Culture/Process change – take a customer view

Integration – assisted/digital/apps.

Collaboration – employee/employee, employee/customer

Information-driven