

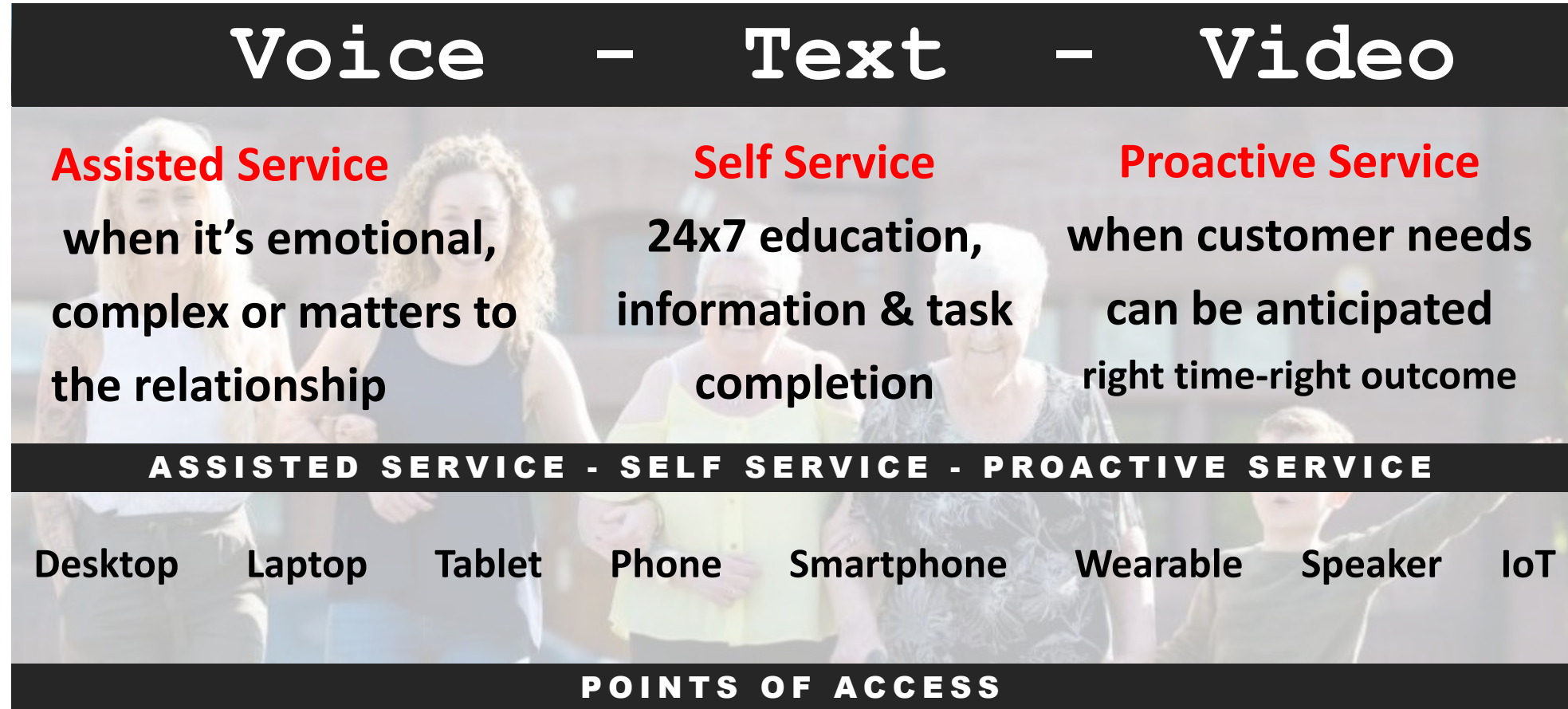
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# Have A Plan

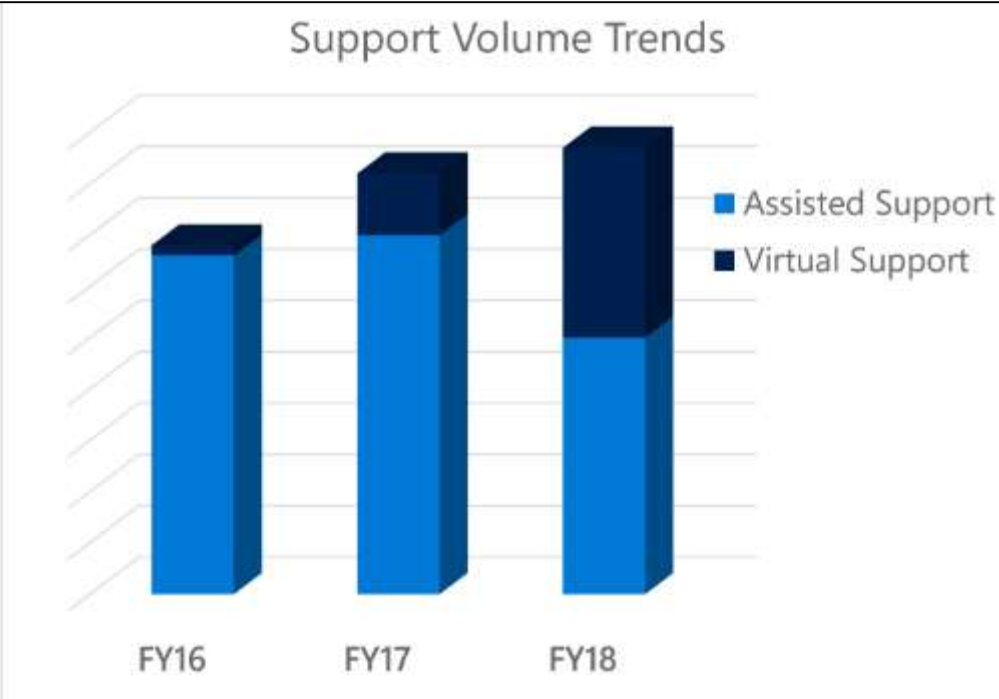
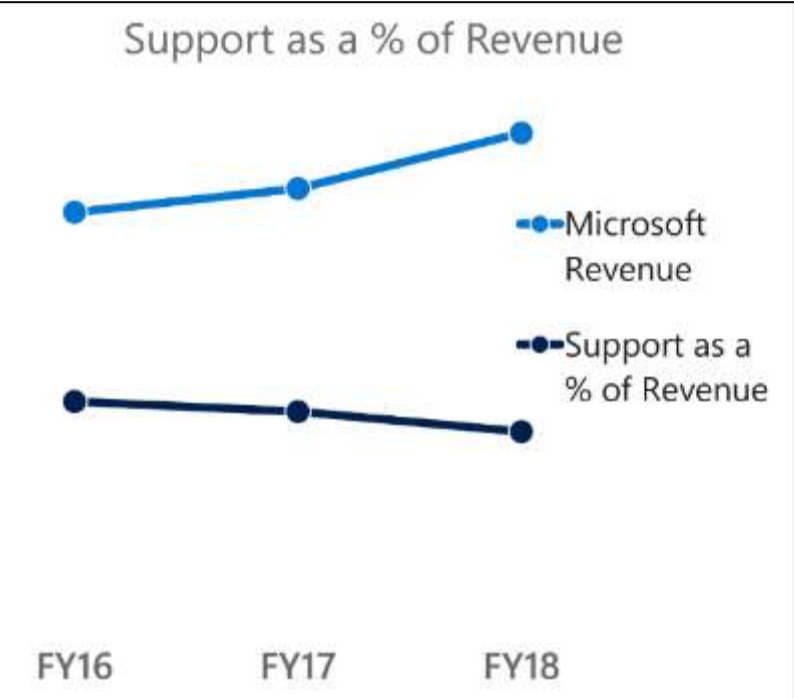
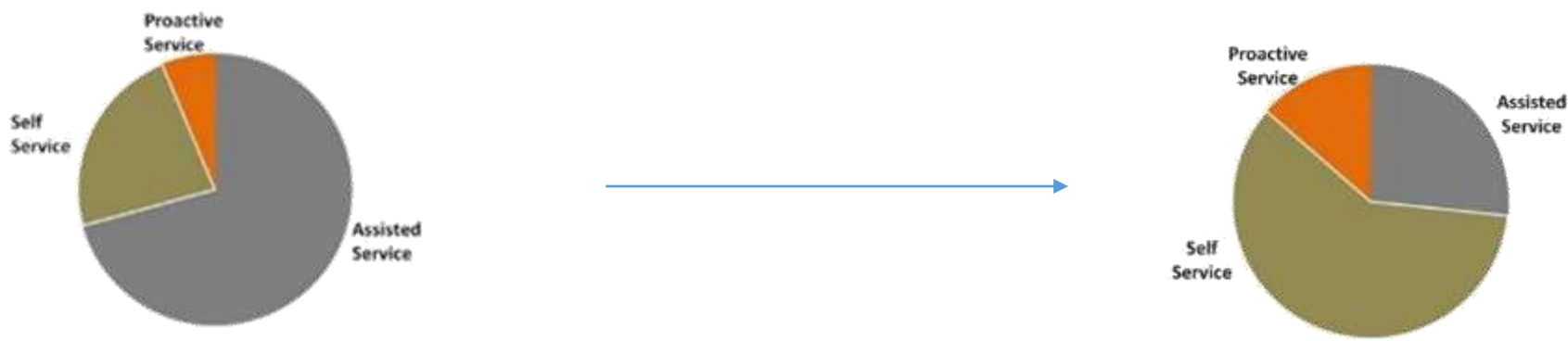
use outside-in design



# The Building Blocks



# The Journey



Microsoft

### Mindset, People, Tech and Transformation

Andrew McGuigan  
Director of World Wide Customer Service Strategy  
Customer Service & Support



# Typical Digital Aspirations

**Design**

**User Experience**

Between doing what you (the customer) want and what a brand wants you to do, **who is going to win?**



0

# Make It Better

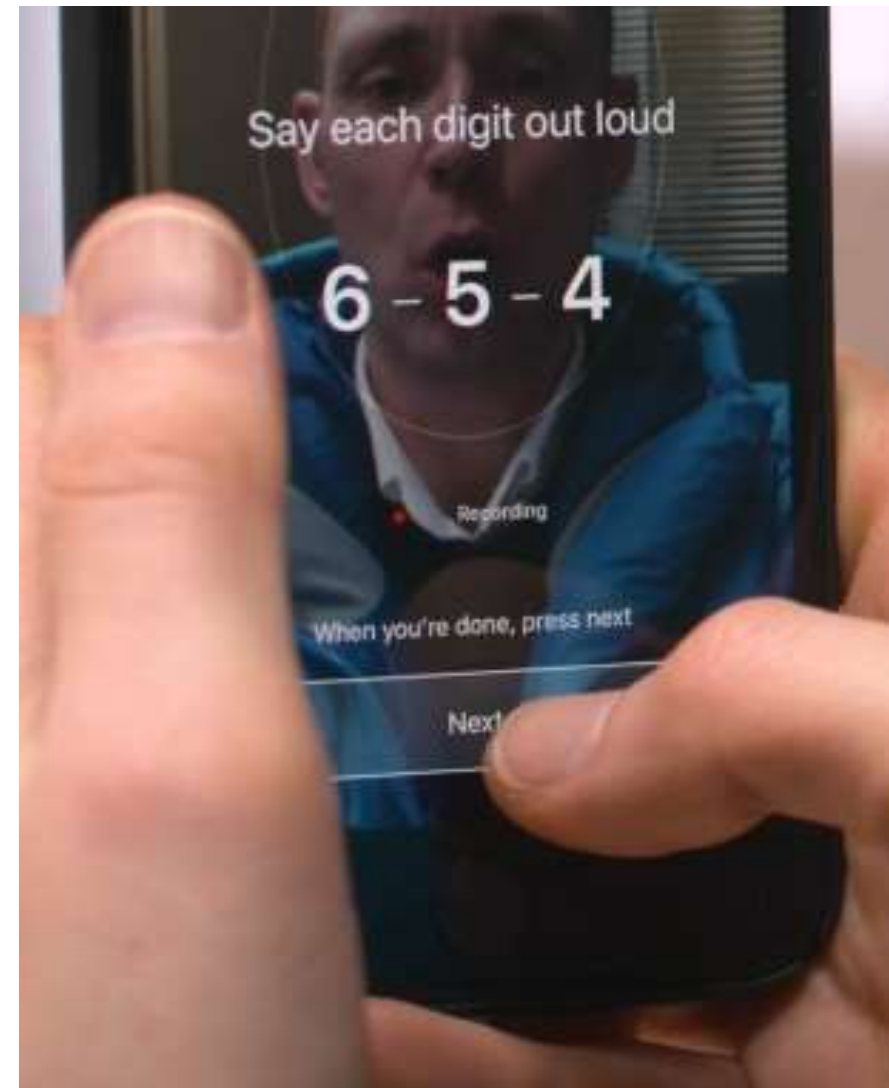
attract new users



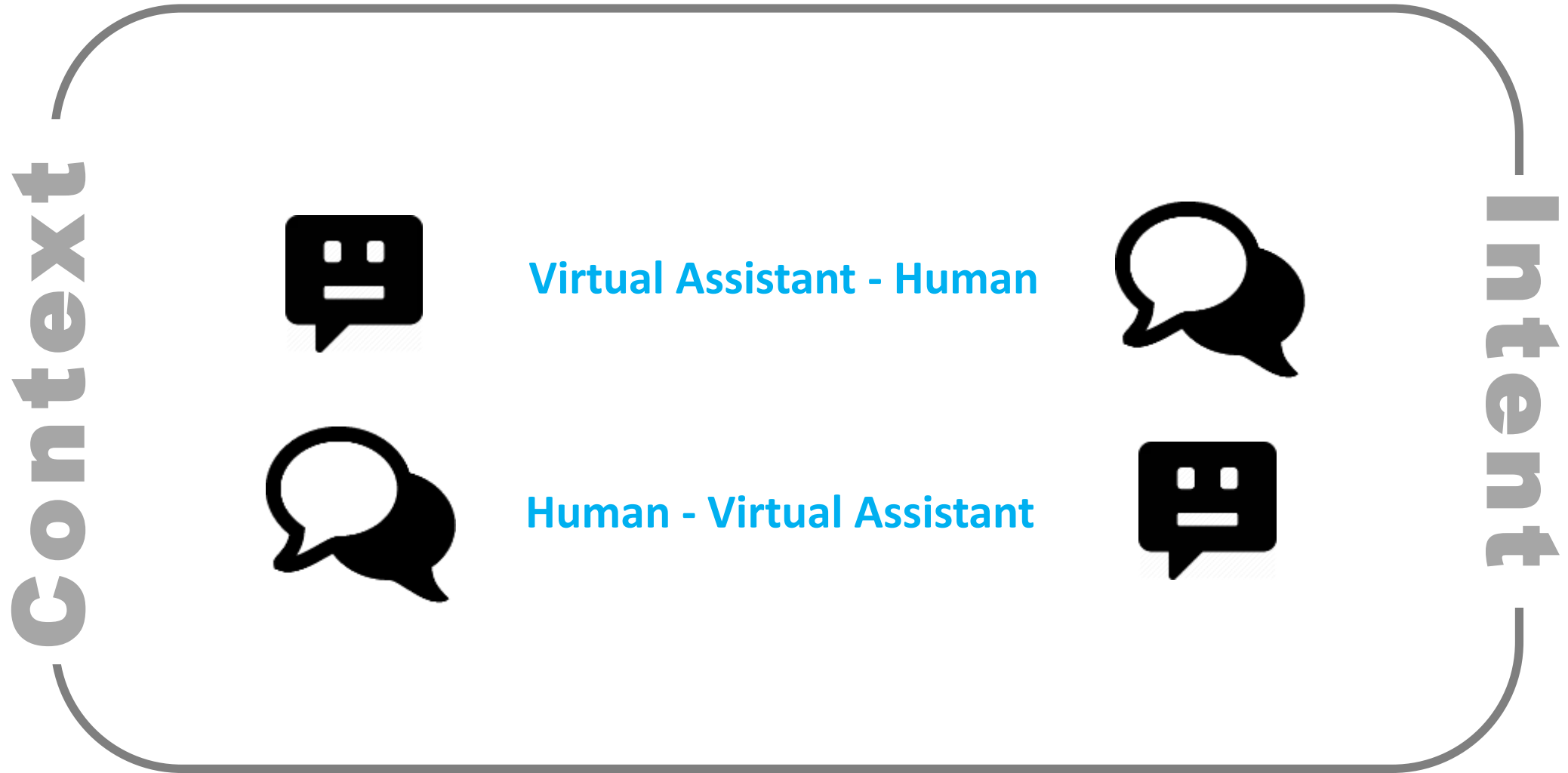
# Personalise & Reduce Effort



# Improve The Onboarding Experience



# Need Consistency





1

# **‘Hole In One’**

leverage search outcomes



# Understand Where Service Journeys Begin

## REGIONAL SNAPSHOT



When you have a need for customer service, do you search online for a solution or directly try to contact support?

### UNITED STATES

I try to search for a solution online 72%



I directly contact support 28%



### INDIA

I try to search for a solution online 77%



I directly contact support 23%



### GERMANY

I try to search for a solution online 92%



I directly contact support 8%



### UNITED KINGDOM

I try to search for a solution online 78%



I directly contact support 22%



### AUSTRALIA

I try to search for a solution online 71%



I directly contact support 29%



### FRANCE

I try to search for a solution online 77%

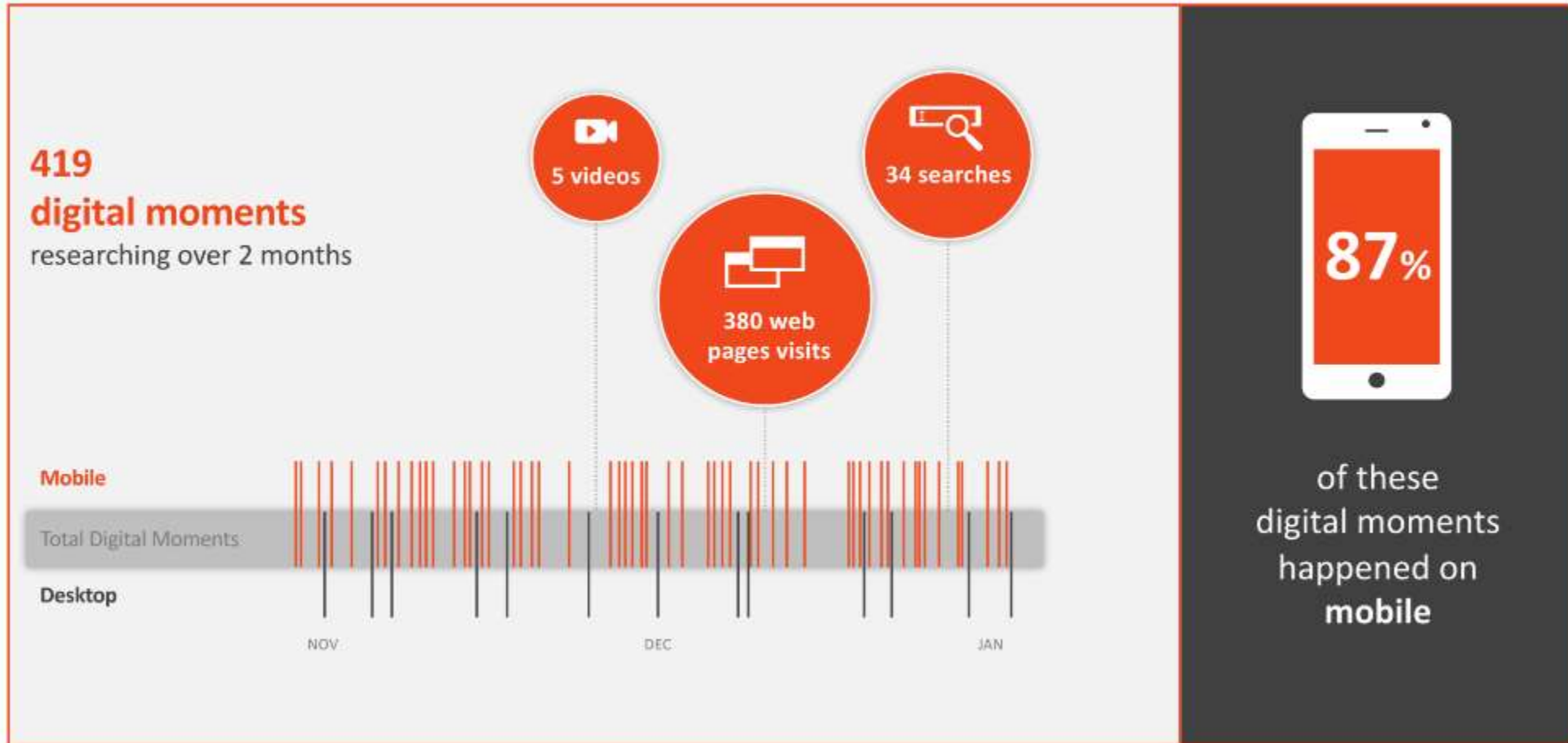


I directly contact support 23%



# Map How Customers Make Decisions

## Travel Planning



Source: Luth Research ZQ Intelligence™ - Cross Platform Digital Behavior Measurement, Nov-Dec 2014.



# Tackle The Root Causes



*“57% of all inbound calls came from customers unable to find what they needed on an organisation’s website”*

*Corporate Executive Board research*



how do i improve my iphone battery life



Search

All

News

Videos

Shopping

Images

More

Settings

Tools

About 21,800,000 results (0.73 seconds)

**Here are the steps which will help extend the daily life of your iPhone battery with immediate effect.**

1. Reduce screen brightness or enable Auto-Brightness. ...
2. Turn off location services or minimize **their** use. ...
3. Turn off push notifications and fetch new data less frequently or manually. ...
4. Disable Bluetooth. ...
5. Disable 3G and LTE.

[More items...](#)



Search Engine Optimization

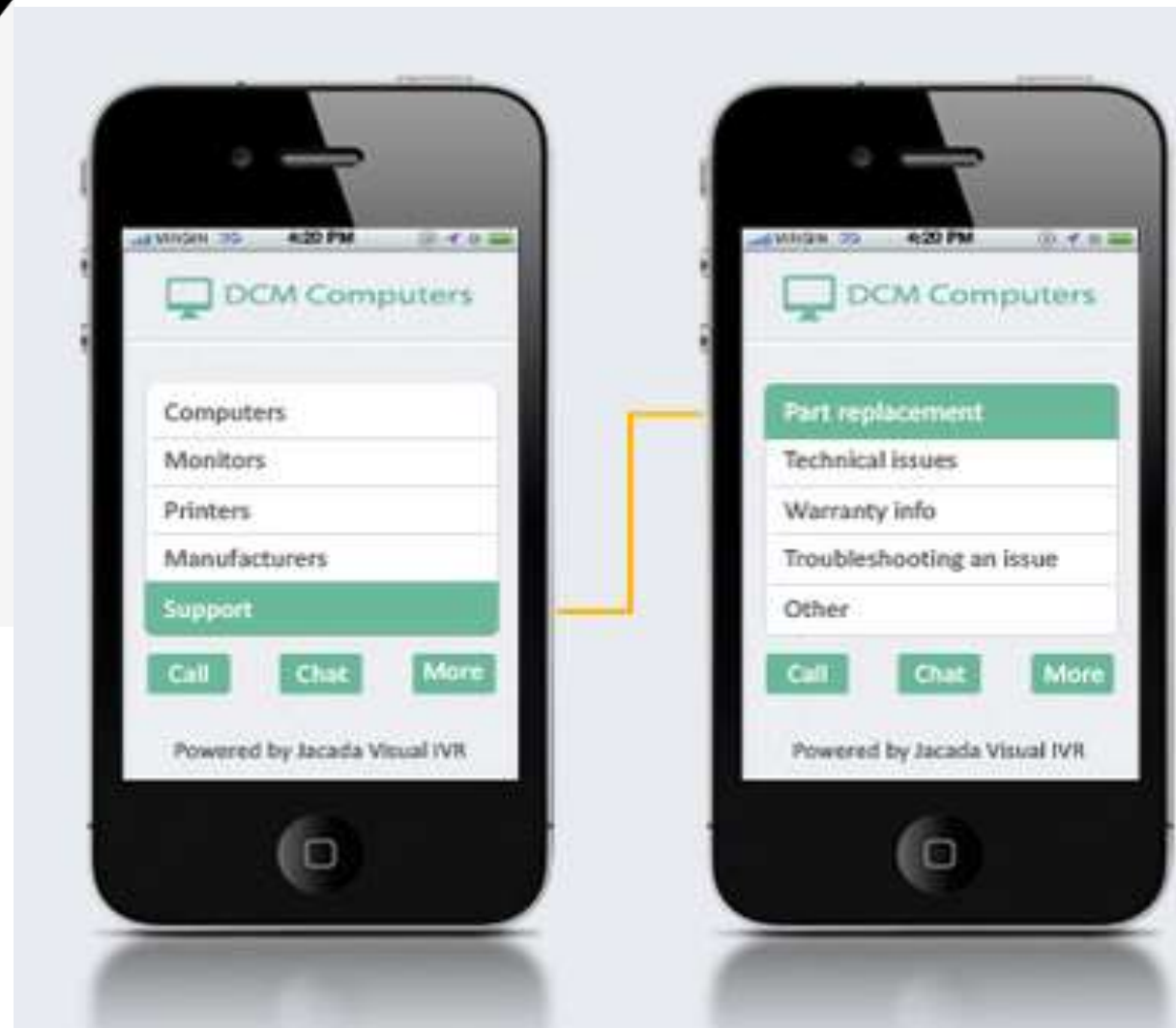
# 2

## Visual IVR

pivot from phone to digital







Customer experiences greater choice in the workflow



Choose Your Service



Choose Your Channel



Choose Your Time

# 3

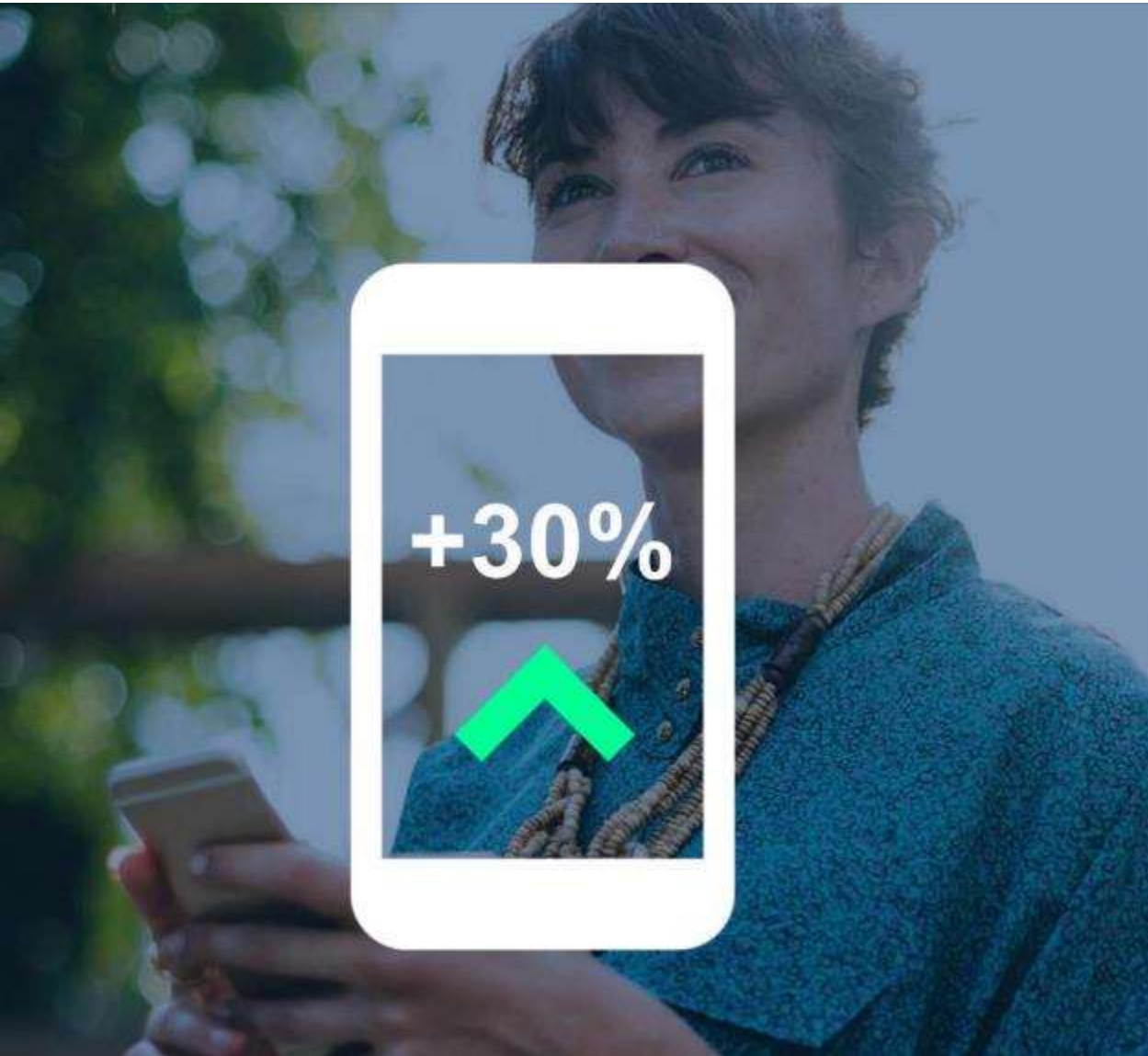
## Mobile Apps

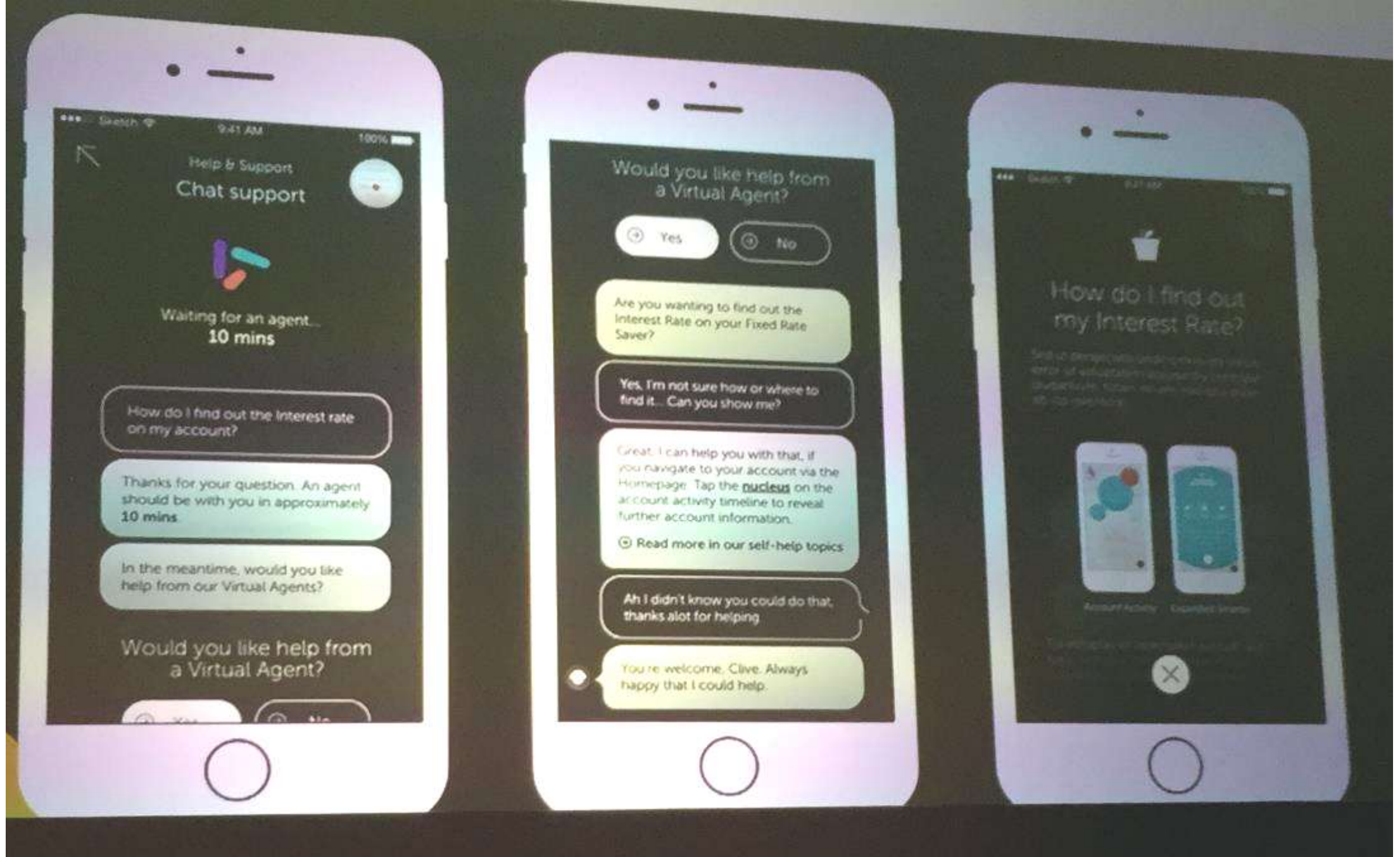
when the need is frequent





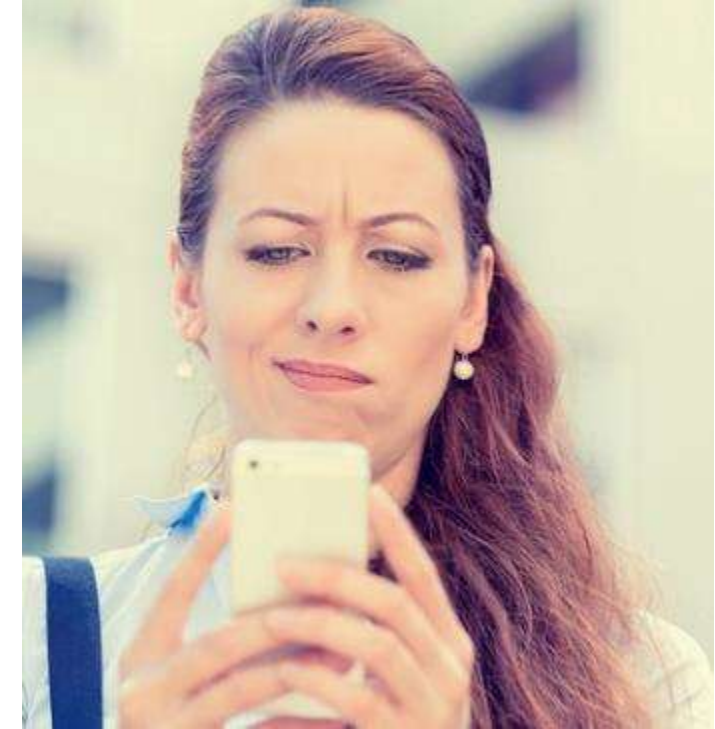
# How Many Customers Engage Via Smartphone?







***1 in 5 mobile users seek in-app help. This number doesn't even account for the users who encounter a problem and simply leave the app***



**helpshift**

*Source: Based on 1.3 Billion devices  
the Helpshift SDK is installed on  
over 6 month tracking*



# 4

## Channel Choice

match customer preferences



# Generational choice





# Why Some Dislike Voice

MY TIME IS PRECIOUS



Telephone calls are an interruption made at the **convenience of the caller**



Asynchronous communication makes it easier to schedule a response at a time **convenient to the responder**



# Five Generations Of Habit

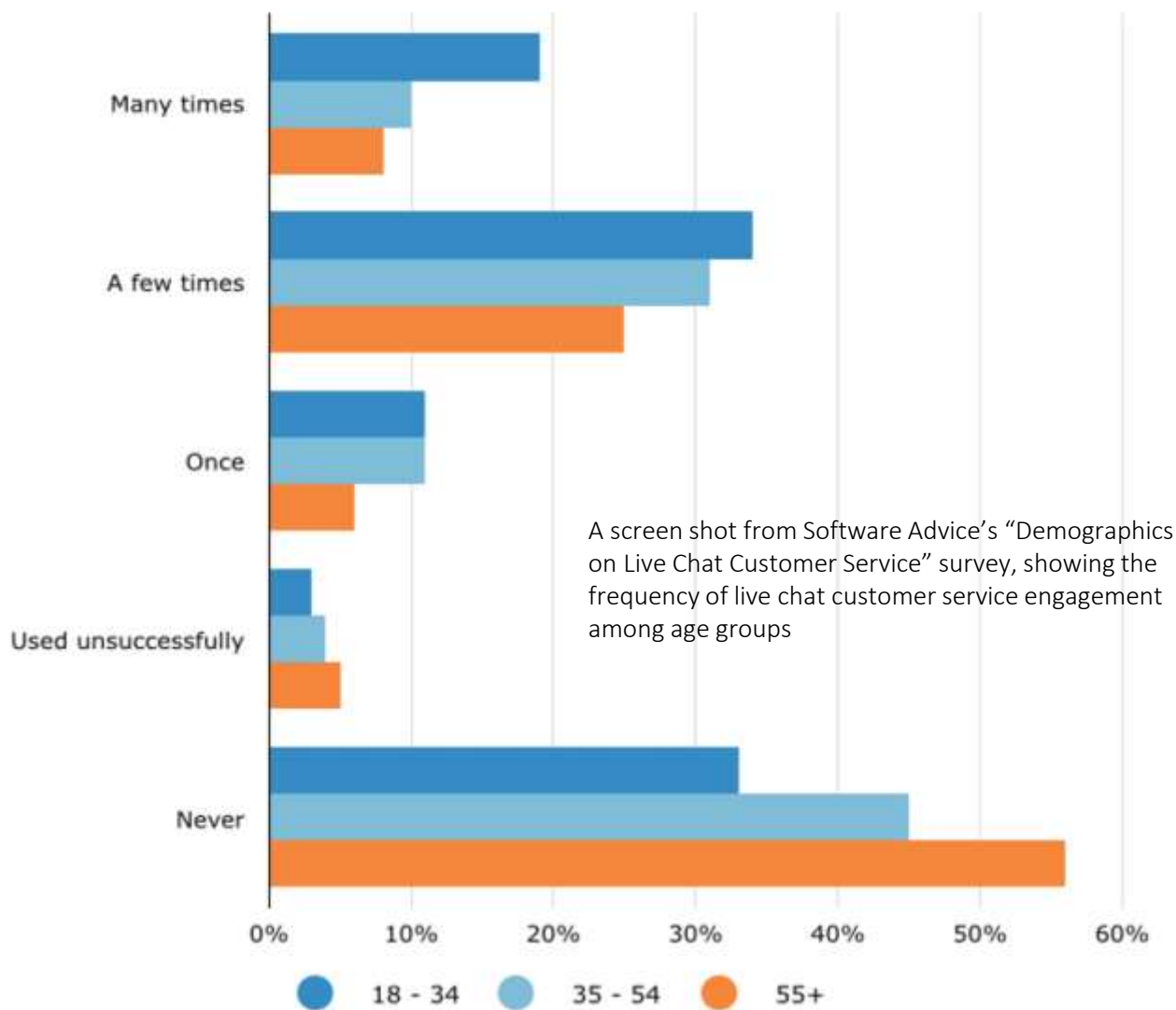
Figure 9: Activity smartphone users say they would miss using their phone for, by age



Source: Ofcom Adult Media Literacy Tracker 2017

# Five Generations Of Habit

Usage of Live Chat, by Age



Age breakdown of video chatters in 2018

88% Age: 18-34



Strongest appetite for live video is amongst millennials – 175% increase in regular live video usage in the last 3 years. Today ¼ of millennials video chat every day.

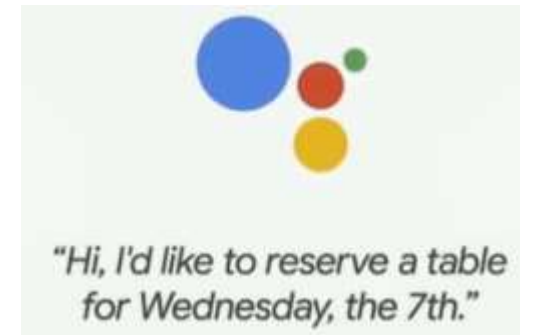
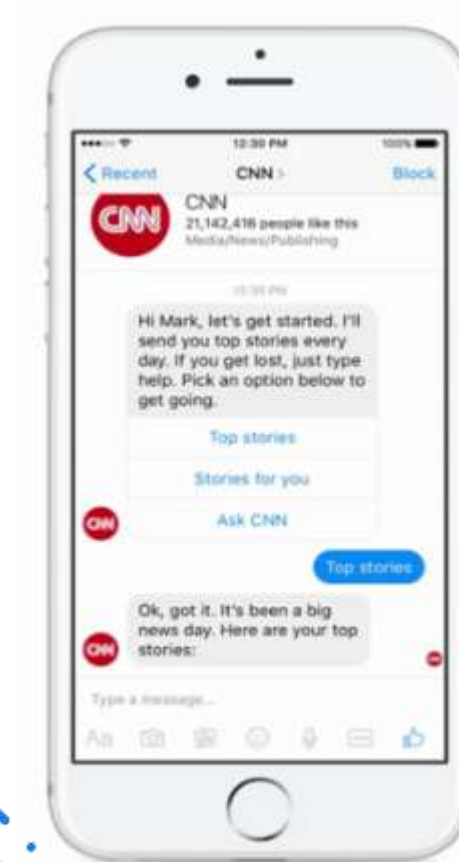
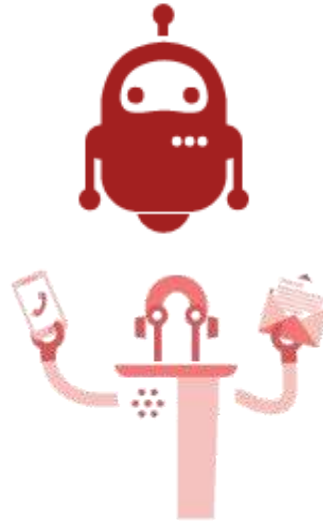
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# Self Service

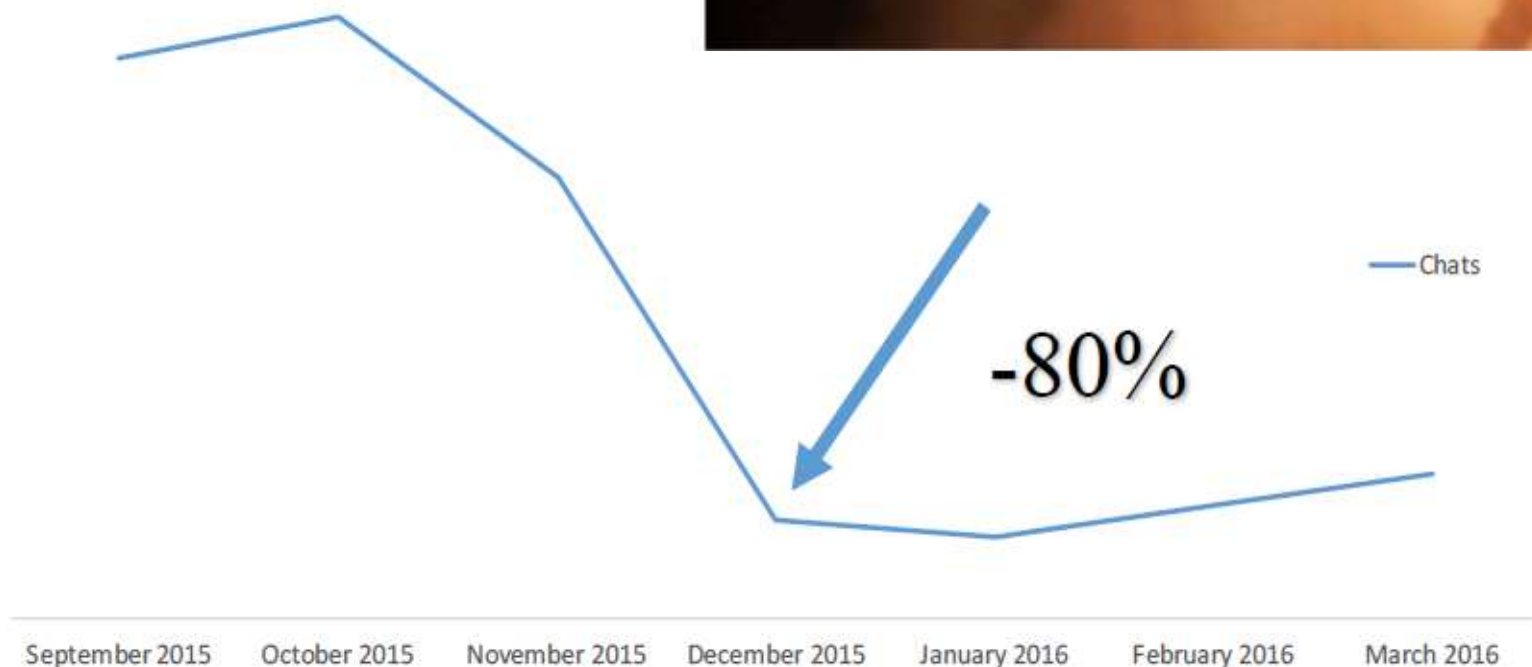
match engagement preferences



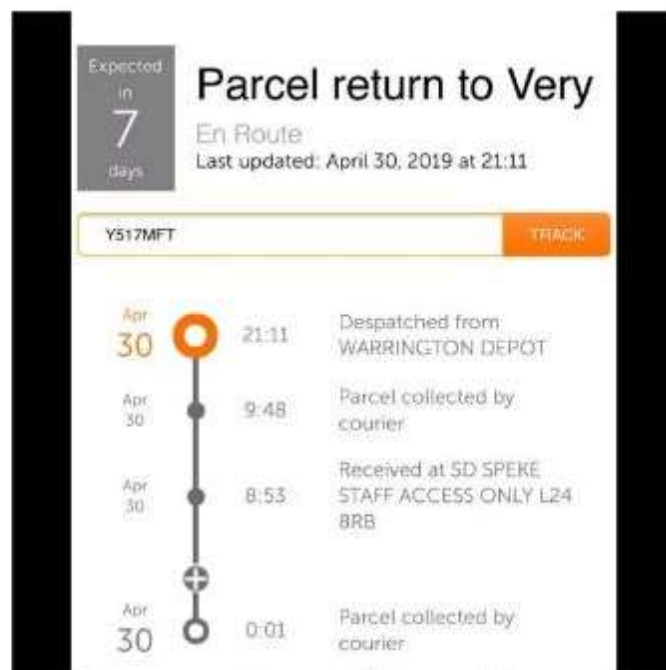
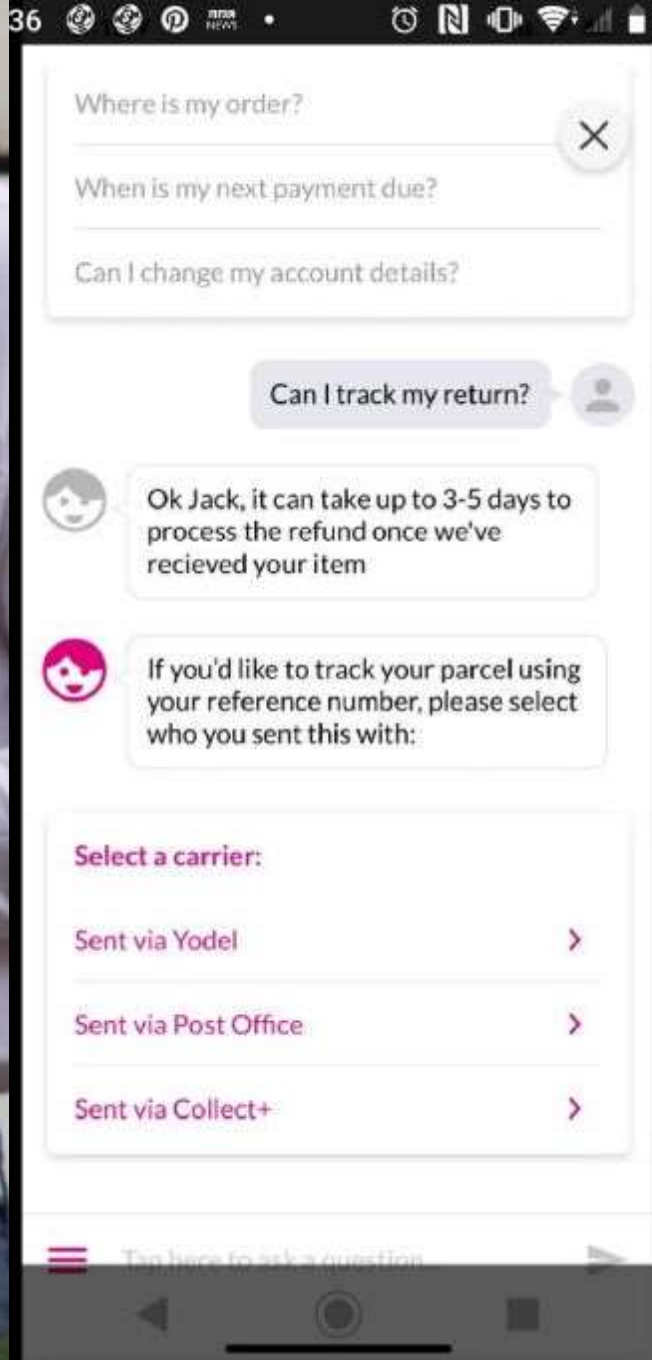




# Live Chat



# Retail Fashion

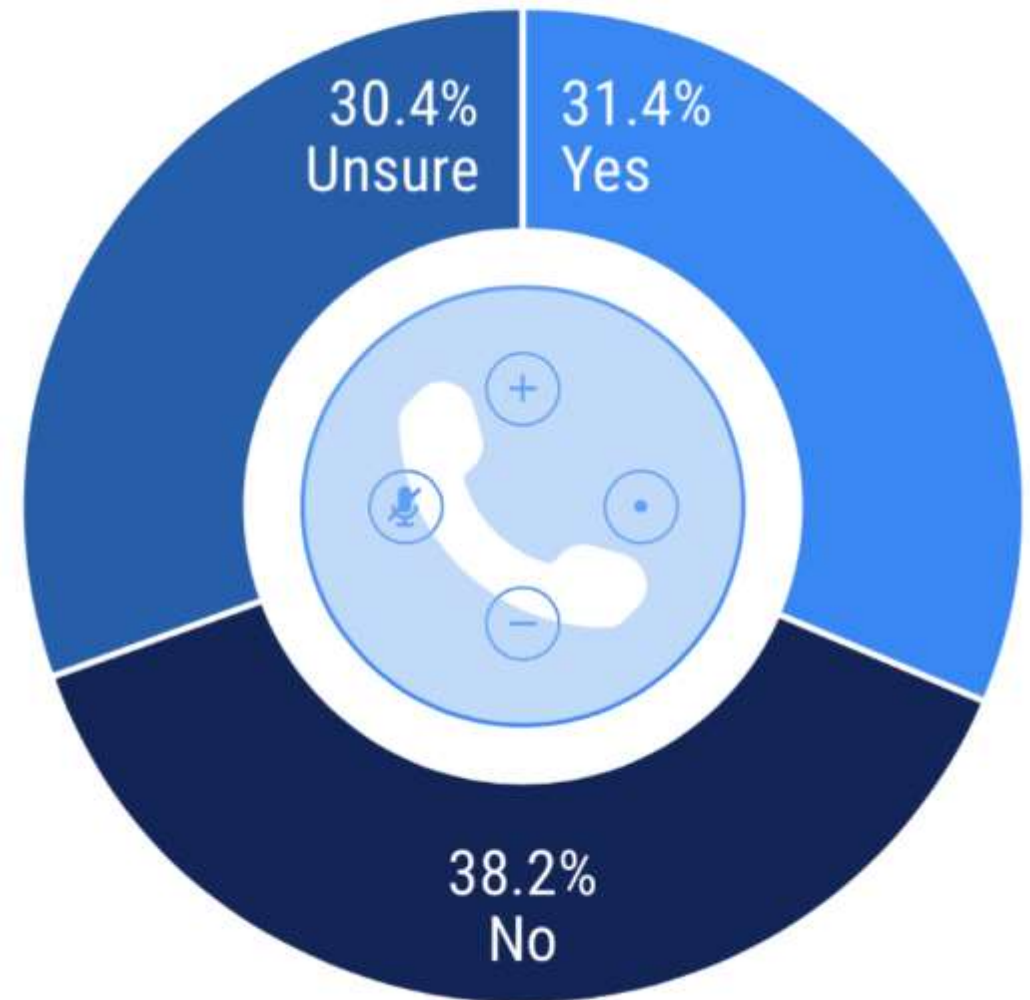




# The Return Of Voice



## U.S. Consumer Interest in Smart Speaker Use for Customer Service



Source: Voicebot Smart Speaker Consumer Adoption Report Jan 2019

# Insurance

[Kontakt](#)[Schaden melden](#)[Presse](#)[IR](#)[Makler](#)[Kundenportal](#)[Versicherungen](#) [Kundenservice](#) [Ratgeber](#) [Über uns](#) [Suche](#)**069 95 86 969**

Mo - Fr 08:30 - 19:00 Uhr

*"The customer can now not only receive advice from Alexa, but can also simultaneously conclude an insurance within only a few seconds. We are starting with our foreign travel health insurance, continue with our liability insurance and will be gradually adding Health insurances and Property insurances."*



Alexa,  
sag der Deutschen Familienversicherung,  
ich möchte eine Auslandsrankenversicherung  
abschließen!

Alles klar, Du bist nun versichert mit dem  
DFV-AuslandsreiseSchutz der DFV.  
Die Zahlung erfolgt über Amazon Pay.





