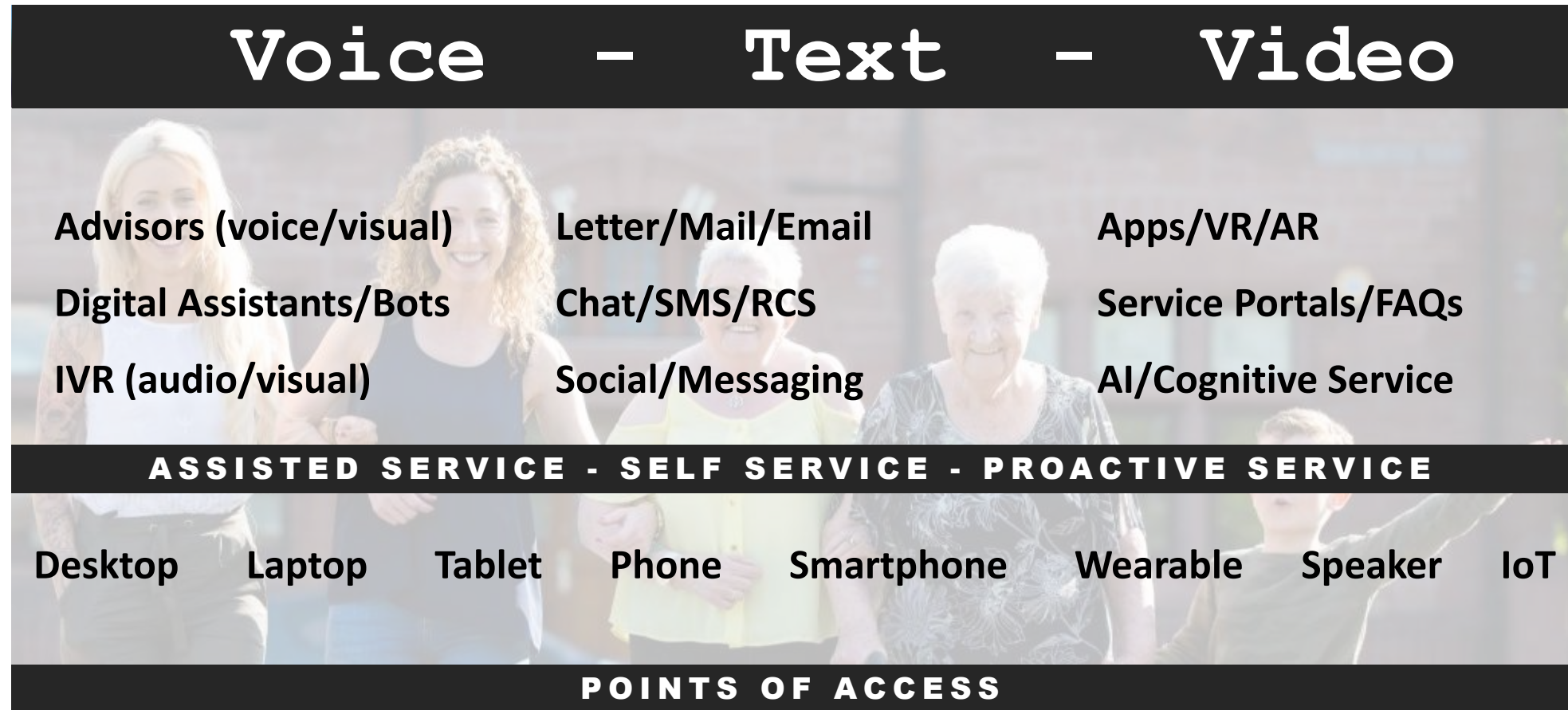




Delivering Consistent Customer Experience

More Choice = More Complexity



serving five generations of customers

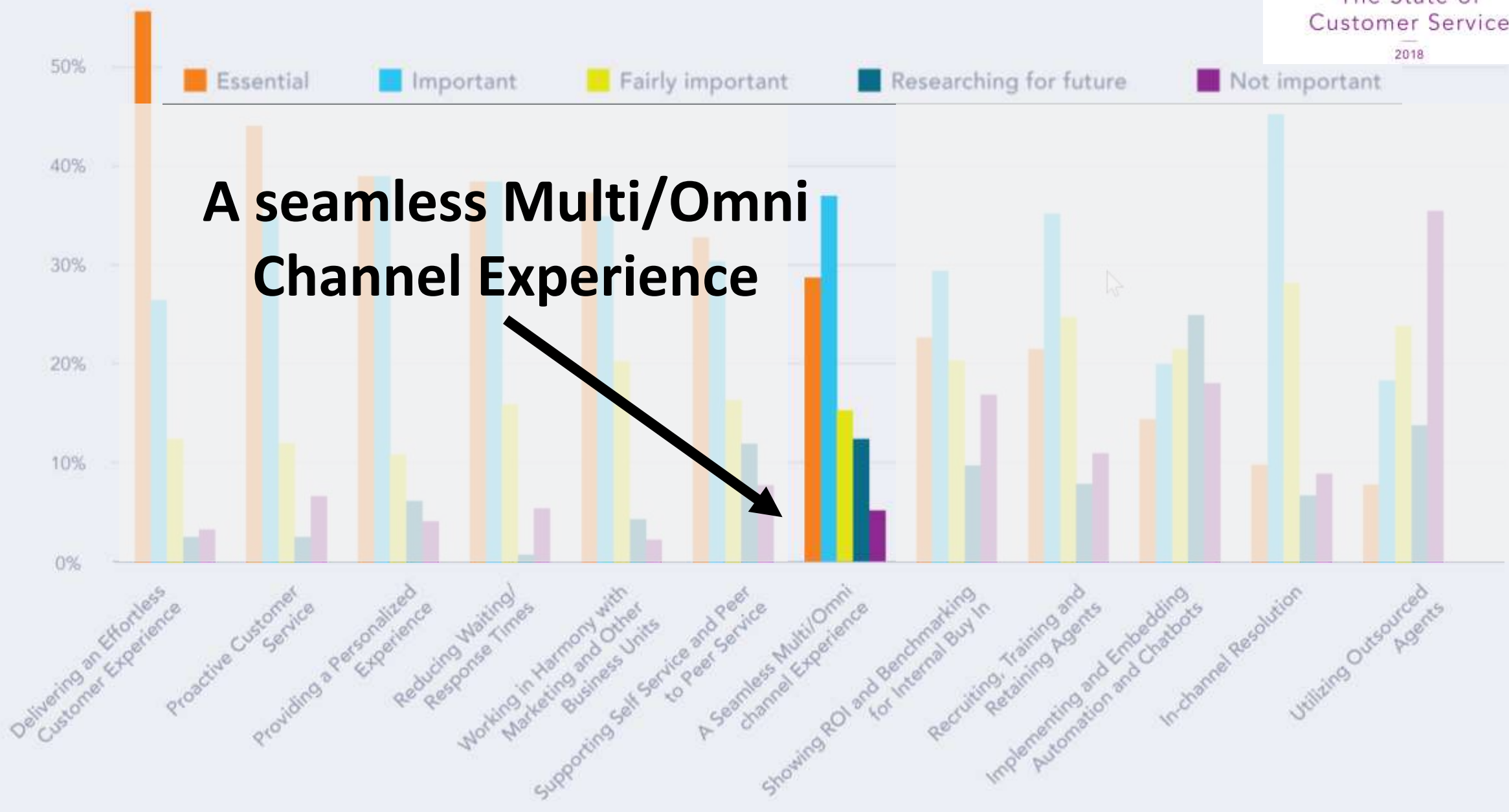
Which topics are most important for your Customer Service Departments in 2018?



Delivering an effortless customer experience



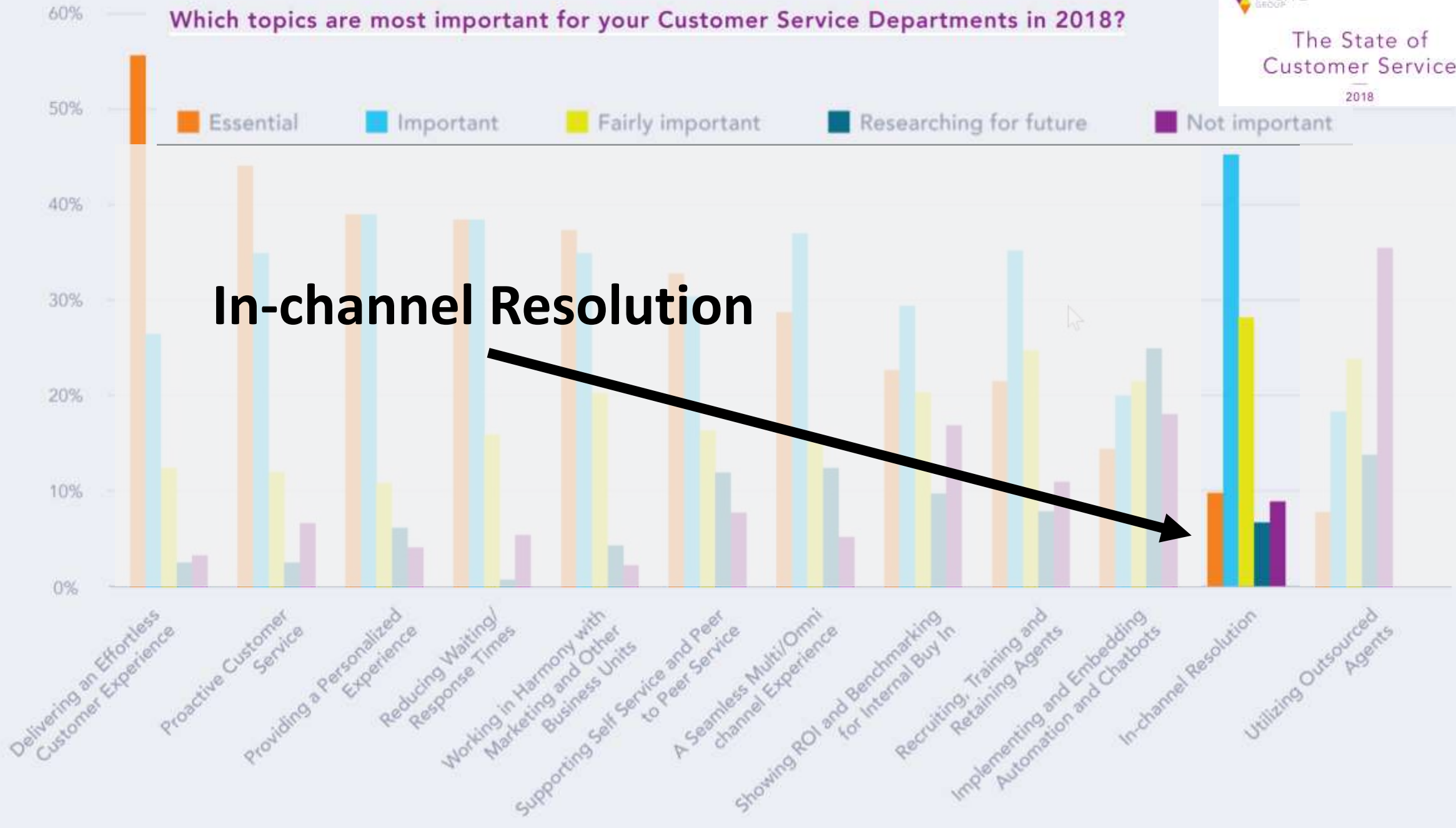
Which topics are most important for your Customer Service Departments in 2018?



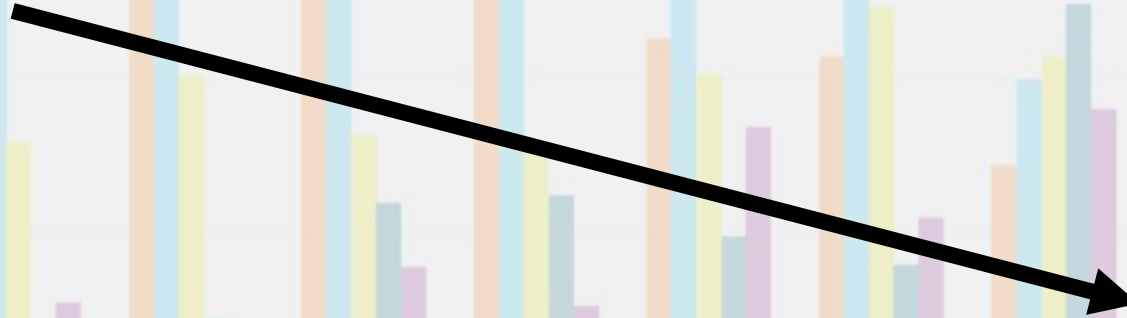
A seamless Multi/Omni Channel Experience



Which topics are most important for your Customer Service Departments in 2018?



In-channel Resolution



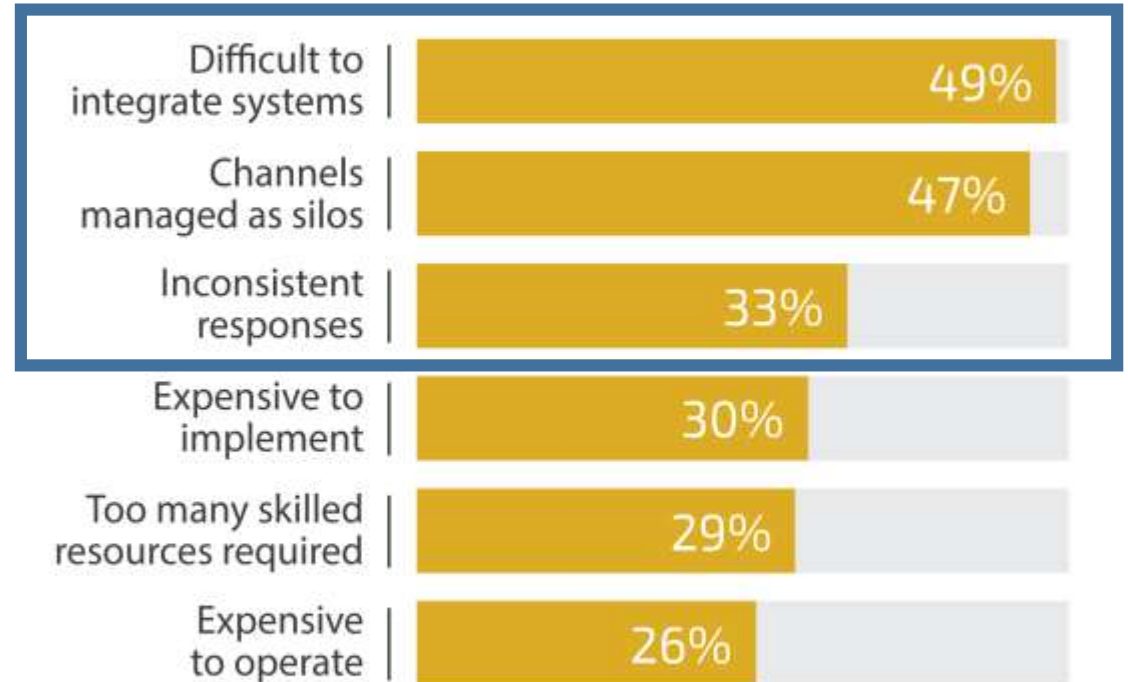
Internal Challenges



- Separate Channel Owners
- Digital v Voice
- Teams across Sites
- In-house v Partner
- No overarching contact strategy

Issues in Supporting Multiple Channels

Various problems impede customer engagement



Source: Ventana Research Next-Generation Customer Engagement Benchmark Research
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The End Goal



An engagement experience that works in
any given customer situation

2017 Customer Conversations

The State of UK Digital Customer Experience

100 leading UK brands from the insurance, banking, travel, telecoms, utility, electronics manufacturing, fashion, consumer electronics retail, food and drink retail and entertainment sectors



Questions asked

Do I get a discount if I take out multiple policies with you?

Can I order online and pick up in store?

What are your charges for extra bags?

Do you have a 24 hour customer service line?

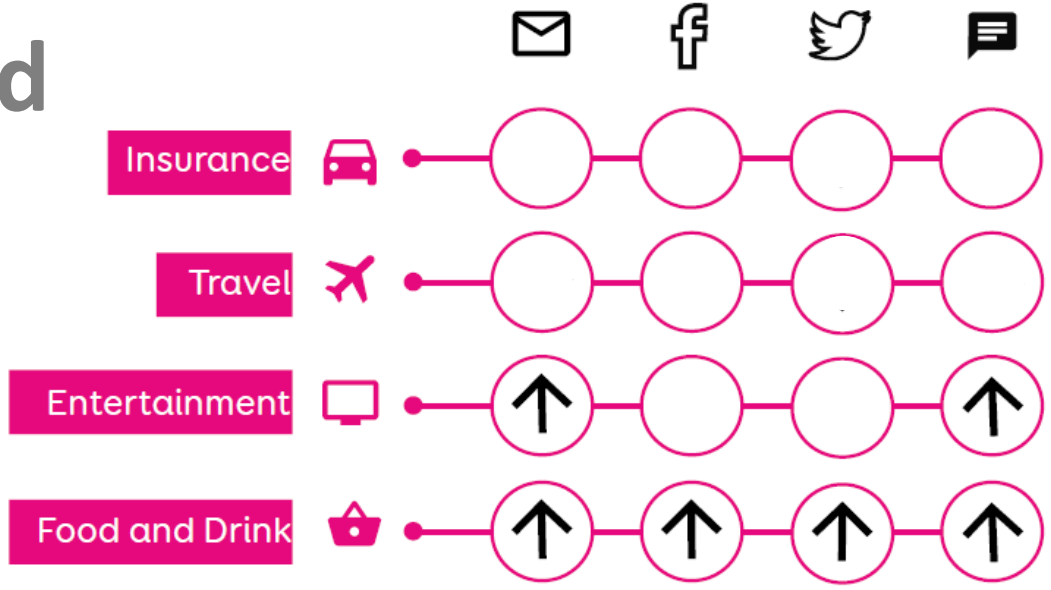
insurance

retail

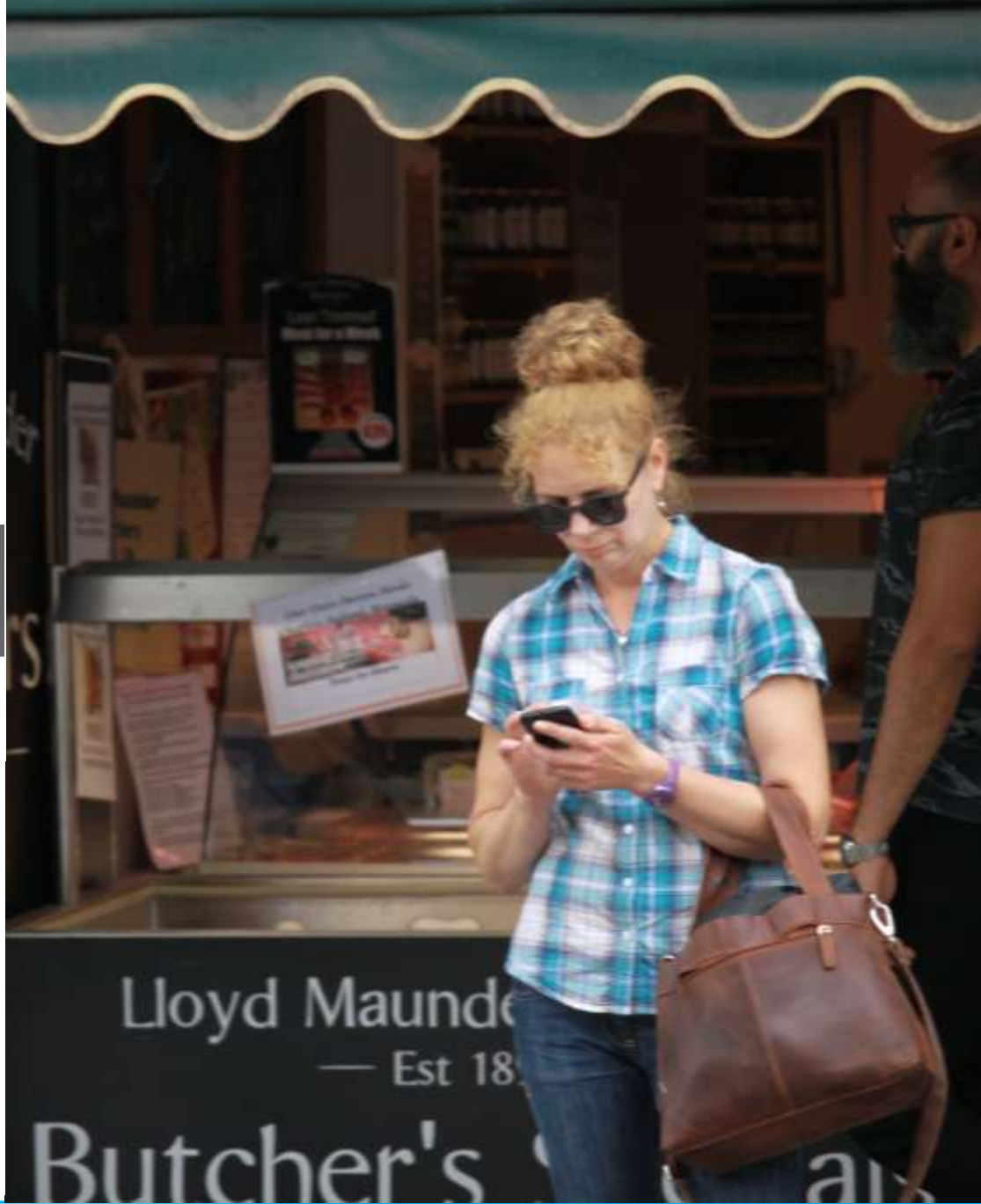
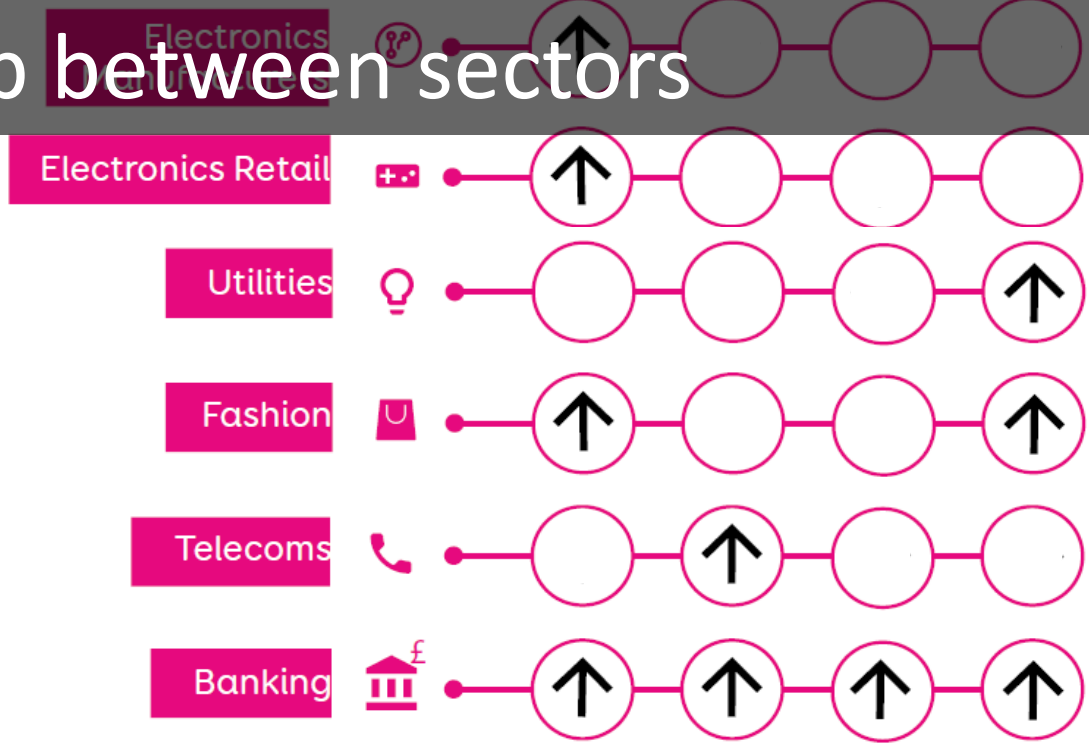
travel

telecoms

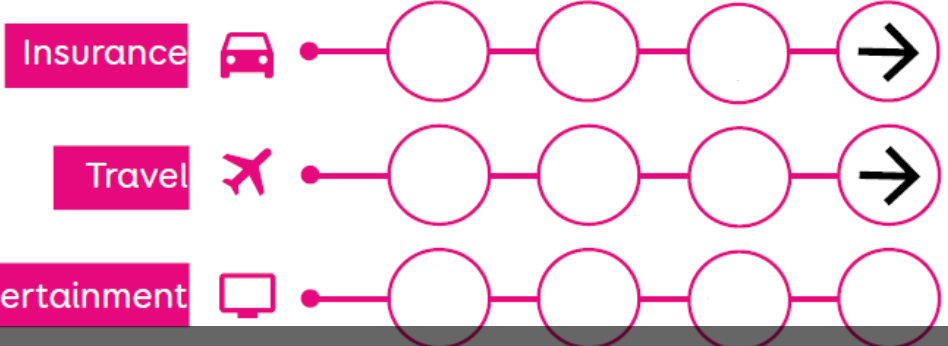
Improved



Wide gap between sectors

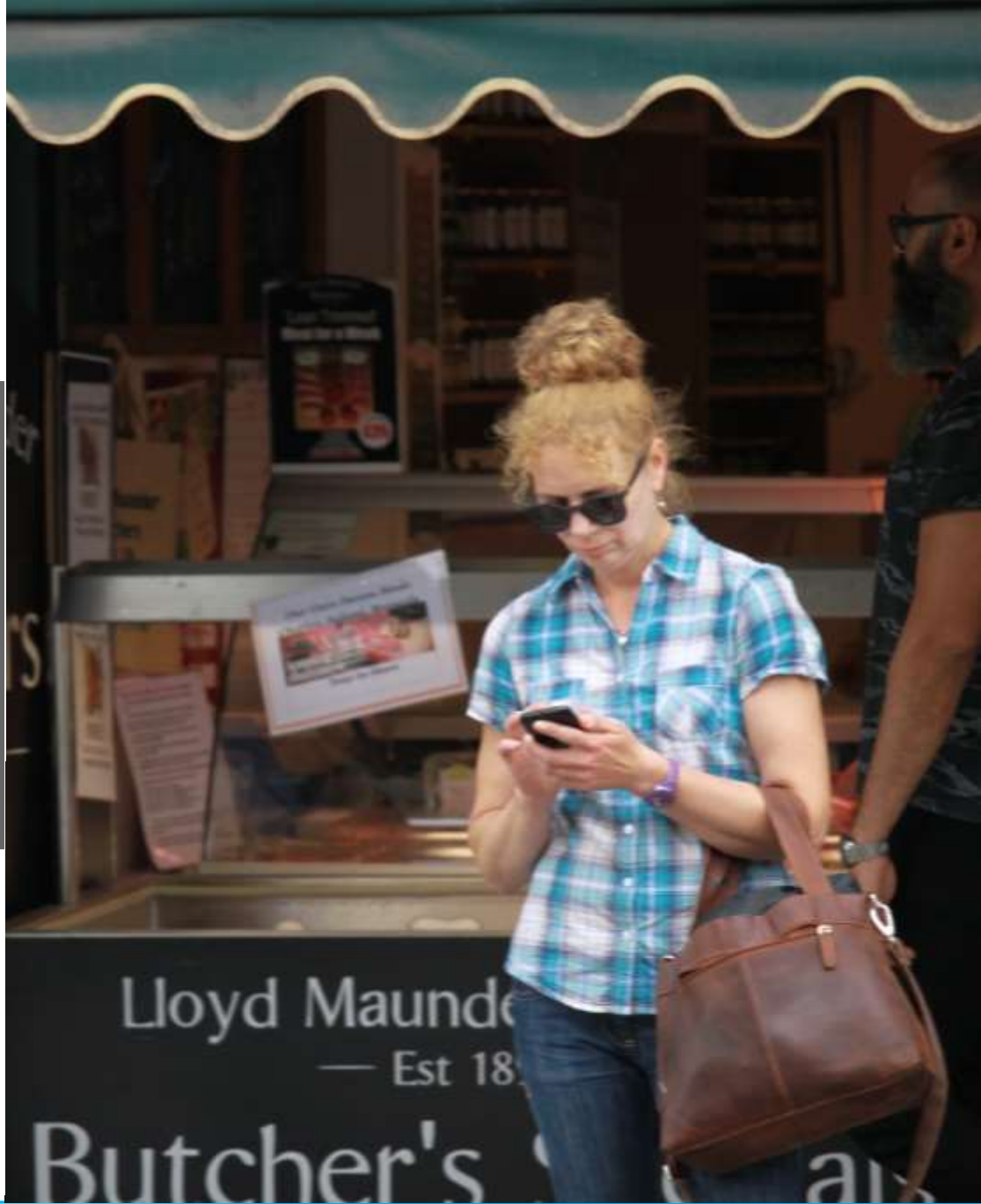
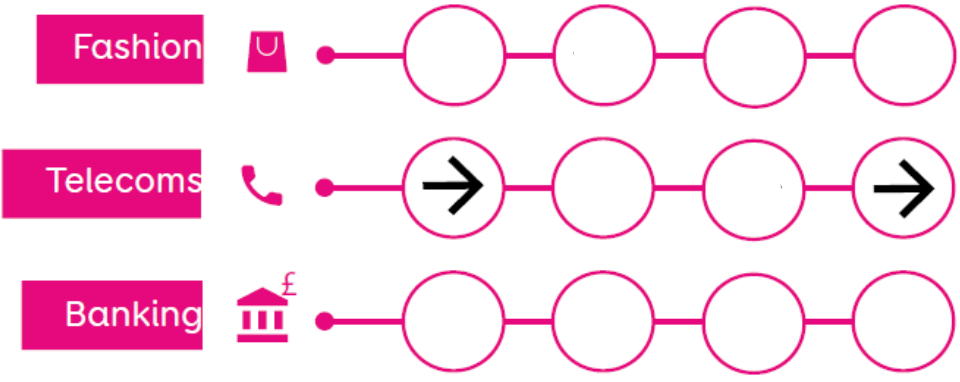


Same As



Electronics manufacturers answered **29%** of questions (web, email and social media)

Electronics retailers answered **67%**



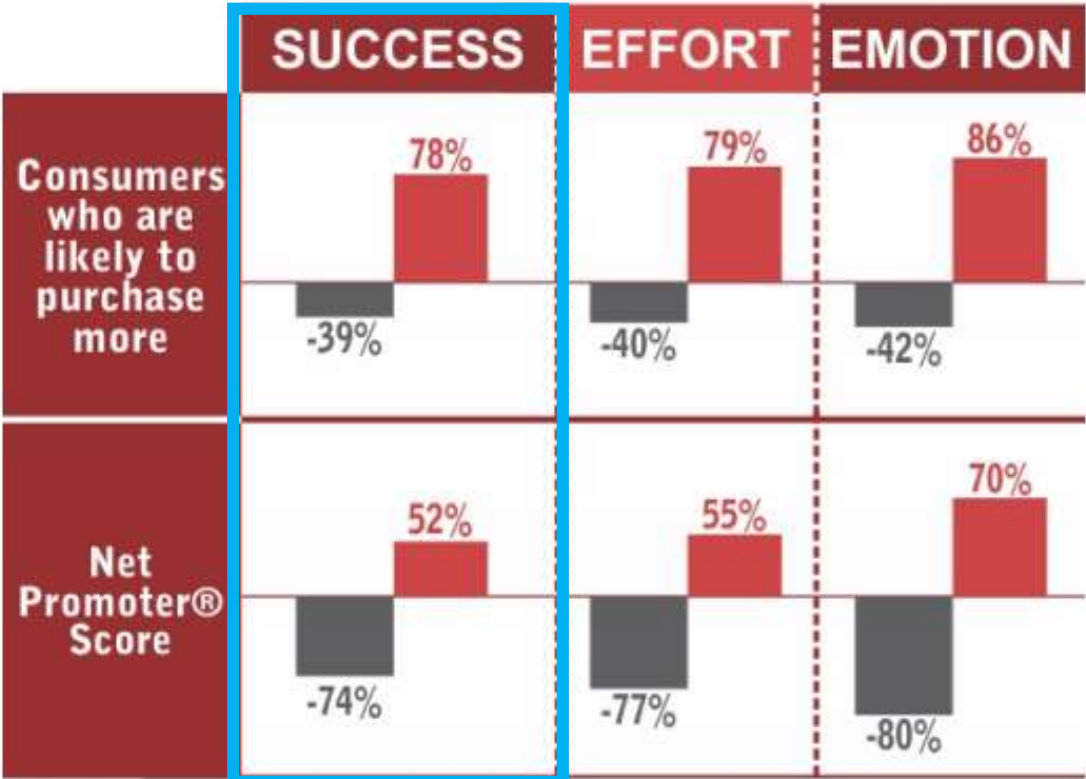
Declined



7 out of 10 sectors worsened in overall performance



How Customers Judge Us

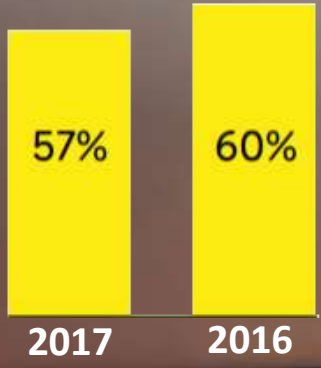


■ Consumers who give experience high ratings
■ Consumers who give experience low ratings



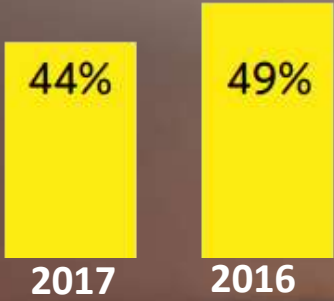


% of answered queries

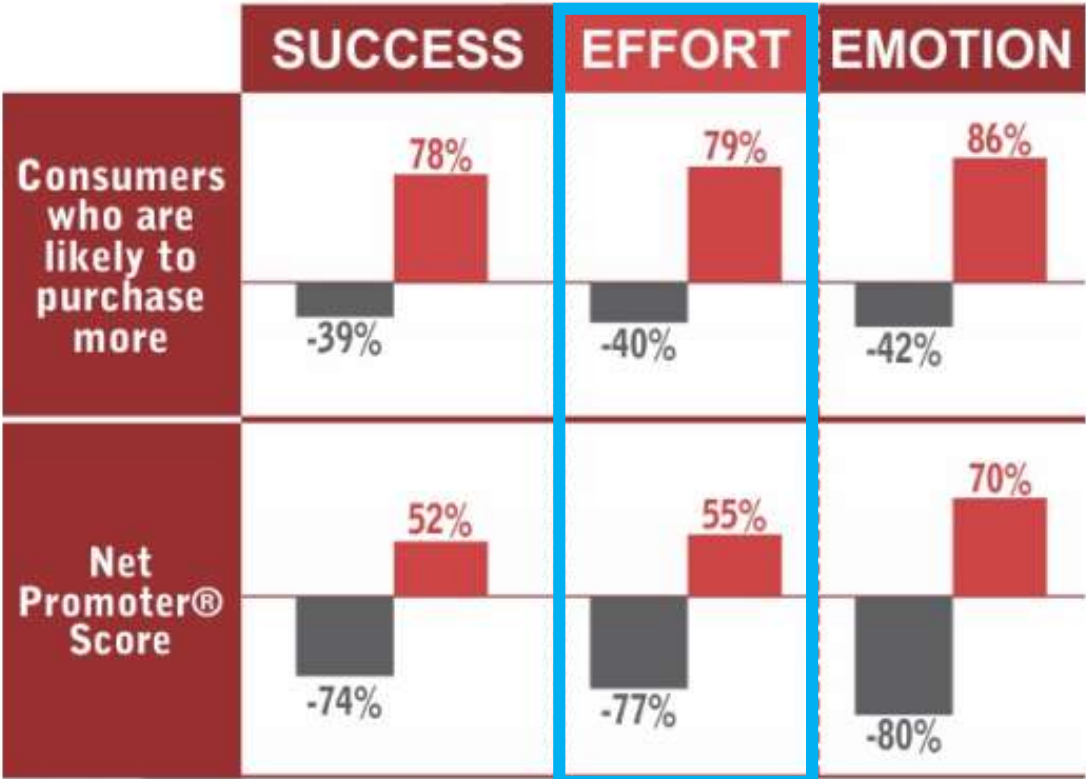




% of answered queries accurately



How Customers Judge Us



■ Consumers who give experience high ratings
■ Consumers who give experience low ratings



Provide One Conversation



Twitter - Phone



Automated SMS - Chat



Email - Messaging



Provide One Conversation



Repeated security



“77% of consumers expect to be able to switch channel during a conversation, but just 50% say it is easy to achieve in practice.”



Re-explaining



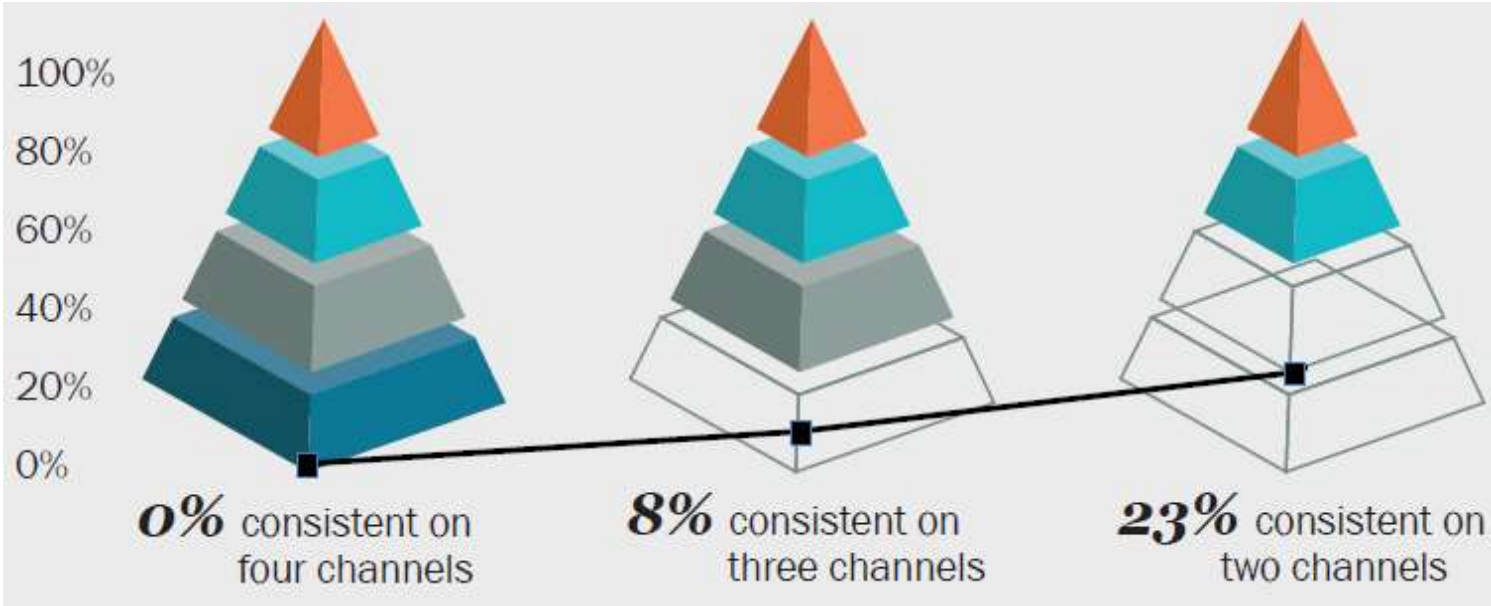
Repeated Info gathering

Provide One Answer

58% of retailers provide different answers to the same question across multiple channels

2016
EPTICA MULTICHANNEL
CUSTOMER EXPERIENCE STUDY

Eptica Study
2017 Retail Customer Conversations
The State of UK Retail Digital Customer Experience



Provide One Service Level



One airline answered on Twitter in **23 minutes**, but took over **4 days** to answer the same query on email



Provide One Service Level



Speed

2017 2016



Web



Email



Chat



Twitter



Facebook

34 hrs
15mins



26 hrs
23mins

7mins
40secs



2mins
14secs

4 hrs
14mins



4 hrs
57mins

8 hrs
37mins



3 hrs
25mins



Accuracy

2017 2016

66%



67%

38%



40%

16%



22%

48%



34%

45%



35%

Why?



Poor triaging?

New recruits lacking experience/training?

Same companies asked the same questions each year!

A utility went from answering in 2 minutes to 19hours 54 minutes
A telecoms company went from 5 minutes to 18 hours
In 2016 five consumer electronics retailers replied. In 2017 just one
A fashion retailer went from 11hours to over 24 hours

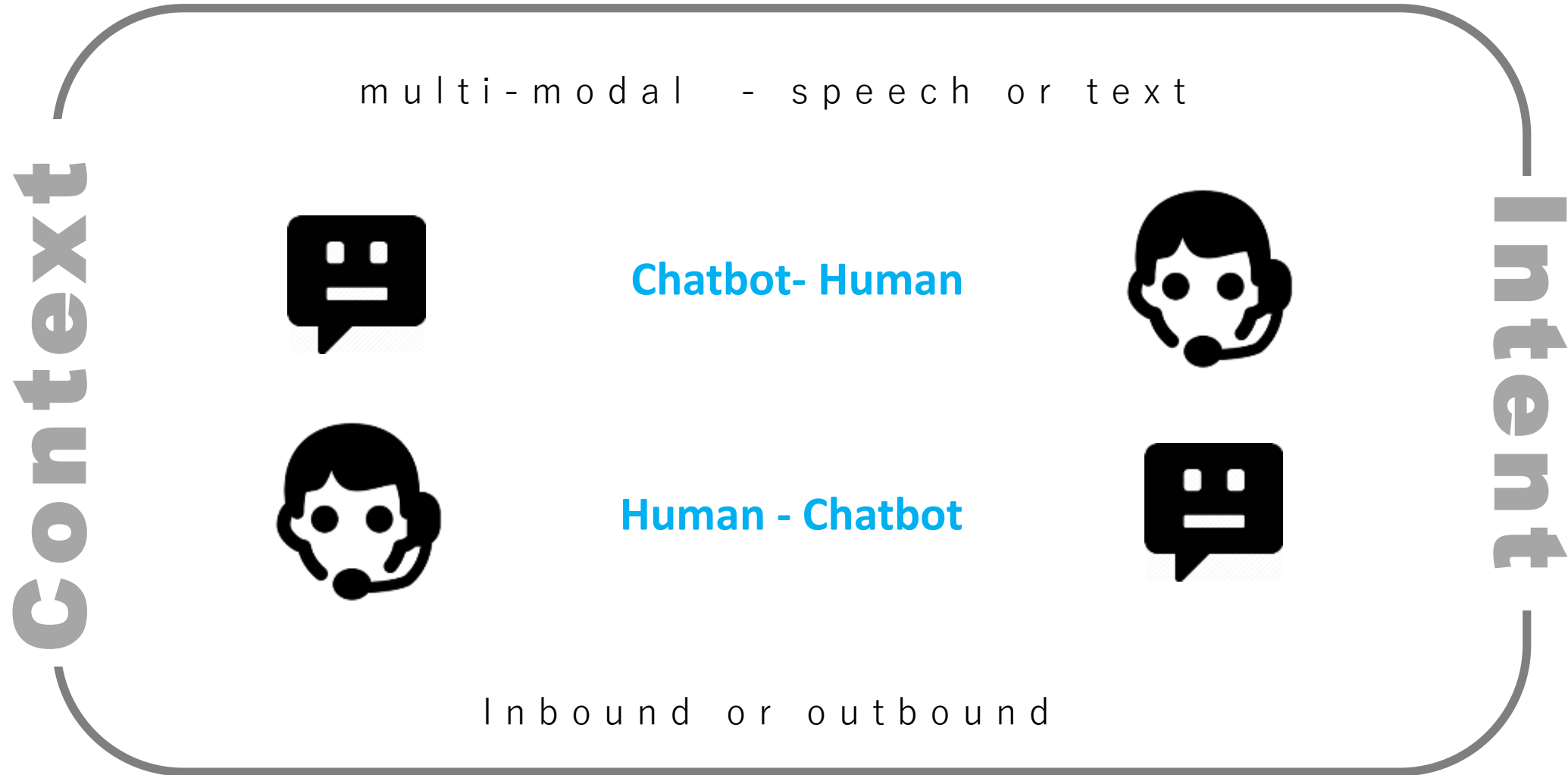


Under resourcing?

Speed v Accuracy?

2014 2015 2016 2017

Make Escalation Seamless



*"Hi I'm a high-tech expert,
available to help you"*



Chatbot Effectiveness

38%

My query was completely resolved/
answered by the chatbot



When you engaged
with a chatbot what
as the end result?

I was asked to call a customer
service representative directly

26%

19%

The chatbot was unable to resolve/answer my query as it
didn't have access to the necessary information/systems

I was directed to a web form

14%

The Digital Consumer
Interaction Report

www.itimoble.com

Action Points

1. Define consistency so everyone knows what it means
2. Define when it matters and how it should work
3. Make consistency something you measure and set targets against. Hold yourselves accountable for managing its improvement
4. Mystery shop all engagement paths for root out inconsistencies
5. Fix stuff
6. Develop best practices around omni-channel knowledge, tone of voice, anything that causes customers to lose progress towards their outcome



Right Mindset

*“An exceptional company is the one that gets **all the little details right**. And the people out on the front line, they know when things are not going right, and they know when things need to be improved. And if you listen to them, you can soon improve all those niggly things, which turns **an average company into an exceptional company**”*

