

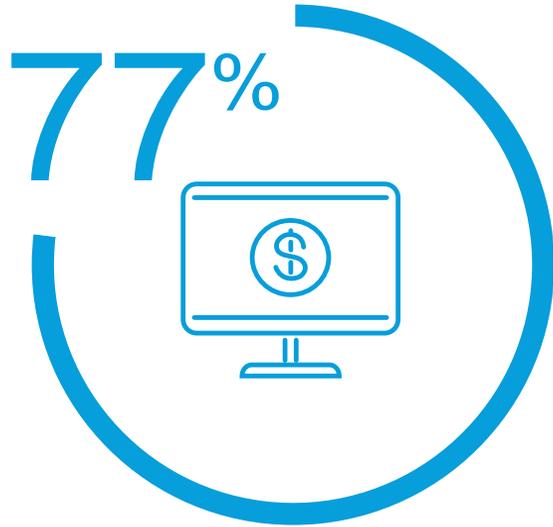
NICE · inContact

Powerful New Approaches to Improving Customer Journeys

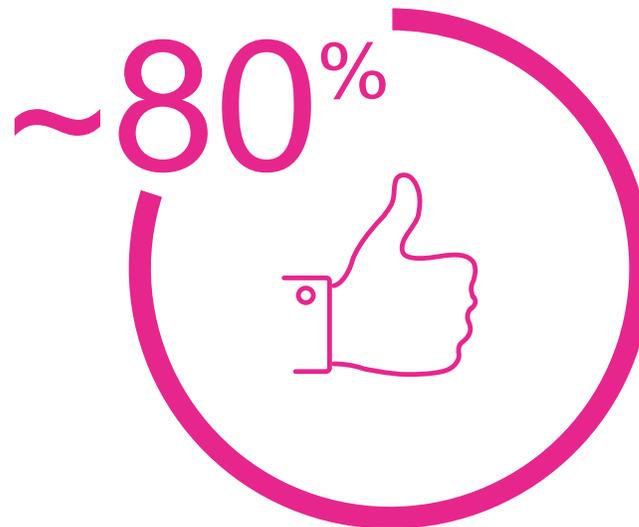
Lisa Hotchkiss, Solutions Marketing

October 17, 2019

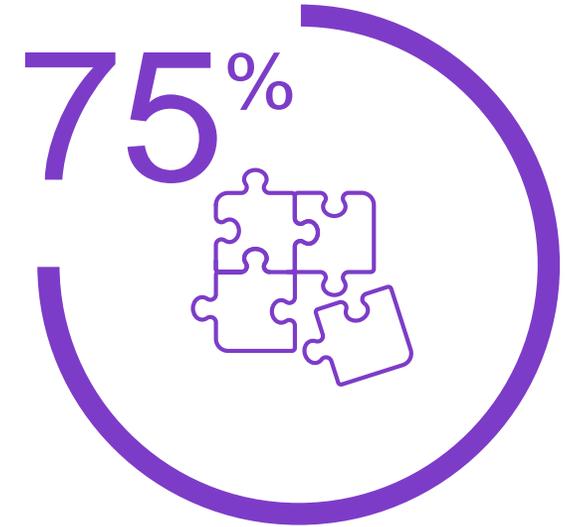
Business Drivers for Personalised CX: Customers & Competition



77% of customers expect companies to know their purchase history, regardless of communication method



~80% of US consumers say speed, convenience, knowledgeable help & friendly service are the top elements of a positive CX



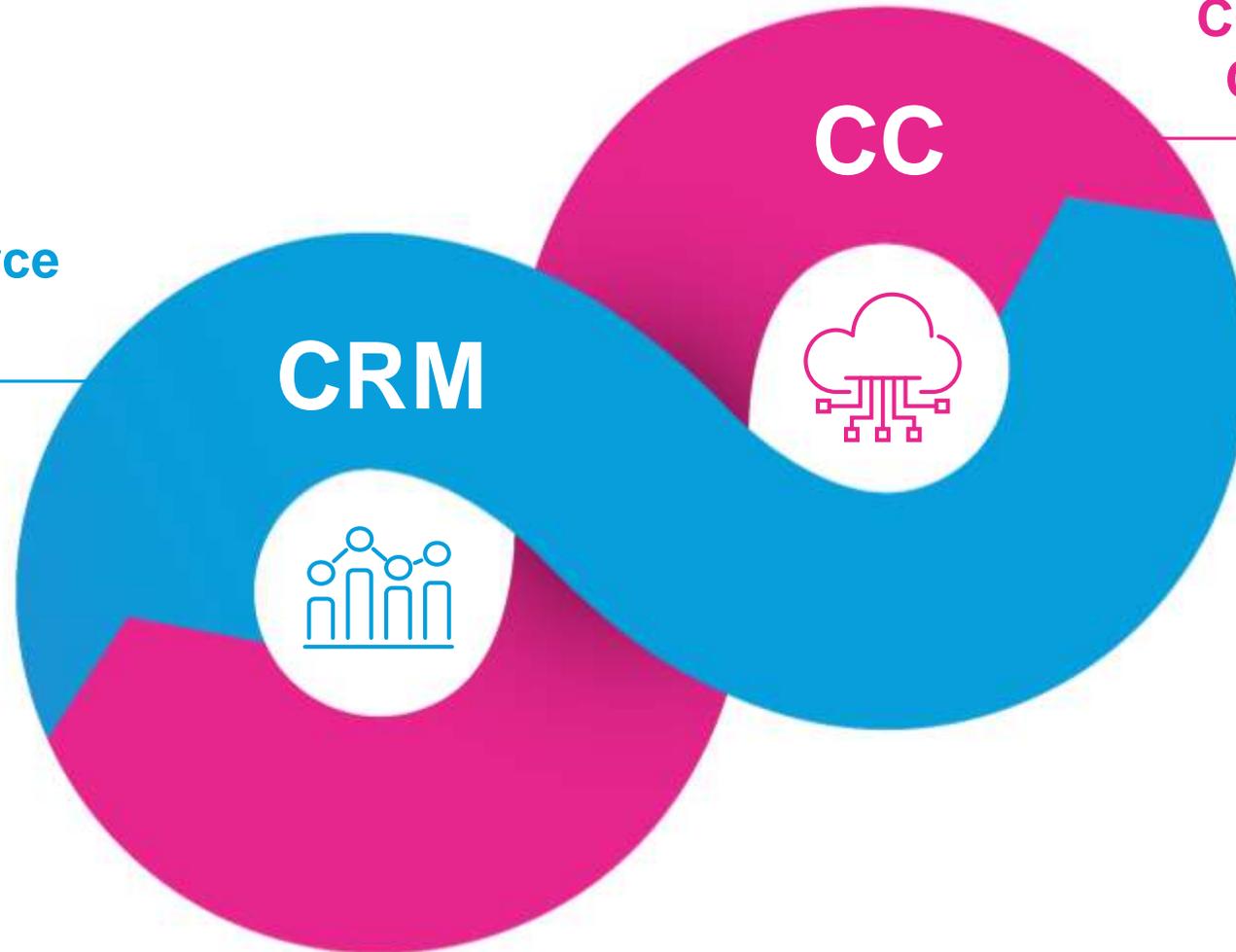
75% of best-in-class businesses integrate their CRM and Contact Center

1. [2019 NICE inContact Customer Experience \(CX\) Transformation Benchmark](#)
2. PwC, [Experience is everything: Here's how to get it right](#), 2018
3. Omer Minkara, Aberdeen Group: [The Intelligent Contact Center](#), 2018

CRM + CC = Perfect Match for Personalisation!

CRM = Primary Source of Customer Data

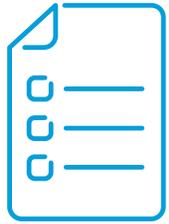
Customer Data and Preferences, Purchase History, Cases, Service Contracts, etc.



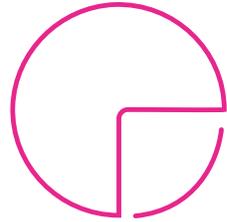
CC = Primary Source of Customer Interactions

Omnichannel Interactions regardless of channel

Empower Personalised Experiences



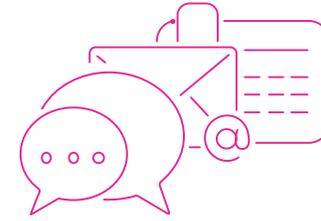
Personal Data



Demographics



Preferences
& Profiles



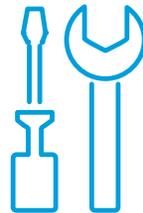
Preferred
Channels



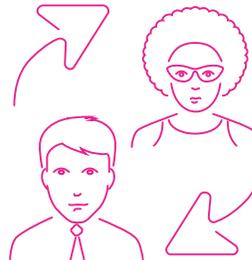
Purchasing
History/Habits



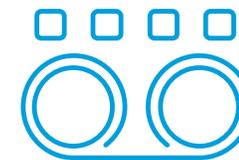
Service
Contracts
& Warranties



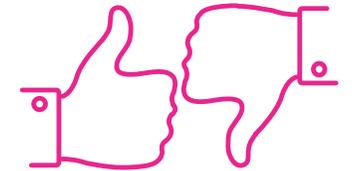
Support Tickets



Past Interactions



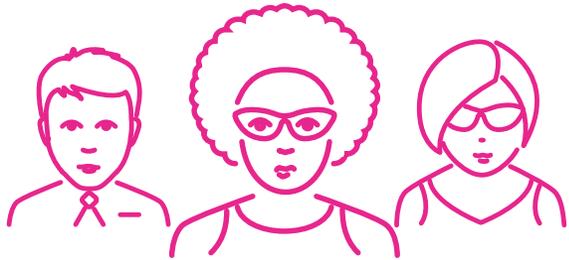
Call Recordings



Positive/Frustrated
Interactions

CRM + CC = Perfect Match for Personalisation!

Customers



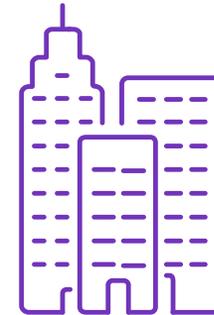
- Personalised service
- Faster resolution
- Feel appreciated

Agents



- 360° customer data
- Improved productivity
- Increased satisfaction

Business



- Data-driven decisions
- KPI improvements
- Accelerated agility



400 agents using Salesforce

10%

INCREASE IN CUSTOMER SATISFACTION

64%

REDUCTION CONTACT CENTER EXPENSES

+49%

IMPROVEMENT IN SERVICE LEVELS

+7%

INCREASED AGENT PRODUCTIVITY

“CXone Agent for Salesforce has improved our interactions because our agents have all the information they need about a customer at their fingertips...and our customers enjoy the personalized, streamlined experience.”

Pauline Mulvey

Vice President of Enterprise Business Technology



swisslog

45 agents using Salesforce

30%

REDUCTION IN
WAIT TIMES

16%

REDUCTION IN
AVERAGE HANDLE TIME

12%

REDUCTION IN
AVERAGE TALK TIME

~25 Hour

REDUCTION IN AGENT OVERTIME
PER AGENT PER YEAR

“Our customers now don't have to give us all their primary information when we answer the phone. They can get straight to telling us their problems so we can work on a solution.”

Josh Elliott

Customer Care Center Manager, Swisslog

NICE inContact

Learn how NICE inContact can help you personalise every experience, across every channel, every time

Speak with a specialist



Chat via [niceincontact.com](https://www.niceincontact.com)