Morris Pentel

Improving Customer Journeys

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Today's agenda

CX2 - New ways of thinking about customer journeys by the microsecond and some examples

How does that change Customer Journeys?

(Thinking, Mapping and Measurement)

How does that change life in the contact centre?

What steps can we take tomorrow?

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Customer Experience - CX2

There is a major change to customer experience that is impacting the contact centre.

We call this change **CX2**

CX2 - ability to analyse in **microseconds** and **micro patterns/expressions** data within the whole (or circumference) of an experience.

A single insight stream - Technology performance and behaviour patterns from every stakeholder, like the structure of emotional effect or changes in spending habits are connected in a single journey in the same way as latency, time to answer and reason codes.

From pasture to the plate experience is creating and consuming much more data so your agents to deliver more efficient outcomes.

This is fundamental change not incremental. It impacts the management and outcome of experiences from IT's point of view as CX and the contact centre becomes more and more driven by algorithms.

Change is *great*

You go first!!

$$CX2 = CX \times 10^{-6} < \Pi$$

Customer Experience by the microsecond within the circumference of data available).

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History

2 branches of CX

15 years ago, CX was about the "ultimate question" …. "would you recommend me"? This became the best practice of CX. It was sold on the idea that a single question could unlock the complexity of our feelings and emotions.

Then there was another magic question then another. The siloed nature of organisations meant that this cycle continued for years and is still a dominant trait with laggards.

CX2 practitioners work at a very different level in leading organisations:

connecting together micro-details of moments of experience

Experience insights unpick the outcomes of IT, Culture, HR, Marketing, Sales, Service, Finance, and every other part of the things that make up experiences

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CX2

Recommend | Effort | Satisfaction | Personalisation | Emotion | Empathy

Social Engagement | Efficiency | Digital Behaviour | Character Insights | Call lengths | Buying patterns

Social Information | Location Weather Traffic | CRM | Carbon Footprint | Use of plastic | Staff treatment

Now, market leaders' connect the **microseconds** of all aspects of CX to create a single view of efficiency

Contact Centre Market Leaders

- 📱 **Built on an application and mobile first model.**

- 👤 **Customer Centric -** *built with and around the customer*

- 🐬 **Big data** to shape and measure behaviour and experience outcomes

- 🌎 **Connected to the real-world and enhancing the real-world experience**

- 👍 **They use good tech and they are great at using it**

- ✔️ **Adaptive, Scalable and Secure**

- 🔺 **Have the right digital foundations**

- 😖 **They are Opti + Omni channel**

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Opti and Omni

10 years from the idea of Multi-Channel contact to the idea of Omni-Channel. Now that is idea is developed on into Opti-Channel (AI/ML/RPA driven).

- **Omni-Channel** can be thought of:
  - A single experience delivered through many connected channels
  - Choice of channel more available to customers and other stakeholders in the business.

- **Opti-Channel**
  - AI/ML/RPA driven experience across those omni-channels. There is much more data and processing required and the outcome is delivered to the customer or employee.

Many organisations are already *partially* opti-channel. They may use AI/ML/RPA to assist with delivery by using Google maps and other tools to optimise delivery routes and traffic conditions all part of a call reduction plan from the contact centre while driving up experience

Disney v Thomas Cook

- Disney is the definition of an experience building organisation. From movies to theme parks to the Opti-Channel experiences they probably represent part of the leading edge of thinking today.

- Experience design is in their DNA. They started with cartoons which they built frame by frame. Now they build every experience with the same philosophy.

- From movies to theme parks every second of every experience is designed and then analysed before its delivery into production. One of the first organisations to use Emotion Detection on customers watching their movies they have brought that approach into their retail approach.
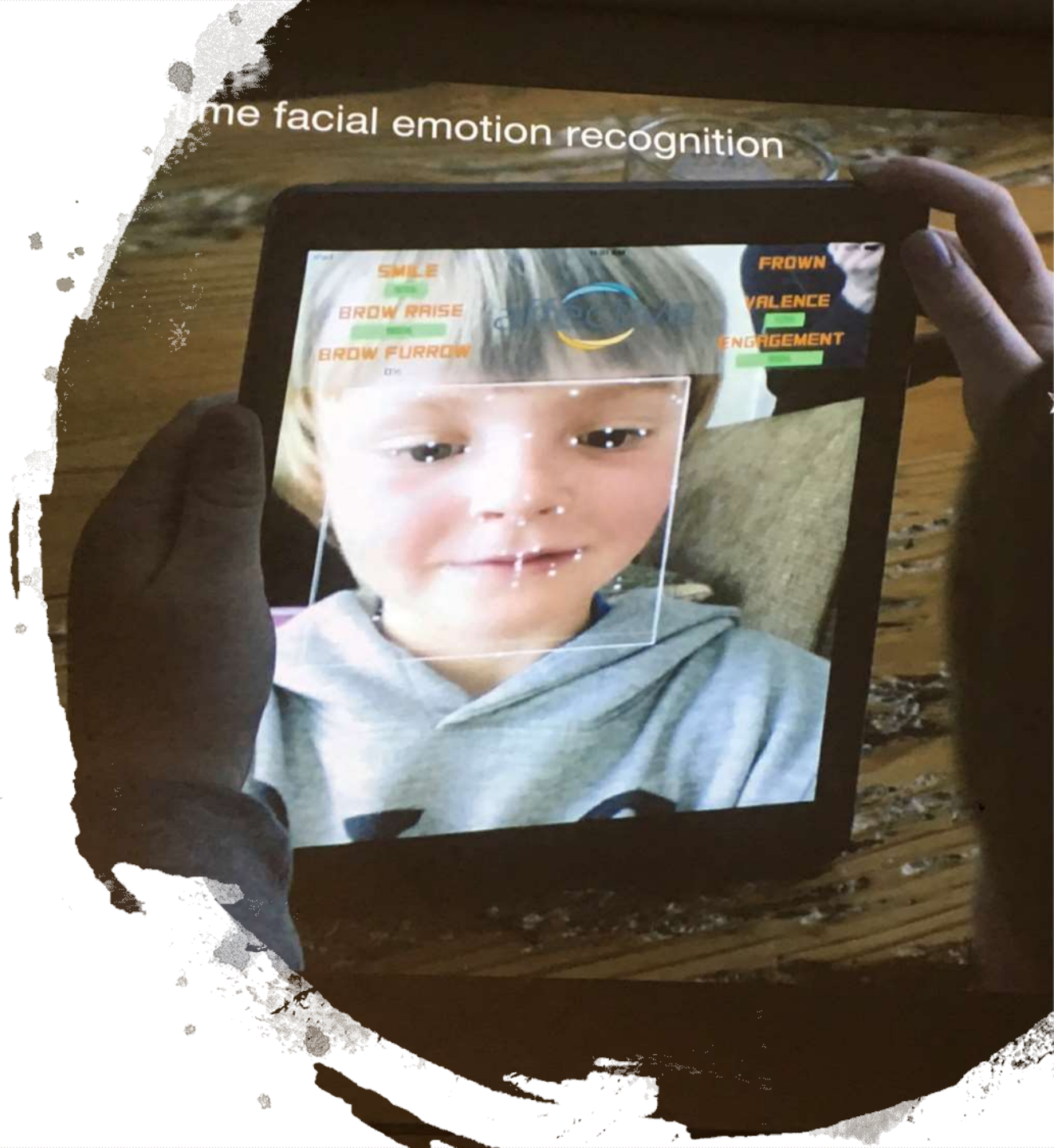
Upscaling Insight

Connecting all the data will produce more detailed insights from a larger number insights.

The "As Is" microsecond model, straight from live metrics. The map will become the central nervous system of the enterprise and will produce a whole range of support tools and be connected to each employee device with the relevant data to define efficiency.

This efficiency metric directly correlates to the bottom line of your P&L dynamically live.

I can understand your account history, your health and emotions from your mobile

Your phone records YOUR subtle motions even when you're "NOT MOVING"

Accelerometer
Low Energy
Pervasive

Which insight is more likely to shorten calls?

1 Time in queue

2 Correct Account details

Time in queue

| 15 Seconds | 30 Seconds | 1 min | 90 second | 90+ second |

Importance

Using all available metrics

But the importance of good outcomes based on
all metrics is impacted and can now be measured
and brought together into a single clearer picture

Customer Journey Improvements

You will be creating improvements in your contact centre based on access to much more insight that means you can increase staff retention and improve experience at the same time

You will see the customer journey end to end as silos of data will start to merge together giving agents more insight to give higher value outcomes

This insight must be driven for Contact Centres who already have access to the tools and be able to increase the value of agents by listening to calls

Impact for Contact Centre

- Upscaled insight will start to weave into a much clearer picture of the customers journey

- Clearer understanding of the business cases around your FTE

- Ability to focus more on conversational quality

- More insight to use about more aspects of the customers relationship

- **Leverage existing technology better to upskill agents to become more valuable**

Conversations are the richest source of insight designed by humans to be understood

👥	**People**	Customers Agents Training, Other Stakeholders
🔍	**Process**	Identify process issues where there is an opportunity to improve
🖥️	**Technology**	What role does technology play and is it helping or making things worse?
✴️	**Culture**	Conversation provides clear insight into your culture
🧠	**Emotions**	How your experience makes them feel
🎭	**Experience**	Conversation is the best way to analyse experience it uses observation

What is said (or not) and how it is said (or not) provides large amounts of actionable insights and we turn those insights into wisdom.

In conversations people talk about everything!

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Conclusions

Quality – you will become more focused on quality being measured by the microsecond more from upstream and downstream outcomes.

Continuous Improvement – Although this insight upscaling is a step change it will lay the foundations for a new approach to continuous improvements

Efficiency - Concentrate more effort on understanding conversations and making them more efficient. Connecting other sources of efficiency in contact.

Insight - The amount of actionable insights you will have available to improve contact will dramatically increase over 2 years. This will now start to make sense of all of the huge streams of data

Thanks for listening

Morris Pentel

Consultant

Chairman Customer Experience Foundation

Chat at CXFO.Org

m@pentel.me

Find me on LinkedIn

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