

The logo for NICE inContact, featuring the word "NICE" in a bold, black, sans-serif font with three blue squares between the letters. To its right, the word "inContact" is written in a smaller, black, sans-serif font. The entire logo is set against a white, rounded rectangular background.

NICE inContact

Self-Service Strategies to Elevate CX at Your Contact Centre

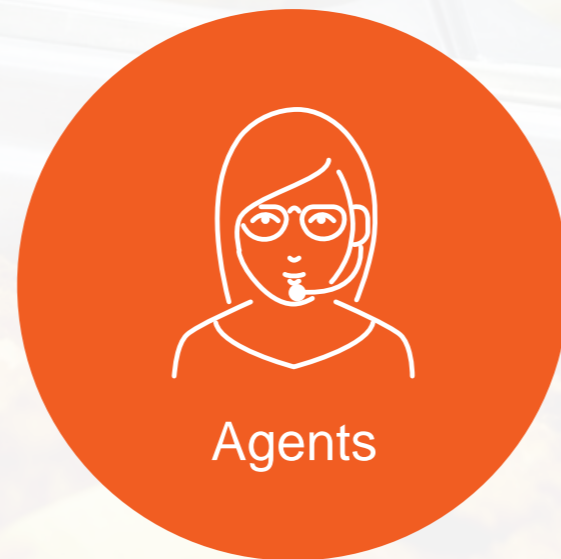
Tamsin Dollin

Senior Product Marketing Manager, NICE inContact



What's your strategy?

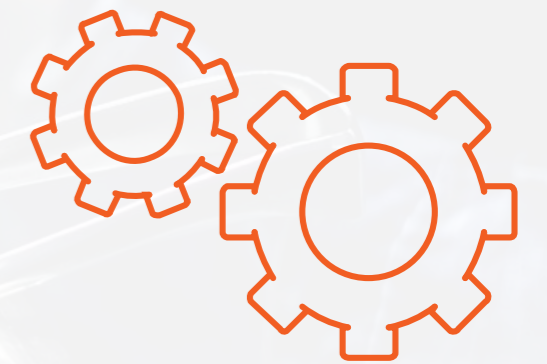
When done well, **self-service** is a win for:



BUT... you must have the right game plan

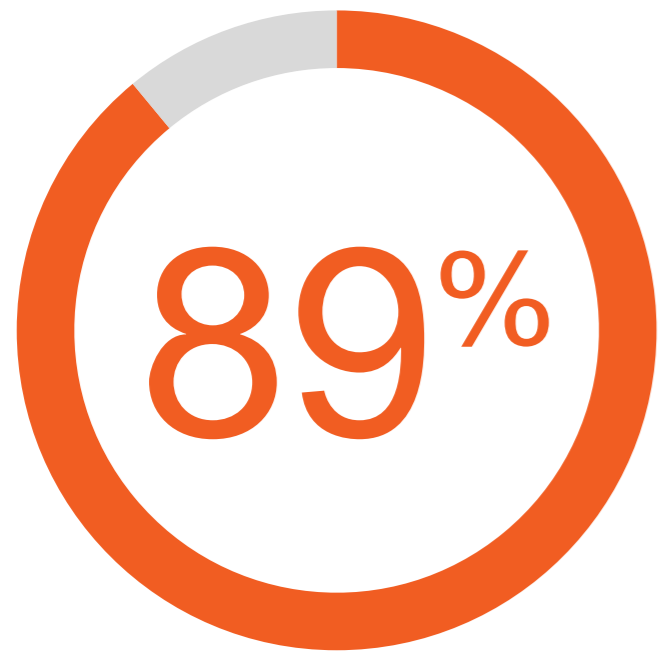


Strategy

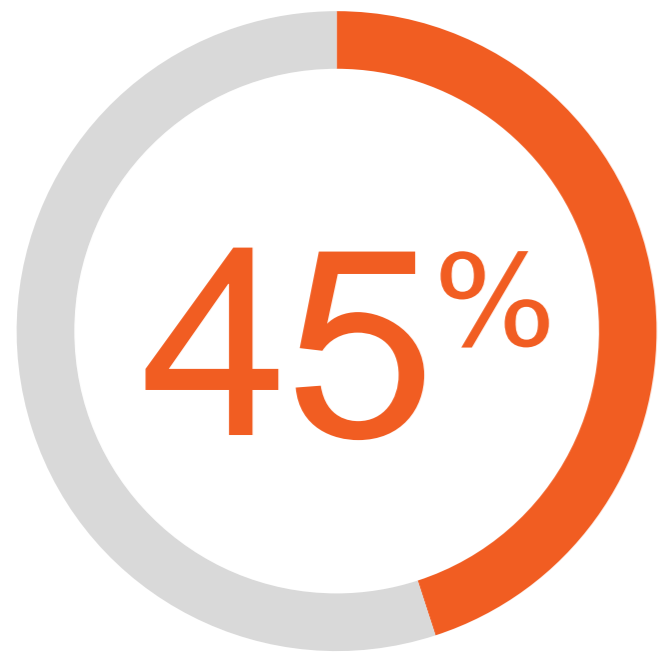


Technology

Achieving an exceptional Customer Experience – each and every time – is tough!



89% of customers get frustrated because they need to repeat their issues to multiple representatives



45% of consumers will abandon an online transaction if their questions or concerns are not addressed quickly

“To Speak with a customer service representative, say representative.”

ME:



AI & Self-Service Transforming CX



no jitter | Produced by enterprise CONNECT
Insight for the Connected Enterprise

AI & AUTOMATION

AI in the Contact Center: Improving the Human Touch

No matter how smart machines are, business-to-customer interaction



20,443 views | Nov 24, 2018, 10:41am

What To Expect For AI (Artificial Intelligence) In 2019



The New York Times

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Opinion

A.I. Still Needs H.I. (Human Intelligence), for Now

Chatbots and other computers are learning, but we still have skills



Information/Age

f t e

The evolution of artificial intelligence in customer experience

Artificial intelligence (AI) has been all the rage in the customer service industry for some time now, but until recently it was hard to distinguish hype from reality



Harvard Business Review

Latest Magazine Popular Topics Podcasts Video Stor

Keeping the Human Element in Customer Service While Using AI and Chatbots

SEPTEMBER 11, 2018

Disconnect on



Artificial Intelligence (AI)

- 1 Businesses have a **misconception** that consumers want more AI
- 2 Businesses are **not in touch** with consumer perceptions of AI
- 3 Businesses **overestimate** customer use of AI for any purpose

Use of and satisfaction with automated assistants for customer service very low.



A full
90%

of customers prefer **to talk to a live service agent** over a chatbot



79%

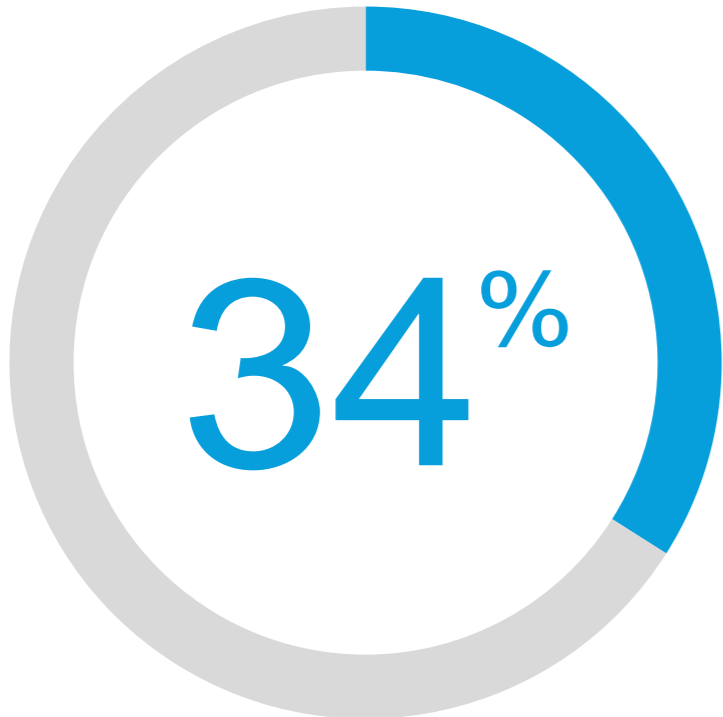
of respondents said chatbots and virtual assistants **need to get smarter** before they will use them regularly



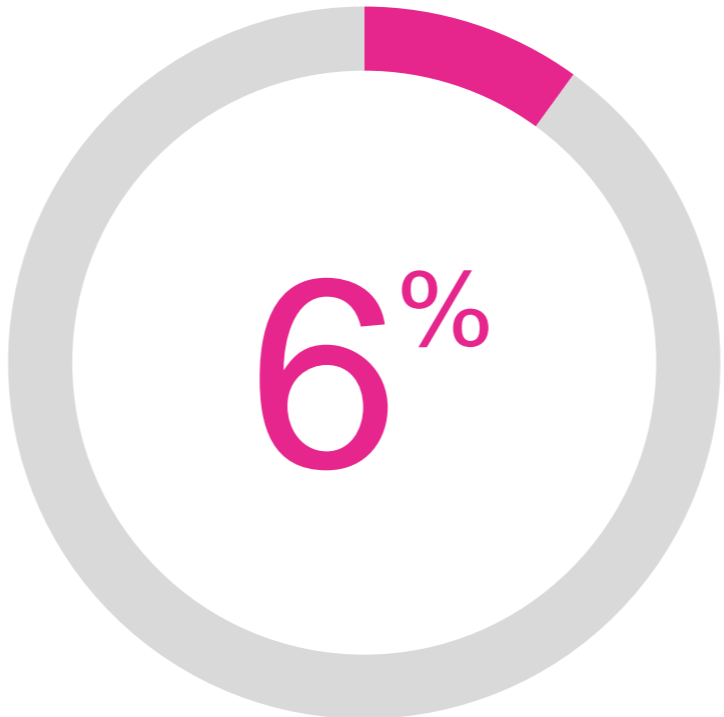
66%

disagree that chatbot and virtual assistants make it easier to get issues resolved

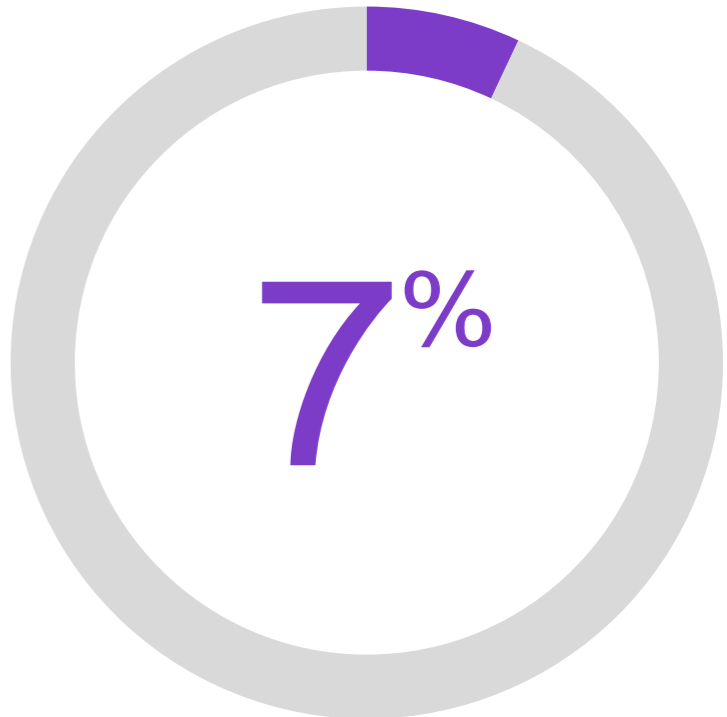
AI-Powered Self-Service is Not a Customer Pleaser...Yet



are willing to use
bots and virtual assistants
once they get smarter



already say it makes
it easier to get
issues resolved



would like to use
home virtual assistant to
interact with businesses

7

A high-angle photograph of a business meeting. Several people in professional attire are seated around a dark wooden conference table. They are looking at various documents, including spreadsheets and charts, and some are using laptops. The scene is dimly lit, with the primary light source coming from above, creating a professional and focused atmosphere.

Self-Service Strategy Tips

- 1. The right game plan blends strategy & technology.**
- 2. Find the perfect blend of Self-Service and Agent-Assisted options.**
- 3. Make it intuitive and proactive.**
- 4. Nail the Transitions from Self-to-Agent-Assisted Service.**

I invite you to learn more.

Download Now!

2019 Global Findings: Business vs. Consumer Customer Experience (CX) Transformation Benchmark

Faster Service, Happier Customers: Using Self-Service to Accelerate the Speed of Resolution

NICE inContact

Explore Both Sides of CX: Contact Center Leaders vs. Consumers

2019 Global Findings: Business vs. Consumer Customer Experience (CX) Transformation Benchmark

Customer experience study* reveals big gaps

Businesses:

- Underestimate agent-assisted channel satisfaction
- Overestimate net promoter scores
- Overrate consumers' desire for AI
- Overestimate AI ease of use

Visit niceincontact.com/research19 for the full report that covers business perceptions of CX vs. consumer feedback for 11 different channels in US, UK and Australia

*More than 300 contact center decision makers were surveyed in the US, UK, and Australia for the 2019 NICE inContact CX Transformation Benchmark, Business vs. Consumer. The report compares what business reports to what more than 2,400 consumers said about their actual customer service experiences, in a 2018 global survey.

<http://get.niceincontact.com/Q219-CX-Transformation-Benchmark-Business-Wave.html>

NICE inContact

What It Takes to Compete for Today's Global Customers

Global Consumer Customer Experience (CX) Transformation Benchmark

Real-world customer experience study* reveals

- Mediocre customer satisfaction
- Critical role of customer service agents
- Caution for emerging AI channels

Visit niceincontact.com/research18 for complete 2018 results and consumer feedback for 11 different channels in US, UK and Australia

*More than 1,000 consumers were surveyed in the US, UK, and Australia for the 2018 NICE inContact CX Transformation Benchmark, Business vs. Consumer. The report compares what business reports to what more than 2,400 consumers said about their actual customer service experiences, in a 2018 global survey.

NICE inContact survey reveals mediocre satisfaction among demanding consumers

- Only 38%** of consumers are highly satisfied with their experience, regardless of communication channel
- 8 in 10** consumers are willing to buy more from companies that deliver exceptional experiences
- 8 in 10** consumers are willing to switch companies due to poor customer service

8 in 10 consumers want true omnichannel service – they expect a seamless experience when moving from one communication method to another, such as phone to text or chat to phone

**Faster Service, Happier Customers:
Using Self-Service to Accelerate
the Speed of Resolution**

NICE inContact

The Most Complete, Unified, and Intelligent Cloud CX Platform

NICE inContact **CXone**



Thank You



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Let's connect on LinkedIn