



NICE · inContact

How to Improve Experience at a Reduced Cost

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In the *Experience* Economy...

“The **technology** you
use impresses no one...

The **experience** you
create with it is
everything”





2018 Customer Experience (CX) Benchmark

2,400 Global Consumers
United States, United Kingdom, Australia

Bad CX can influence customers to switch companies

8 in **10**

Will switch if they've had a bad customer service experience



Exceptional CX is rewarded

8 in **10**

Are willing to buy
more from companies
with excellent service



NICE inContact

Today's demanding consumers want....

Fast resolution

94%
Agree

I expect companies to **direct me to the method** of contacting them that resolves my situation **in the quickest way**

More options

87%
Agree

I am **more willing to do business** with a company that offers me **more ways to communicate with them**

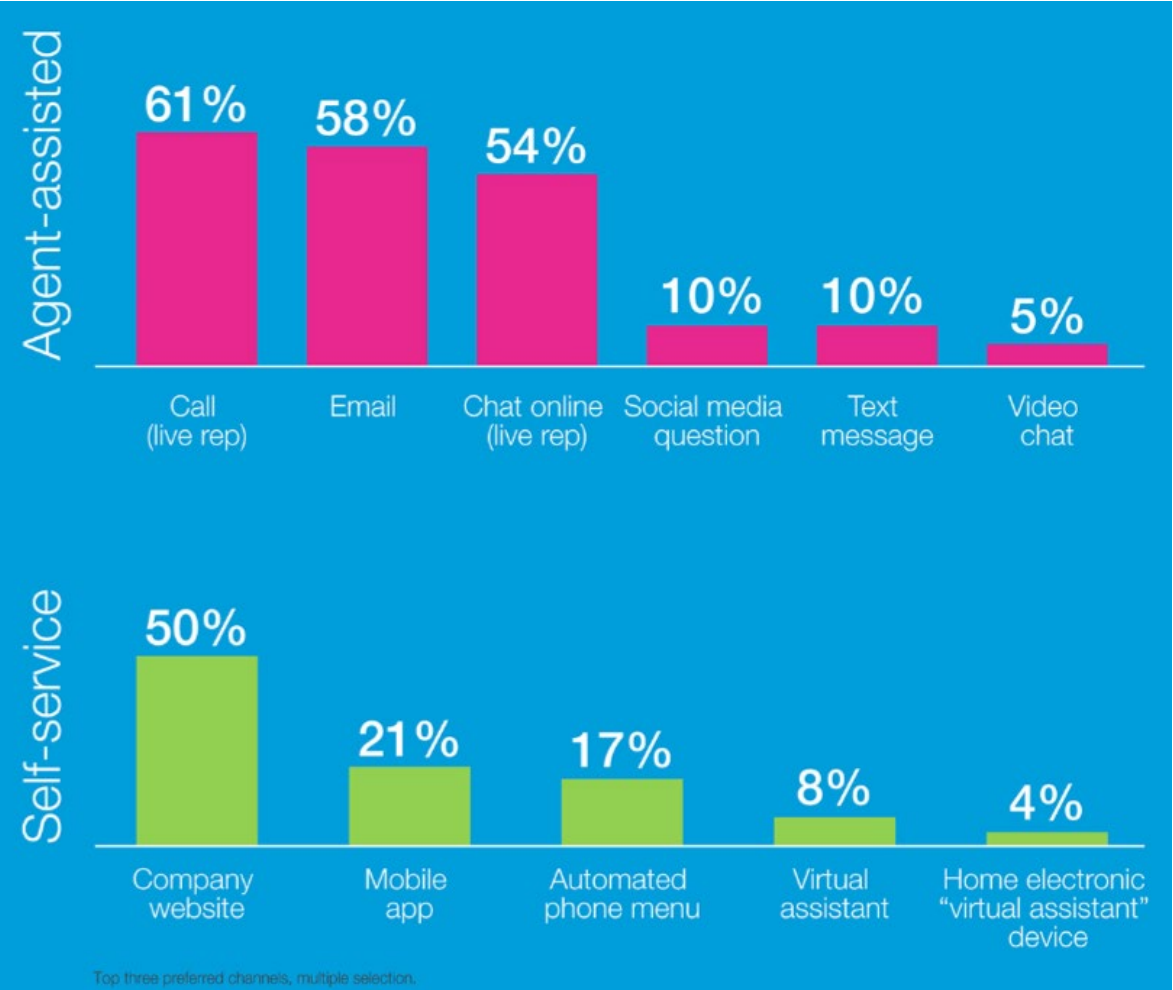
True omnichannel

91%
Agree

I expect companies to **provide a seamless experience** for me when moving from one communication method to another such as from phone to text or chat to phone

Consumer Preferences

- 2 of 3 consumers still prefer agent- assisted customer service.
- Phone, email and chat are the top 3 most utilized globally.
- Consumers want easy, quick, simple.



Consumer Satisfaction

- Consumers are more satisfied with agent-assisted channels - phone, email, and chat.
- Most self-serve interactions end up involving an agent.
- 9 in 10 consumers expect a seamless experience when moving from one communication method to another.

38%

Only 38% are highly satisfied with their experience

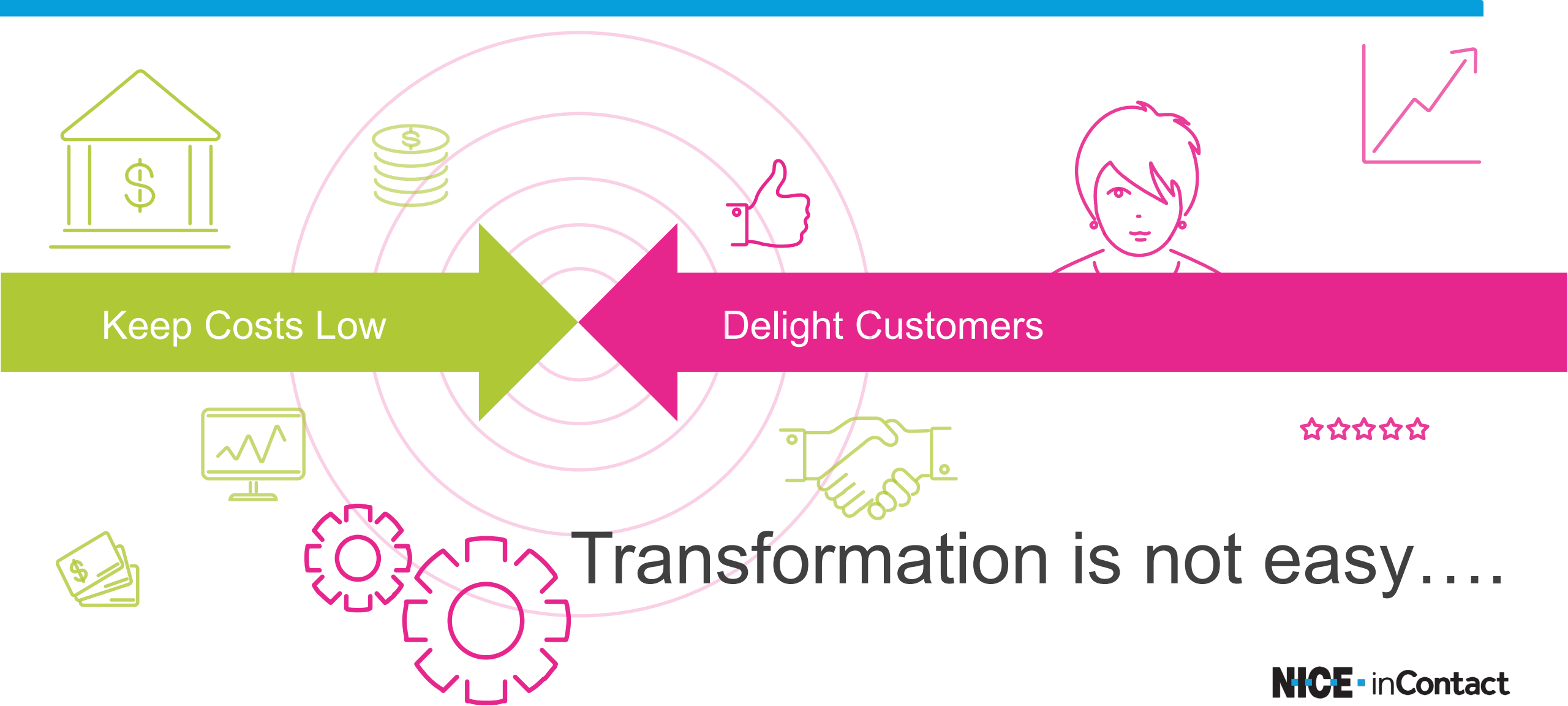


Phone has the highest satisfaction of all channels, with **47% being highly satisfied**, followed by **mobile apps at 43% and chat at 42%**



Automated phone menu performed worst among all channels

Call Centres Have a Conflicting Mandate



Keep Costs Low

Delight Customers

Transformation is not easy....

☆☆☆☆☆

Planning Tips

1. Be more proactive in outreach and guiding your consumers toward the most effective channel for the fastest possible resolution.
2. You need a well-designed strategy – with *benefits to your customer, business and organization* – to bring all the fruits of your technology investments to bear.
 - Optimize data flows and get information right to drive more personalized interaction with your customers and greater efficiency of your advisors.
 - Measure performance to see if activities are producing the desired results.
 - Regularly test your ability to scale based on changing customer traffic.
3. Be strategic with the technology you choose for your organization.
 - Quantify the benefits before investing in CX technologies.
 - Understand the benefits and establish activities to utilize them to the fullest.

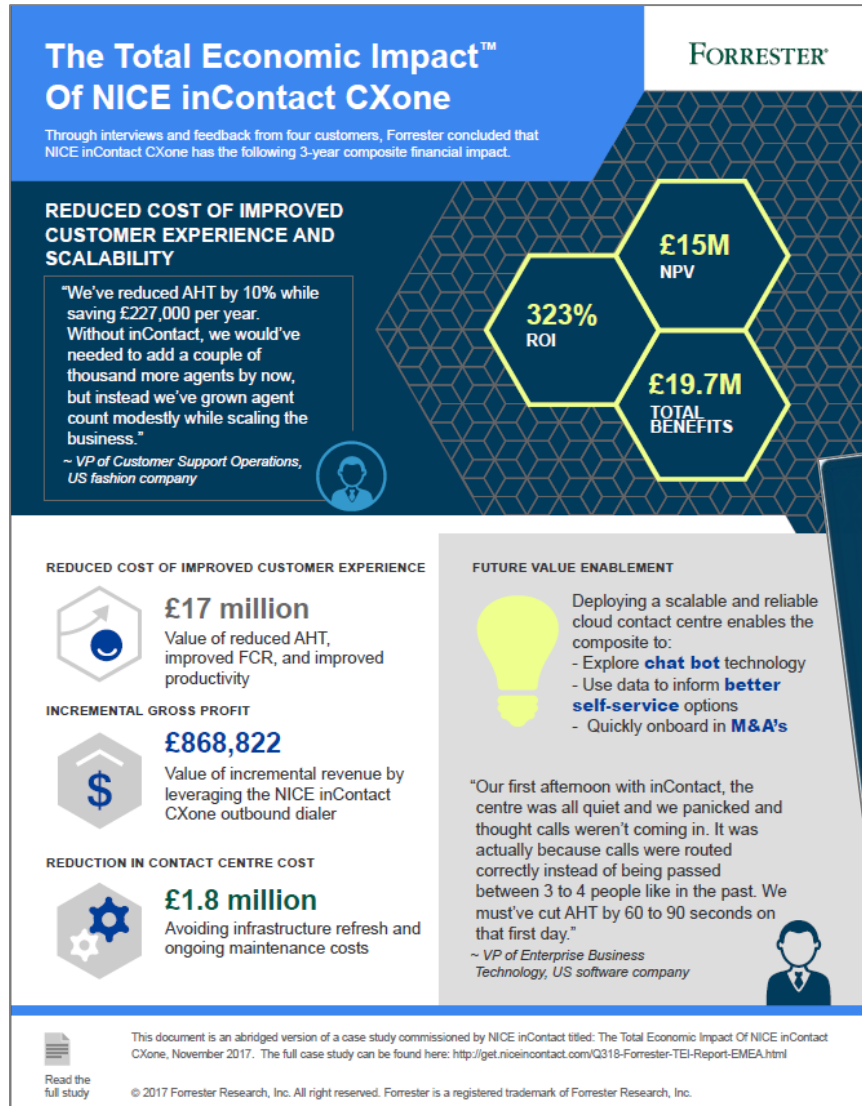


Mind the 'cloud' perception gap.



Deployment models are
many & varied.

Reduced Cost of Improved Customer Experience & Scalability



- **£17 million** reduced cost of improved customer experience
 - Value of reduced AHT, improved FCR, and improved productivity
- **£868,822** incremental gross profit
 - Value of incremental revenue by leveraging the NICE inContact CXone outbound dialer
- **£1.8 million** reduction in contact centre costs
 - Avoiding infrastructure refresh and ongoing maintenance costs

I invite you to learn more.



2018 Customer Experience (CX) Transformation Benchmark Study

2,400 Global Consumers:

- United States
- United Kingdom
- Australia

11 Different Channels

Over 4,600 Total Interactions

What It Takes to Compete for Today's Global Customers

Global Consumers 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.

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

9 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

Choosing the Right Cloud Delivery model

Analyst Research Report: Cloud Contact Center: Customer-Centricity with Greater Agility and Less Cost (Aberdeen)

CLOUD CONTACT CENTER: CUSTOMER-CENTRICITY WITH GREATER AGILITY & LESS COST

June 2017

Chris Whelan, Vice President & Principal Analyst, Contact Center & Customer Experience Management

Report Highlights

- p2** Cloud adoption by contact centers increased by 62% between 2013 and 2017.
- p5** Companies are struggling to realize expectations driving cloud investments due to a lack of well-designed strategies.
- p8** 82% of the Best-in-Class optimize data flows to empower agents with relevant information and personalize customer conversations.
- p11** Best-in-Class organizations are 51% more likely to regularly test and ensure their activities scale based on changing customer traffic.

This report will highlight the trends in cloud technology adoption by contact centers. Specifically, we'll illustrate the top factors driving companies to invest in a cloud-based infrastructure, and the results associated with this strategy. The findings will also provide an overview of those sets of vital capabilities that help organizations maximize returns from investments in cloud technology.

ABERDEEN GROUP

Picking the Right Cloud Model for Your Contact Center

CLOUD CONTACT CENTER ADOPTIONS ON THE RISE

Cloud contact center sees a 63% growth from 2013-2017.

Almost 1 out of 2 contact centers are currently deployed in the cloud.

If you're planning to move to the cloud, it's important to pick the right model.

NOT ALL CLOUDS ARE THE SAME. DEPLOYMENT MODELS ARE MANY AND VARIED.

Only cloud native delivers larger benefits for both IT and Business. Other clouds still leave companies with operational burden and deliver lesser value.

Cloud native drives results for Contact Center Executives	17%	10%	14%	43%
Cloud native drives better results for IT leaders as well	57%	50%	48%	46%

Design contact centers to maximize cloud benefits

- Optimize data flows, get information management right
- Measure performance to see if activities are producing desired results
- Test regularly to see the benefits of cloud technology

Whether it's scaling your operation, improving cost predictability, or enhancing your operational agility, cloud helps you get there.

Ready to start experiencing the benefits of cloud NOW?

NICE inContact

Thank You



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Let's connect on LinkedIn

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Cineworld Cinema – The O2 Greenwich, London

Interactions.edu – June 4

Main Conference - June 5

Over 10 tracks and
50 breakout sessions

Solutions Showcase
Customer Awards Ceremony



Stephen Fry

CELEBRITY

Keynote Speaker

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