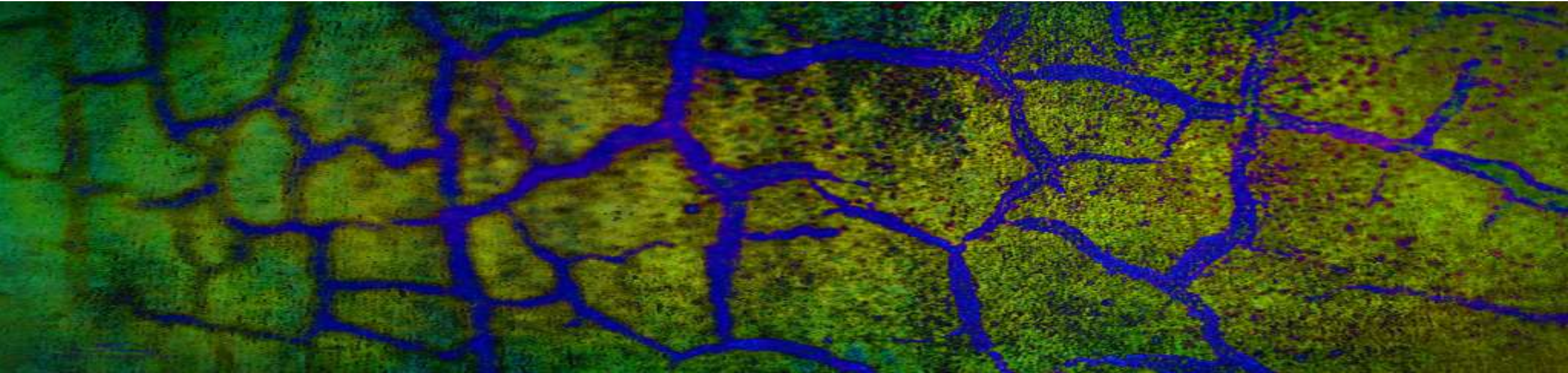


# Predictions



2020

## State of Play

CC transformation is a long train

**A few** at the front

**More** at the back

**Most** in the middle



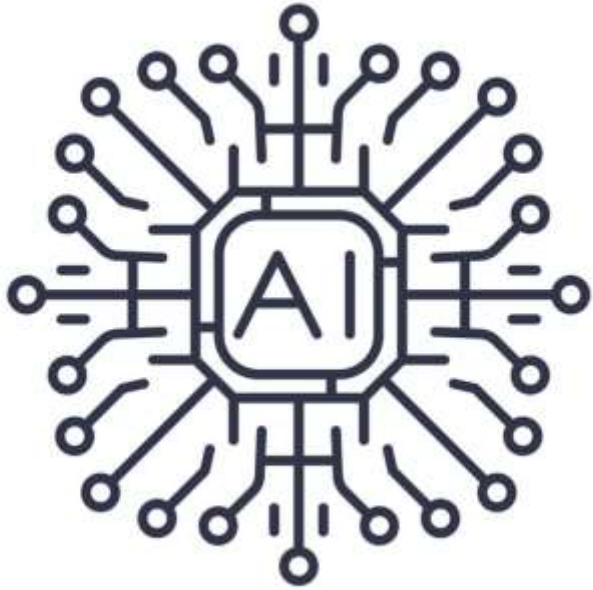
# Predictions

An aerial photograph of a lush green agricultural field, possibly a vineyard or orchard, with a network of blue irrigation channels or roads crisscrossing the landscape. The text 'latest contact centre trends' is overlaid in white on the center of the image.

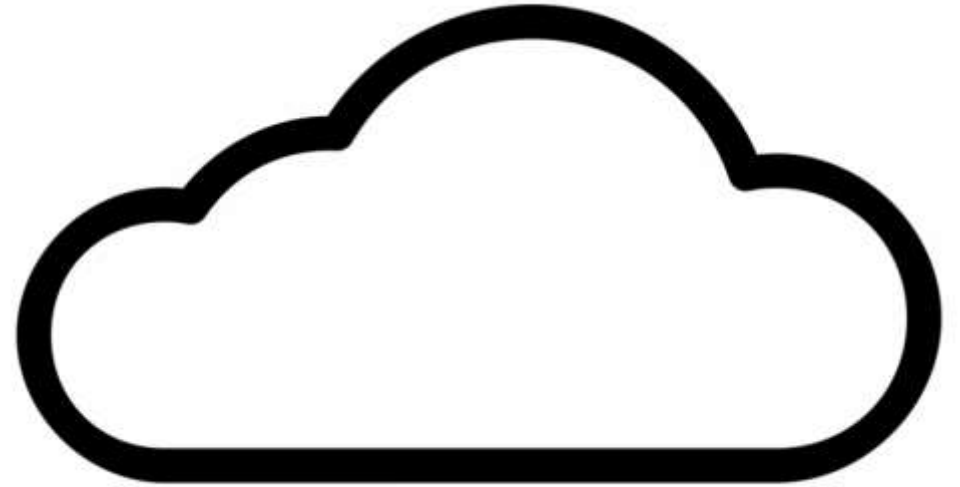
latest contact centre trends

# 2020

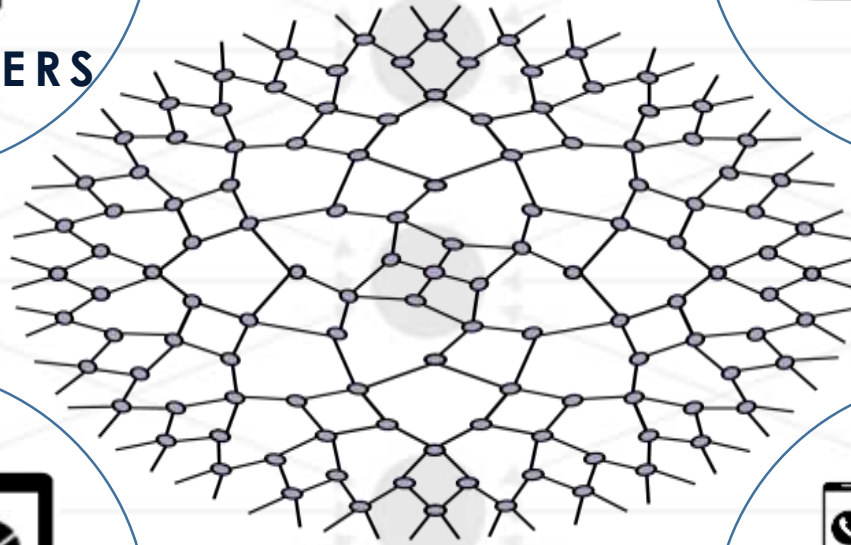
# A New Catalyst



**replaces**



# Data Driven Decisioning



# Emotive CX for Customer Interaction

"One of the most important emerging skills for the future is the need for employees to develop **highly effective emotional intelligence**

Emotionally intelligent agents can provide an improved experience for the customer but also make a lasting impression, creating a **competitive advantage.**"



**The Future of Work &  
Automation in CX**

October 2019

# Predictions

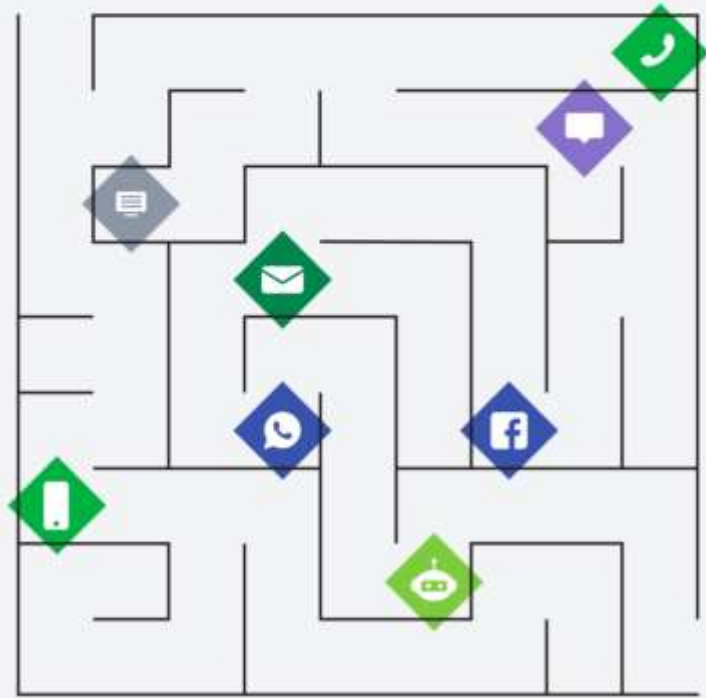
An aerial photograph of a green field, possibly a golf course or agricultural land, with a network of blue lines overlaid on it, resembling a road network or irrigation system. The text "falling by the wayside" is centered over this image.

falling by the wayside

# 2020

# The Promise of Omni-Channel

Difficult to Navigate  
for the Consumer



Unified  
for the Agent







**Stuart Dorman**  
**Chief Innovation Officer**

## **Sabio Discusses the Frustrations of CX in 2020**

*“More and more CX teams now recognise that pursuing a broad omnichannel customer engagement strategy hasn’t actually enabled the kind of best-in-class customer experiences they were looking to offer.*

*That’s why in 2020 we’ll see an increased emphasis on the shaping and refinement of smarter customer journeys – ones that will help direct people towards the channels and resources that are more appropriate for what they’re trying to achieve,”*

# Predictions

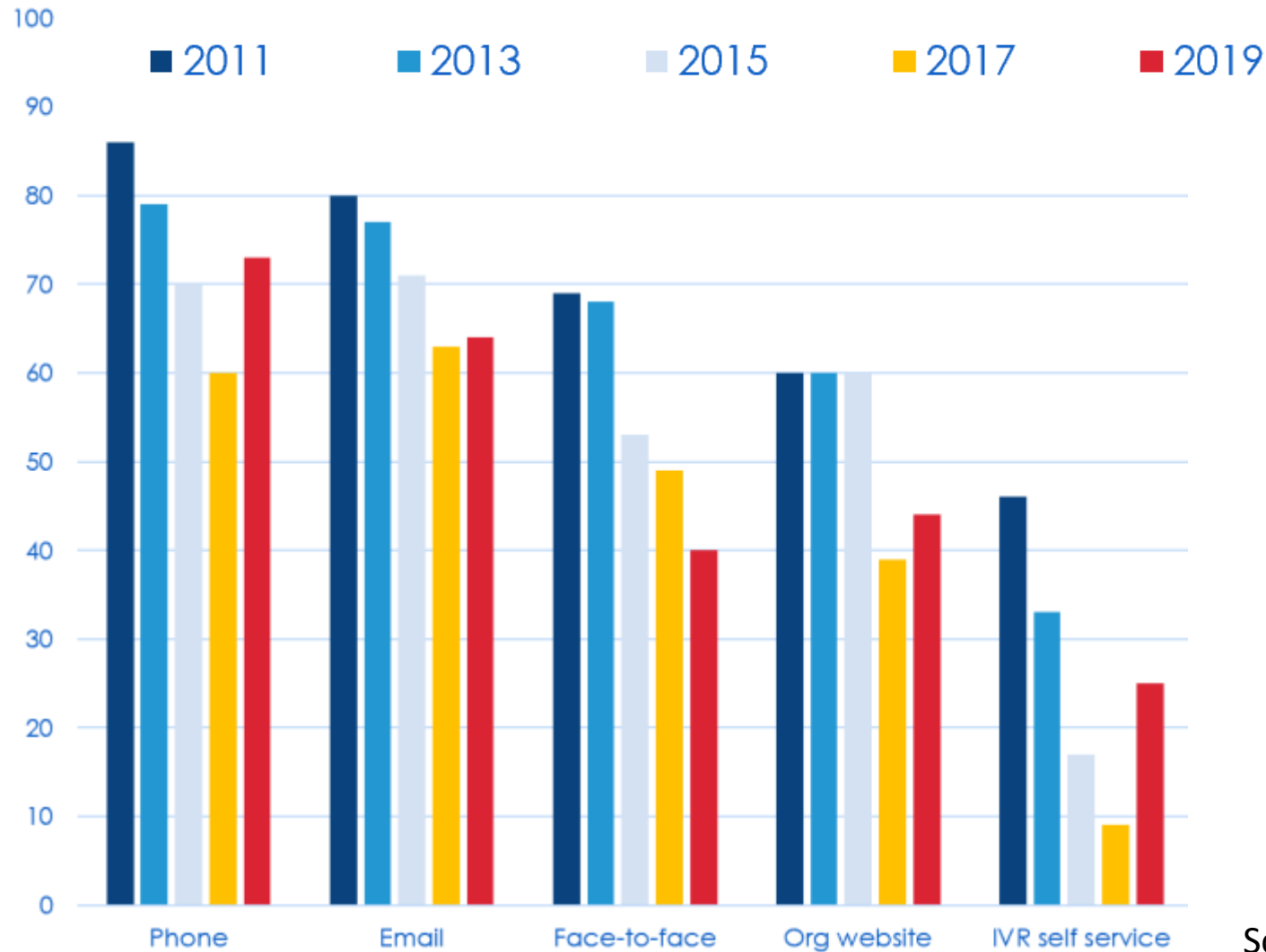
An aerial photograph of a green field, possibly a golf course or agricultural land, with a network of blue lines representing channels or roads. The text "The Future Of Key Channels" is overlaid in white.

The Future Of Key Channels

# 2020

# Voice Kicks Back – as live

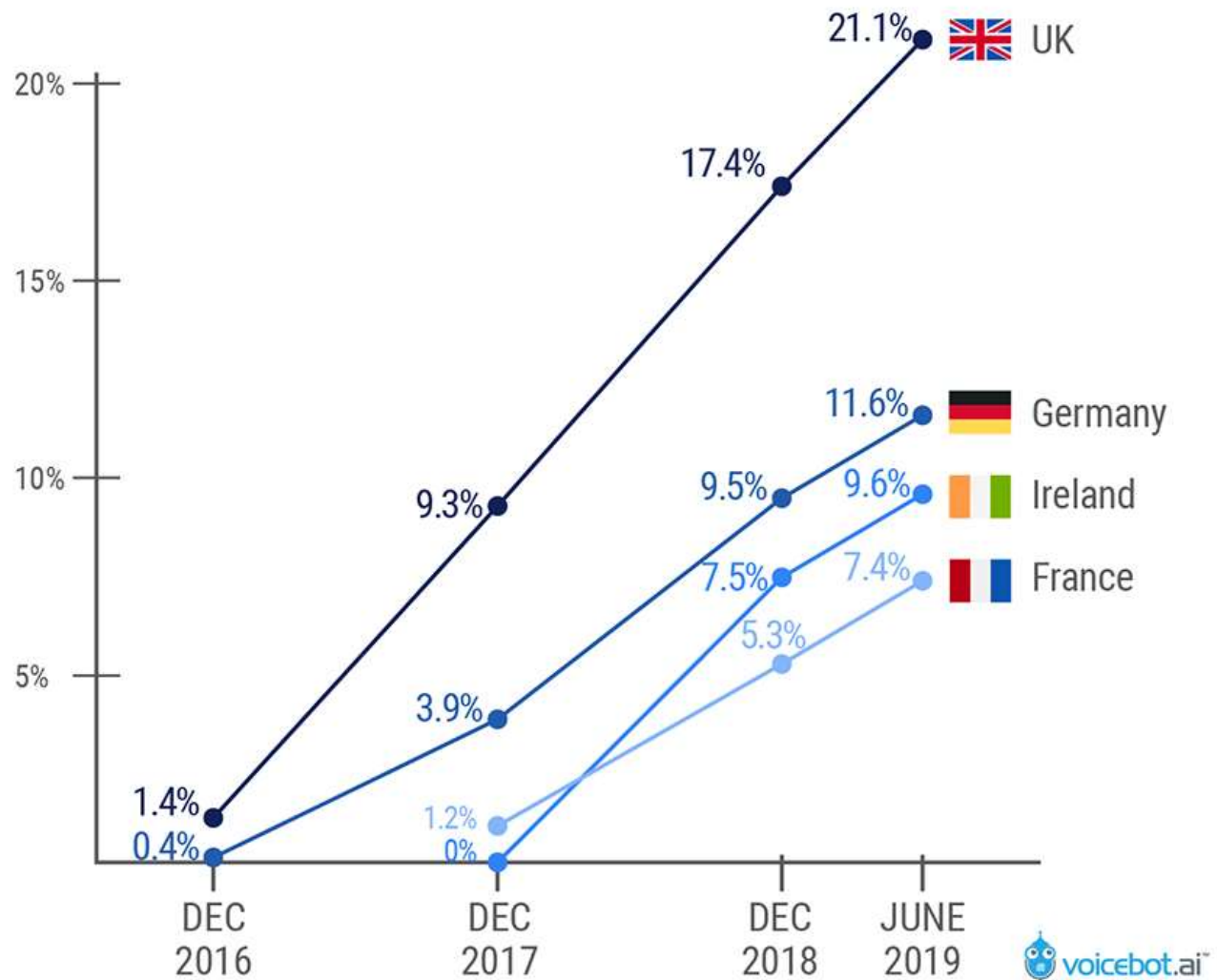
Which of these methods of contacting organisations do you use currently? (UK)



Source: Davies/Hickman (2019), The Digital Customer, BT/Cisco

# Voice Proliferates - as automated

## Smart Speaker Household Penetration by EU Country



Source: Strategy Analytics, Oct 2019



# Messaging Is Big Most Other Places



Telephone calls are an interruption made at the **convenience of the caller**

## MY TIME IS PRECIOUS



Asynchronous communication makes it easier to schedule a response at a time **convenient to the responder**

# Predictions



Inspiring A Young Workforce

# 2020

# Mobile Micro Learning



# Purpose Driven Organisations

**5.3X**

Millennials are **5.3X** more likely to stay when they have a strong connection to their employer's purpose.

**2.3X**

Non-millennials are **2.3X** more likely to stay when they have a strong connection to their employer's purpose.







# Diversity & Inclusion

# Predictions



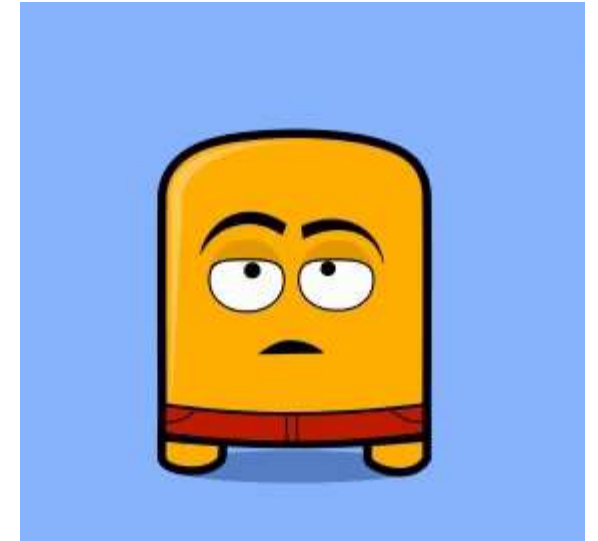
Rethinking Key Metrics

# 2020

# From High Occupancy to High Engagement



Expecting people to reflect the productivity patterns of machinery is **crazy** if we also expect them to be **creative**, **present** and **engaged**



# From High Occupancy to High Engagement

We need to **loosen up** on what we recognise as 'productivity' and how we support it

