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# **How Can Technology Support the Advisor of the Future?**

Jeremy Payne – Enghouse Interactive



What  
customers  
want?



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**49%** of people  
open an app  
11+ times  
each day

Over  
**2.7 billion**  
smartphone  
users  
worldwide

Only **12%** of  
customers choose to  
use a contact centre  
in the first place

**73%**  
of consumers say that  
valuing their time is the  
most important thing a  
company can do when  
providing customer  
service

**73%** of  
customers fall in  
love with a brand  
and remain loyal  
because of  
friendly customer  
service reps

**33%** of  
customers are  
most frustrated  
by having to wait  
on hold

**86%**  
of buyers are willing  
to pay more  
for a great customer  
experience



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What do  
advisors  
need?



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Empowering advisors to make decisions that help customers believed to be most effective to increase morale (**33%**) + performance (**44%**)

**94%** of businesses believe that AI will be important to their contact centre - assisting advisors, rather than replacing them

**73%** of employees are concerned that their job might become fully automated in the future

Only **49%** of contact centres report that the advisor has a full view of the customer history



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What  
is holding  
companies back?



Well-  
intentioned  
mistakes



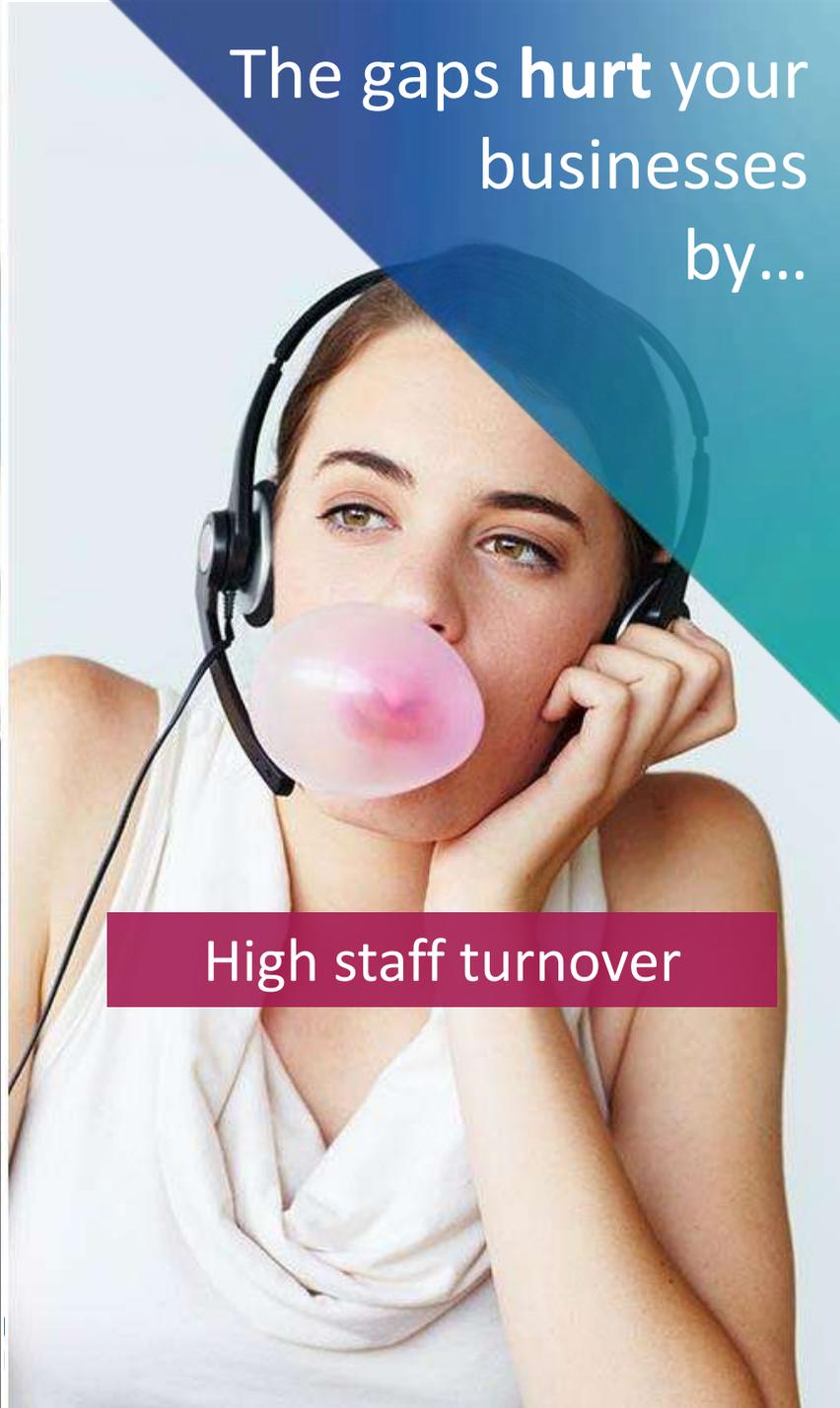
Well-  
intentioned  
mistakes



Increased costs



Low satisfaction



High staff turnover

The gaps hurt your businesses by...



Before you  
know it...  
you are living  
in a **box**.



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How can  
“Digital by  
Design”  
help to drive a  
better CX?

Robots yes. But the best  
**intelligence** within your  
business isn't  
artificial.



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# An agile enterprise – uses **experts, automation** and **AI** at the right time

Sally the “Swiss Army Knife” advisor

Paula the trouble shooter

Natalie the negotiator

Tony the techie

Chris the crowdsourced advisor



# 5 Top Tips to be “Digital by Design”

1. Understand the optimal journey and experience for your key interactions by each customer type and reduce effort and cost
2. Map & align advisors & systems where they add most customer value & use bots to do predictable, pre defined and repetitive work
3. Provide self service tools to free up advisors for more complex tasks
4. Use UC to give you real time presence & connect your frontend advisors to the rest of your enterprise
5. Create a culture that allows easy hand offs between customers – advisors – social communities – and outsourced collaborators

*And finally remember to do it all securely and keep testing!*



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