



**Enghouse
Interactive**

How Can Technology Support the Advisor of the Future?

Jeremy Payne – Enghouse Interactive



What
customers
want?



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Over
2.7 billion
smartphone
users
worldwide

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

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



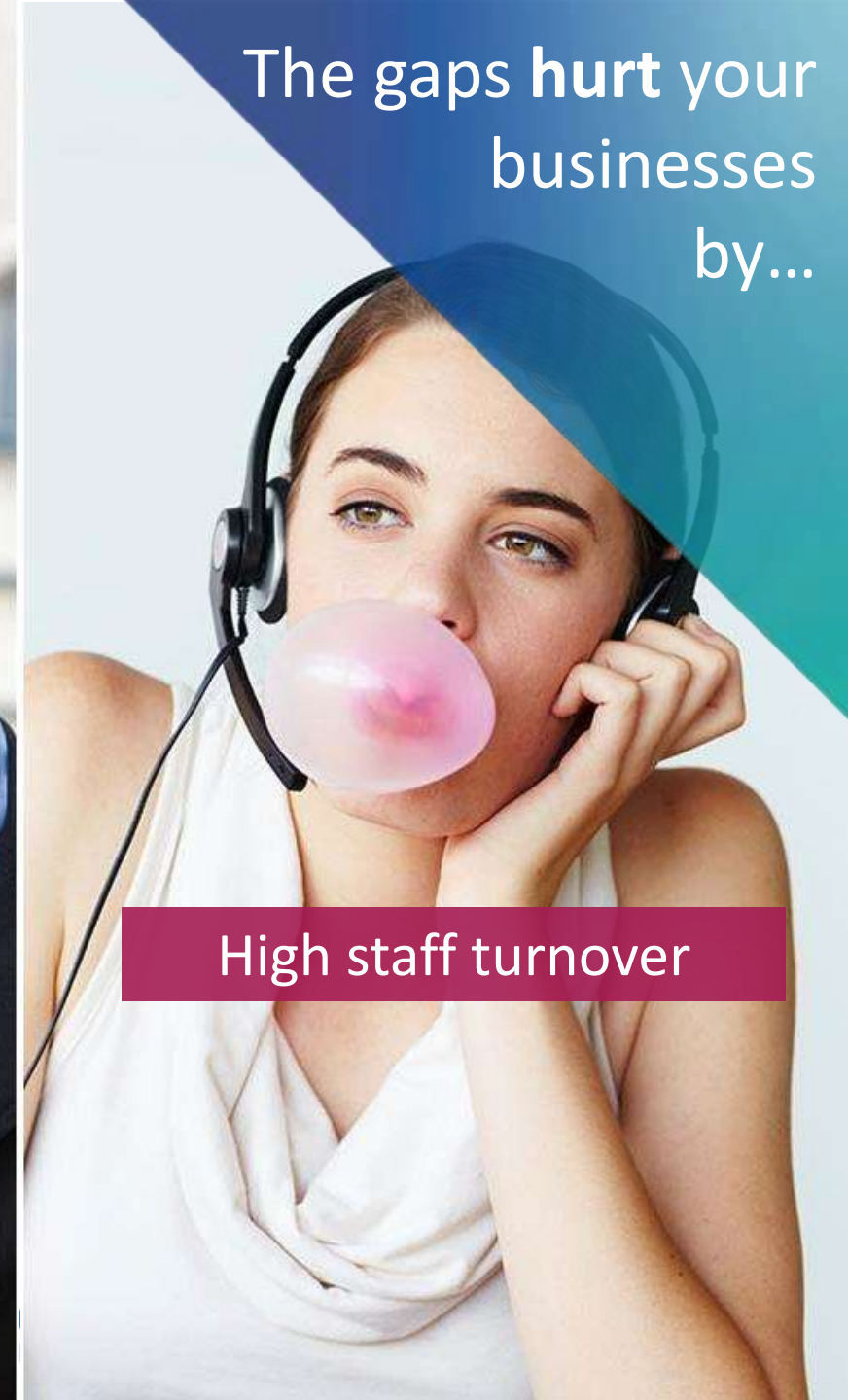
Well-
intentioned
mistakes



Increased costs



Low satisfaction



The gaps hurt your businesses by...

High staff turnover



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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