



## Meeting the emotional needs of consumers and agents

Exceeding Customer Experience Expectations Across All Generations

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Customer experience  
as it was meant to be



# Ringing in the changes – Defined by social consciousness



**Silent  
Generation**  
1925

**Baby  
Boomers**  
1943

**Gen X**  
1965

**Millennials**  
1980

1920s

1930s

1940s

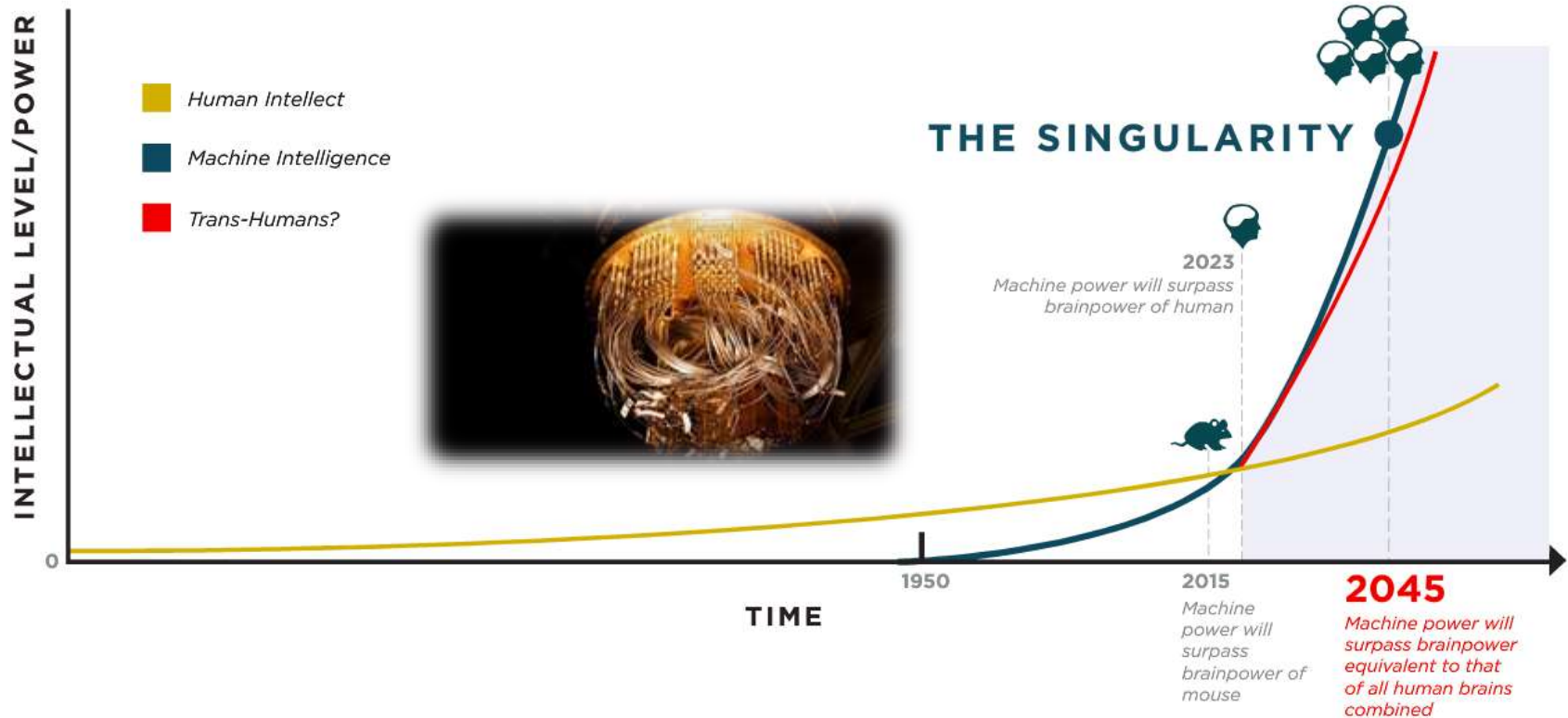
1950s

1970s

1980s

# The singularity timeline

*Rise in human intellect could be driven by integrating with machines in the future*



# Face to face – a world of personalities with emotion



# Each generation has a different emotional bias towards technology



## Baby Boomers

- Will ask why is it useful?
- Typically non-habitual users
- In general, tech does not change their life



## Gen X

- First to assimilate the WWW and computers
- Generally adopt new channels but...
- Social channels are for personal use



## Millennials

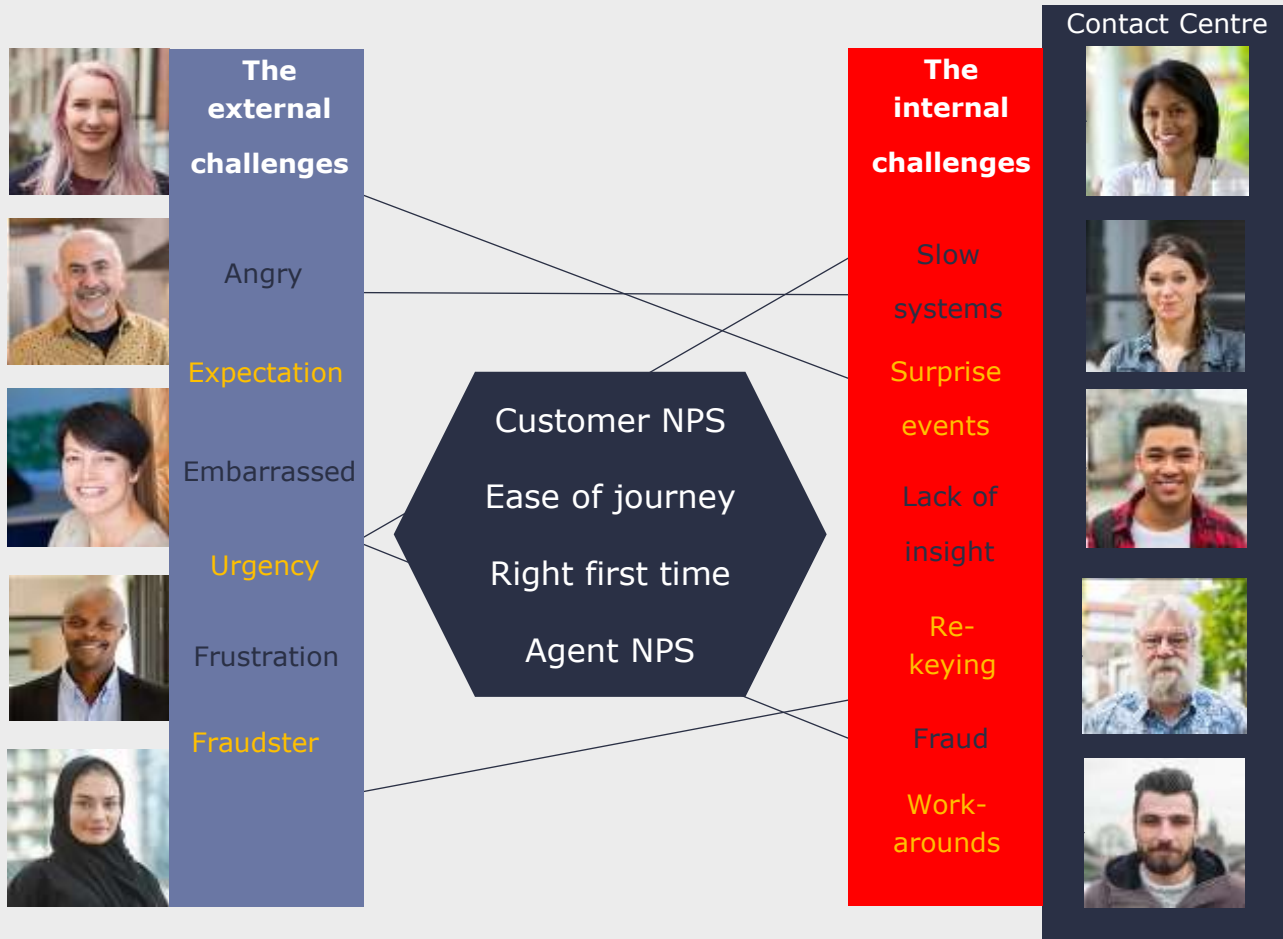
- Evolved with technology
- Resourceful and often lead disruption
- Embrace all channels with business and personal overlap



## Gen Z

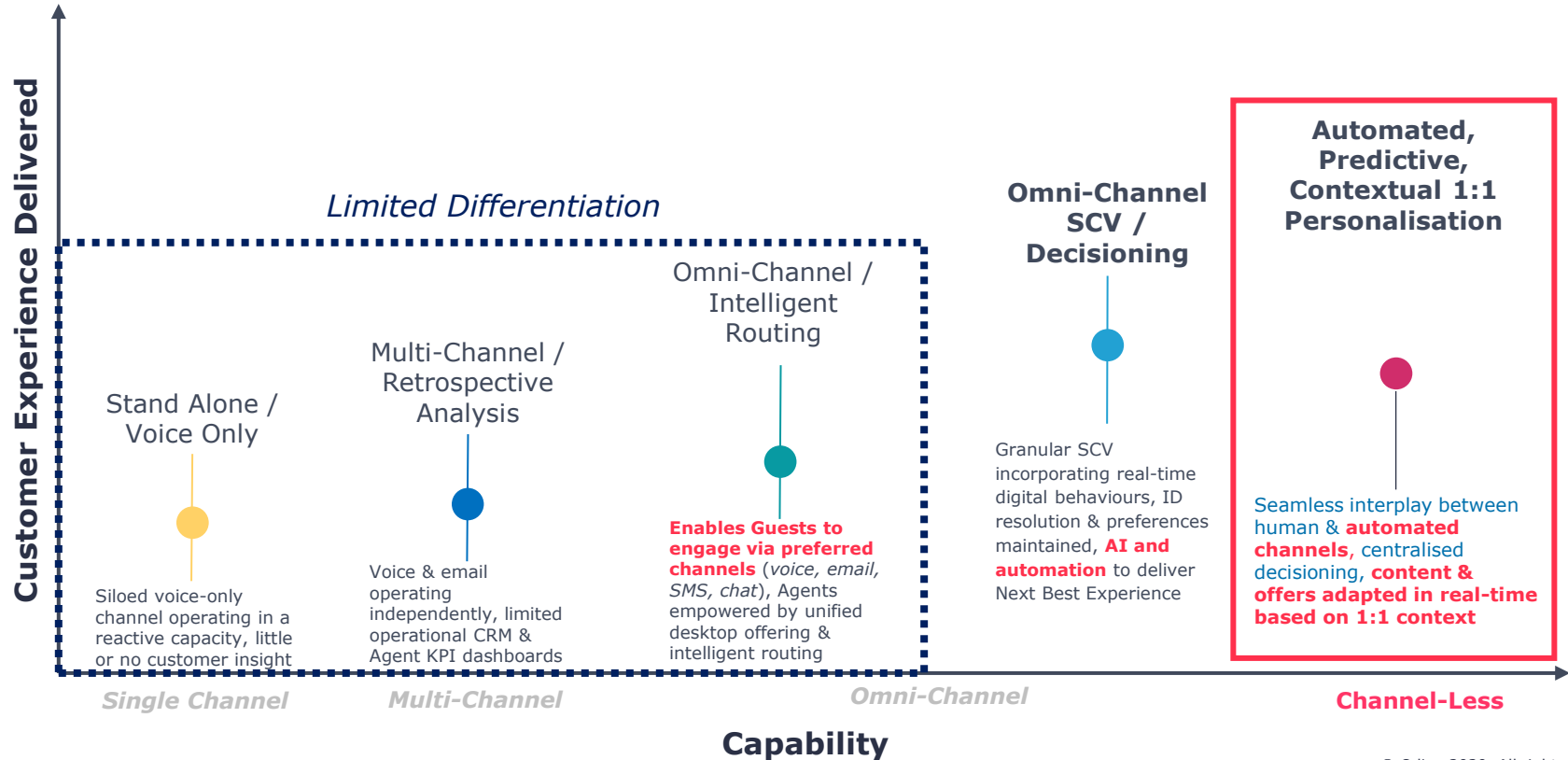
- Only knows technology
- Tends be consumed in a digital world
- Takes it all for granted

# The emotional connection of advisors to customers



# Contact Centre – Transition and Maturity Journey

Transition from Re-Active Engagement → Pro-Active Engagement



# Personalisation

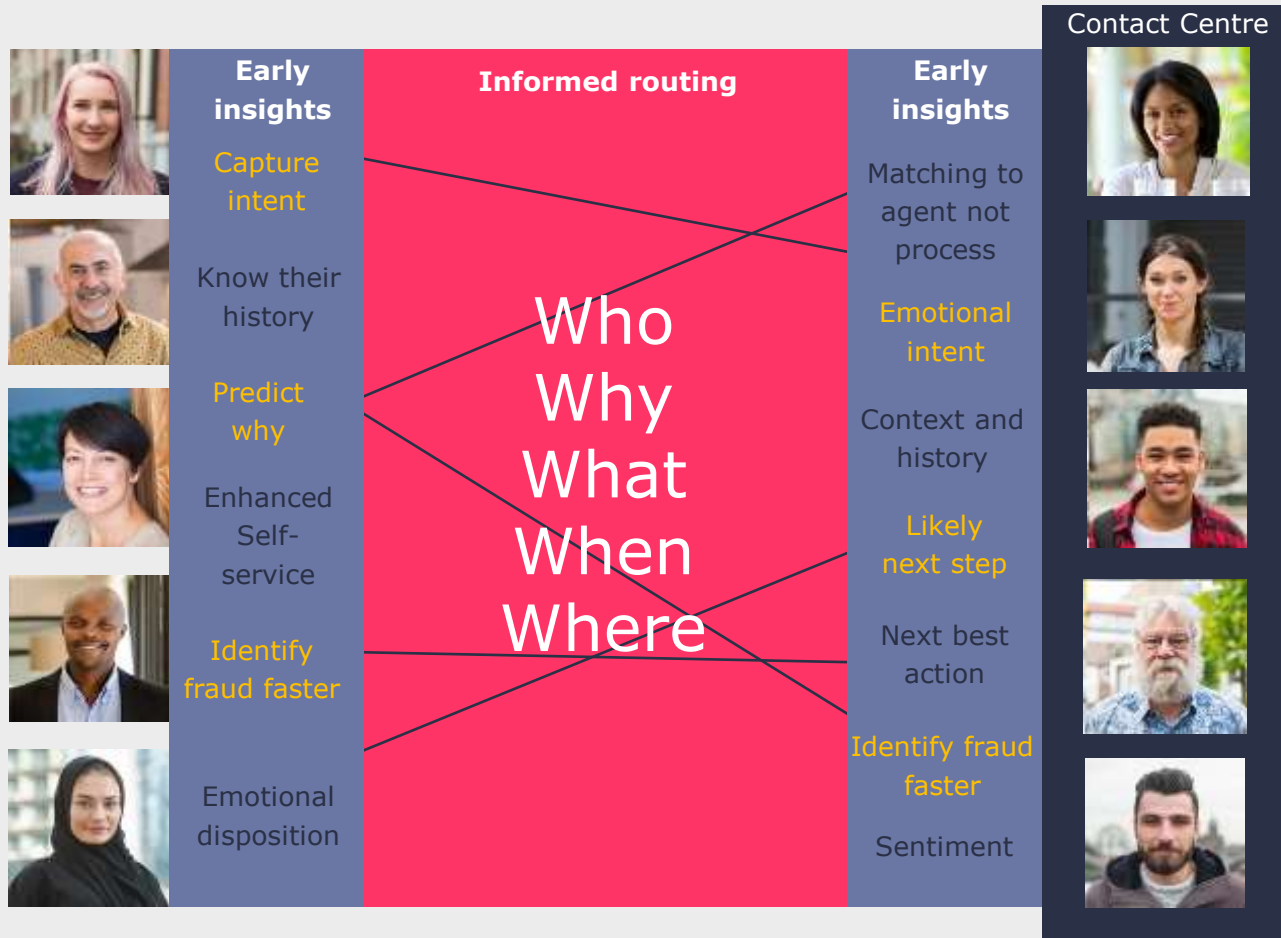
# 76%

Most customers expect an agent to know their **contact details**, the **history** of **previous exchanges**...

- Context
- Contact preferences
- History
- Recognition



# Contextual and informed – Where new meets traditional



# LIQUID

# EXPECTATIONS



Customers have been spoiled. Thanks to companies such as Amazon and Apple, they now expect every organization to deliver products and services swiftly, with a seamless user experience."

**McKinsey & Co.**



“Which customer service brands are leaders in customer emotion management? (Contact Centres and online examples only)

# SURVEY TIME

Not seen it  
done well

I haven't dealt with  
any that are or had  
people talk about  
any

Not actually aware  
of any that I would  
call special

Can't think  
of a single  
one

Can't think  
of one!

Not sure I  
could name  
anyone

Nothing  
outstanding  
comes to mind

Many stand out for the  
wrong reasons, few for  
positive emotional  
management

# Match your people with the customers who will appreciate them

Match queries with the most suitable resource

Which of the following are IMPORTANT when receiving customer service?

**65%**  
agent  
Knowledge

**47%**  
non  
repetition

CCW



**AI** for smart qualification



**Automatisation**  
when relevant



**Personalisation**  
thanks to customer card  
and interactions history



**Integration** with CRM  
or other business tools



**Contextual routing** based on  
global customer knowledge

