# NICE · inContact
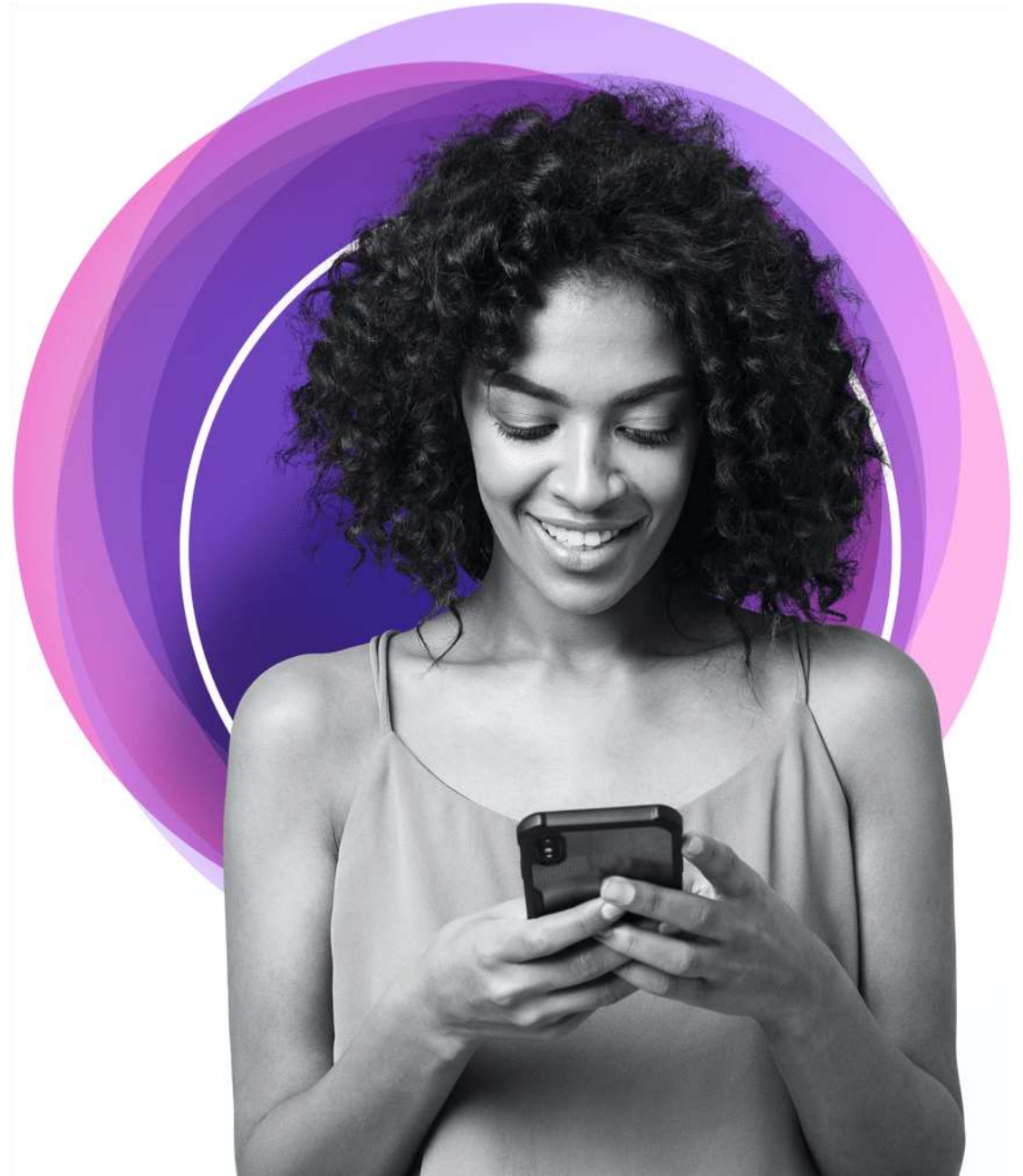
# How is Customer Behaviour Changing?

1st October 2020

# Agenda

- Mobile device usage

- Customer expectations

- Customer Journey

- Contact Centre "Must Have's"
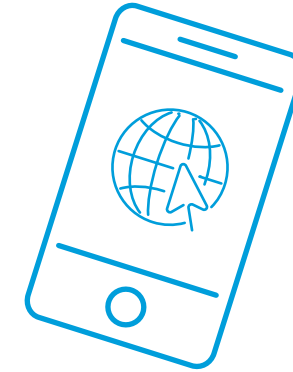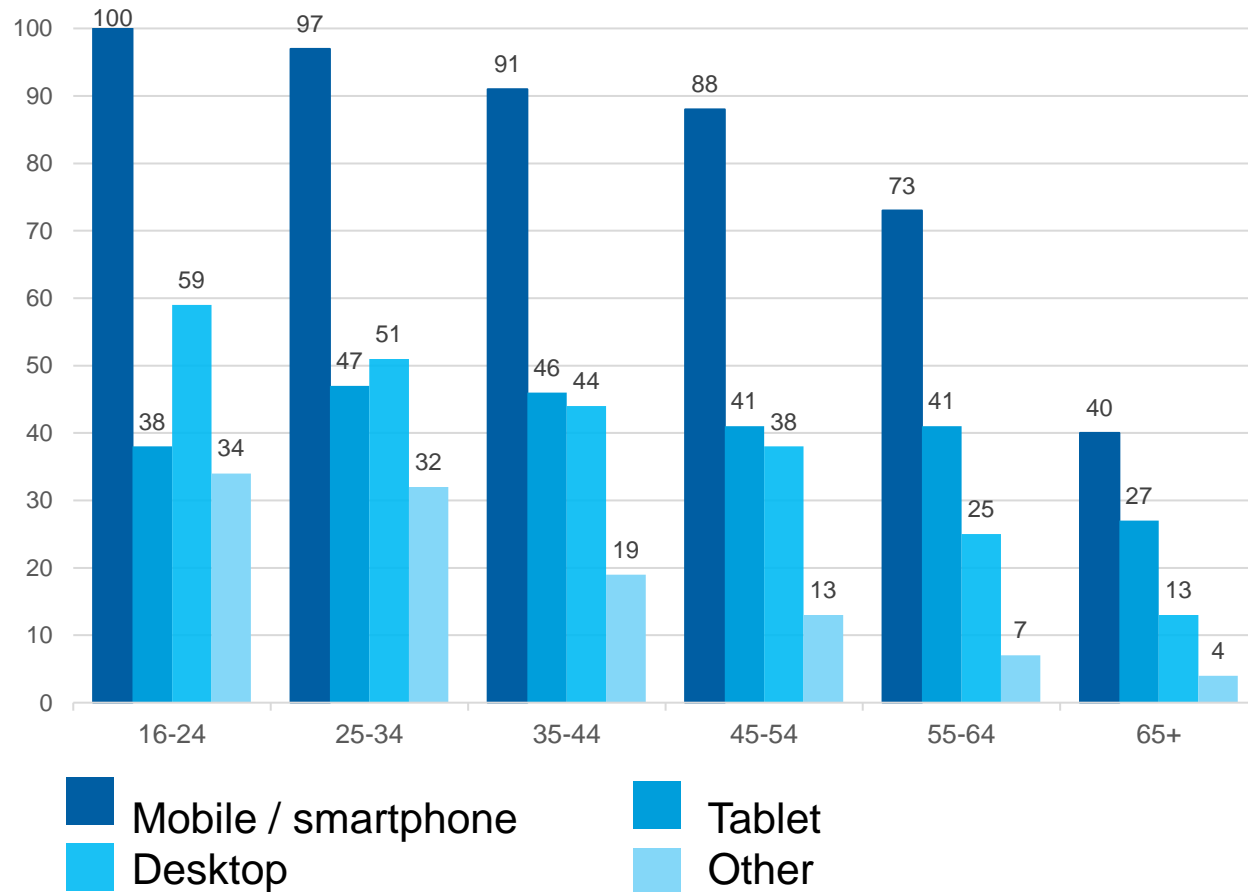
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# Poll:

## How has the global pandemic changed your perspective on digital adoption in the last 6 months?

a)  Continue with voice only

b)  Continue with voice with existing channels

c)  Start digital adoption

d)  Continue adopting digital at the same pace (pre-lockdown)
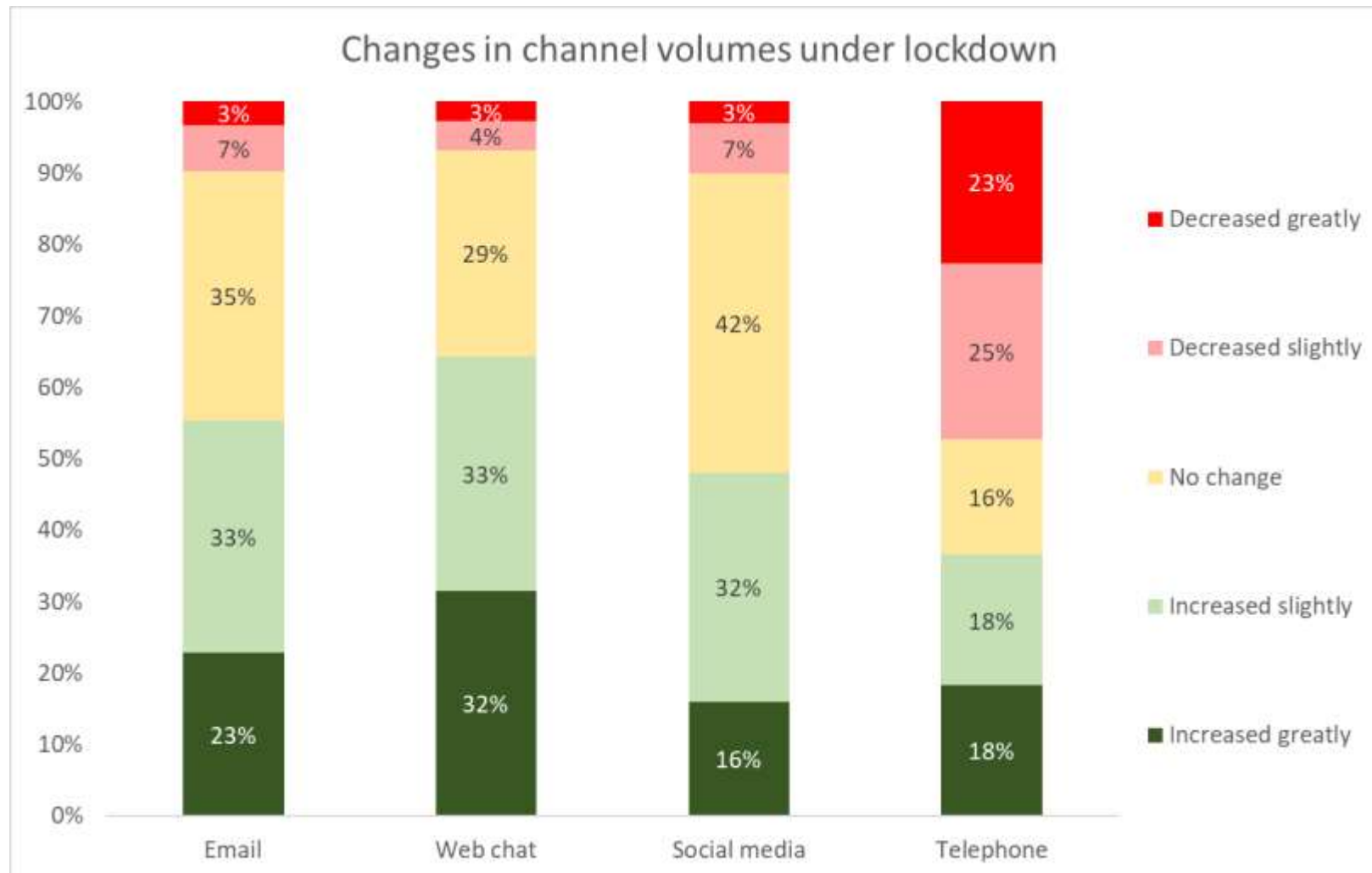
e)  Accelerate digital adoption

# Mobile device usage

## Internet Access by Device / Age[1]



| Age | Mobile / smartphone | Desktop | Tablet | Other |
|---|---|---|---|---|
| 16-24 | 100 | 38 | 59 | 34 |
| 25-34 | 97 | 47 | 51 | 32 |
| 35-44 | 91 | 46 | 44 | 19 |
| 45-54 | 88 | 41 | 38 | 13 |
| 55-64 | 73 | 41 | 25 | 7 |
| 65+ | 40 | 27 | 13 | 4 |

**Legend:**
- Mobile / smartphone
- Desktop
- Tablet
- Other

**100% of Gen Z** used their mobile or smartphone to access the Internet in the last three months

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1)   Office for National Statistics

# Channel Preferences

## Changes in channel volumes under lockdown



Legend:
- **Decreased greatly** (red)
- **Decreased slightly** (pink)
- **No change** (yellow)
- **Increased slightly** (light green)
- **Increased greatly** (dark green)

| Category | Email | Web chat | Social media | Telephone |
|---|---|---|---|---|
| Decreased greatly | 3% | 3% | 3% | 23% |
| Decreased slightly | 7% | 4% | 7% | 25% |
| No change | 35% | 29% | 42% | 16% |
| Increased slightly | 33% | 33% | 32% | 18% |
| Increased greatly | 23% | 32% | 16% | 18% |

Digital volumes increased between 50-60% of organisations surveyed

Phone declined in almost half of cases

# 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**
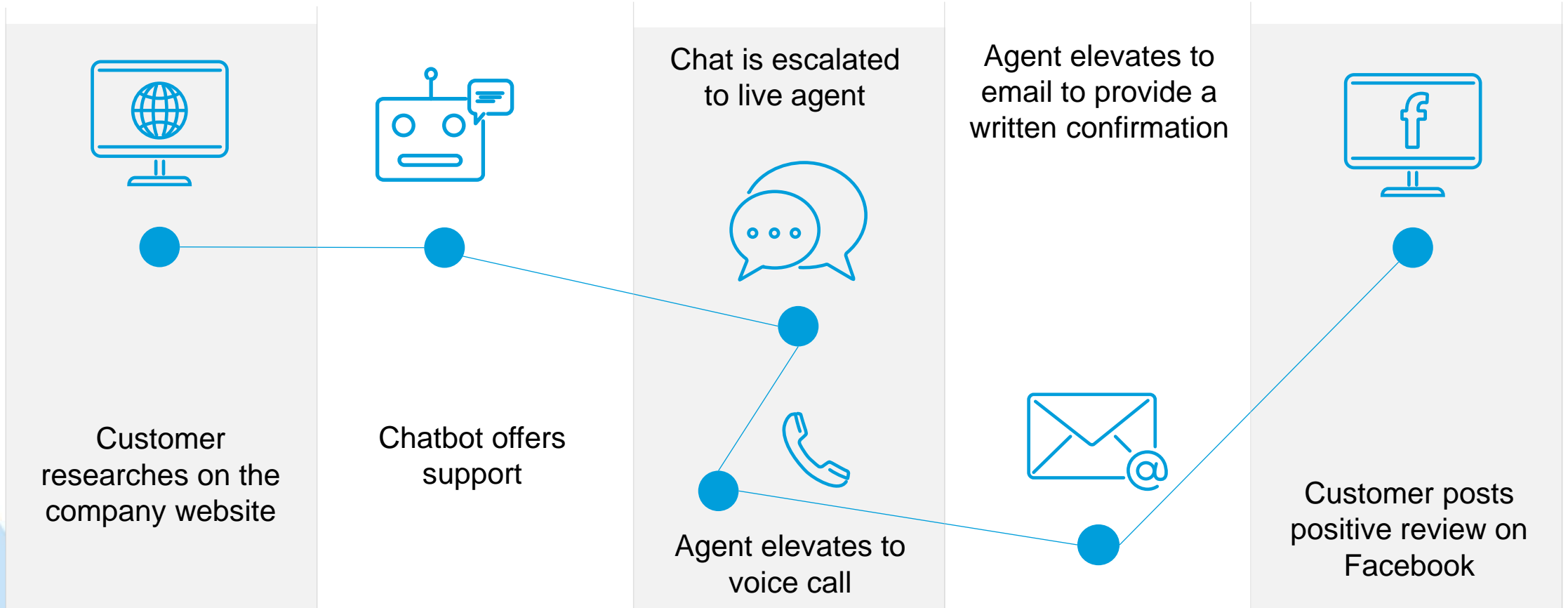
**More Options**

**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 …when **moving from one communication method to another**

# The Customer Journey



Customer researches on the company website

Chatbot offers support

Chat is escalated to live agent

Agent elevates to voice call

Agent elevates to email to provide a written confirmation

Customer posts positive review on Facebook

# Contact Centre "Must Have's"

## Unified Solution

- Rich, customisable reporting and analytics
- Consolidated workforce engagement
- Unified administration
- Sophisticated omnichannel routing
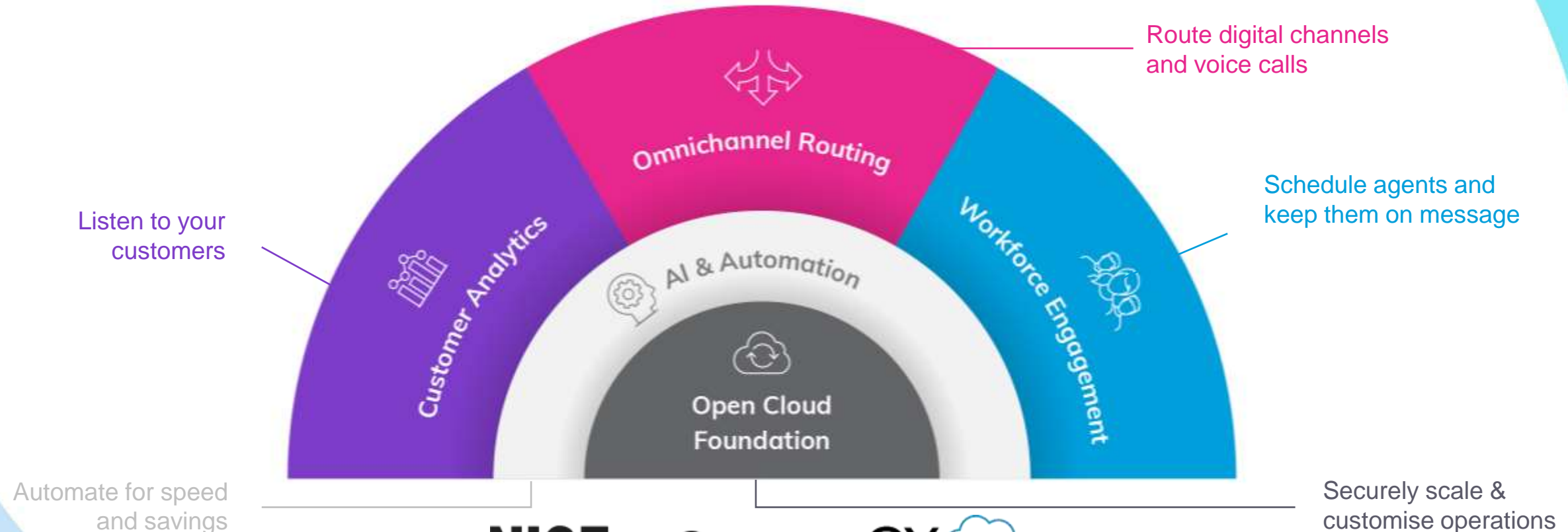
## Omnichannel Agent

- Consolidate access to all agent tools
- Handle all digital and voice channels in one agent UI
- Empower agents to personalise every interaction
- Optimise agent productivity with true omnichannel

## Scalability & Flexibility

- Add channels easily and quickly
- Scale up or down as business requires
- Customise and integrate with ease
- Count on industry-leading security and reliability
- Depend on 99.99% availability

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# NICE inContact CXone



Route digital channels and voice calls

Schedule agents and keep them on message

Listen to your customers

Omnichannel Routing

Workforce Engagement

Customer Analytics

AI & Automation

Open Cloud Foundation

Automate for speed and savings

Securely scale & customise operations

**NICE·inContact CXone™**

**one** experience | **one** cloud | **one** destination | **one** step ahead

**NICE·inContact**

# Industry leadership recognition

**Gartner**

**Evaluates the Company**

NICE inContact Named a *Leader in the Magic Quadrant for Contact Center as a Service, North America* by Gartner*

**FORRESTER®**

**Evaluates the Platform**

NICE inContact Named a *Leader in The Forrester Wave: Contact-Center-As-A-Service (CCaaS)*

**VENTANA RESEARCH**

**Evaluates Customer Value**

NICE inContact CXone *Ranks 1st in Cloud Contact Center Value Index*

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**ovum**

NICE inContact Identified as *'Market Leader'* by Ovum

**DMG CONSULTING LLC**

NICE inContact Identified as *Customer Satisfaction Leader* in DMG Consulting Independent Survey

**FROST & SULLIVAN**

NICE inContact Named *Market Share, Customer Value Leader* by Frost & Sullivan

**IDC Analyze the Future**

NICE inContact identified as a *Leader of the Cloud Contact Center Market* by IDC

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ICMI AWARDS — Best New Technology Solution. WINNER  ·  CRM 2018 CRM SERVICE AWARDS  ·  2018 STEVIE GOLD WINNER AMERICAN BUSINESS AWARDS  ·  STRATUS 2018 AWARD  ·  BIG INNOVATION 2017  ·  CUSTOMER 2018

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# CXone named a leader

**NICE inContact CXone has been recognized as a leader by Forrester Research in The Forrester Wave™: Contact-Center-As-A-Service (CCaaS) Providers, Q3 2020**

- Top ranked in current offering and strategy
- Highest score possible in market presence
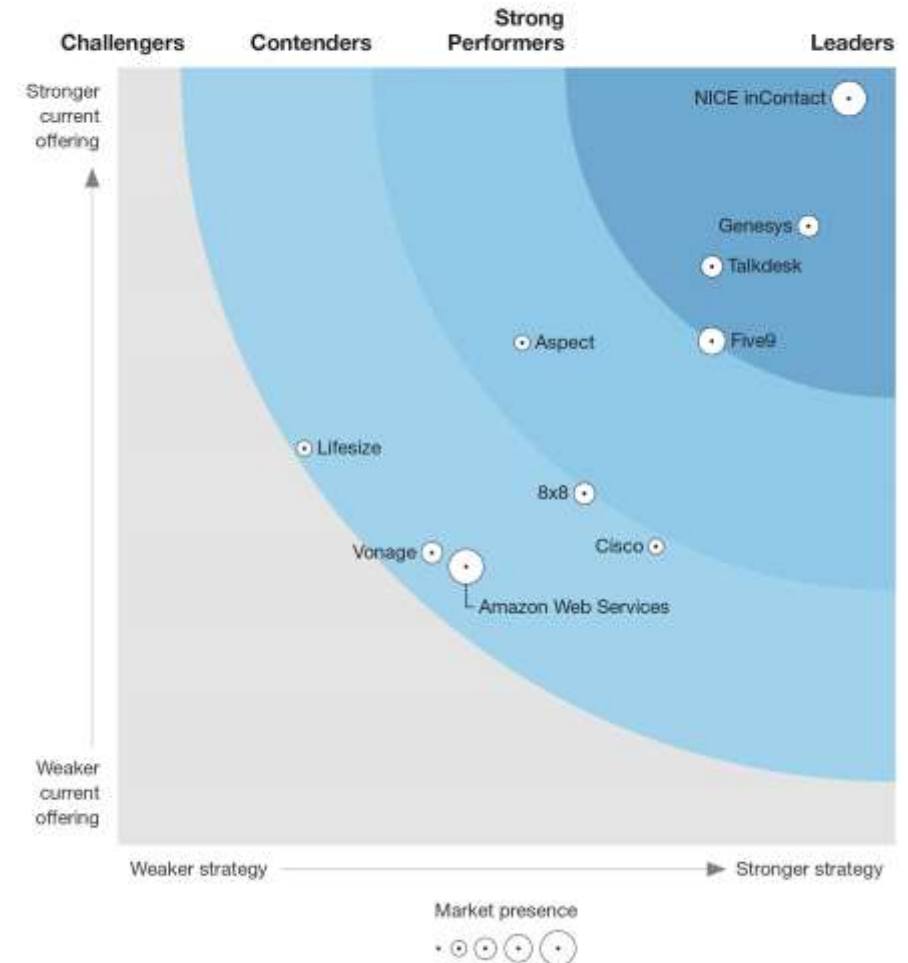- Perfect scores in 29 of 33 criteria

Download the report at

www.niceincontact.com/forrester



THE FORRESTER WAVE™
Contact-Center-As-A-Service (CCaaS) Providers
Q3 2020

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# Thank you!

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