The Great **Digital** Acceleration

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Shopping..
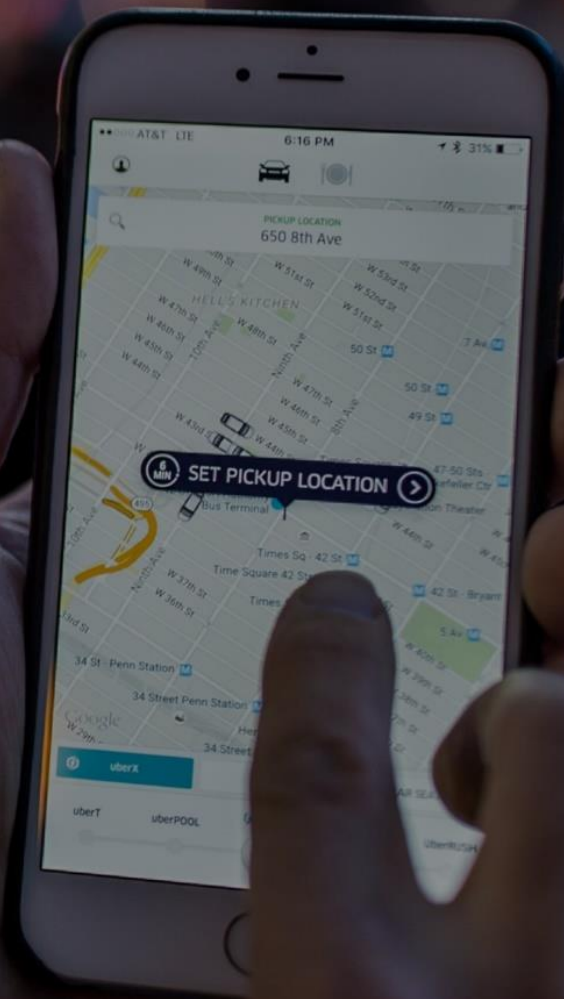
Travelling..

Paying..

Educating..

Democratisation of technology

Everything changes.

Heroic achievements

Irreversible shift in behaviour

Forced digital adoption
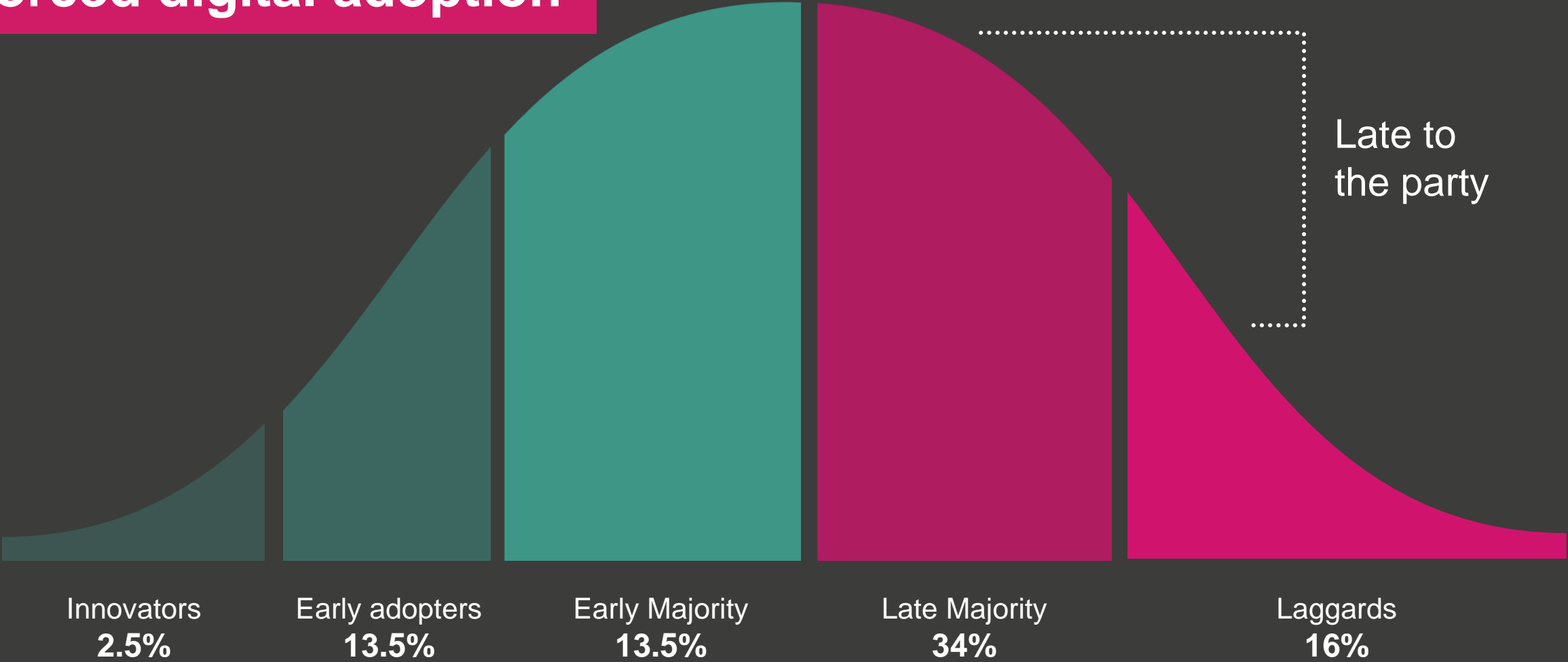
Late to the party

Innovators
2.5%

Early adopters
13.5%

Early Majority
13.5%

Late Majority
34%

Laggards
16%

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Providing the human touch through digital

1
Searching

Embedding messaging into Google search

2
Browsing

Measuring contact demand from web/Mobile

3

Enquiring

Using AI to understand
contact reasons

4

Escalating

Adding digital channels
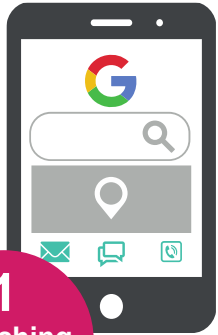to voice interactions

5
Augmenting

Using AI to assist agents

5 easy experiments to run today

1 Searching

Embedding messaging into Google search

Google's advanced messaging capabilities embedded into Google search and Google Maps.

This will help you to ..
- Drive more customers to digital interactions
- Deflect bad demand 'at source'.
- Drive sales opportunities directly to contact centre.

2 Browsing

Measuring contact demand from web/Mobile

Track exactly how many calls a being generated by customers visiting web and/or mobile sites.

This will help you to ..
- Capture data and insight into why customers can not complete online journeys
- Increase sales revenue by targeting customers on sales journey
- Deflect bad demand away form the contact centre
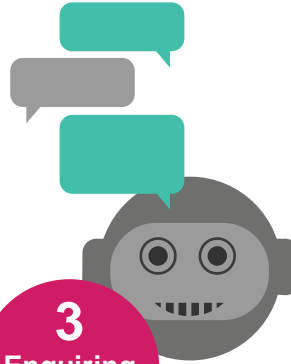
3 Enquiring

Using AI to understand why contact reasons

Quickly deploy advanced conversational AI from Googles CCAI suite to quickly activate and understand customer intent.

This will help you to..
- Run an 8-week process using AI to capture customer intent
- Use the data captured to build a business case for partial+ full automation and better routing.
- Create a roadmap for deflecting 20-40% of the calls into your contact centre

4 Esculating

Adding digital channels to voice interactions

Quickly overlay digital channels to voice interactions.

Track homeworker productivity

This will help you to..
- Instantly deploy from the cloud
- Add video streaming, image capture/share, location sharing, digital signatures and real-time content sharing to voice interactions
- Improve sales by sharing screen with the customer
- Remove back office processing by capturing data in real-time
- Enhancing the customer experience with true omni-channel

5 Augmenting

Using AI to assist agents

Googles Agent Assist capability can be used to observe agent interactions on voice and messaging

This will help you to..
- Recommend next best action to agent
- Monitor compliance,
- Auto complete processes
- Auto complete call and disposition interactions.

Get in touch to learn more

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