

Build a Winning Customer Experience for the Next Normal

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Vonage Annual Global Customer Engagement Report

We surveyed 5,000 global customers about communication preferences twice: in January 2020 and again in August:

- 1st survey showed how fragmented the global communication landscape was even before COVID-19
- 2nd survey showed behaviours and preferences changed:
 - Video increased
 - Voice calls dipped
 - SMS gave way to social messaging apps
 - Email held steady



<https://www.vonage.co.uk/resources/publications/going-for-cx-gold-in-your-contact-centre/>

Stay Ahead in the Omnichannel Race

Methods Ranked Among Top 3 for Communicating With Businesses and Service Providers by Channel				
Channel	Favorite Method	January '20	August '20	% change
Voice call	Mobile phone call	66%	60%	-9%
	Landline phone call (including VoIP)	27%	23%	-15%
	Phone call via messaging apps	22%	27%	23%
	Call directly from a webpage or mobile app	16%	15%	-6%
Email	Email	56%	51%	-9%
Chat	Live chat, or messages inside a mobile app	22%	23%	5%
	Chatbot	9%	10%	11%
Messaging	SMS text message	20%	19%	-5%
	Messaging via non-SMS apps	17%	20%	18%
Video	Video chat	6%	10%	67%
Other	Commenting on social posts	10%	11%	10%
	Letter by post	9%	9%	0%
	Push notification	9%	9%	0%

Q: What are your favorite ways to connect with a business or service provider?

Rules of the Game

Customers demand great experiences. Most of the time, they still prefer voice, but when that's not available, your contact centre needs to know what other channel to offer, because not offering the right secondary channel is a top frustration.

This right “other channel” depends on:

- The complexity and urgency of the customer's issue
- Where your customers are located
- Your industry



Poll: Use of Video in the Contact Centre

Do your contact centre agents use video as one of their channels?

- A. Yes, we already use video in our contact centre
- B. Not yet, but considering video for the near future
- C. No plans for video in our contact centre

Channel Movers

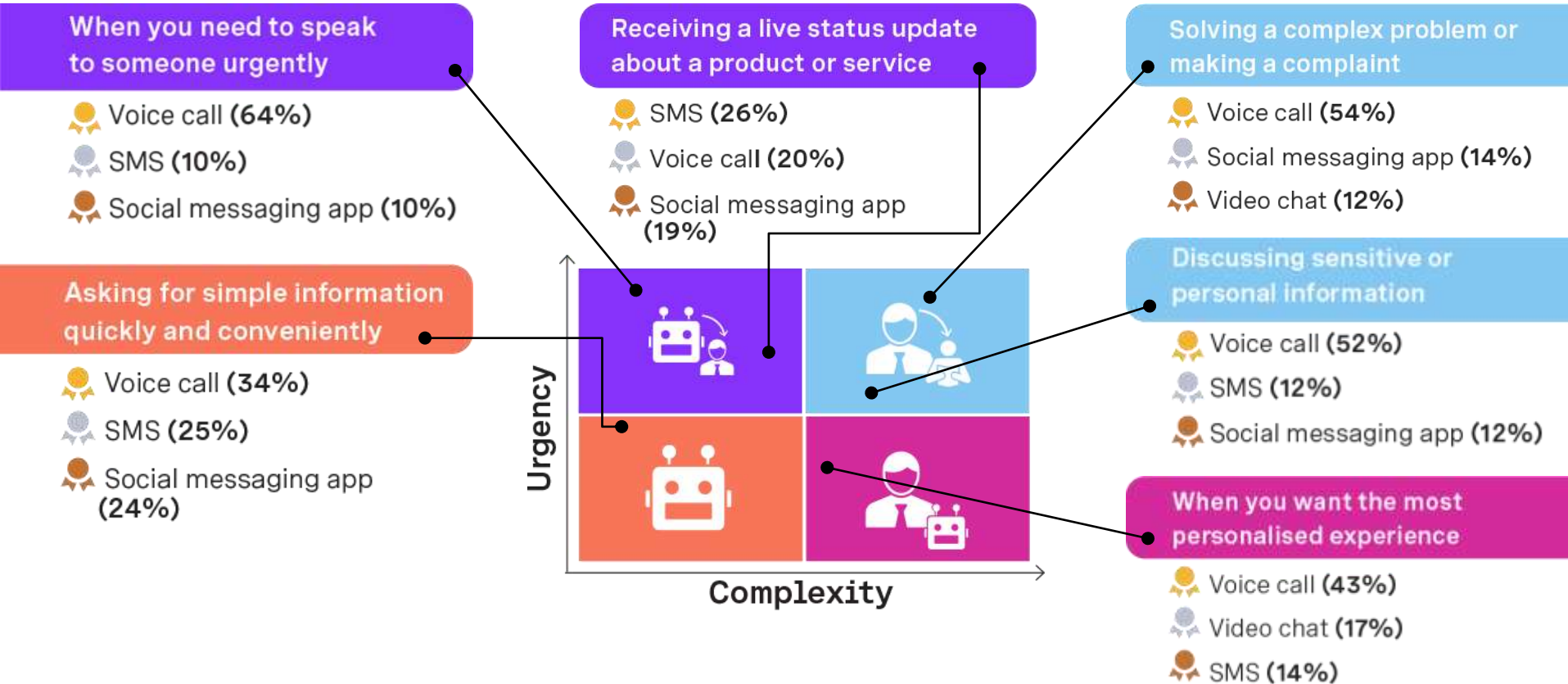


WhatsApp became the favourite messaging app to text businesses (chosen by 32%), while SMS fell to second spot (preferred by 23%)

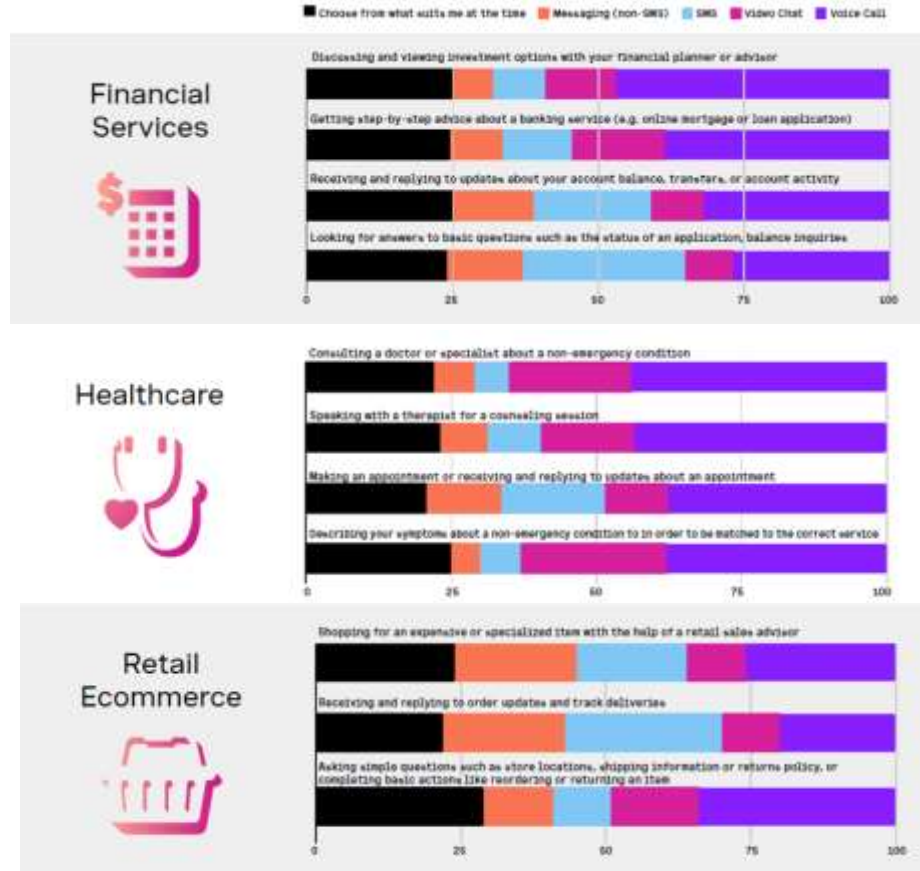
Customers continue to warm up to AI, preferring chatbots 1.5x more today than they did before the pandemic

Two-thirds of customers worldwide are video chatting more now than they were a year ago

Channel Preferences by Scenario



Channel Preferences by Scenario



A Happy Team is an Effective Team

Great coaches put their players in the best position to succeed

The goal should be the same for contact centre teams

Agents on the frontlines of delivering customer experience must be empowered with everything they need to deliver great service and to do it with a smile—**only happy agents can deliver exceptional CX**



Poll: Post COVID-19, Will Your Contact Centre Agents Permanently Work Remotely or From Home?

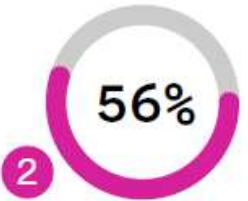
Will your contact centre agents permanently work remotely or from home?

- A. All of our agents will work remotely
- B. We will use a hybrid contact centre model
- C. We plan to move everyone back to our brick-and-mortar contact centre
- D. We are not sure yet

Clear the Biggest Communication Hurdles - or Lose Customers



When I have to repeat myself to different people



When I call in and no one is available, but there are no other channels available to get help

Global Gripes Galore

Frustration	APAC	LATAM	N. America	UK	EMEA
When there aren't enough options to contact a business to suit my needs at the time	37%	51%	36%	34%	35%
When I receive a message update but I can't reply directly	37%	29%	30%	34%	28%
When I'm using an app but I have to open a separate one to contact someone	34%	37%	22%	20%	30%
When I can't switch between different communication channels	30%	26%	17%	17%	24%

Customers who love your brand will leave after just one bad experience

—PWC Future of Customer Experience Study

Delivering an Exceptional Customer Experience

Delivering an outstanding customer experience is like competing in the decathlon—a multidisciplinary challenge played out over time, across channels and scenarios.

It's the combined performance of all customer interactions that ultimately sets your organisation apart and wins the adoration of your fans.



Thank You