NICE · CXone

Chat and Email Mistakes to Avoid

Vit Horky
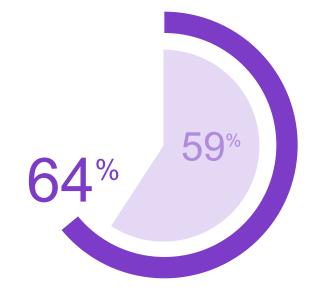Senior Director Digital Experience

Today's Presenter

Vit Horky

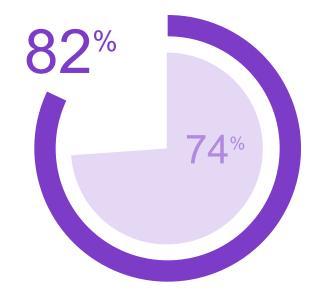Senior Director Digital Experience

NICE CXone

Consumers value empathy & human connection

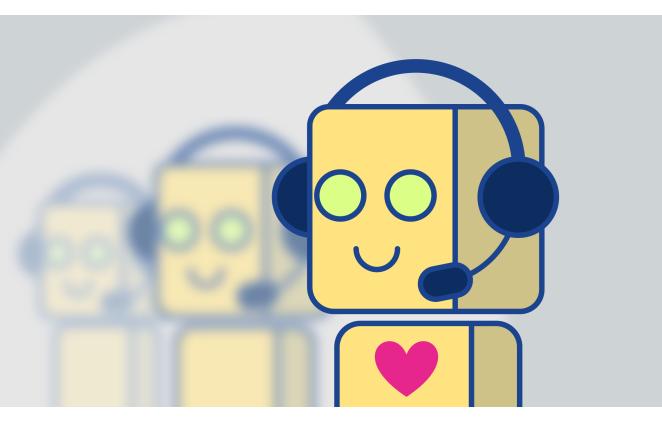64% of US consumers and 59% of all consumers feel companies have **lost touch with human element of CX**

82% of US consumers and 74% of non-US consumers **want more human interaction**

Can we be more digital AND more human?

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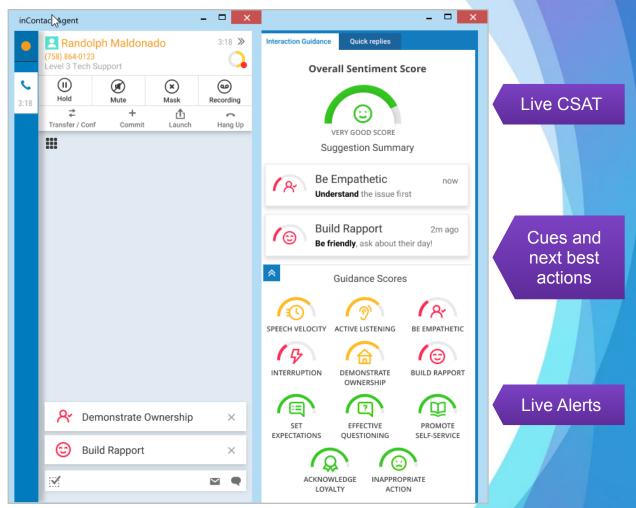
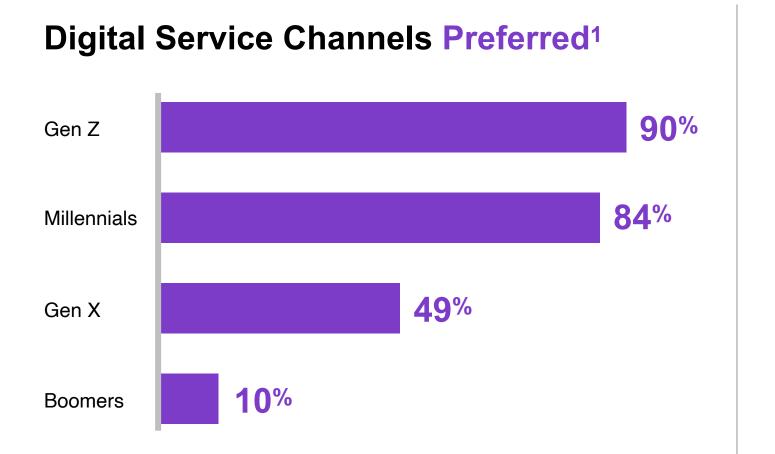**Life looks different for customers now**

People

- Empathy can be **trained**
  - Hire for dispositional empathy
  - Train for situational empathy

- Empathy-centered **QM and coaching**

- Arm agents with **full customer context**

- Give agents **real-time behavioral coaching** on every call

- Measure and **incentivize the right metrics**

CXone Real-Time Interaction Guidance

Live CSAT

Cues and next best actions

Live Alerts

6

Overwhelming Generational Shift Underway

Digital Service Channels **Preferred**[1]

Gen Z	**90%**
Millennials	**84%**
Gen X	**49%**
Boomers	**10%**

92%

Consumers Unhappy

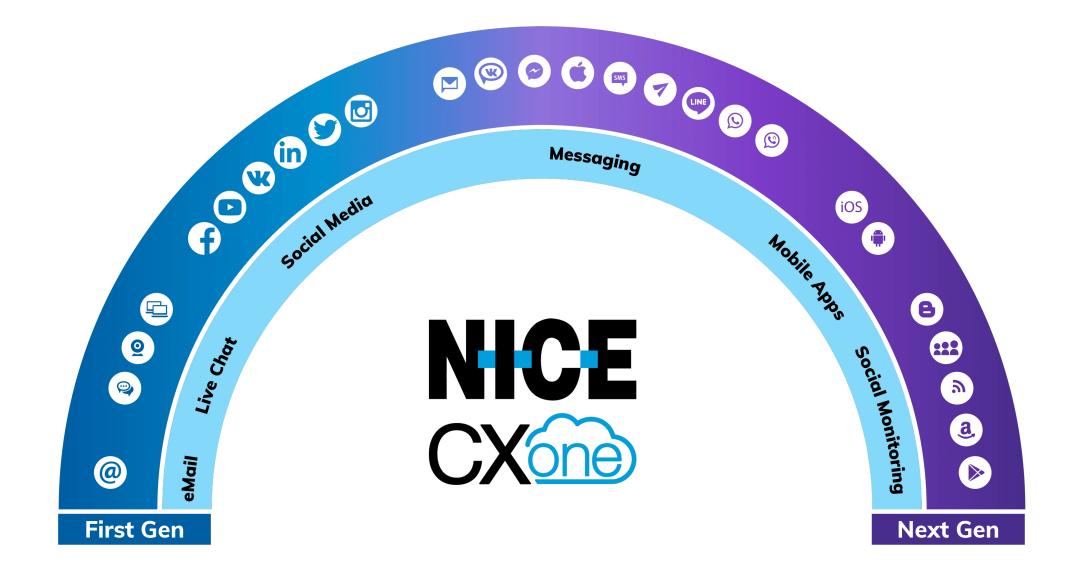with Seamless Journey
Across Channels[2]

1. Dimension Data 2019 Global Customer Experience Benchmarking: "Which contact channel is most popular with the following age groups?"
2. 2019 NICE inContact Customer Experience (CX) Transformation Benchmark

Get Closer to Your Customers with Social Messaging Channels

WhatsApp & **Messenger** (America's, Europe) and **WeChat** beat SMS and emails in popularity.

Offer 30+ Digital Channels on One Platform

First Gen

Next Gen

Thank You