



Chat and Email Mistakes to Avoid

Vit Horky

Senior Director Digital Experience



Today's Presenter

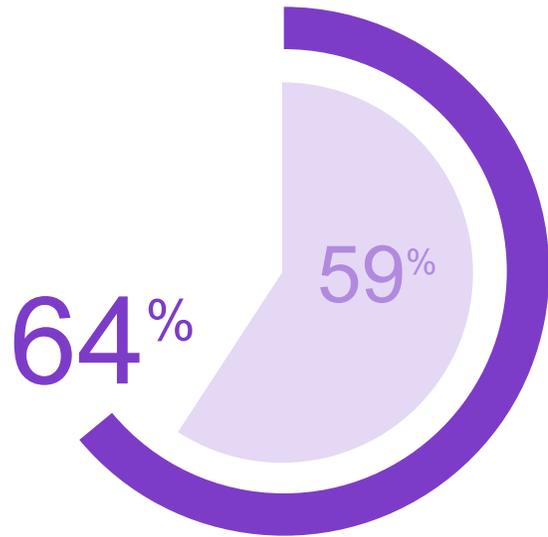


Vit Horky

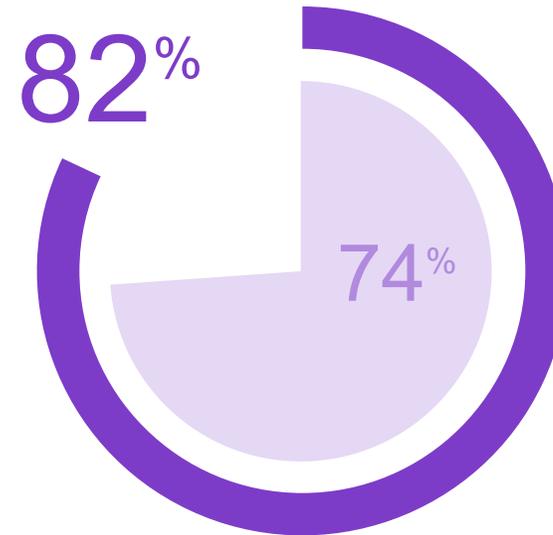
Senior Director Digital Experience

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**



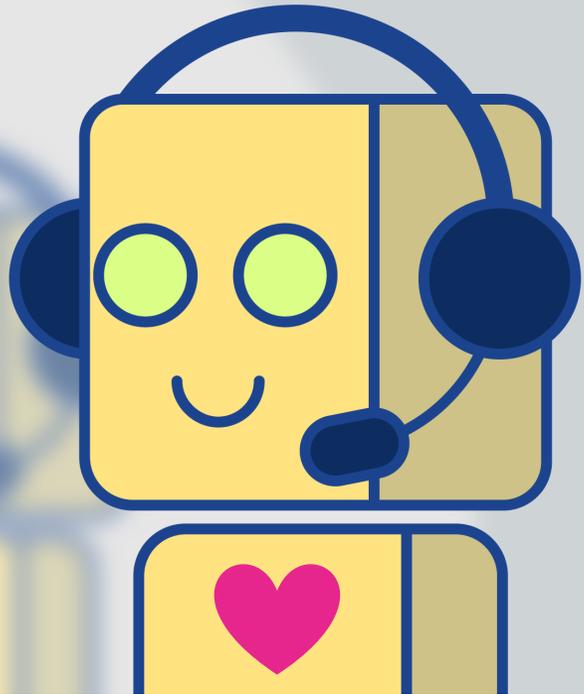
82% of US consumers and 74% of non-US consumers **want more human interaction**

Can we be more digital AND more human?



Life looks different for customers now

Yes we can!



Empathy emerged
as a key organizational
capability in 2020

Requires deliberate **design**
& **orchestration:**



People



Process



Technology



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

The screenshot shows the inContact Agent interface. At the top, it displays the agent's name, Randolph Maldonado, and the customer's name, Randolph Maldonado, with a phone number (758) 864-0123. The agent is identified as a Level 3 Tech Support. The interface includes a call control bar with buttons for Hold, Mute, Mask, Recording, Transfer / Conf, Commit, Launch, and Hang Up. The main area shows a 'Interaction Guidance' panel with a 'Quick replies' tab. The panel displays an 'Overall Sentiment Score' of 'VERY GOOD SCORE' and a 'Suggestion Summary' with two suggestions: 'Be Empathetic' (Understand the issue first) and 'Build Rapport' (Be friendly, ask about their day!). Below this is a 'Guidance Scores' section with various metrics like Speech Velocity, Active Listening, Be Empathetic, Interruption, Demonstrate Ownership, Build Rapport, Set Expectations, Effective Questioning, Promote Self-Service, Acknowledge Loyalty, and Inappropriate Action. A 'Quick replies' tab is also visible.

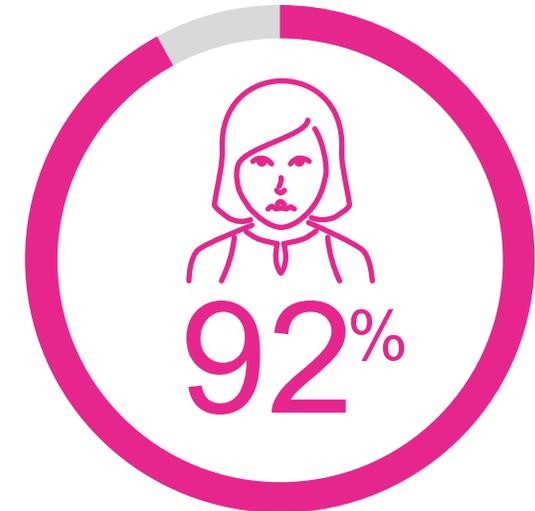
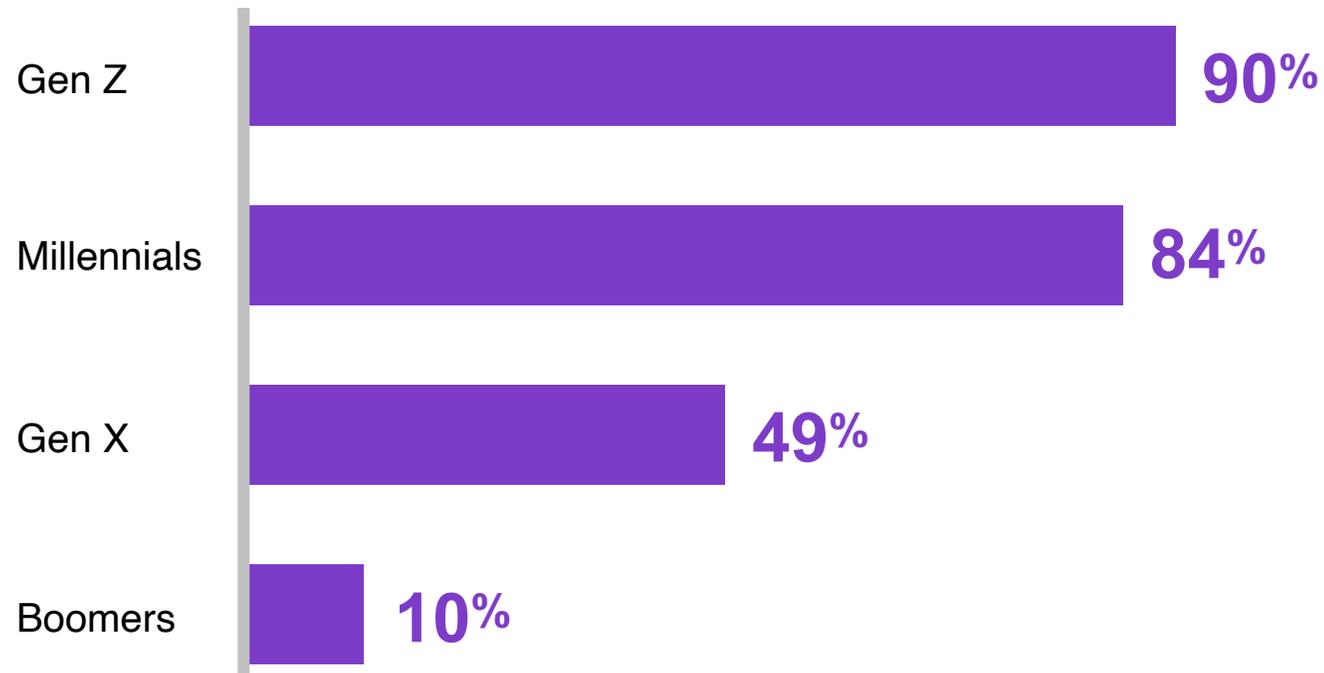
Live CSAT

Cues and next best actions

Live Alerts

Overwhelming Generational Shift Underway

Digital Service Channels Preferred¹



Consumers Unhappy
with Seamless Journey
Across Channels²

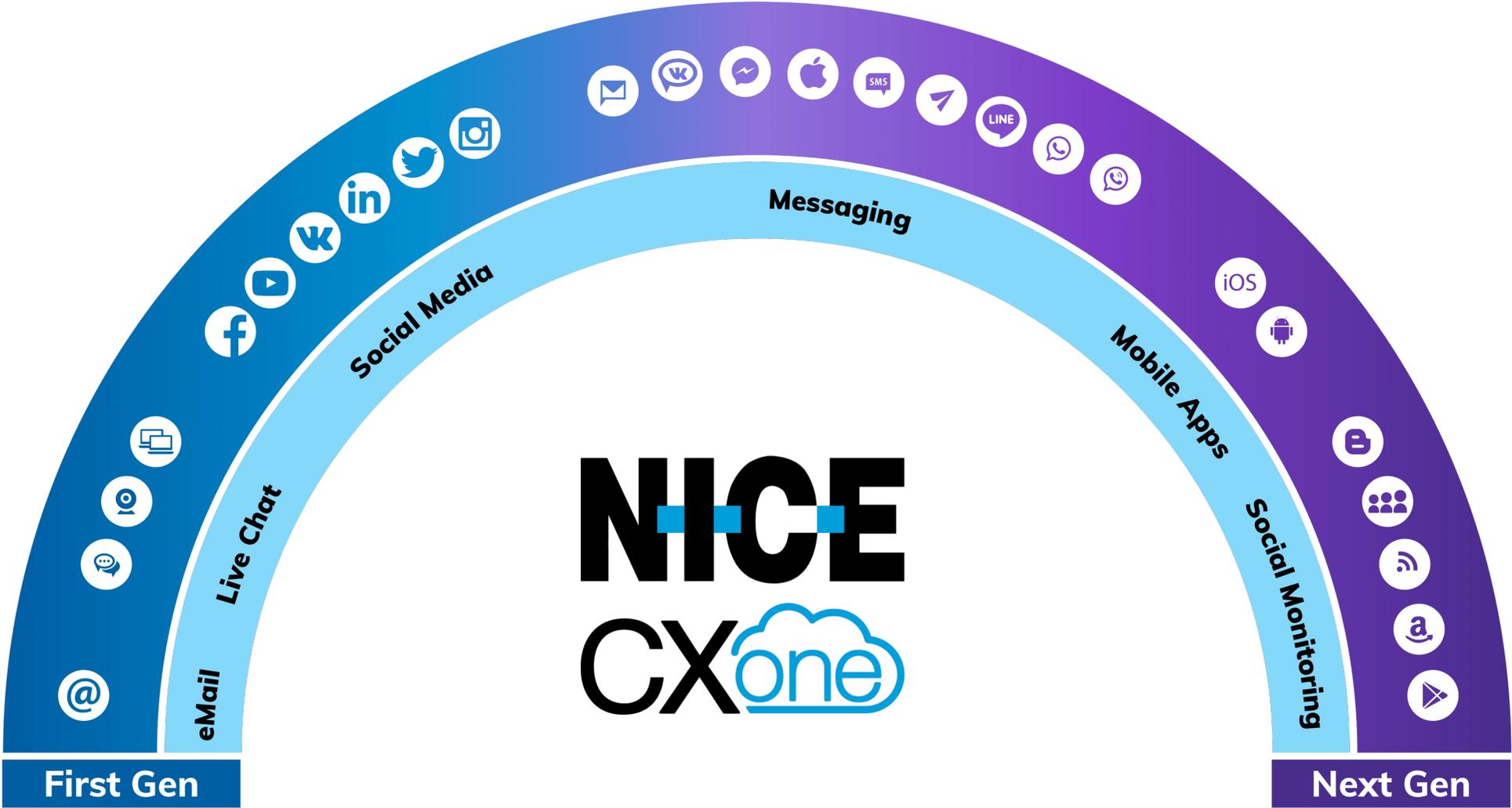
1. Dimension Data 2019 Global Customer Experience Benchmarking: "Which contact channel is most popular with the following age groups?"
2. 2019 NICE inContact Customer Experience (CX) Transformation Benchmark

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



Thank You