



NICE

THE DIGITAL TSUNAMI

The impact on the Workforce

What are Digital Channels Why Does It matter



Supported Channels

Customers expect to be able to use their **preferred communication method** with the companies with whom they deal.



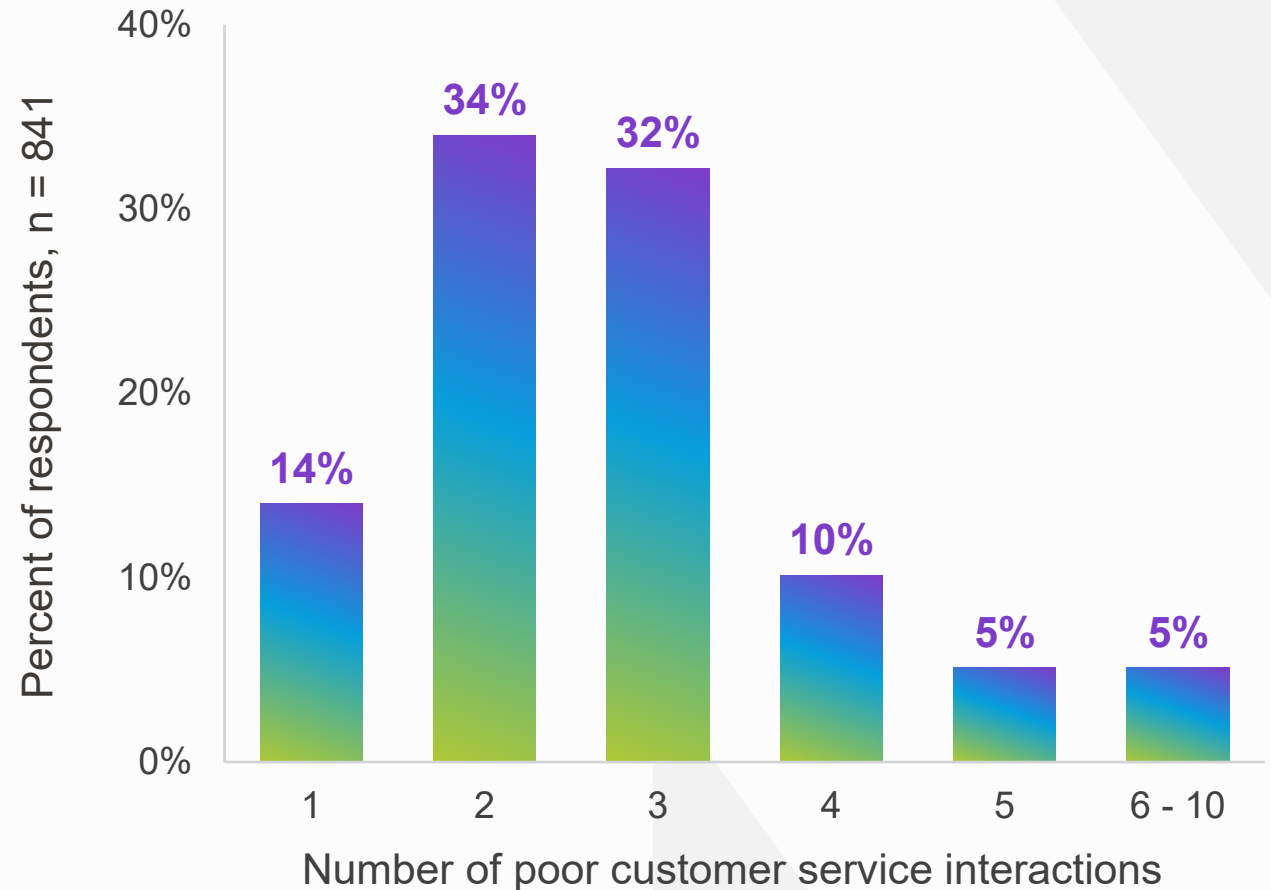
Poor Customer Service Leads to Customer Churn

On average, consumers tolerate

2.9

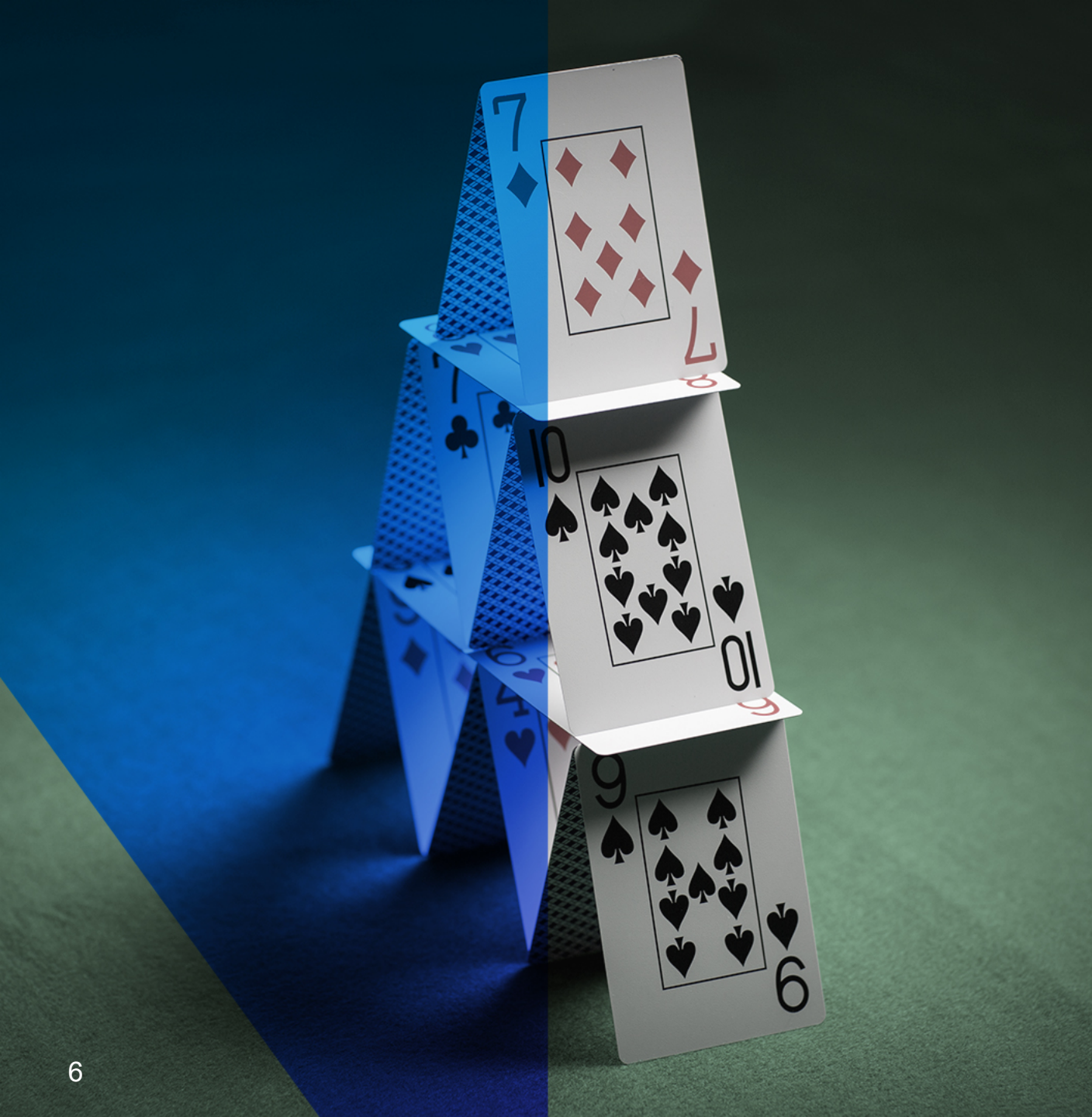
poor customer service interactions before they consider using alternate product / service providers.

Source: Aberdeen, June 2021



How Are Digital Channels Handled in Contact Center Staffing?





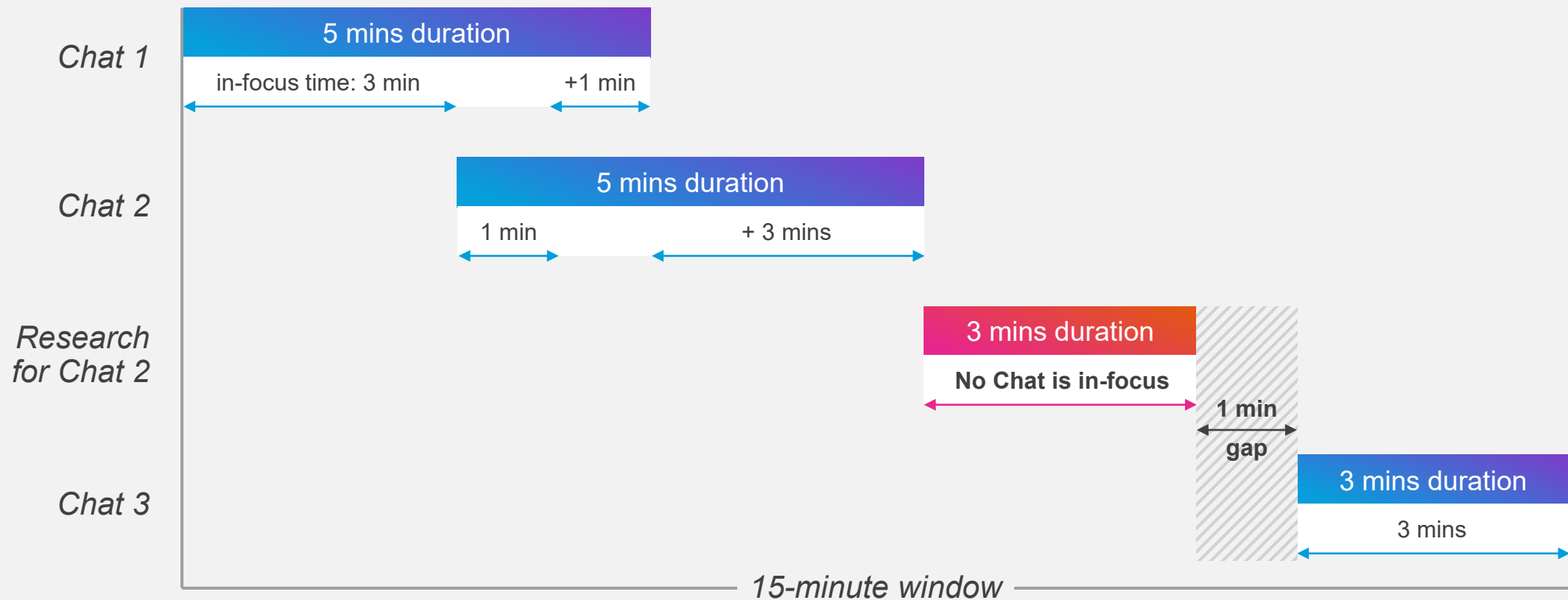
Don't Sacrifice Accuracy with Simplicity

If you get your data wrong – everything else falls apart

AHT is the absolute basic building block

We Found Chat Was Not a Simple Channel

How many interactions occurred and how much time was involved handling them?

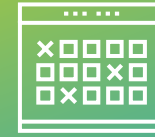


Understanding the Pain of Treating Digital Channels Too Simplistically

Inaccurate long-range planning



Inefficient schedules



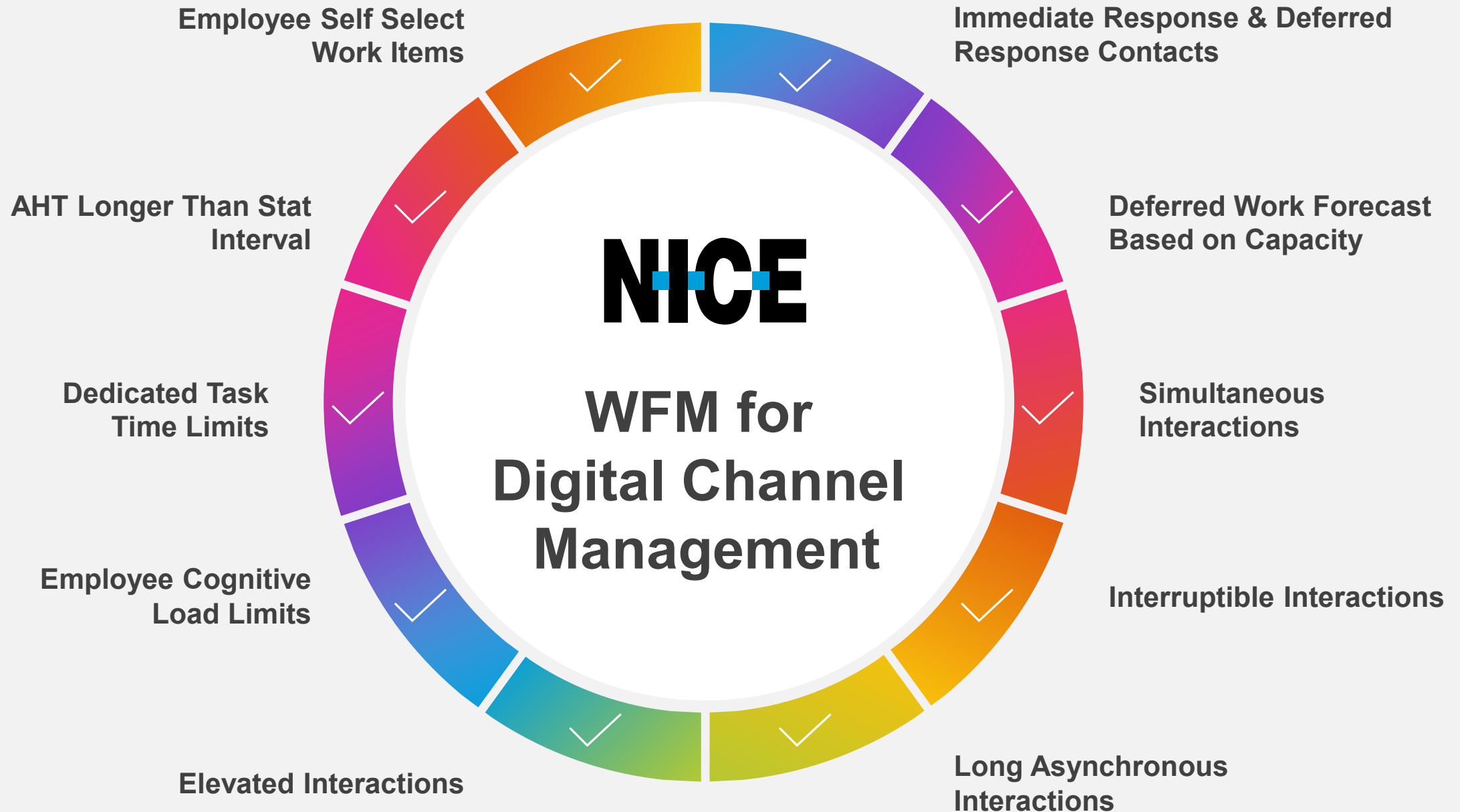
RESULT:
DECREASED CSAT
INCREASED COSTS,
OR BOTH

Inaccurate requirements from forecast



Changes become painful to ensure skills and channels are both covered





Result of Doing Digital Right



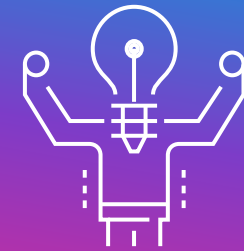
**Accurate Digital
staff
requirements**



**Efficient
schedules
against digital
Demand**



**Consistent
Service across
all channels**



**Improved
Employee
Experience**



Thank You

NICE