Reduce complexity

Education & Skills
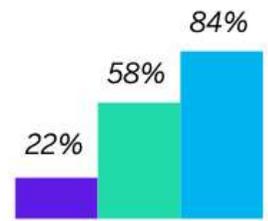Funding Agency

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Low/No Effort Outcomes
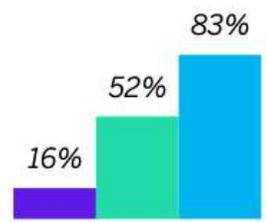
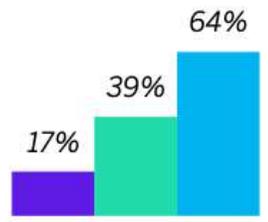■ Low Rating   ■ Neutral Rating   ■ High Rating
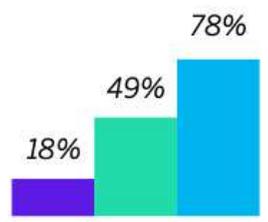
Effort

Purchase More*
- 22%
- 58%
- 84%

Recommend Company**
- 16%
- 52%
- 83%

Forgive Company*
- 17%
- 39%
- 64%

Trust Company*
- 18%
- 49%
- 78%

Just Adding Digital Does Not Work

But Outcomes Remain Hard

Why did the process take you across multiple channels?

Chosen to Expedite Resolution: 27%, 31%, 23%, 24%, 24%

Chosen out of Convenience: 24%, 21%, 23%, 25%, 25%
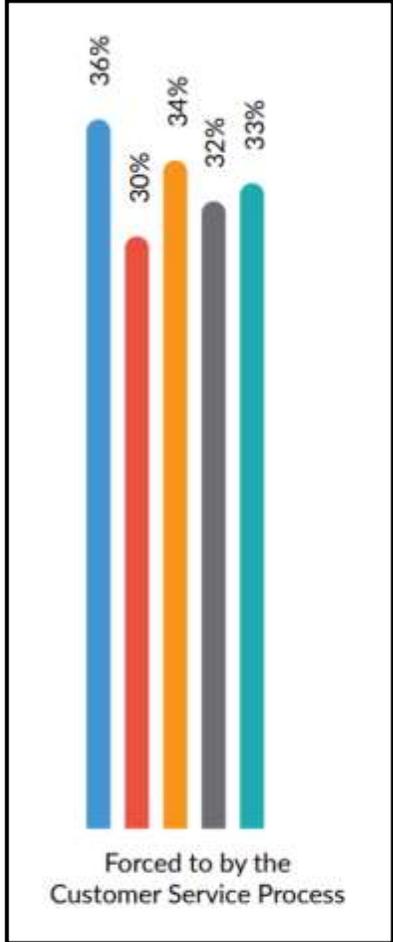
Forced to by the Customer Service Process: 36%, 30%, 34%, 32%, 33%
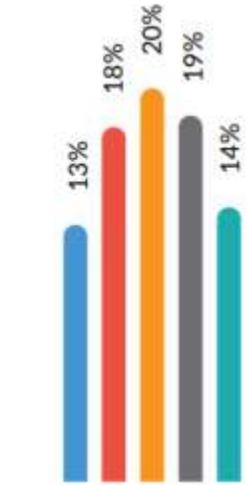
Forced to by the Complexity of the Issue: 13%, 18%, 20%, 19%, 14%

● 2016 ● 2017 ● 2018 ● 2019 ● 2020

WhosOn Live Chat

Currently, our claims agents are only available over the phone. They'll be happy to help you with this so please call them on 0333 321 9800. They're open Monday to Friday, 9am - 6pm. Unfortunately we don't currently have facility to do this over chat, as the claims team are a separate department, therefore we don't have access to their systems. I'm really sorry for the inconvenience caused, I wish I could be of more help.

Execs In The Know

2020 Consumer Experiences and Opinions:

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Customers Always Find Easiest Path

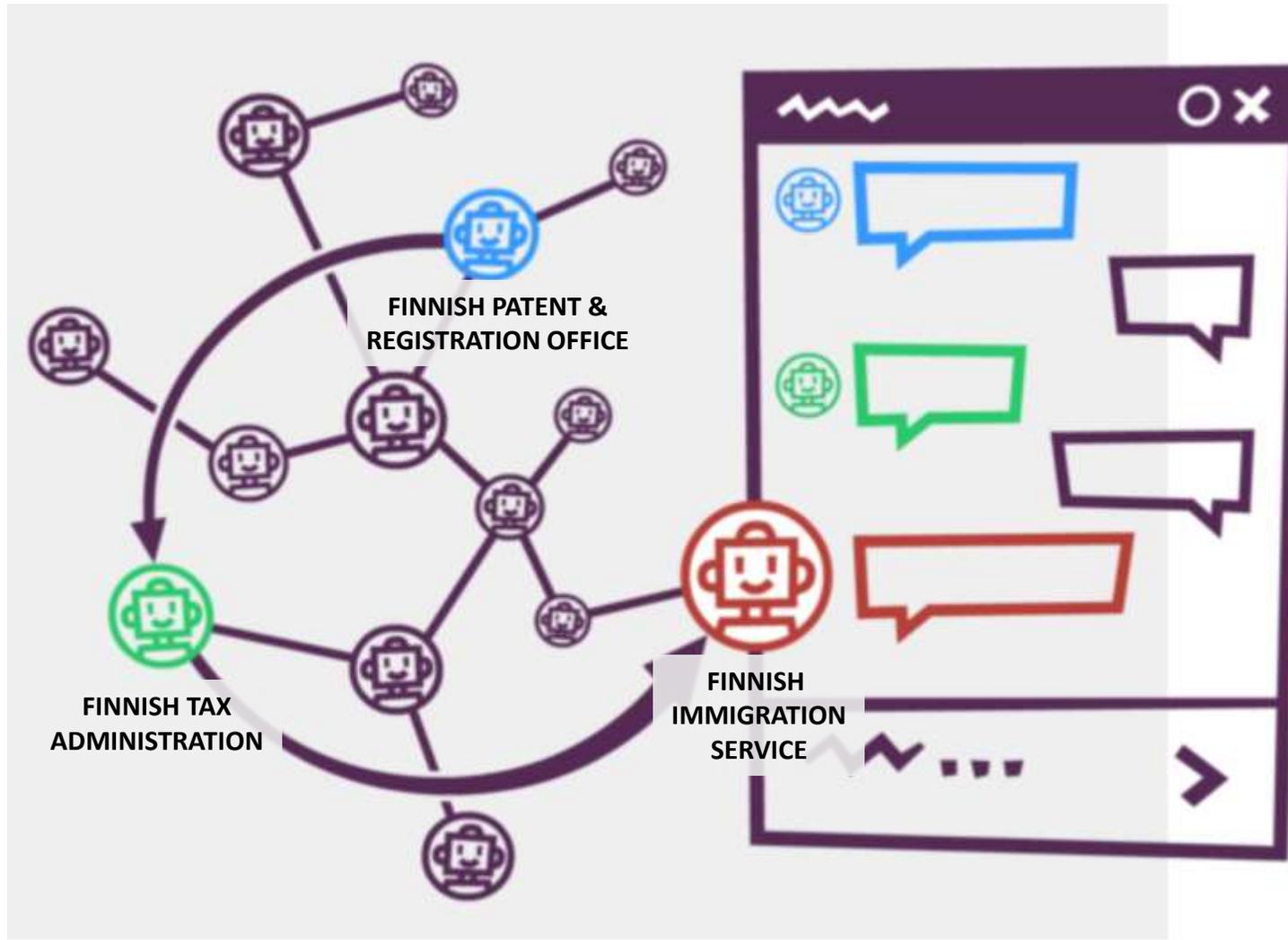In which channel did your multichannel engagement begin/end?

- Start
- End

When we looked at these multichannel journeys in more depth, the data indicates that consumers are trying to use self-service channels initially, but more often than not, they need to turn to human support to fully resolve their issue.

Channel	Start	End
Phone	24%	35%
Email	21%	20%
Online Chat	20%	11%
Mobile App	8%	8%
Self Help/FAQ	7%	1%
Chatbot	6%	1%
Social Media	4%	5%
In-person	3%	7%
Mobile Chat	3%	4%
Video Chat	2%	2%
SMS	2%	4%
Other	1%	2%

Simplify - Reduce Effort

FINNISH PATENT & REGISTRATION OFFICE

FINNISH TAX ADMINISTRATION

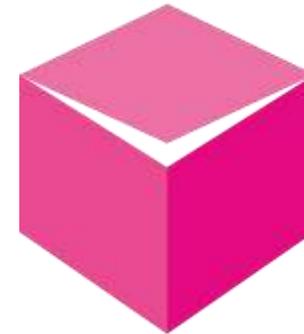**FINNISH IMMIGRATION SERVICE**

Helping foreign businesses set up in Finland

Each virtual agent can identify that a topic is outside of its scope and offer to transfer the user to the correct department.

The new virtual agent takes over within the same chat window for a seamless, unbroken interaction

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Simplify – Digital 1ˢᵗ Success

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