

FUTURE TREND # 1

# SELF-SERVICE EVOLUTON



The "front door" of the brand has shifted significantly.

Ask yourself: what do customers need to know? How can we ensure the right information is readily available in the right places?

The importance of effective knowledge curation is more critical than ever.

Earn the right to be the loudest voice when it comes to your own products and services.

Our VoC capabilities must also evolve alongside this trend.

If you want to know how customers really perceive your brand, be present to "listen" where these perceptions are being formed.

## THE "JARVIS" EFFECT



Customers with their own digital agent(s) who understand how they think, and can take meaningful action on their behalf.



Brands need to be ready to "do business" with this digital extension of their customer, marrying the right data across their entire digital ecosystem with agentic capabilities.



Brands need to be extremely proactive in "guiding customers to success" and not waiting for an issue resolution event.

This is a mentality shift, and will require a different scope than traditional contact center.

FUTURE TREND # 3

## COMMUNITY IMPACT



"Community is the last great marketing strategy." - Mark S

"It's bigger than marketing." - Nate B

Having a strong community feature will be a huge competitive advantage

Contact Center Agents get to evolve into "Community Co-Creators"...providing guidance, making connections, inspiring innovation.

Community helps to bring balance to the customer relationship with AI being so prevalent.

Make the "quick parts quick" and the slow parts meaningful.