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## ROUNDTABLE – HOW TO DELIVER AN EFFORTLESS CUSTOMER EXPERIENCE

AUGUST 2017



# How To Deliver An Effortless Customer Experience



**Brian Koma**  
Vice President, CX Business Strategy  
Verint®

# Listening & Acting in a Multichannel World is Difficult...

I called your contact center

I friended you

I tweeted you

I sent an e-Mail

I chatted with your agent...

I visited your store

I visited your Web Site

I completed your online survey



# ....Because Most Brands Listen in a Disconnected Fashion



Insights are Lost  
Customers Leave



# Provide a Complete View Across All Channels



# Provide a Complete View Across All Channels

- **Collect Structured & Unstructured Feedback**





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- **Connect the Dots Among Disparate Data Sources**



# Provide a Complete View Across All Channels


- **Collect Structured & Unstructured Feedback**



- **Break Down Organizational Silos**

- **Connect the Dots Among Disparate Data Sources**

# Provide a Complete View Across All Channels

- Operationalize Customer Insights
  - Collect Structured & Unstructured Feedback
  - Break Down Organizational Silos
  - Connect the Dots Among Disparate Data Sources
- 



A city skyline at sunset. In the background, several modern glass skyscrapers rise against a warm, orange-hued sky. The buildings have reflective surfaces that catch the low light. In the foreground, there are older, lower-rise buildings, including a prominent yellow one and several brick structures. The overall scene suggests a contrast between old and new urban development.

**If your customer says it, writes it, or clicks it,  
you must listen, analyze, and act on it.**



# 4 Pillars of Successful CX Programs



Vision

Governance

Culture

Processes

Technology

**Customer Experience Program Foundation**

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**Customer Experience Program Foundation**

# Five Keys to Creating An Effortless Customer Experience





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1. Make It Easy for Customers to Provide Feedback



# Five Keys to Creating An Effortless Customer Experience

1. Make It Easy for Customers to Provide Feedback

2. Establish Goals & Successes



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3. Identify Stakeholders Who Will Act on Feedback





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4. Create a Plan to Close the Loop



# Five Keys to Creating An Effortless Customer Experience

1. Make It Easy for Customers to Provide Feedback

2. Establish Goals & Successes

3. Identify Stakeholders Who Will Act on Feedback

4. Create a Plan to Close the Loop

5. Communicate Impact & Success



Compound average revenue growth,  
2010 to 2015



CX leaders  
grow revenue  
faster than  
CX laggards.

Source: June 21, 2016, "Customer Experience Drives  
Revenue Growth, 2016" Forrester report

[forrester.com/cxindex](http://forrester.com/cxindex)

FORRESTER®



The background image shows a city skyline at dusk. In the foreground, there are several multi-story brick buildings, some with white window frames and balconies. Behind these, a dense cluster of modern glass skyscrapers rises into the sky. The sky is a mix of light blue and orange, suggesting the time is either dawn or dusk. The text is overlaid on a semi-transparent dark grey band across the middle of the image.

**If a customer says it, writes it, or clicks it,  
Verint helps you listen, analyze, and act on it.**



# How To Deliver An Effortless Customer Experience



**Brian Koma**

Vice President, CX Business Strategy  
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# Personalize the Customer Experience



**Chad Hendren**

VP and GM, Customer Experience Solutions,  
Virtual Hold Technology





# Consistency is Key

## **How to provide a consistent, positive experience across all channels:**

- Identify the customers' needs, align the channel offerings to match.
- Consistently deliver service within the channels that make sense!
  - Avoid channels that result in increased effort, lost time, and introduction of customer frustration.
- If you can't provide an omnichannel experience, be certain the channels you expose provide the outcome needed – consistently.
- Continually optimize the customer journey.

# Personalize the Customer Experience with Context

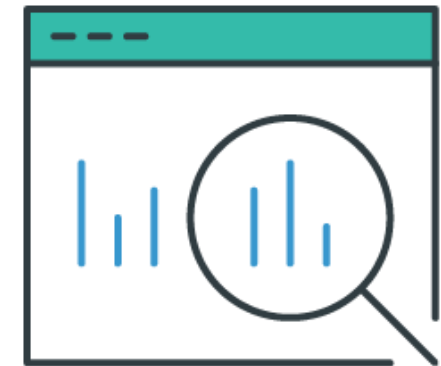


- Personalization does not always mean providing **UNIQUE** service to **EVERY** customer.
  - Make the match between the customers' needs, your ability to serve them, and leveraging context to navigate the best possible journey.
- Provide dynamic treatment; don't make them start over.




# Personalize the Customer Experience with Context

- Use context to recommend up-sales and cross-sales that make sense.
- Know the customer and their needs, and align your channels and messaging accordingly. Customers will:
  - Build confidence in your service delivery strategy
  - Adopt self-service
  - Be more satisfied with agent-assisted services







## Keep your customers moving forward while keeping your bottom line trending upward

- Start the journey in the right channel(s)
- Identify moments of opportunity to navigate to the next best channel(s) with context
- Assure the customer along the way that you are meeting their needs.
- Consider how to best mix and match your channels in a connected, omnichannel journey.

If you can't navigate the customer along the journey, you leave them to randomly struggle for service, and we all know how painful the results can be!

# Deliver a True Omnichannel Experience



VHT Navigator™ is a scalable customer engagement solution designed to capture and analyze user-specific activity to guide effortless interactions and desired outcomes for companies and their customers. VHT Navigator empowers the business to enhance the customer journey in real-time.

Create Low  
Customer Effort

Personalize with  
Context

Visualize the Customer  
Journey



# Contact Info

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# Reducing Customer Effort

Annette Miesbach  
August 2017





# Introduction

Annette Miesbach

Senior Product Marketing Manager





“

The role of customer service is to  
**mitigate disloyalty** by **reducing customer effort.**

”

Matthew Dixon,

The Effortless Experience: Conquering the New Battleground for Customer Loyalty

# What is Changing in Customer Service?

62% of customers say “**ease of interaction**” is the **most important** attribute of a successful customer interaction.

Deloitte  
Global Contact Center Survey  
(2017)

**9 channel choices** are the norm; the number of channels is expected **to rise to 11** by 2018; Customer experience is the #1 driver for digital.

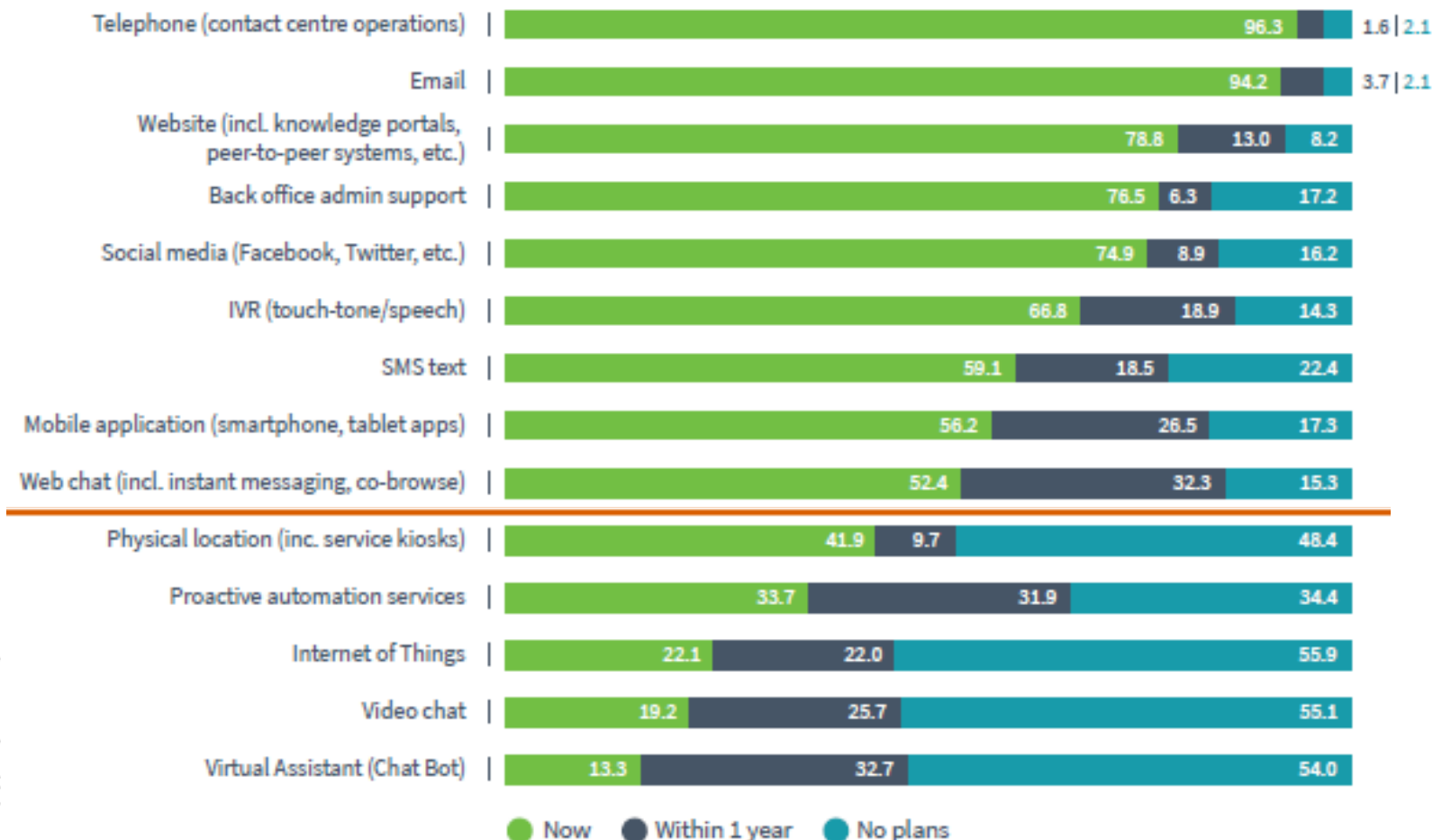
Dimension Data:  
Global Customer Experience  
Benchmarking Report (2017)

The majority of customers (72%) expect a company to **know their purchase history**, regardless of the channel (or channels) they use to contact you.

inContact Research:  
CX Transformation  
Benchmark Study (2017)



# Channel Support and Integration



## Channels Connected?

All or Most: **30%**

Few or None: **70%**

Dimension Data:  
Global Customer Experience  
Benchmarking Report (2017)



# Disconnected Channels: The Consequences



- Agents lose insight into previous interactions
- Customers have to repeat their “story” when changing channels
- Longer Average Handling Times
- Agents unable to add or switch channels
- Seamless inbound / outbound integration is difficult

# Reduce Effort with True Omnichannel!



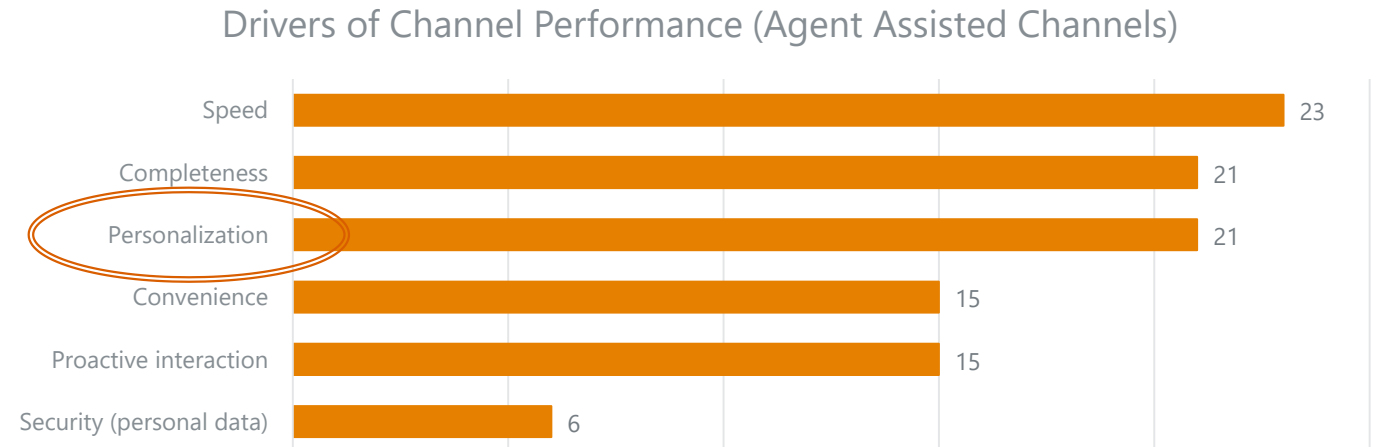
- Implement a solution that provides consolidated support for all channels that are important for your customers (existing or new)
- Ensure agents have an Omnichannel interface
- Provide agents with insight into previous interactions (regardless of channel)
- Empower agents to “elevate” interactions to the ideal channel at the point in time

# Personalization – A True Driver

“If organizations don’t do everything in their power to offer **personalization** to customers, they may end up losing business.”

Source: Deloitte Global Contact Center Survey (2017)

Recent inContact research:  
“Offering Personalized Service” is one of the most important **drivers of channel performance**.



# Lack of Personalization: The Consequences



- Increased Customer Effort leading to
  - Decreased Customer Loyalty
  - Lower Customer Lifetime Value
  - Multiple contacts, leading to higher contact volumes
- Extended Average Handling Times
- Less Engaged Agents
- Increased Cost (inability to treat customer based on their tier)



# Reduce Effort with Seamless Integration!



- Empower your agents with an integrated interface that offers seamless access to:
  - CRM / Data: Salesforce, Oracle Service Cloud, MS Dynamics...
  - Knowledge Bases, FAQs
  - Any tools or functionality that support FCR
- Ensure all tools are available across all channels
- Opt for an intuitive, user-friendly UI
- Reduce the number of UI agents have to contend with

# Select Resources

- [www.incontact.com](http://www.incontact.com)
- [Omnichannel Session Handling \(Video\)](#)
- [Omnichannel Routing \(Datasheet\)](#)



# Contact Us

[www.incontact.com](http://www.incontact.com)





# Thank You!

August 2017





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## Q&A