

# Delivering a Digital Customer Experience

Making digital customer communications a reality



Customer experience has never been so important...



## The digital world brings new expectations...

Ten years ago, customers would simply pick up the phone if they wanted to get in touch.

That's no longer the case.

Today, by the time your customers make that phone call, they've most likely already tried other channels to find the answer they're looking for.

The customer's journey to your contact centre has changed. And so, have their expectations.

### A few statistics...

**74% of consumers today use 3 or more channels when seeking customer care.**

The use of web self-service options increased to 76% in 2014 whilst:

58% of consumers opted for online chat options, 38% used SMS messaging, and 37% opted for Twitter interactions.

Consumers feel empowered by social media.

One quarter of the world's population has an active social account and so many consumers are comfortable posting their opinions and their experiences on social media.

A negative customer service story can go viral in minutes.

Customers live, and do business in a digital world.

Ideas and expectations around good customer experience have evolved in line with how their lives are evolving.

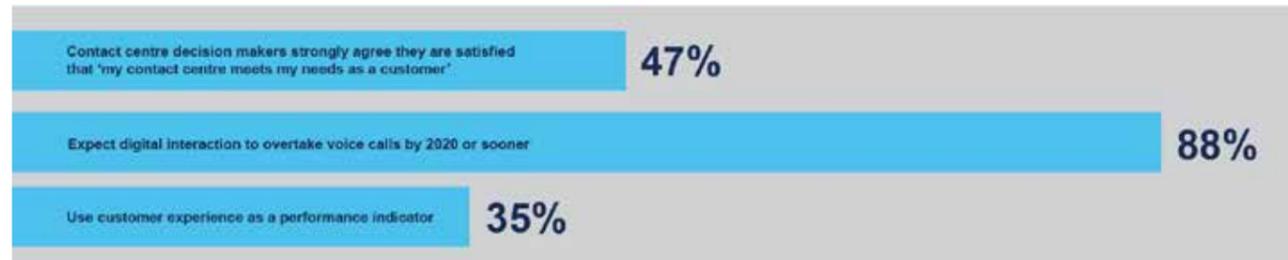
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## And these challenges are going to become even more important

Making contact using digital means will overtake voice in the contact centre.

According to research, 88% of contact centre managers expect digital interaction to overtake voice calls by 2020 or sooner.

It is a matter of when, not if.



## The impact of this shift in usage patterns on businesses is clear.

Remember when voice calls eliminated the wait time associated with sending a letter and the inconvenience associated with physically visiting a business?

Now, digital communications options have reduced wait times once again and eliminated the need for a live voice connection with a customer service centre.

Web chat and SMS offer alternatives to fit any situation. Eliminating wait times, they offer instant gratification that an issue is being addressed.

...And, they allow consumers to multi-task while awaiting a response.



### Do you class your firm as offering an omni-channel client experience?

...A multichannel approach to providing customers with a seamless experience?

Can you interact with your customers online, from a computer, a mobile device, or by telephone?



## Transitioning from dated to digital

### This isn't a new concept?

We've been communicating in channels other than voice or person for some time.

We're already embracing technology and additional communications to complement telephony.

### But...

Many offerings still have some way to go to achieve efficiency and full-scale integration.

In fact, in most businesses, communications silos have emerged as a result of the addition of digital capabilities (such as email, SMS, social media, and chat) that enhance interactions with customers.

These silos are rarely under the control of the same business function.

For example, the marketing team may oversee social media, your technical support team may address any online service portal or product issues, and your customer service team will take incoming calls from customers, along with emails.



### Ask yourself again. Does your firm deliver an omni-channel experience for your clients?

Can you interact with a customer, using all 3 of their chosen contact methods?  
Do you facilitate their 'self-service' approach?  
Can you do this without working in silos and  
Can you respond in a timely manner?



Consumers' shift to digital communications and their changing expectations dictate changes for your staff and company and for the technology that you use to serve customers.

## Key ingredients for effective digital customer experiences: Check you have them

To achieve maximum competitive advantage, a digital customer experience strategy must incorporate:

### Personalised experiences

Enquiries can arrive from many directions. Being truly digital allows your customers to connect the way they want, when they want and from where they want.

Quickly identify your existing customers from your new ones. Customer data across all channels should be retained for future interactions.

### Quick response times

A digital customer expects this and doesn't allow for delays. Speed, accuracy, and timeliness of the initial interaction are paramount and all media must offer appropriate self-service capabilities.

Forecasting tools help managers optimise the workforce with the most productive and efficient agent staffing levels.

### Relevant information

Capture important customer information during all stages of an interaction and carry it throughout the entire life cycle of the interaction and customer history.

Constantly build and maintain a relevant picture of the customer and their data allowing your firm to provide a more personal, engaging, and timely service.

Integrating a customer relationship management (CRM) system with a communications platform helps share essential customer data across business departments and identify opportunities to increase revenue per customer.

### Proactive experiences

Use data to plan resources more effectively. With the right information, you could use mass messaging or individual, personalised messages over voice, email, or SMS channels to provoke a response from the customer (e.g., reaching usage limits, appointment/late fee reminders, etc.).

This is preferable to reacting to unplanned customer enquiries. It lowers the potential for problems that could reduce customer loyalty. And, it improves agent morale by enabling repetitive enquiries to be satisfied through self-service options.

## How do you allow customers flexibility?

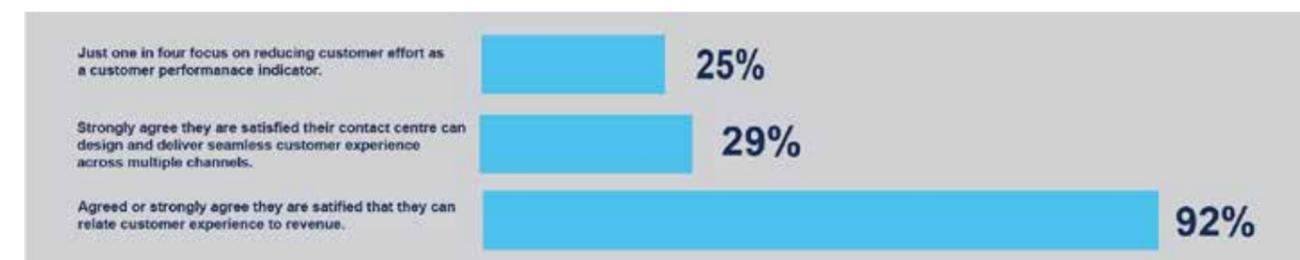
Research shows that a customer is **four times** more likely to become disloyal after a service interaction. Customer experience is a key differentiator in today's ultra-competitive environment.

Simply by making life easier for customers, businesses can transform their strategic value:

- Consumers expect to interact from a variety of communication channels
- They're no longer content with getting in touch during set business hours
- Customers want any issues they have to be resolved efficiently and quickly

**82% of consumers say the #1 factor that leads to a great customer service experience is having their issues resolved quickly**

92% of Managers agree that customer experience can be linked to revenue.



Only 25% of organisations currently measure customer effort.

29% strongly agree that their firm can design and deliver seamless customer experiences across multiple channels.

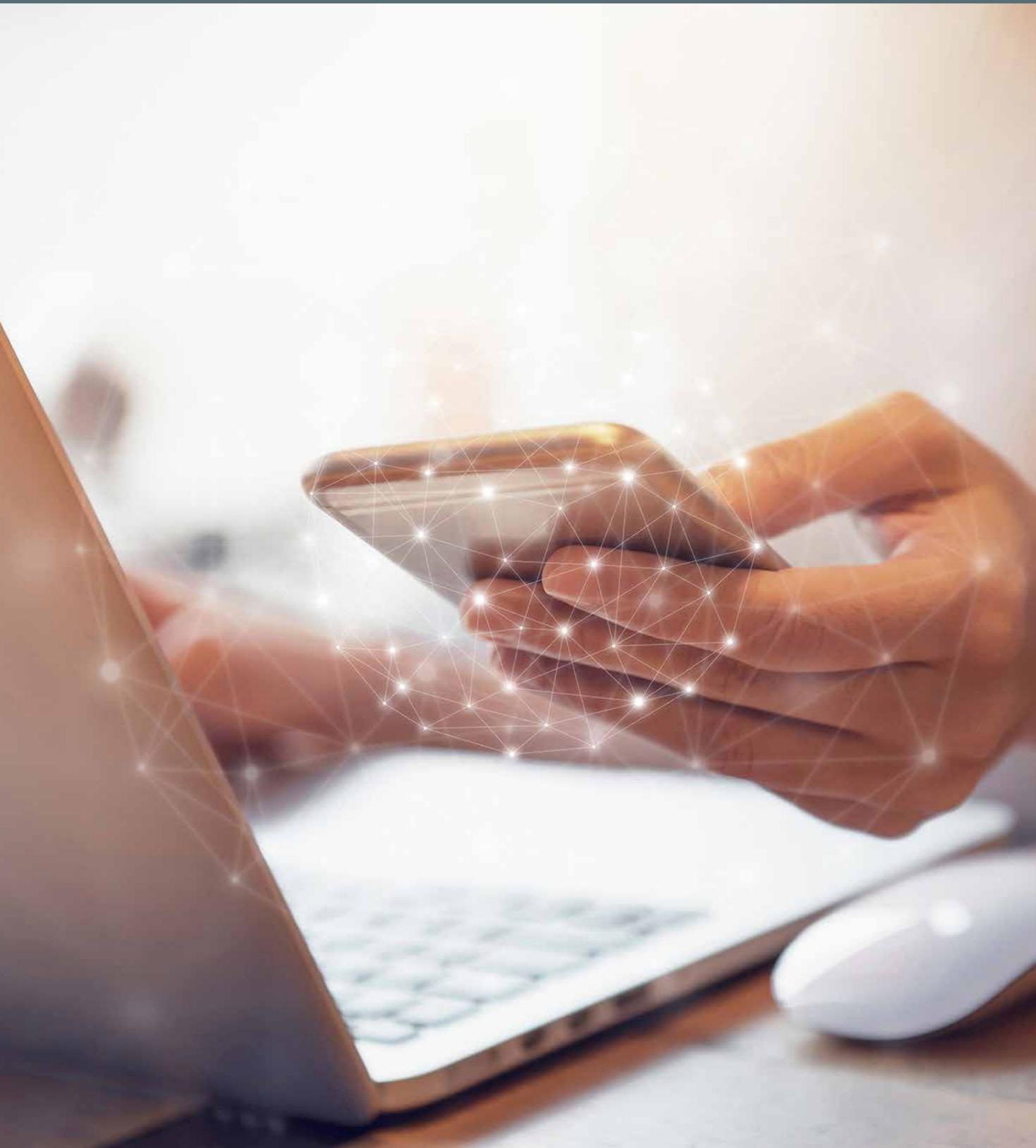
To truly deliver an optimal customer experience, independent communications silos must be transitioned to an integrated digital framework that funnels all interactions to one central location.

## Creating digital synchronicity across the business

To move customer interactions beyond current limitations and optimise the customer experience, businesses must create digital synchronicity across the entire organization.

This can only be achieved with a single, coherent digital customer experience strategy that enables multichannel interactions using a variety of mediums.

And, that strategy must also measure performance to improve future connections.



## Top Tips for creating a digital customer experience



### Automate common enquires with self-service capabilities

Digital customer experience tools won't restrict you to voice interactions.

Analyse FAQs, simple agent transactions (whether through voice, web chat, SMS, etc.), and customer survey responses to decide which processes are the most suitable for automation.

Use digital work-flow routing capabilities to provide self-service to customers through email auto-acknowledgements, automated web chat responses, and even inbound and outbound SMS enquiries.

Self-service options offer a significant opportunity to improve the customer experience and reduce costs. They have a critical role to play in your digital customer experience. But, take nothing for granted - customers still get frustrated around certain elements of automation.



### Prepare for the full scope of digital channels

Whether it's social, web chat, email, or SMS, all channels represent some level of importance to your customers.

If you aren't ready to apply the full scope of options, identify which channels are most important to your business based on your target demographic and the nature of your customer relationships, and leverage a modular approach that allows you scale up over time.



### Understand both your customers and your employees

- What are your customers' preferred way of communicating?
- What are their expectations and needs around operating hours?
- How willing are they to self-serve?
- What emerging technologies are starting to become more important to them?

Ensure optimum customer journeys are aligned to work-flows and involve your IT team at an early stage to outline the value of your technology.

#### Consider the impact on:

- Architecture: Do you have IT staff on-site to manage premise equipment or does a cloud-based deployment make more sense? Are there multiple sites? Will you need redundant, resilient, or highly available contact centre servers?
- Contact centre workers: Do agents and supervisors work only on site or do they have the option to work from home or while they're on the road?
- Integrations: Are there other business systems that must be integrated with the contact centre?
- The marketing team - work closely to create the opportunity to influence how brand perception can be improved.

## Empower you employees

Deploy state-of-the-art tools that enable them to work efficiently and flexibly:

- Select the right phone solution for seamless integration with remote agents, CRM, chat/presence engines, and other business processes.
- Define unified communications capabilities to ensure customer queries can be resolved first time by empowering agents to instantly locate, message or conference-in subject matter experts to obtain immediate answers
- Provide special service levels for VIP customers by profiling, identifying, and prioritising them through skills-based or preferred agent routing
- Offer call-back services and self-service options to smooth out peaks and extend availability
- Implement mobile solutions to allow agents and supervisors to work from anywhere at any time
- Use analytics and reporting to enable root-cause analysis and improve future processes
- Consider work force management solutions to help predict call volumes and optimize resourcing
- Include call recording to meet regulatory compliance and for training purposes

## Monitor, report and...enjoy the benefits!

Benefit from sophisticated voice and digital work-flow processes and multiple customer contact points. Ensure business continuity with robust and highly resilient communications solutions designed to provide seamless and uninterrupted service, and no loss of reporting or real-time capabilities during hardware failure or network outages.

Most importantly, wherever possible, leverage virtual networking and process options to reduce hardware and operations costs.

Given the digital environment in which consumers live and work, today's businesses must be equipped to interact with customers through a variety of mediums.

They must give customers the freedom to choose the communications methods that make the most sense for them whenever they need them.

Typically, that choice will be governed by the nature of the enquiry, its relative importance or urgency, the time of day, the location of the individual, or by an impulsive whim.

Trying to anticipate which option a customer will choose at any given moment is pointless.

The real objective is to be equipped to meet customer expectations with a variety of communications channels in an increasingly competitive environment.



Improving your  
digital customer  
experience



If you would like to improve your call centre operation, we can help.

We specialise in making contact centres work and we work closely with you every step of the way.

We offer a no-obligation review and ensure that we fully understand your goals and objectives before discussing solutions.

[Get in touch to find out more.](#)

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