

A Genesys eBook

Five Tech Trends That Redefine The Customer Experience





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The information journey is evolving. Consumers seamlessly absorb material across multiple channels and modalities. They search, watch, listen, read, type, and talk, and they can swiftly and intuitively zero-in on the answers they need. The usefulness of sharing information is growing exponentially and the speed at which it's happening continues to accelerate. These five tech trends shape the ways in which customers access information and interact with companies.

#1 Multimodal



73% of online adults in the U.S. believe that the most important thing a company can do to provide them with good service is to value their time.

Redefine the customer experience to fit a multimodal mindset. It's all about speed, choice and a "cool factor" that's difficult to measure. Simply adding another channel isn't going to cut it. According to the Forrester Research report **"Trends 2016: The Future of Customer Service,"** 73% of online adults in the U.S. believe that the most important thing a company can do to provide them with good service is to value their time.

Rethink the way information is assembled and shared. Develop new, multimodal content that can smoothly move from text to image, audio, video, and more. This type of customer-to-agent communication is streamlined and will accelerate customer progress.

#2 Internet of Things

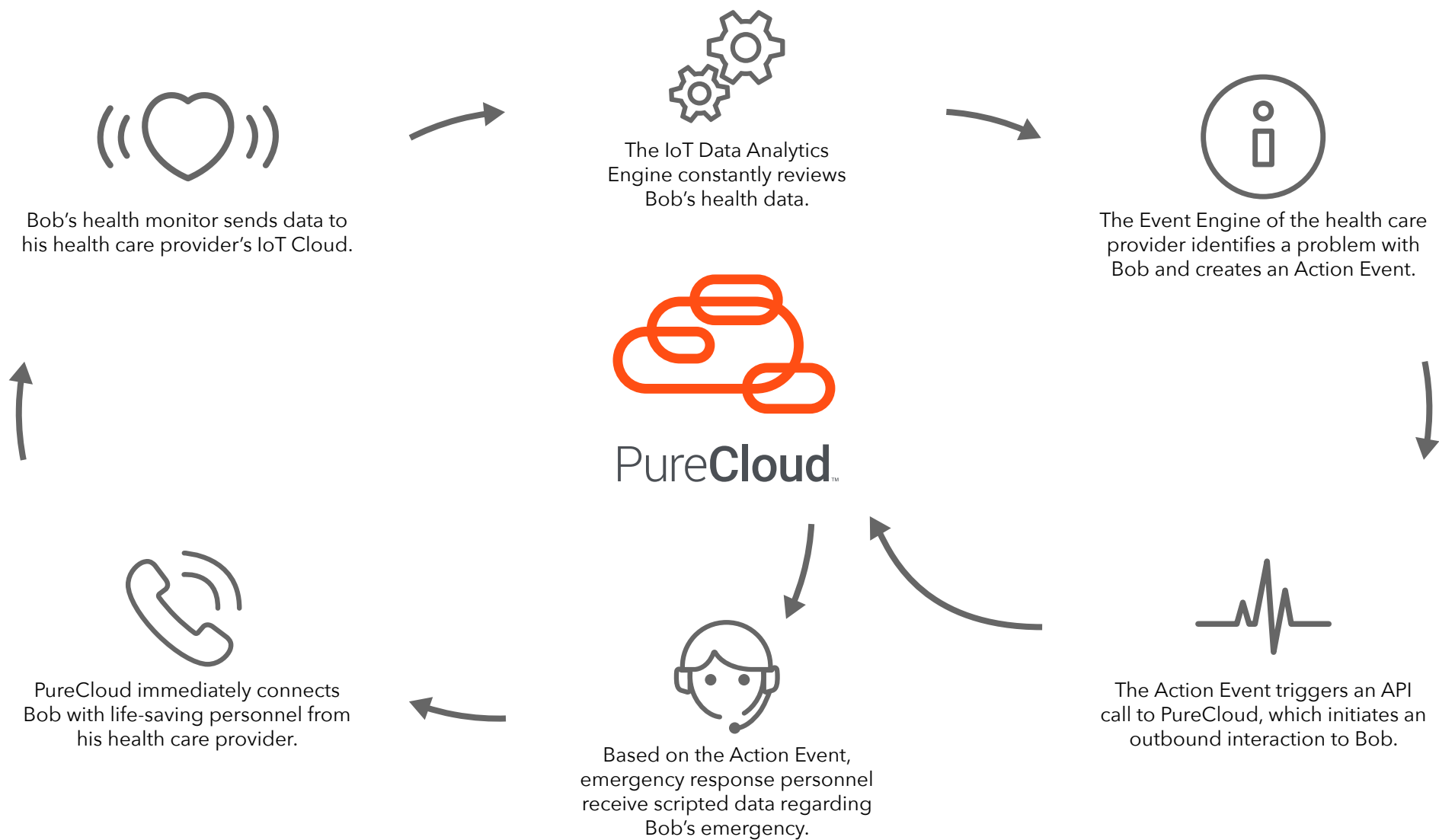


The number of connected devices is expected to grow exponentially - reaching over 25 billion things connected to the Internet by 2020.

A **thing** is not really a channel like voice, chat or email; it's a device. However, these devices – at home, on your wrist, in the car, everywhere – generate a ton of automated and live customer interactions. It's safe to consider the "Internet of Things" (IoT) as the next major channel of communication. The number of connected devices is expected to grow exponentially – reaching over 25 billion **things** connected to the Internet by 2020, according to the Gartner, Inc. report **"Predicts 2016: CRM Customer Service and Support."**

Be sure you have the ability to detect and engage proactively as well as the ability to deliver fast, consistent and differentiated results. Use predictive analytics and automation to prevent problems. And fix issues before customers know they exist. If customers are already aware of problems, take immediate action and resolve them so you exceed expectations, and possibly even save lives.

PureCloud: Healthcare Example



#3 Data Science

74% of global data and analytics decision makers plan to use big data for customer service analytics.

The effective use of data analytics will determine who survives in this new era of digital enlightenment. Winners will use key insights derived from big data and mathematics to deliver customer service that is more proactive, timely and cognitive. According to **"Forrester's Top Five Questions About Big Data"**, 74% of global data and analytics decision makers plan to use big data for customer service analytics.

Use data science to your advantage to deliver highly differentiated and personalised customer experiences. Partner with cloud providers that are data analytics experts and have modern, data-centric architectures. Store endless amounts of detailed operational and behavioural information. Use machine learning to detect patterns and trends that can be used to deliver the next great customer experience.



#4 Bots

The use of bots to automate business processes is expected to become a large opportunity for nearly every enterprise. Analysts expect the impact to reach more than \$9 trillion and affect 230 million knowledge workers, according to a CIO.com article on the business of bots and the realities of enterprise automation.

A bot is software that performs an automated task over the Internet. Traditionally, bots addressed more repetitive, mundane work. However, breakthroughs in artificial intelligence (AI) and machine learning are transforming bots into brilliant digital creatures.

Think about how bots, supervisors, and agents can join forces to better serve your customers. This means not only doing more with less as digital interactions increase, it also means you should imagine how bots can use data science to gain knowledge that can affect the lives of your customers in new and refreshing ways. Be creative.

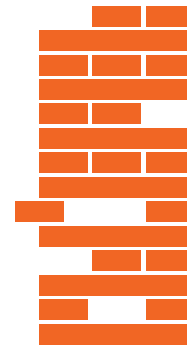


#5 Microservices

Most older cloud applications are built on a monolithic platform. This means they have limited innovation, scale and reliability. A failure in one area can have a devastating effect on other areas, resulting in service outages for many customers.

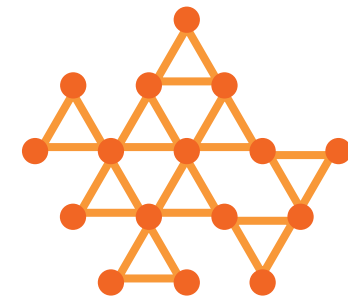
Invest in a modern cloud architecture where applications are divided into hundreds of independent microservices. One microservice could handle outbound dialling while another routes incoming customer calls. A failure in one microservice does not affect others, providing unsurpassed reliability.

Additionally, microservices are independently scaled to dynamically adjust to any area that needs more resources. Cloud providers that build applications on this architecture innovate rapidly by continuously adding new microservices. As your business changes exponentially, so must your applications. Rely on them to take you where business is going.



Monolithic Layered

If one fails, they all fail



Microservices

If one fails, another one is waiting right behind it

Take your customer experience to the next level

Connect with your customers on their terms using PureCloud by Genesys. Deliver world-class customer engagement in a single platform that lets you exceed customer expectations today and quickly adapt as customer preferences change.

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Genesys® powers more than 25 billion of the world's best customer experiences each year. Our success comes from connecting employee and customer conversations on any channel, every day. Over 10,000 companies in more than 100 countries trust our #1 customer experience platform to drive great business outcomes. Genesys on-premise and cloud solutions are built to be fluid, instinctive and profoundly empowering. Combining the best of technology and human ingenuity, we work the way you think.

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