

Keeping pace with the modern customer

Businesses need to embrace the speed and agility of today's consumer or risk alienating their most critical stakeholders

Recognising the new normal

The Beatles said it best all those years ago, and today the promise of a revolution still rings true.

Business as we know it is changing, and companies large and small are racing to make the most of the new digital economy.

Just consider the most visible examples: Airbnb, Uber, Warby Parker, and many others.

It's the millennial generation that's actually out to change the world, fuelling the digital revolution.

Why? Because they represent a whole new breed of tech-savvy customers. And those enlightened customers demand ease, speed and consistency, no matter how they choose to connect with companies.

It's the new normal, and every business needs to get on board.

"You say you want a revolution. Well, you know, we all want to change the world."

The Beatles

Recognizing the new normal

While millennials are demanding simpler and more intuitive ways to connect, they are also rapidly filling the agent role, bringing with them that same need for:

- Ease
- Speed
- Consistency

As this new breed of agent supports the newest generation of customers, they expect all of the necessary tools to satisfy even the most demanding.

The Numbers Paint the Picture in Vivid Colour



66%

of global customers now expect a social media response within 24 hours.

Parature
"2015 Global State of Multichannel Customer Service Report"



62%

of customers want to engage on social with brands they buy.

Millennial Branding
"Elite Daily And Millennial Branding Release Landmark Study on The Millennial Consumer," 2015



The changing face of e-commerce

"An omnichannel experience is the new retail reality. As digital devices enable consumers to shop wherever and whenever they choose, the physical store shopping 'trip' needs to be reimagined." (Nielsen, "Global Connected Commerce", 2016) Companies that can align their customer engagement strategies to meet these changing needs will stay ahead of the game.

It's estimated that online retail sales will more than double between 2015 and 2019 – accounting for more than 12% of global sales by 2019. (Nielsen, "Global Connected Commerce", 2016)

"Consumers interact with brands across both digital and physical channels, and increasingly, they don't make a distinction between the two," – Patrick Dodd, President, Nielsen Global Retailer Vertical

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Understanding the challenges

The millennial generation knows exactly what it wants and expectations are high – very high. They are empowered in their personal life and demand the same in their work life. Millennials are always on, always connected, and always juggling an

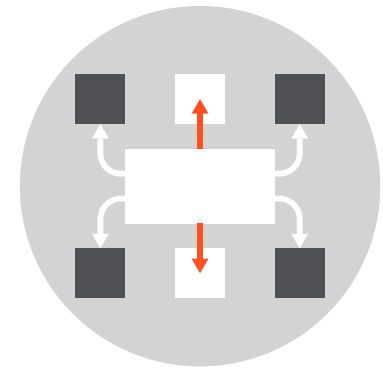
ever-changing arsenal of tools – from mobile phones to social networks. So when it comes to doing business, they expect each touchpoint to be as productive as any other. No exceptions, no excuses.



Any Time



Any Where



Any How

Navigating complexity

For digital natives, the world has always had endless ways to connect.

So it's no surprise that millennials are reaching out to the contact centre from all directions.

Just think about the touchpoints that can be used to resolve a problem or make an informed purchase decision. Customers are tweeting their frustrations, backed up by a detailed email demanding immediate action and even a frantic call to speed the process.

Agents must be able to instantaneously connect all of these dots to make sure their customer walks away happy.

Not an easy feat, given the complexity of this digital age.



Understanding the stakes

83%

of social media users have abandoned a purchase after poor customer service.

ConverSocial

"The Definitive Guide to Social, Mobile Customer Service," 2016



Poor service on even one channel is enough to drive a millennial straight to the competition.

73%

of Online Consumers say that valuing their time is the most important thing a company can do to provide them with good service, up two points from 2012.

Forrester

"Trends 2016: The Future of Customer Service," April 2016



62%

of U.S. Online Adults would like to be able to move between customer service channels without having to repeat their situation.

Forrester

"Win Funding For Your Customer Service Project," April 2016



Take your customer experience to the next level

52%

of retailers cite omnichannel integration as their top priority for 2017.

BRP

"POS/Customer Engagement Survey", 2017

While demand continues to increase, less than

25%

of retailers feel their omnichannel systems are implemented and working well.

eMarketer

"The Pressure Is on for Retailers to Go Omnichannel", 201



Only 36%

of contact centre decision-makers say their firms have implemented multichannel integration to provide consistent experiences.

Forrester

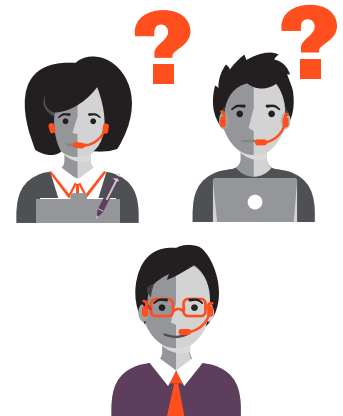
"Contact Centers Must Go Digital Or Die," April 2015

Only one third

of contact centres manage enquiries in a standard way.

Forrester

"Contact Centers Must Go Digital Or Die," April 2015



Despite understanding its importance, retailers have been slow to invest in multichannel consistency.

Catering to millennials

The very complexity that comes with the millennial generation's high expectations can lead to trouble. Agents are forced to muddle through multiple connection points – from phone and email to social forums – all while juggling discreet applications that don't talk to each other. That kind of complexity can result in disjointed, inefficient, and uninformed interactions that make for difficult, slow experiences – a frustration for even for the most patient customer.

Millennials won't settle for such frustrating experiences. And, given today's competitive climate, they have every right to place the bar high. Only the best businesses make the grade – the ones that understand their needs and, more importantly, respect them. The ones that adapt to and embrace what these digital natives know: that technology can significantly improve your life. Any business that drops the evolutionary ball sends a stark message – that they are not in sync with their most critical stakeholders.

But the companies that evolve with their customers can win big. That requires a level of seamlessness that simplifies the agents' role; a solution that allows them to sift through the clutter and connect the dots. That type of 360-degree view empowers agents to better serve their customers and even recognise new opportunities to nurture and grow – even repair – relationships. And that translates into very real and very tangible affects to top and bottom lines.



Positively impacting the customer experience

Companies need to get a handle on this new normal – and soon – or risk the consequences.

When millennials are disappointed or frustrated with a company, they aren't shy about broadcasting their bad experiences across various social media platforms.

The good news is the opposite is true as well. When businesses focus on digitally meeting the millennial's needs, they are quick to dole out kudos. After all, this is the generation that popularised gamification and public reviews.

Expectations will keep growing. Each new generation will build on the best ideas from the one previous and they won't hesitate to throw out the obsolete. The new normal is and will continue to be a demand for the latest and greatest.



Staying ahead of the evolution

Instead of facing the problem head-on, companies have tried to adapt their aging software by simply bolting on new channels (and software) as needed. As with any “Frankenstein” approach, though, the resulting contact centre becomes a slow-moving monster, full of disjointed parts. It’s time to dismantle the monster – tool by tool, process by process – to find out exactly what is holding the contact centre back.

Staying ahead of the curve is as much about understanding the new customer as it is about leveraging a forward-thinking strategy and technology to match. For many, it’s a matter of stepping beyond the status quo, rethinking and retooling to properly serve their market – always keeping their ever-evolving customer top of mind.



Seamless Multichannel Blending

Present agents with consistent experience regardless of the communication channel that customers embrace.



Big Data Access

Remember the importance of integrating access to data and leveraging analysis capabilities.



Cloud Deployment

Continuously innovate the experience without additional investment.



Universal and Bullseye Routing

Eliminate the need for different applications and pools of agents for different channels.

Satisfying customers over many channels



By implementing an omnichannel customer management strategy, retailers have seen customer engagement increase by 63%, sales boost 56% and customer loyalty improve by 44%.

Retail TouchPoints

"Best-In-Class Retailers Embrace Clienteling to Boost Engagement, Sales," 2015

Bottom line

Any connection with a customer is an opportunity to improve, nurture, renew and solidify the relationship

and today's customer craves the type of intuitive experience they get with data-fuelled leaders like Google or Amazon.

They expect – even demand – the same level of service from every business partner. That means seamless connections across every imaginable touchpoint – whether social, mobile, or even tried-and-true landline. For companies, capitalising on this opportunity starts with understanding the new customer and ends with empowering their agents with the tools they need to fulfil the high expectations of that enlightened breed of millennials.

Take Your Customer Experience to the Next Level

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