

The background features a dark, almost black, horizon line. Above the horizon, there are numerous horizontal, wavy lines in a variety of colors including red, orange, yellow, green, blue, and purple. Below the horizon, the lines curve downwards and outwards, creating a sense of depth and movement, resembling a road or a path leading into the distance. The overall effect is vibrant and futuristic.

Technology Roadmap To The Future

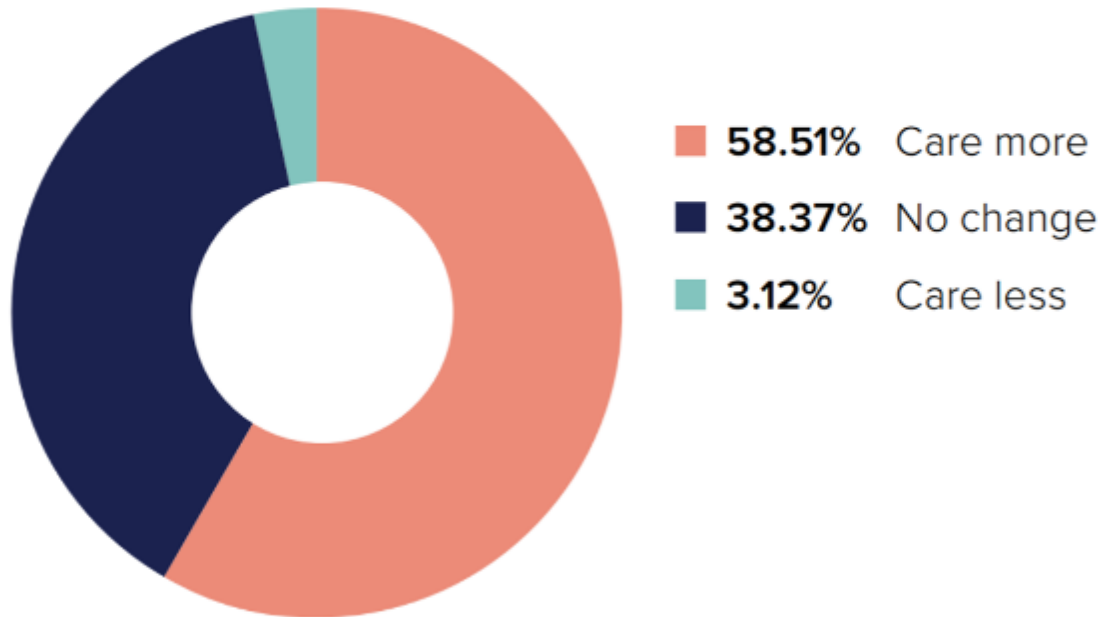
Caveat

...just as there is not such thing as **an average customer**
there is no such thing as **an average contact centre**...

d r i v e r s

Better CX

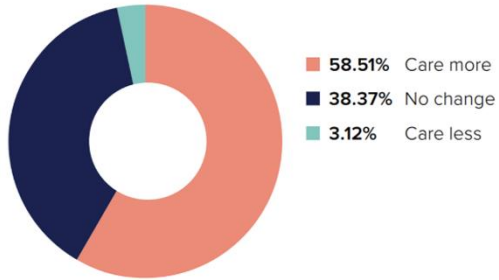
Following COVID-19, do you care more or less about the customer experience when deciding which companies to support and buy from?



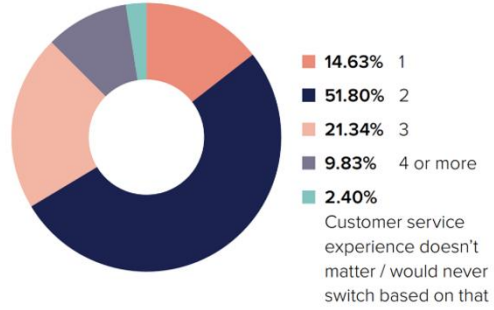
Source: August 2020 Market Study by Customer Contact Week **"Customer Experience Trends, Challenges & Innovations"**

Better CX

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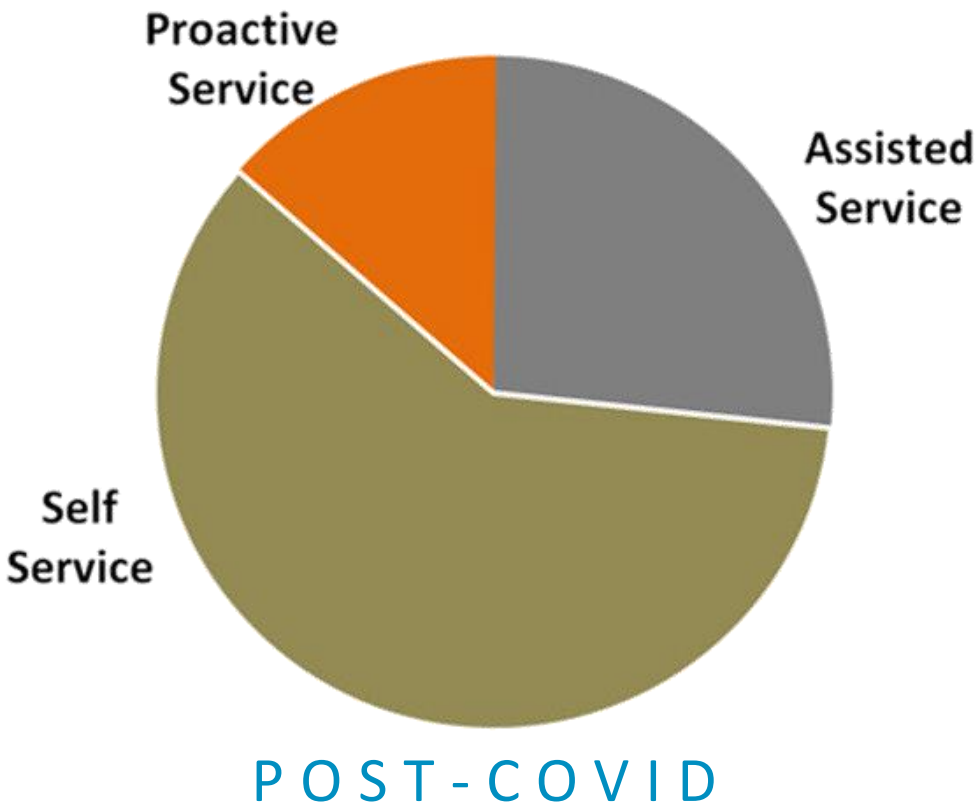
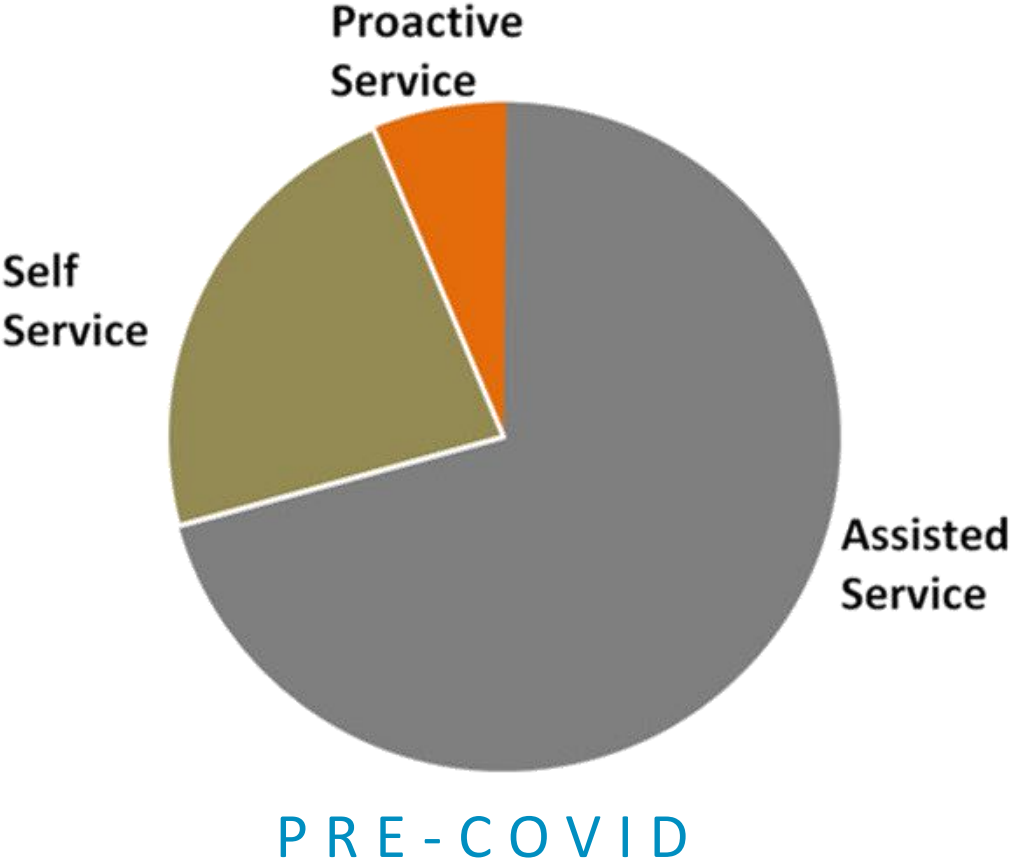
After how many bad customer service experiences would you consider switching to a competitor?



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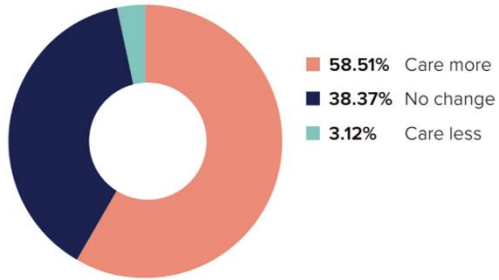
d r i v e r s

Greater Digital Engagement

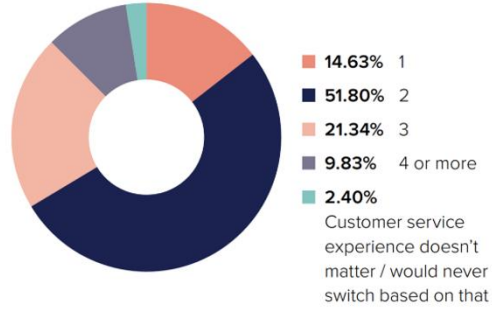


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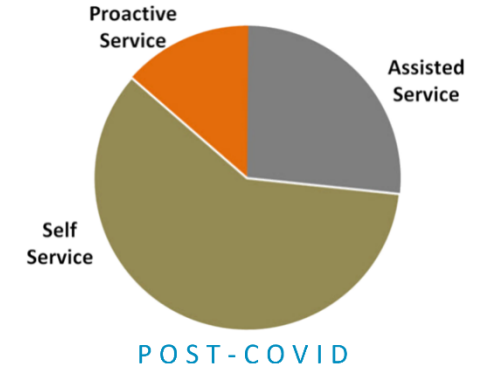
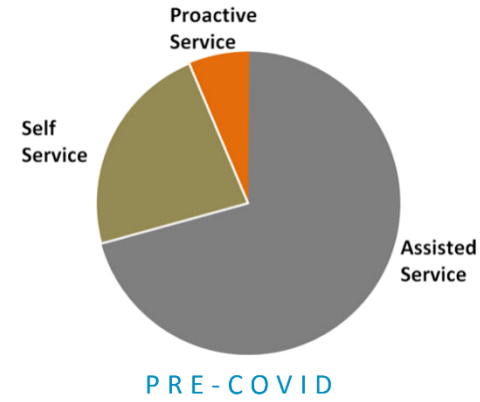


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Source: August 2020 Market Study by Customer Contact Week "Customer Experience Trends, Challenges & Innovations"

Greater Digital Engagement



drivers

Reduced Budget

significant recession

myFT



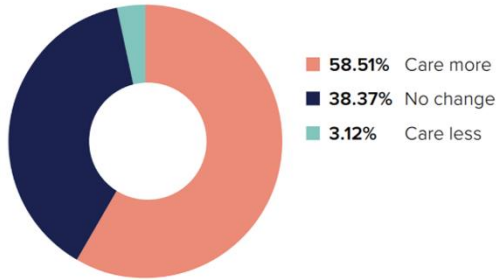
SERVICE BUDGET SQUEEZE



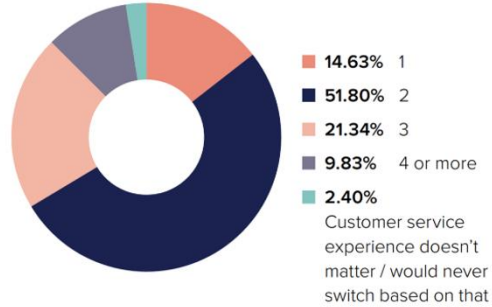
CX AT MUCH LOWER COST

Better CX

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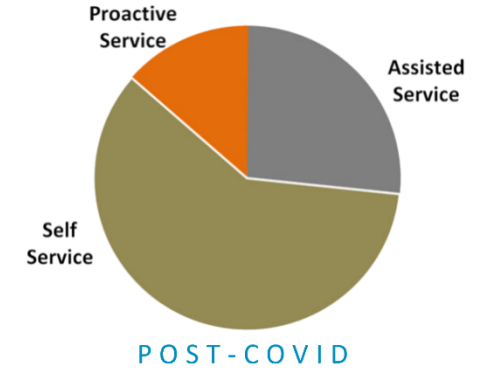
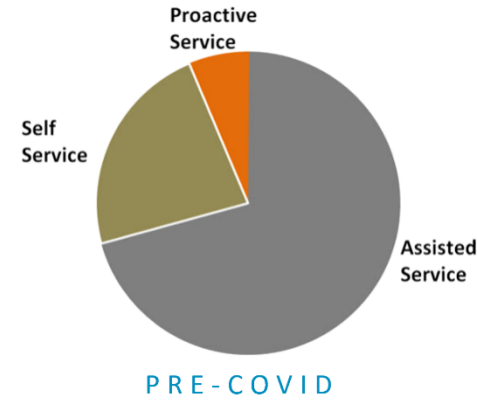


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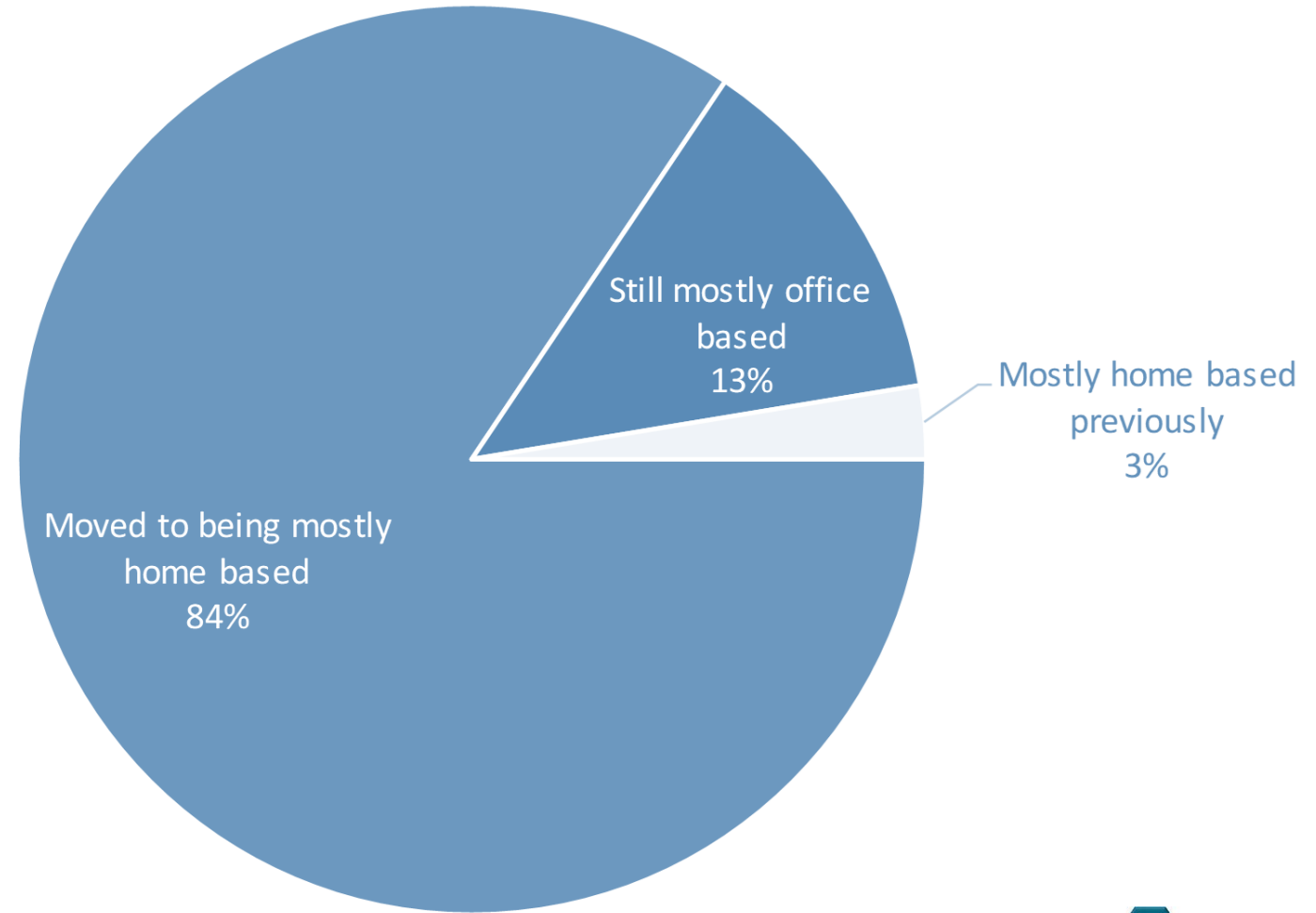


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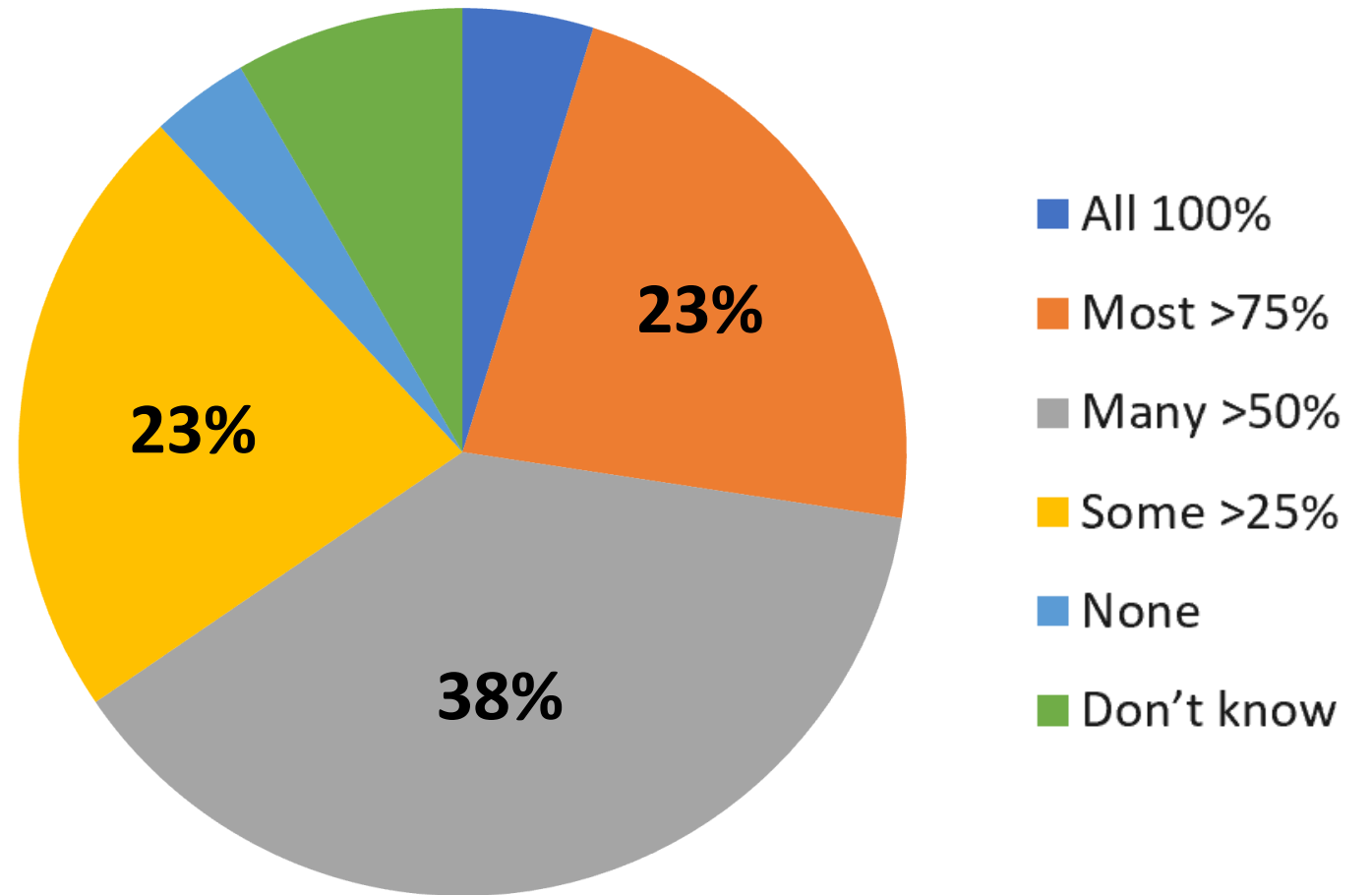


CX AT MUCH LOWER COST

Home Working

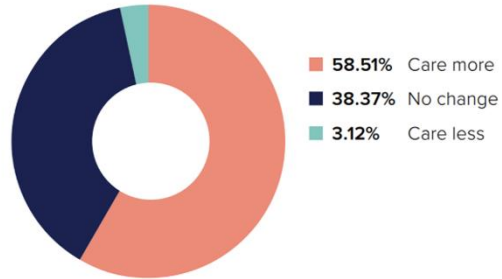


Office Working

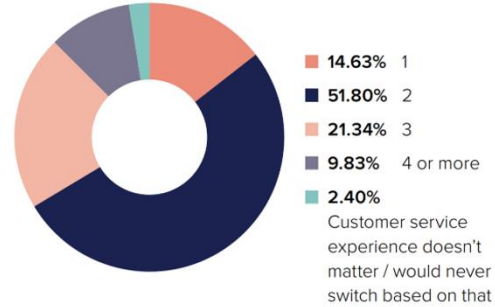


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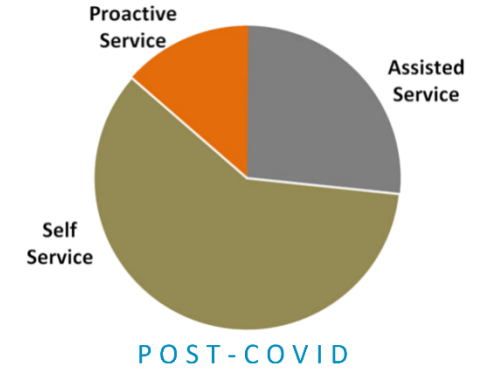
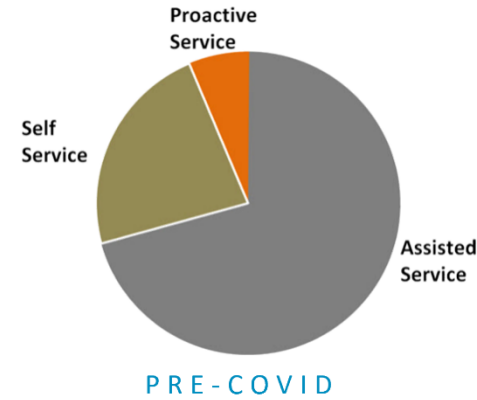


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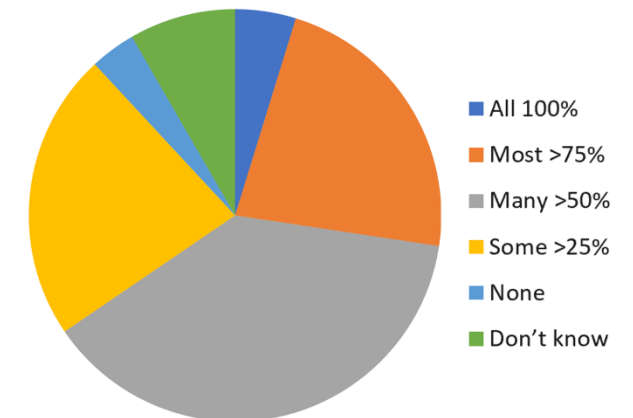
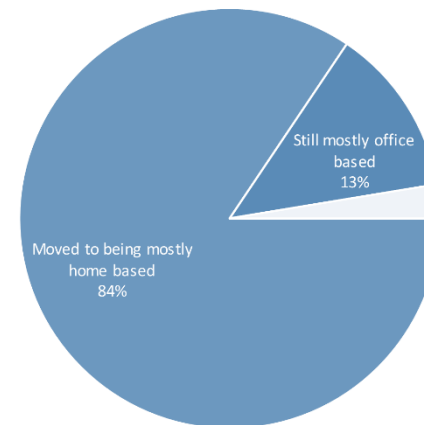


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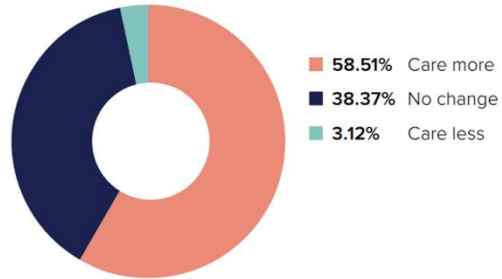


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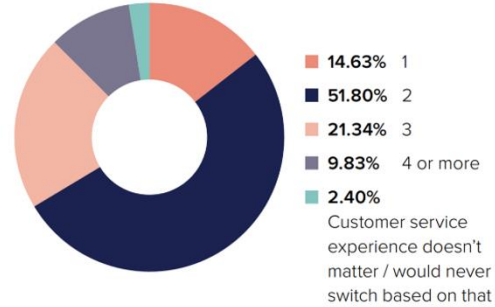
Home - Office Working



Following COVID-19, do you care more or less about the customer experience when deciding which companies to support and buy from?



After how many bad customer service experiences would you consider switching to a competitor?



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VoC
Automation
Call Back
Intent Detection
Customer Data





Melanie Fischer



Manager, Customer Care

Waitrose

Jul 2016 – Present · 4 yrs 4 mos

STEP 3: DECIDE ON HOW

Examples of how you can collate VoC

- Surveys
- Focus Groups
- Google analytics
- **Contact centre insight**
- Website feedback
- Face to face feedback



10% Csat increase in last 2 years

STEP 5: FIX THE ROOT CAUSE

- Identify the right team to work with to fix the root cause and use data to tell the story in a compelling way
- Communicate to your customers when you fix the root cause
- Keep your brand promise and live by your values



TECHNOLOGY

NEURAL PHONETIC
SPEECH & TEXT ANALYTICS
RECOGNITION



SENTIMENT & BEHAVIOR

AUTOMATED ACTIONS

Deliver recommended actions to the people in the best position to respond



Shipping is a negative topic. Multiple customers mentioned broken items. Adjust packaging process.

Automation

M&S

EST. 1884

MAKING EVERY MOMENT SPECIAL

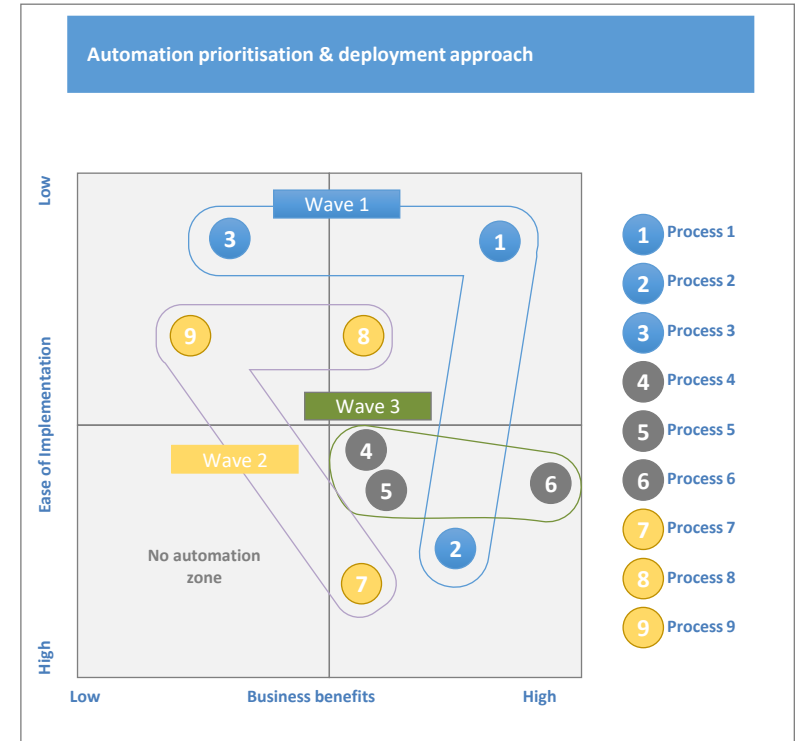
As-is

As-is process assessment summary	
<i>Business area:</i> Finance Shared Service <i>Process:</i> Journal posting	
Process description:	Narrative, plus who owns the process
Process steps:	
<ol style="list-style-type: none"> Detailed summary of process steps What are the trigger points What data is consumed What systems are involved Prescriptive steps Management of exceptions What are the outputs from the process Audit steps / notifications 	
Applications / data stores:	Details of the systems / data stores utilised
Volumetrics	FTE involved; transaction volumes, frequency, fluctuations, time taken per transaction
As-is Process summary:	

To-be

To-be process assessment summary			
<i>Business area:</i> Finance Shared Service <i>Process:</i> Journal posting			
Process description:	Narrative		
Process steps & design considerations:			
<ol style="list-style-type: none"> What people / process changes are required Proposed process steps Service levels, scheduling, triggering, load balancing, scalability Exception management Audit trail Actions to be taken if infrastructure fails 			
Potential benefits	Cost ●	Hours released ●	Process alignment ●
	Risk reduction ●	Data quality ●	Customer ●
To-be Process summary:			

How

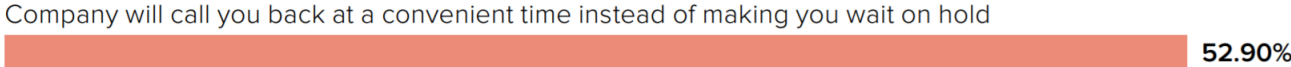


Avoid The Queue

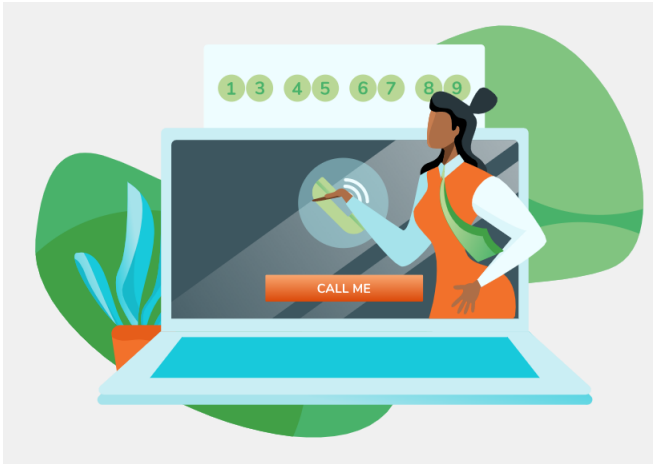
**Programmable
Call-Backs are a
Good Call**

Offer call-backs anywhere: On your website, internally, or with any of your existing technologies.

Which of the following would make you more satisfied as a customer?

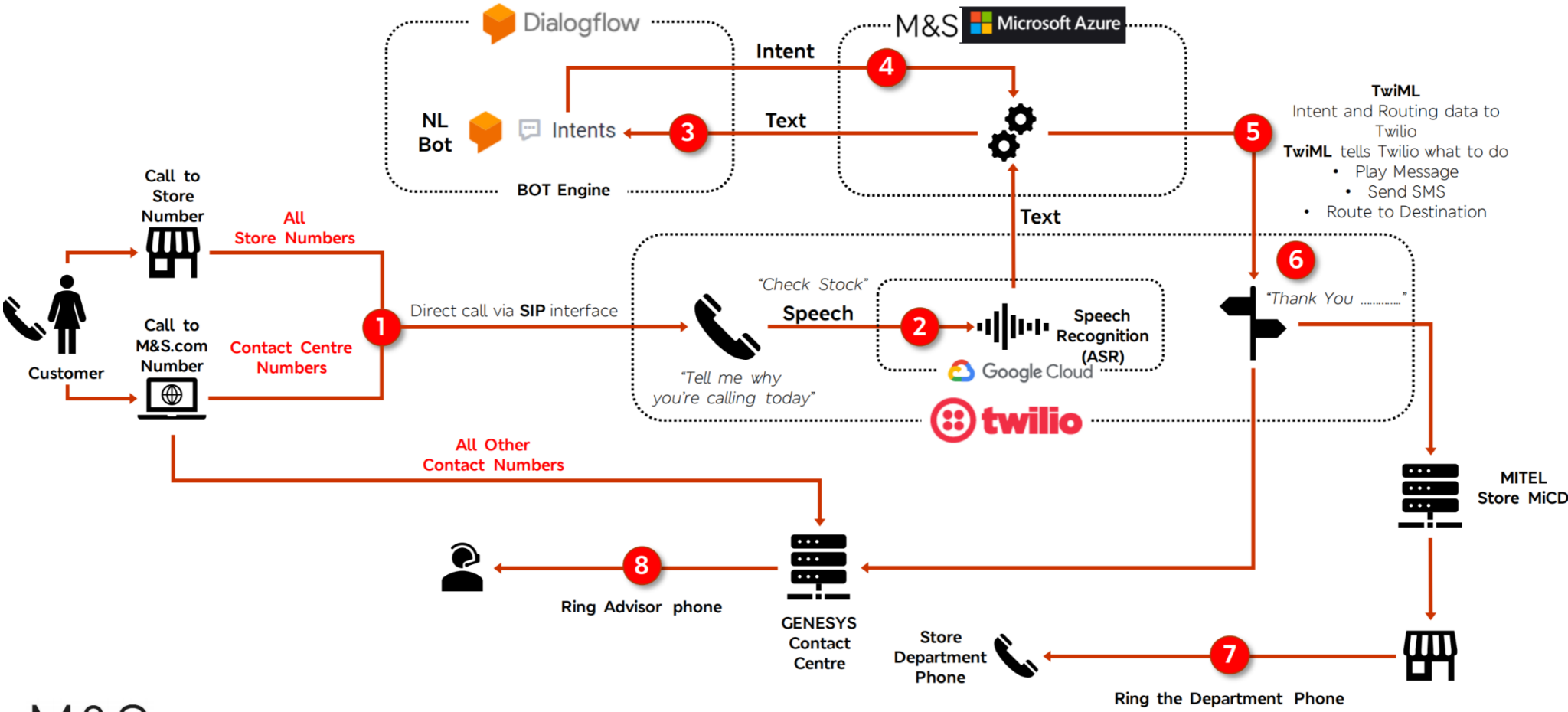


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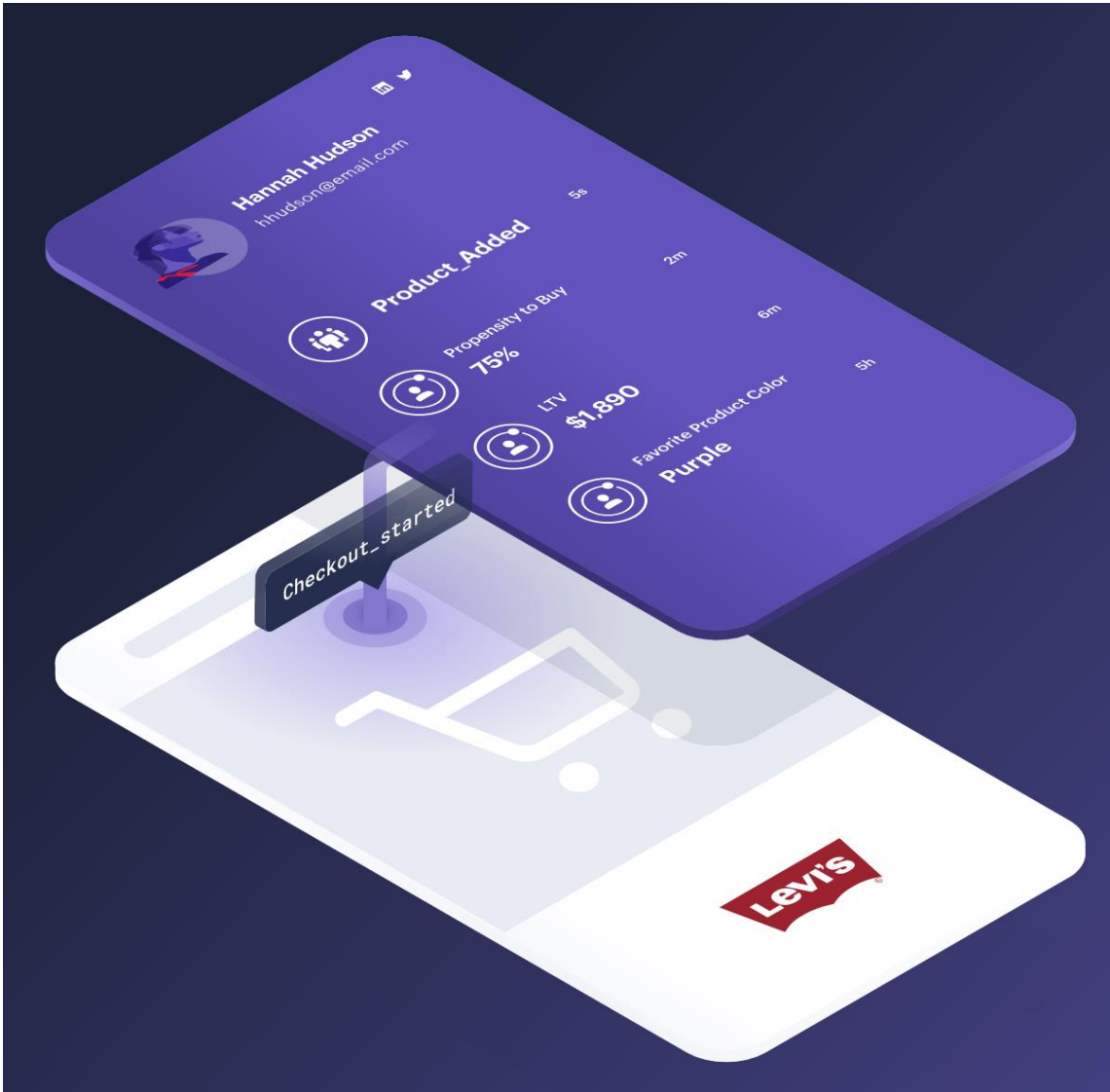


Intent Based Routing

Under the Hood - Natural Language Architecture



Customer Data



Twilio is paying \$3.2 billion to acquire Segment, a customer data platform

“Data silos destroy great customer experiences,” said Jeff Lawson, co-founder and CEO of Twilio. *“Segment lets developers and companies break down those silos and build a complete picture of their customer. Combined with Twilio's Customer Engagement Platform, we can create more personalized, timely and impactful engagement across customer service, marketing, analytics, product and sales. We are thrilled to welcome Segment to the Twilio team.”*

Biometrics

Telefonica



Telefonica is using voice prints to classify elderly customers and prioritise them for scarce live voice service so they do not have to visit stores and risk COVID infection

Higher Digital Engagement

“Customers traditionally use phone to contact, but since CV19 more are sending emails. Chat helps with online journey, and we started to use Whatsapp”

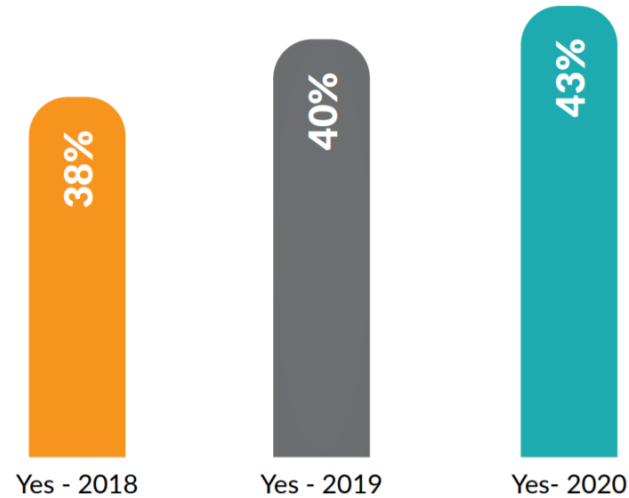
Kuoni

“5k web chats jumped to 22k”

SS&C DST

“Social media now in the thousands of contacts per day from three to four hundred. I think we’ll have a few that switch back to phone, but I think many will stay using social media because it’s easy”

Has your preferred contact method changed in recent years?



2020 Consumer Experiences and Opinions: Execs In The Know

“Developers using Twilio to access the WhatsApp Business API more than doubled between Q2 2020 v Q2 2019,”

Twilio

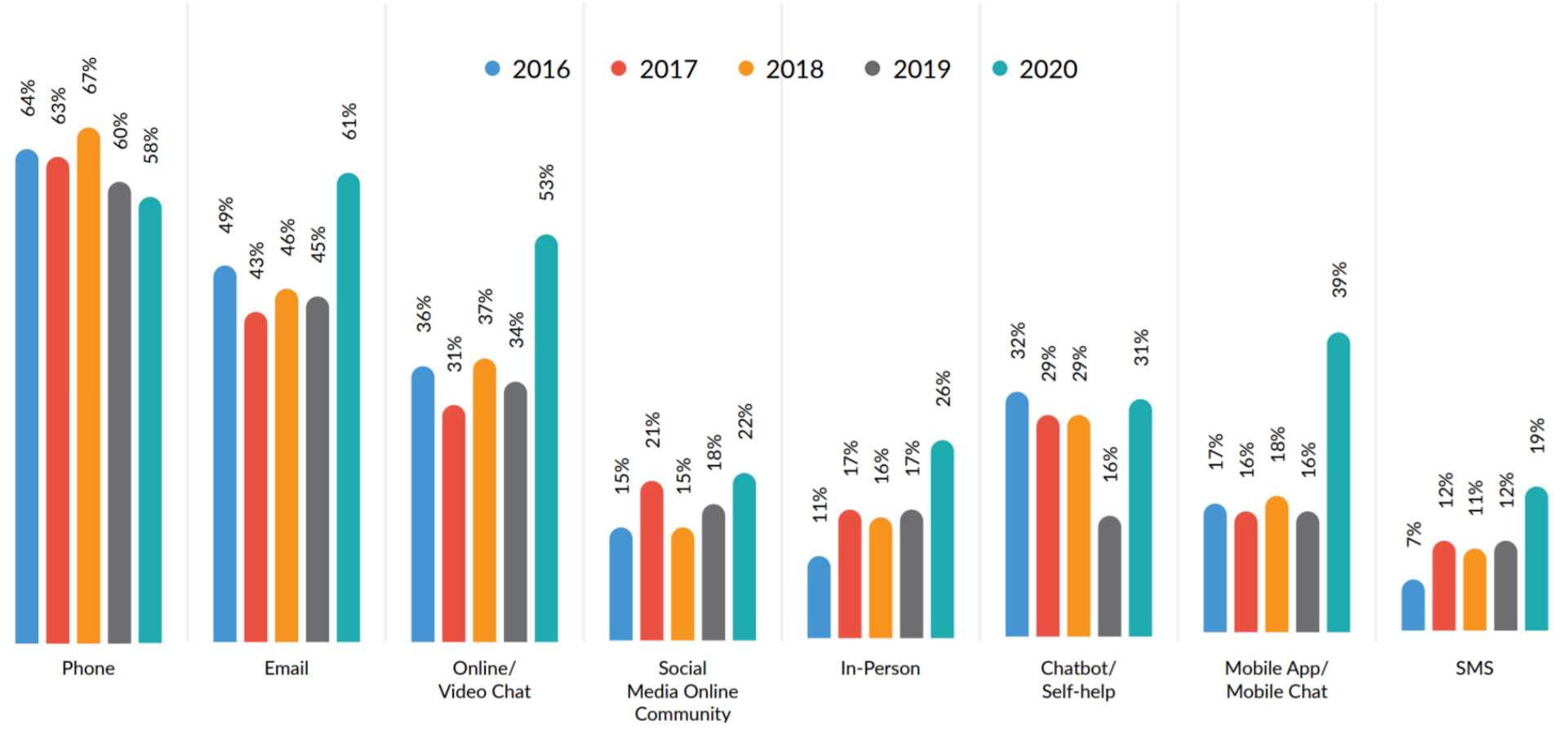
“Already have a future plan to use remote / digital channels, but this is now being accelerated”

BBVA

“Web and app channel focus will be core to ongoing strategy”

Non Voice Growth

Within the past 12 months, which contact channel(s) have you used to engage with a brand's customer care department?
(Select all that apply)



Mobile Delivery



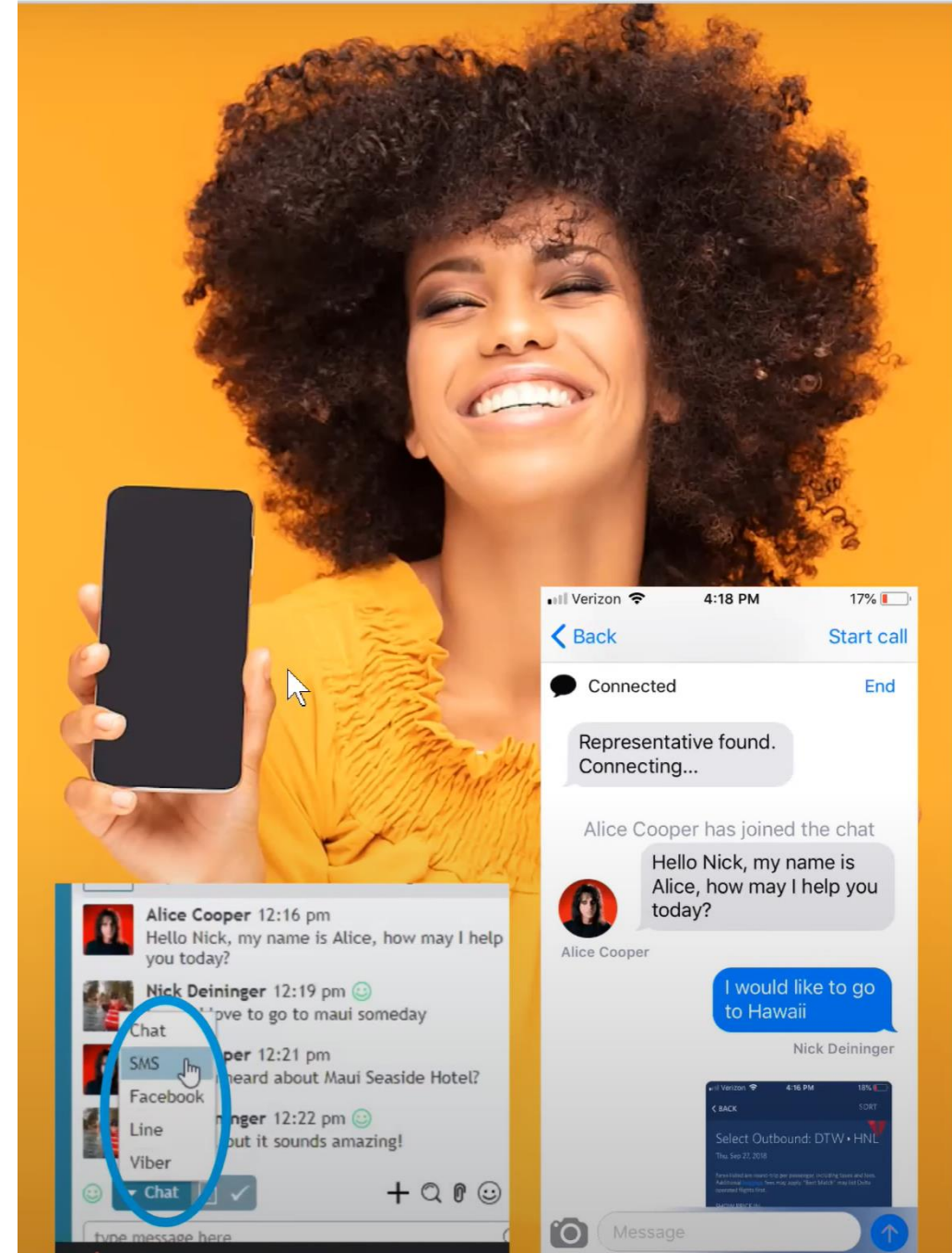
In Field Service - Contactless Engagement

verizon✓

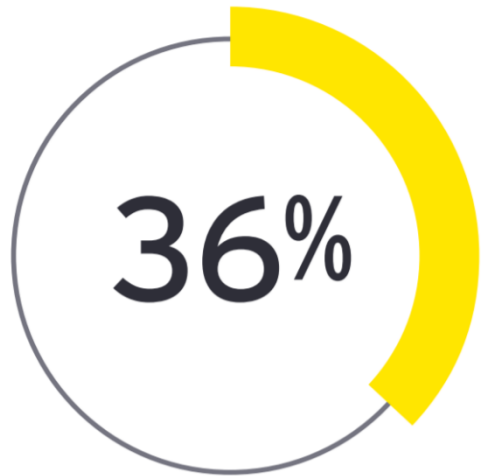


<https://youtu.be/g5pxwsYTwZ0>

Messaging



Video Chat



of households said they would do **more video calling with friends and family** after all lockdown and social distancing measures are fully lifted

EY consumer research of 2,500 UK households, 27 May-1st June 2020



jlandpartners ✓
@jlandpartners



Whether welcoming a new addition or navigating your baby's latest milestones, our nursery advisors are on hand to help 🧑🏻‍🍼

You can now book a free 1 hour video call with one of our specialist Partners & receive advice from your own home.

Book here: johnlewis.com/our-services/n...



10:47 AM · Apr 16, 2020



See jlandpartners's other Tweets

Co-Browsing

The screenshot shows a web browser window at <https://www.acmeinsurance.com/application>. The page is titled "Insurance" and features a progress bar with three stages: "Personal Details", "Medical history", and "Complete". The "Personal Details" stage is active, showing options for "Life Insurance", "Health Insurance" (selected), "Auto Insurance", and "Travel Insurance".

The "Information of the insurance holder" section includes a dropdown menu for "The Policyholder will be" with options "Male", "Female", and "Enterprise". Below this are input fields for "First Name" (James), "Last Name" (Rio), "Phone Number" (+1 (415) 212-5151), and "Email Address" (hello@acquire.io). A green "Agent" callout points to the phone number field.

The "Date of Birth" field shows "08 April 1990". The "RFC" field is empty and highlighted with a red box. The "Home Address" field contains "133 Kearny street. suite 401, San Francisco, CA 94108" and is highlighted with a red box. A blue "Customer" callout points to this address field. The "City" field shows "San Francisco", the "State" field shows "California", and the "Pincode" field shows "94108".

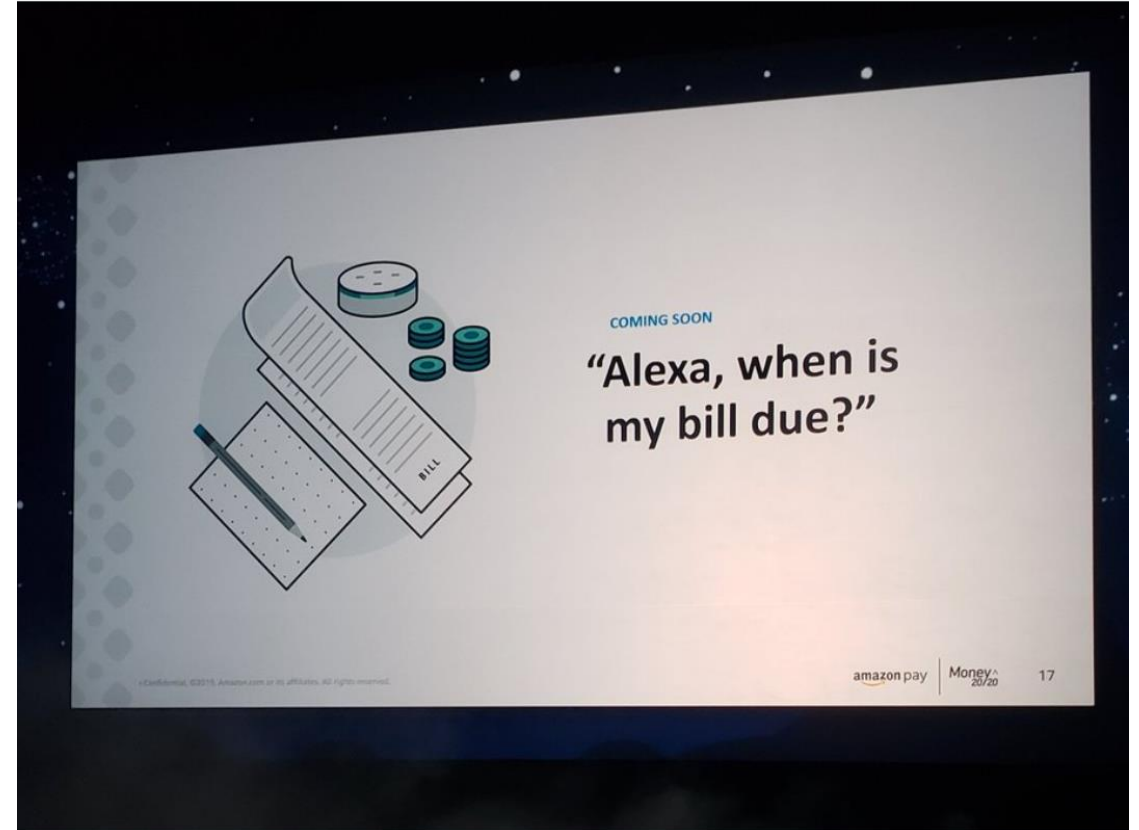
The "Your insurance" section displays the "health Cover Insurance" logo and "Health protection" details. It lists "Sum Assured" as "\$1 million", "Premium/Year" as "\$700", "Premium for 2 years" as "\$1400", and "Premium for 3 years" as "\$2100". It also notes "Include 18.0% good and services Tax*" and "Who is covered" as "You" for "30 Years".

Two circular inset images are present: one in the top right showing a man with glasses looking at a laptop, and one in the bottom left showing a woman looking at a laptop. A red border surrounds the main application form area.

Digital Voice

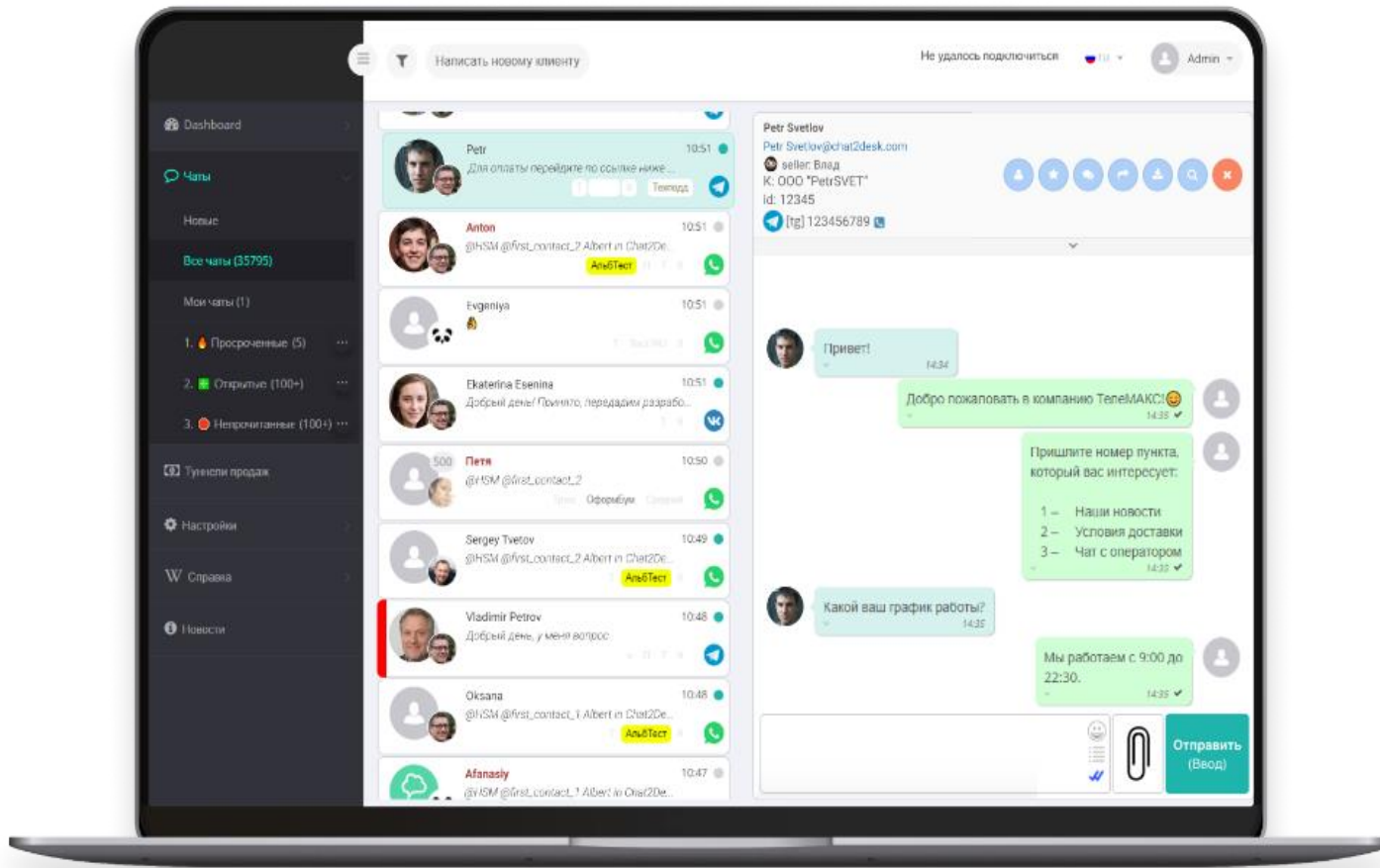


Fuel payments at more than 11,500 Exxon and Mobil gas stations in the U.S



Amazon India supports bill payment for electricity, gas, water, post-paid mobile and broadband

Omnichannel Needs One Inbox & Desktop



Reduced Budget

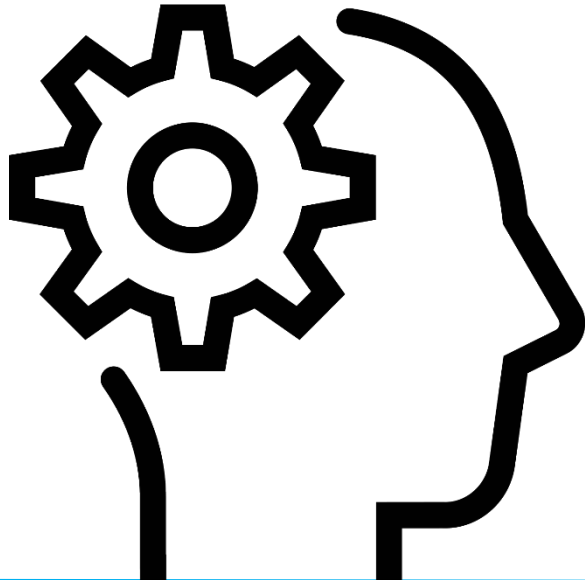
significant recession myFT



SERVICE BUDGET SQUEEZE



CX AT MUCH LOWER COST



**Self Service
Proactive
Analytics**

Mobile 1st Self Service

Before



42m assisted conversations every month

- Complex, manual back office processes
- Voice-centric interactions

In scope: €1.2bn customer operations opex¹

Vision for tomorrow



TOBi

- Instant, prediction driven interactions
- Automated back-office and service

Ambition: 40% reduction in contact frequency by March 21

Voice Calls¹

Jun '18	Jun '19
17.4m	14.2m

Average Cost: €2.50

TOBi Conversations¹

Jun '19	Mar '20 (est)
4.0m	55.0m

Average Cost: €0.12

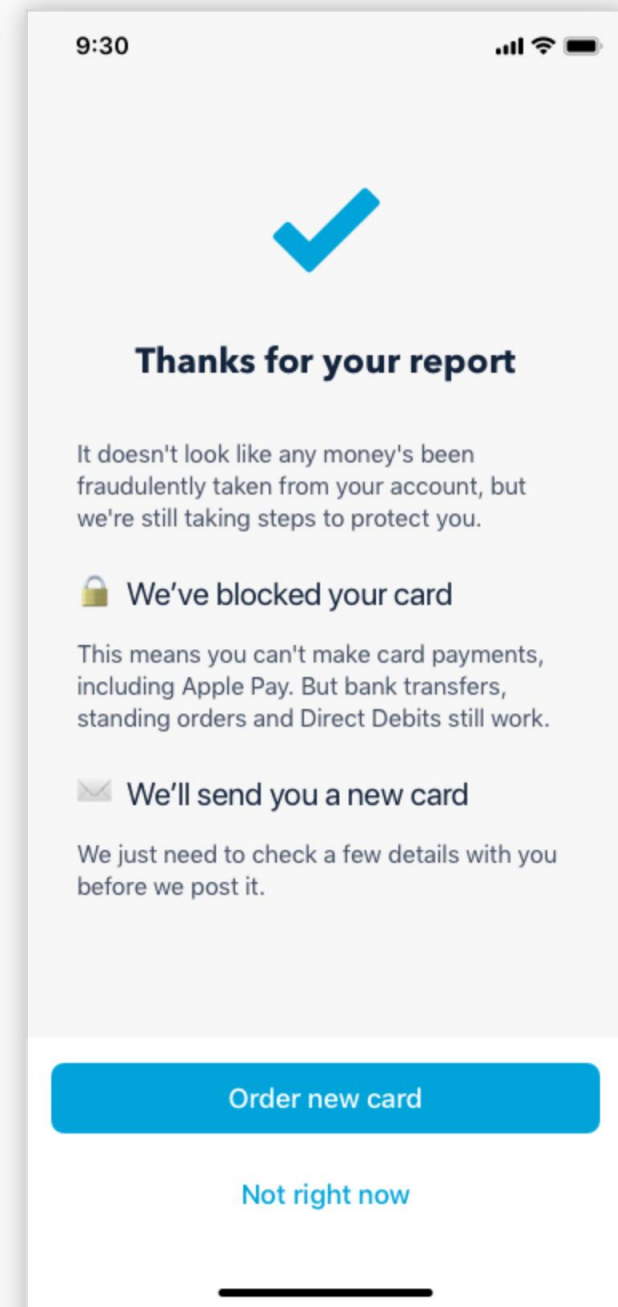
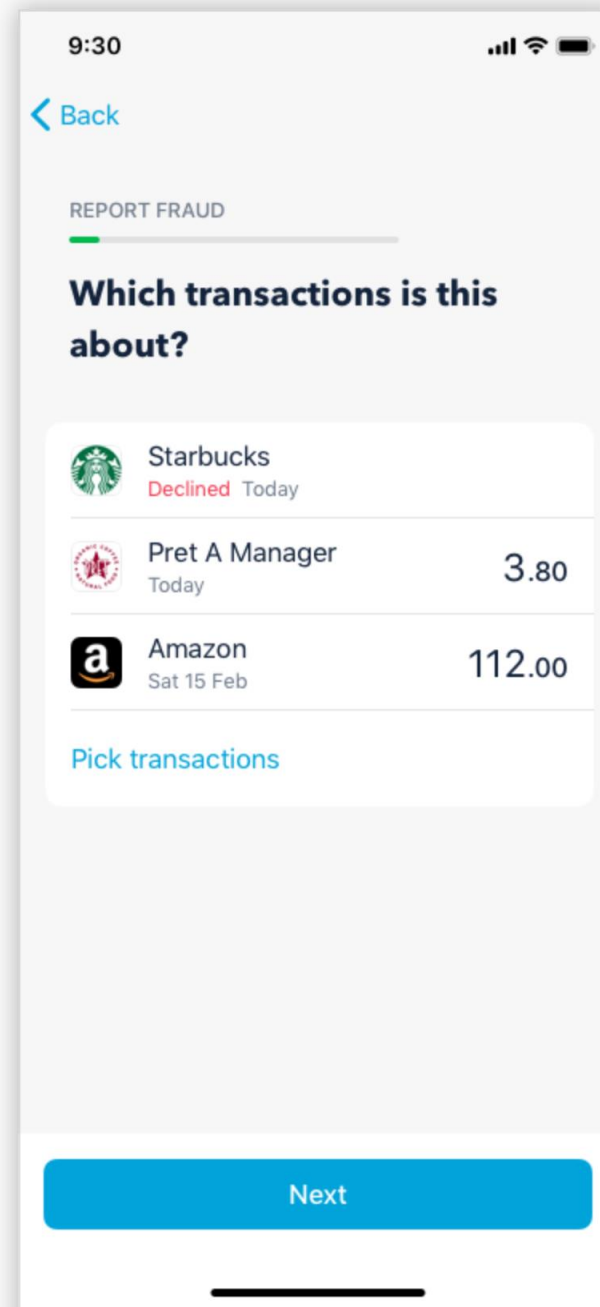
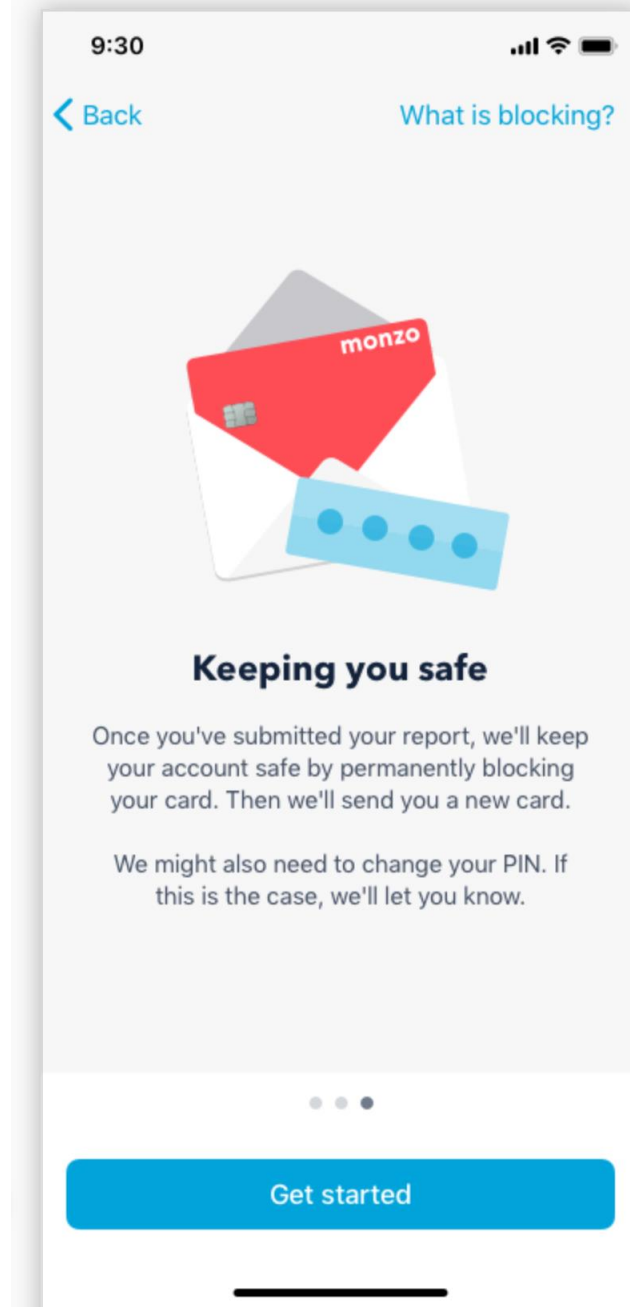
Proactive

In the UK, fraud rates rose by 33% across all financial products in April 2020.

FORRESTER

EUROPEAN EDITION

PREDICTIONS



Analytics

Contains patterns



Data

Finds patterns



Train Algorithm

Recognizes patterns



Build Model



New Data



Use Model
(prediction function)



Predictions

CUSTOMERS



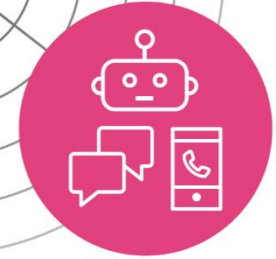
TOPICS



OUTCOMES



CHANNELS



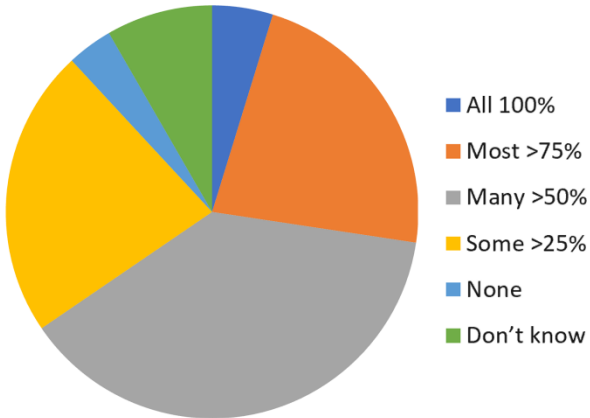
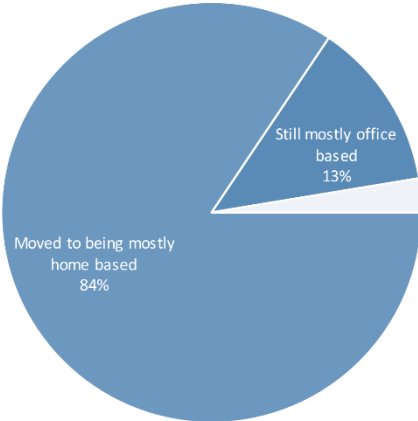
Demand

Intent

Sentiment

Next Best Action

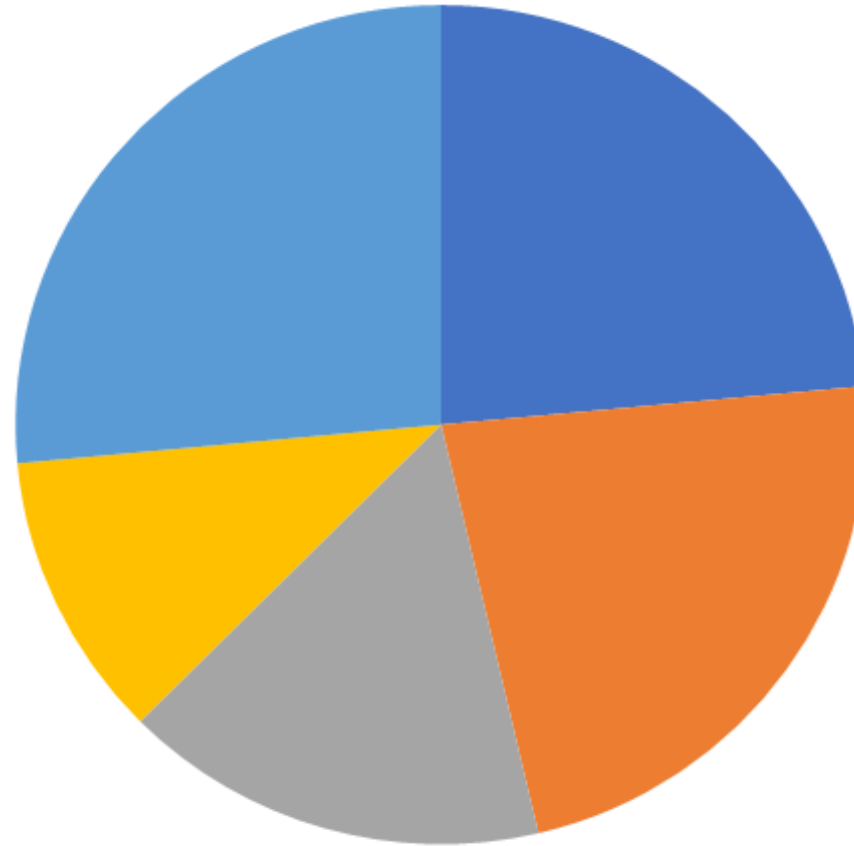
Home - Office Working



Cloud Security Agent Assist Quality



Cloud Adoption



- We already have cloud based contact centre systems
- Increased the priority of moving to cloud systems
- Highlighted the value
- Not at all
- Don't know

WFH Security



Most contact centers are not technically architected to accommodate work-from-home operations, so the COVID-19 shelter-in-place rules raise data protection risks.

Consumer routers are more vulnerable to hackers than their commercial counterparts. Agents working from home may be using unsecured Wi-Fi connections sharing

computers with family members, and even inadvertently allowing devices in their homes to 'listen in' on calls.

Automating processes with RPA and using alternate channels that reduce the volume of voice-first contacts will reduce the data protection risks and prepare the business for next-gen contact centers."

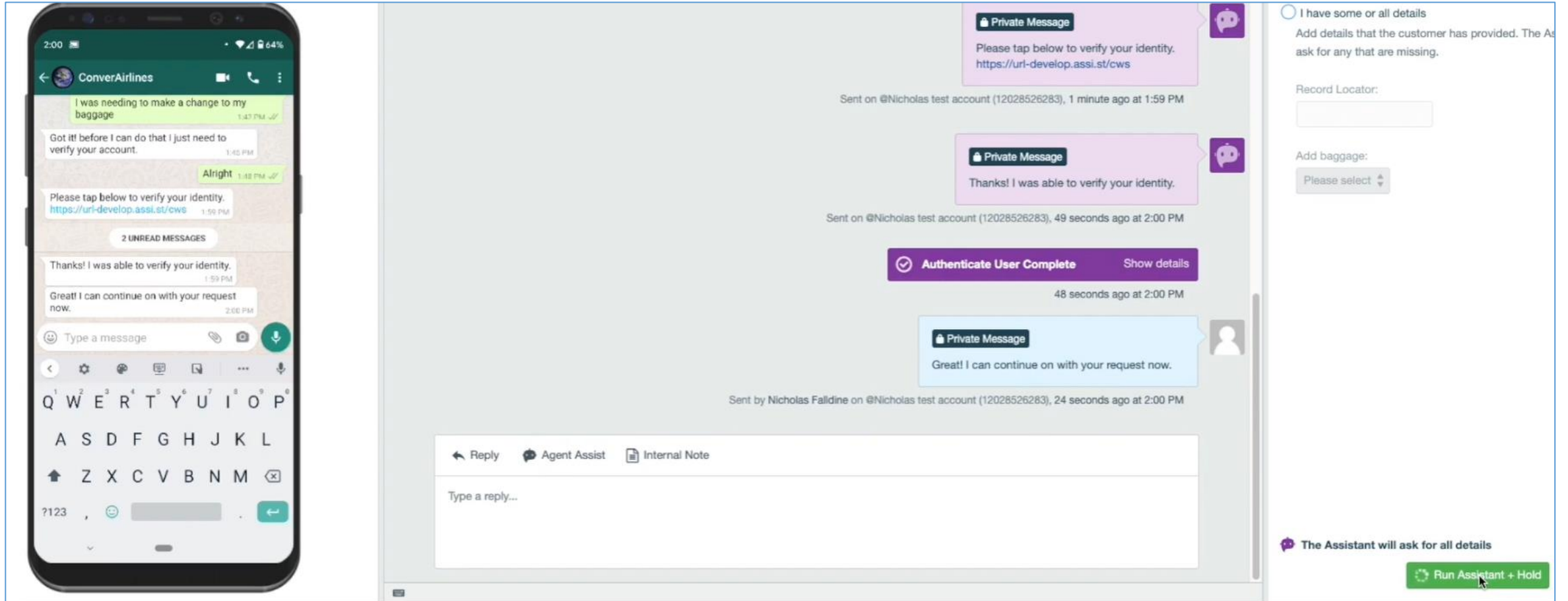


Jill Reber

General Manager - Data Privacy, Logic 20/20

[i LOGIC2020.COM](https://www.logic2020.com)

Agent Assist

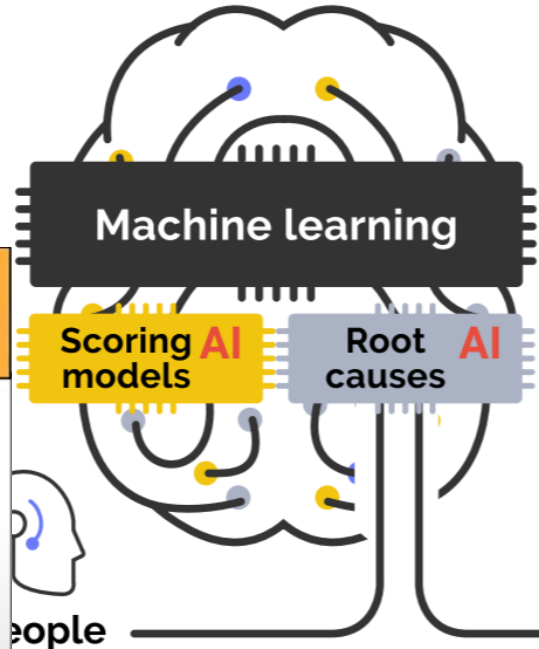
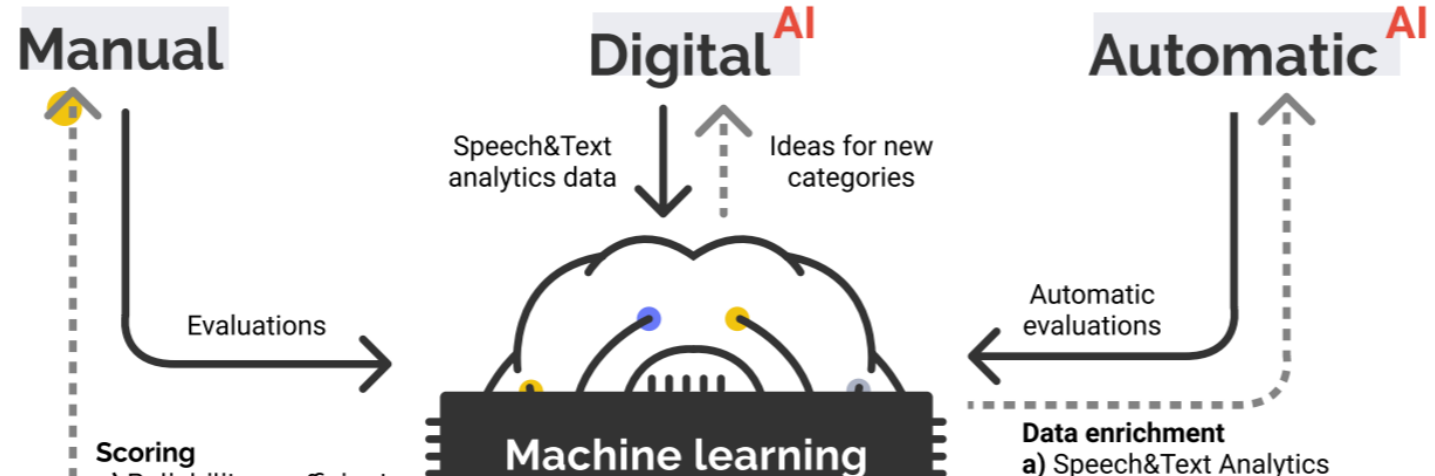


Agent Assist being dispatched by an agent to collect payment via WhatsApp for additional checked bags on an upcoming flight

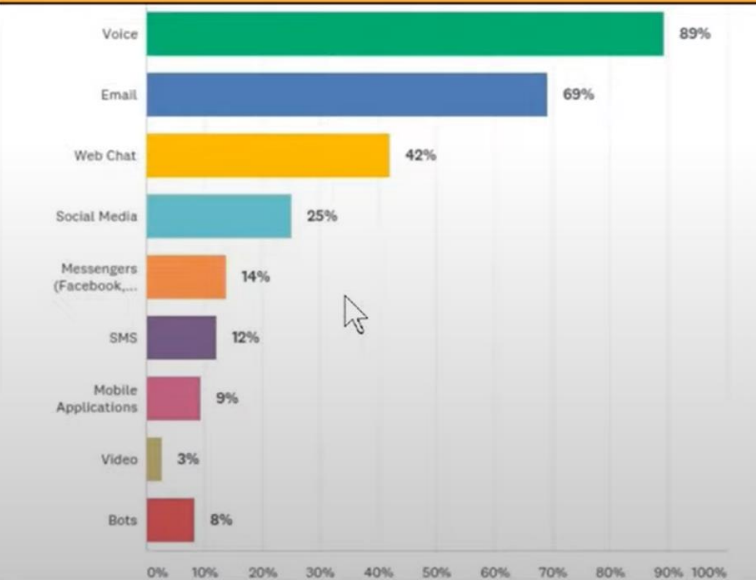
Automated Quality Management



SBERBANK

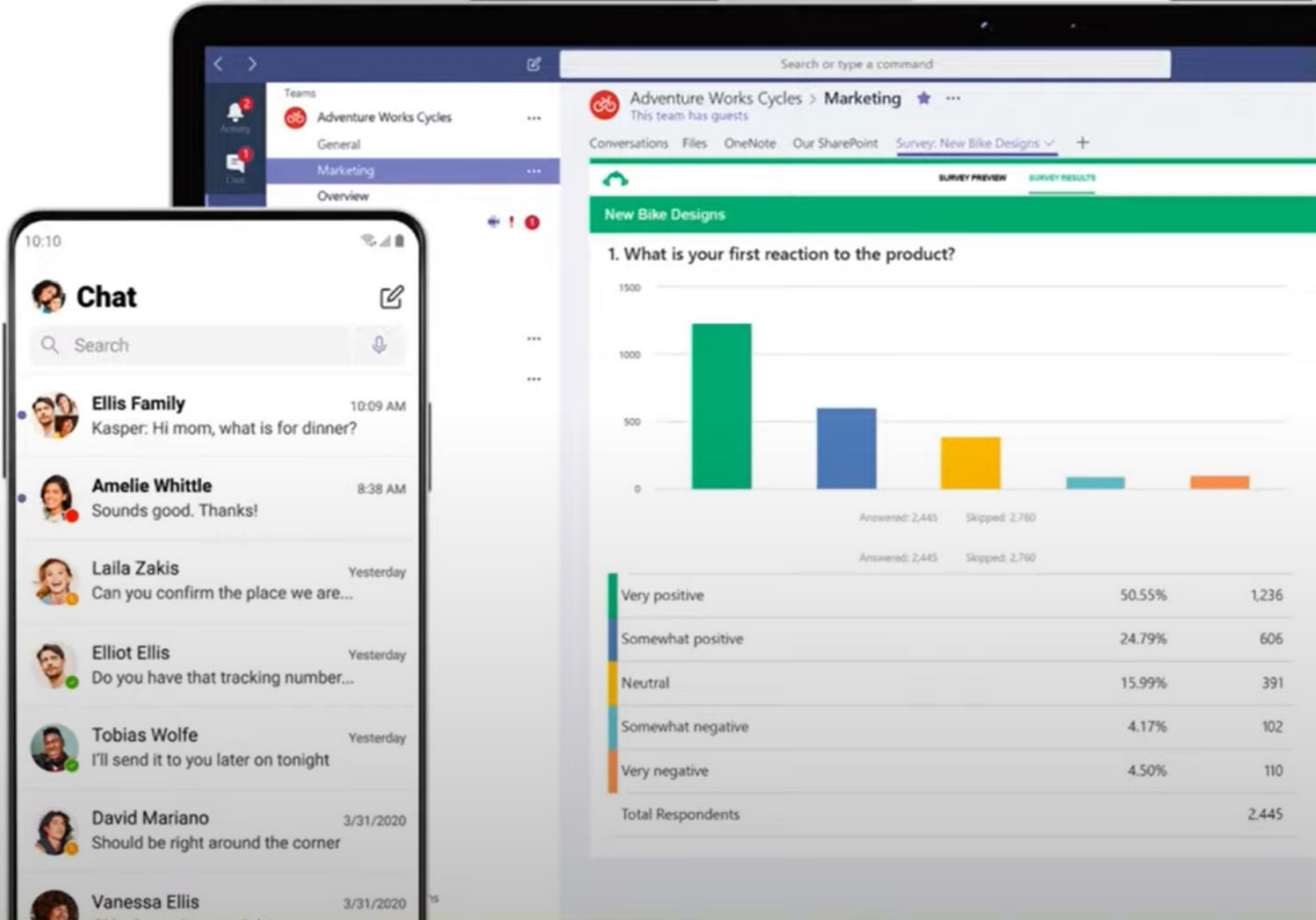


which channels do you measure quality?



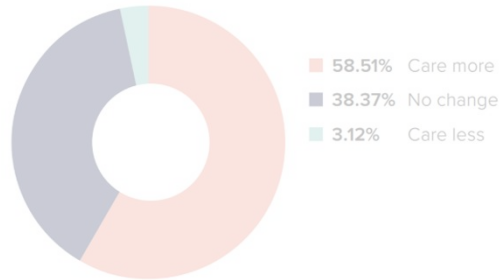
- a. education
- b. products
- c. business processes
- d. personalized service
- e. pre-markup for chatbot

Internal Collaboration

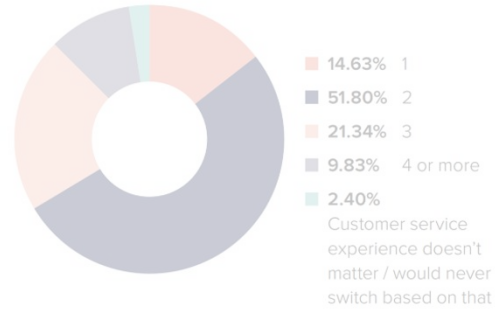


Better CX

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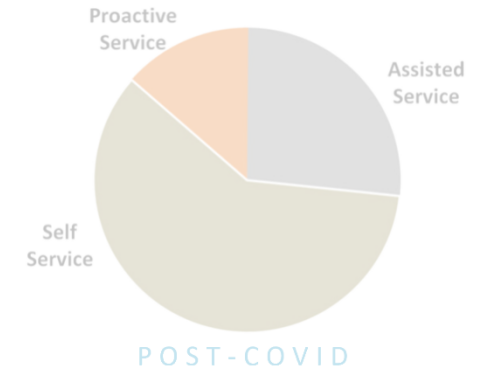
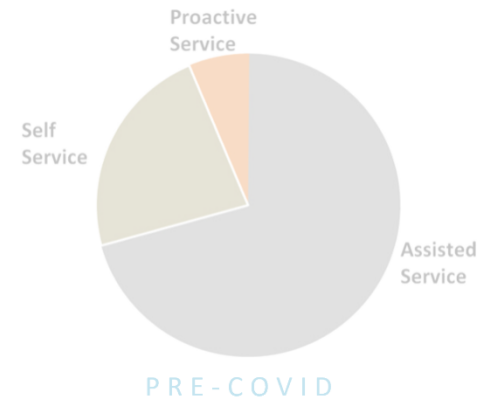


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Greater Digital Engagement



tips

Reduced Budget

significant recession myFT

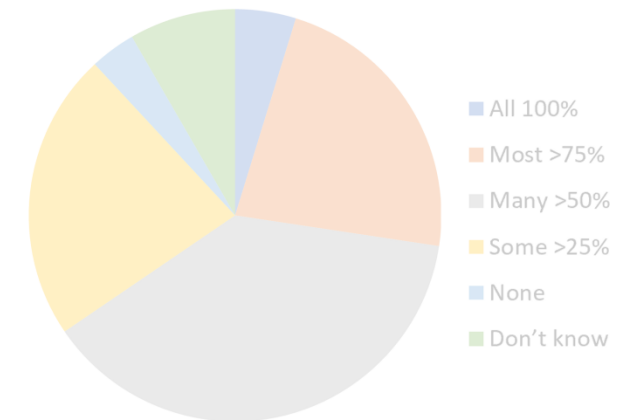
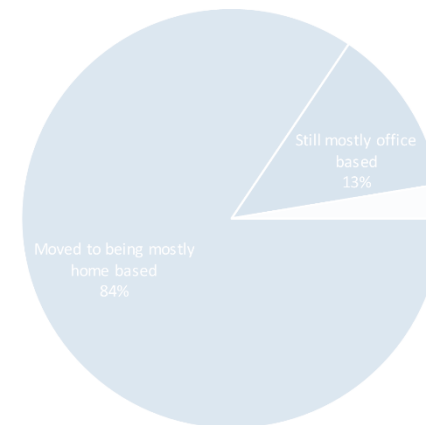


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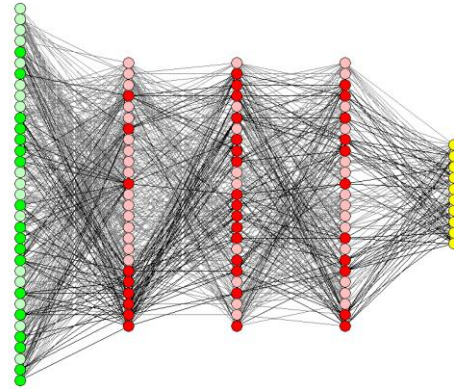
Home - Office Working



Micro Service Architecture



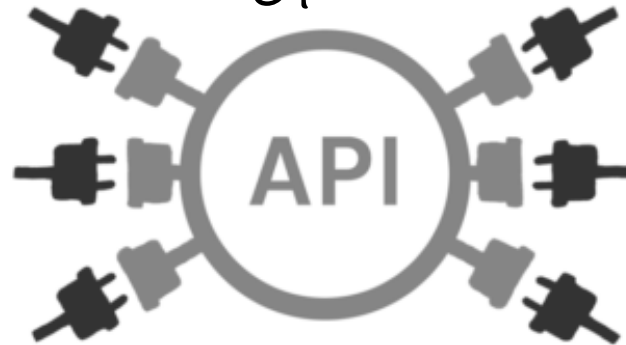
AI Technologies



Scale 'n Reach

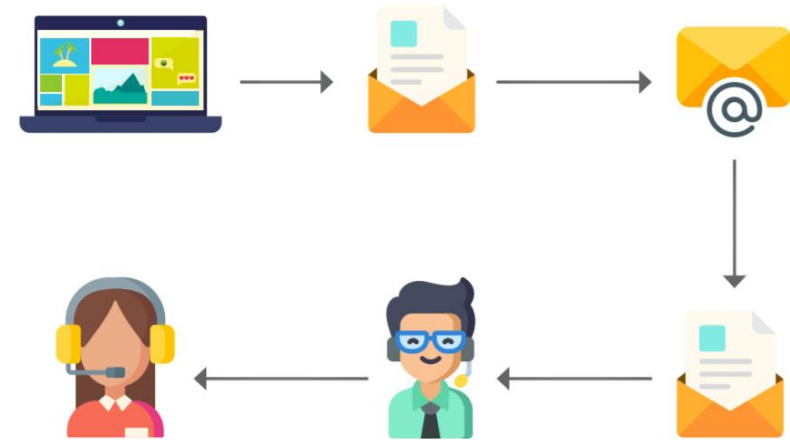
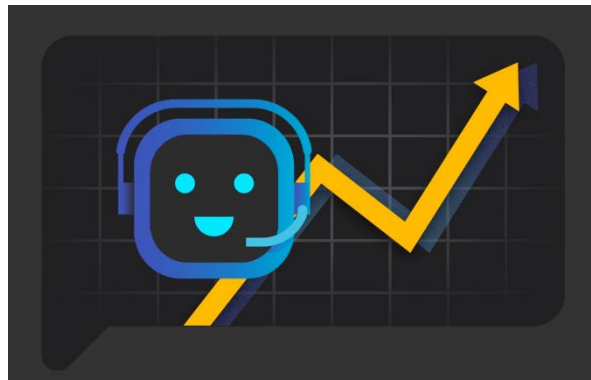


Digital Glue

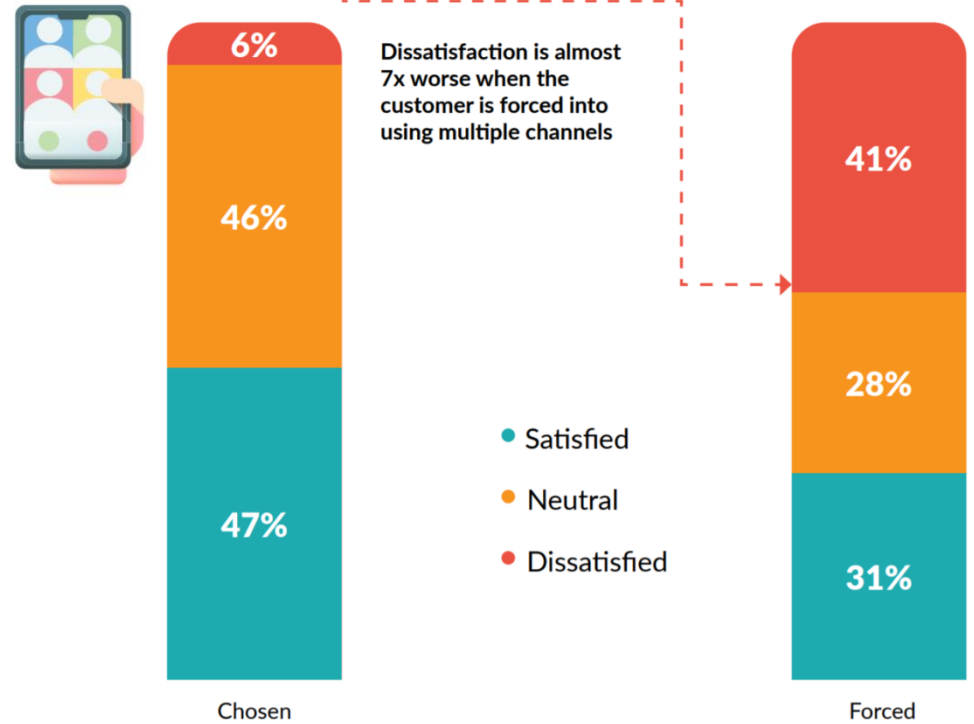


Technology Only Enables...

- Self-Service Technology (SST) is used as a starting point for one in five multichannel service journeys, but it is only the resolution point in one in ten service journeys.
- Satisfaction with chatbots is generally low, with only 50% of respondents stating they were satisfied or very satisfied with their chatbot experience.



Was the multichannel experience satisfactory?



The background features a dark, almost black, horizon line. Above this line, the sky is filled with numerous horizontal, wavy bands of color, including shades of blue, green, yellow, orange, and red. Below the horizon, the foreground is dominated by a series of thick, curved, multi-colored lines that sweep from the bottom left towards the right, creating a sense of motion and depth. The colors in the foreground include bright red, blue, green, yellow, and cyan, all set against a dark background.

Technology Roadmap To The Future