

EMERGING
TELECOMS
TECHNOLOGIES:

**WHAT DOES CX
LOOK LIKE IN
2020?**

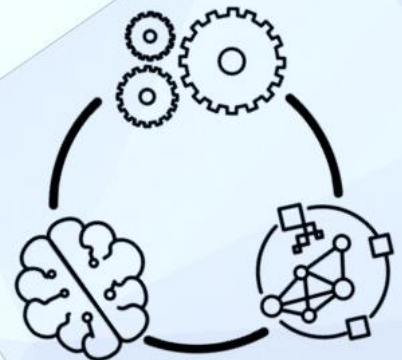
New technologies, tools, platforms and channels to engage and share with customers are quickly becoming the backbone of a seamless end-to-end customer experience, with this in mind, we wanted to build a greater understanding of what the key attributes of the technology toolkit of 2020 will be in regard to customer experience. With insights from Julien Rio, Head of Marketing, Dimelo, we have looked into how new technologies are shaping the design of a truly conversational experience that will transform customer experience by 2020.

What is in the essential CX technology toolkit of 2020?

Rio explains that “It isn't so much about which tool, because no tool can do it all. It is about the ability to connect the various tools of the ecosystem together to have a 360° view of your customer.” Customers are now hyper-connected and demand a multitude of options when it comes to interacting with brands. Digital customer interactions platforms, CRMs, analytics tools and call solutions have become crucial to Customer Care departments; and all of these channels generate large volumes of data, complementary between them. “What really matters isn't the channel the customer uses but if their problem was solved. Hence, the most essential tool is the one that will implement interconnectivity between all customer care tools to help provide a seamless experience” comments Rio.

What will be the channel of the future when it comes to connecting with customers?

Considering that nowadays 56% of people would rather message than call customer service, it is clear that customers are now looking for more mobility and flexibility in their relationships with service providers. “It is up to companies to be available on all the digital channels used by their customers and to provide a consistent user experience regardless of the channel used” states Rio. Therefore, moving not only to an omnichannel but an omni-digital approach acknowledges that there has been a shift to asynchronous channels where technological silos are removed and replaced by a single purpose: customer satisfaction.



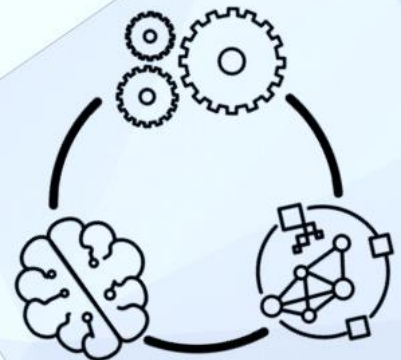


What role with AI and automation play in Customer Experience Management in Telecoms by 2020?

AI is anticipated to produce the same level of business and social disruption as the internet, and the challenge lies in preparing current companies to deliver against customer needs, both now and in the future. This involves realigning people, process and technology with the consequences of this growing revolution. Rio comments that “By 2020 AI is going to take a more and more central place. It will never replace humans but it can help to manage redundant tasks that have little added value.”

Looking beyond 2020, there are predictions that within 10 years a collaborative working environment will be created where companies rely on workers with skills augmented by and complementing AI and machines. “AI gives human agents additional time for more challenging and enriching tasks” says Rio, adding that “AI should mean ‘Assisting Intelligence’ as the goal isn’t to replace agents but to weed out recurring and simple customer inquiries”. The money saved by the automation of low value-added tasks will allow organisations to invest more in the human aspect of customer care, and training frontline employees to be better prepared, better trained; playing a more strategic role in the customer journey.

Ultimately, a chatbot will always be a computer program based on algorithms, it cannot provide an answer to everything. “The applications of chatbots, as well as their limitations, show that the key to ensuring the best customer experience is combining humans and chatbots” concludes Rio. It is clear that advances in AI technology and the continued growth of messaging applications will further increase their use by 2020.



What will be the key elements of the digitised customer journey in 2020?

The way in which digital platforms are utilised is constant evolving, with 63% of people messaging more than they did just two years ago. Customers are moving away from traditional communication channels such as phone calls and texts in favour of messaging apps, this is a trend that is expected to grow in the coming years. “Companies who have not adopted messaging yet will soon risk alienating customers and falling behind their competitors if they do not make the effort of being available on messaging channels” states Rio.

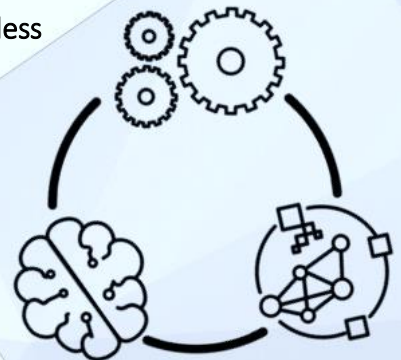
As customers looked for more mobility and flexibility; asynchronous apps perfectly answer these new expectations. “Companies should strive for a consistent customer journey that can start on one channel and ends on another seamlessly and provide customers with the ability to contact a company through any channel, based on what's convenient for them at the time the need appears” observes Rio.

Conclusion

While the widespread adoption of new technologies brings about a huge focus and investment on innovation and new digital opportunities, it is important to recognise that real human conversations and connections can never be replaced by technology. New levels of customer expectation are not necessarily bad news for businesses, and customers have demonstrated that they are willing to pay more for higher perceived value in any economy. In this context, new technologies such as AI combined with analytics capabilities can help companies to monetise on the trend for a digitised customer experience. Customers of all ages are progressively moving towards self-service options such as virtual agents, mobile IVRs or chatbots as their preferred point of contact. By 2020, the emergence of a flexible, agile and consistent customer journey will be the expected standard for all telecoms organisations.

Want to find out more about beating the competition with a seamless multichannel experience for your customers?

Read more about Customer Experience Management in Telecoms Europe on the next page!





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