

NEXT GENERATION CUSTOMER INTERACTION

“Connecting with your customers on a human-like, emotional level is the key to establishing a lasting relationship with your brand.”

Introduction

Customers expect always-on, omnichannel interaction, and if they don't get it, they could leave the website in a matter of seconds.

The challenge of this unreliability of customer interaction has made it increasingly difficult for companies to deliver the standards of service their customers expect, especially when a competitive landscape makes cost reduction, flexibility, time to market and efficiency imperative.

The new generation customer interaction is contextual, intuitive, and its experiential engagement occurs across various customer touchpoints. Following suit, contact centers have evolved, so they are no longer a post-sales service; they are at the heart of an organisation's ability to define and deliver a consistent customer experience.

Every customer journey starts online

More than 50% of consumers call a contact center while online.

Since not all information is always immediately available, having their questions answered by a live agent is one of the most important features of a website to the customer.

The awareness of how to build effective digital channels has risen significantly in recent years. Many projects falter because not enough thinking goes into actively stimulating customer engagement. Consequently, customers don't embrace digital self-service channels to the degree desired, limiting efficiency gains and cost reduction.

In this situation of value creation and durable competitive advantage, delivering digital services and operations has emerged as a prime mover in reshaping customer experience.

This framework offers a perspective on those elements that help companies to dramatically increase digital customer experience, establish a true omnichannel perspective within their organisations, and drive digitisation.

It is possible for companies to successfully pursue deep transformations, starting with a design of the operating model, and then transforming the customer interactions that matter most, while simultaneously building a functional approach to customer-centric organisation transformation on a larger scale.

Customer interaction service and management

Customers demands are increasing with the rapid onset of technological innovation.

The best way to gain loyal customers is by having awesome customer interactions and building long-lasting relationships with them.

Companies can benefit from a solution that enables customer experience and customer service managers to analyse clients' omnichannel interactions, positioning them on the market and offering concrete actions to improve their performance.

A customer interaction management solution is a software or a system that facilitates the interaction between the company and its customers. It is also designed to help managers handle their teams better, for maximum efficiency and performance.

Mastering the digital interaction

According to Gartner, businesses that excel in digital customer service will clearly have a leg up over their competition in this new world. Here are six proven ways to get there quickly and easily:

1. Give answers

58% of callers had unsuccessfully tried self-service on company web sites when they reached out to the contact center.

Make sure you deploy a robust knowledge management system that also solves problems through guided self-service that simulates an interaction with a human expert.

2. Think digital-first processes

A best-in-class digital customer service solution would provide



deep capabilities to engage customers through different digital tools and channels.

3. Analyse for derailment

Analytics are critical to identify points of switching from digital to traditional channels along the customer journey.

4. Deflect but delight

Offer customers a chance to resolve issues with digital self-service when they are about to escalate to an agent. It is important to retain context across self-service and agents if and when the interaction does get escalated.

5. Teach them

Digital collaboration technologies can be used by agents to coach customers on how to get things done digitally. Savvy organisations also make sure to promote digital service options through traditional channels by simply getting the message out and offering incentives.

6. Press the gas pedal

As defined by McKinsey and Gartner, digital engagement systems can be a fast-mode systems for innovation and differentiation that leverage slower-changing systems of record.

Conclusions

By the year 2020 customer experience will overtake price and product as the key brand differentiator.

And yet, many organisations don't have a clear strategy on how to create a cohesive, robust customer interaction strategy.

The first component of the customer experience strategy is to understand customers' objectives, continuously and at a granular level.

The reality is that customers simply want things to be easy. The Economist Intelligence Unit found that the two most important elements of the ideal customer interaction are fast response to inquiries or complaints and simple purchasing processes. An ideal next generation customer interaction should understand and address the objectives of a dynamic customer who is always changing.

Technologies will come and go, experiences will fade into the background, and all that will remain is a customer relationship, a feeling and belief that the organisation will be there for the customer when they need it.