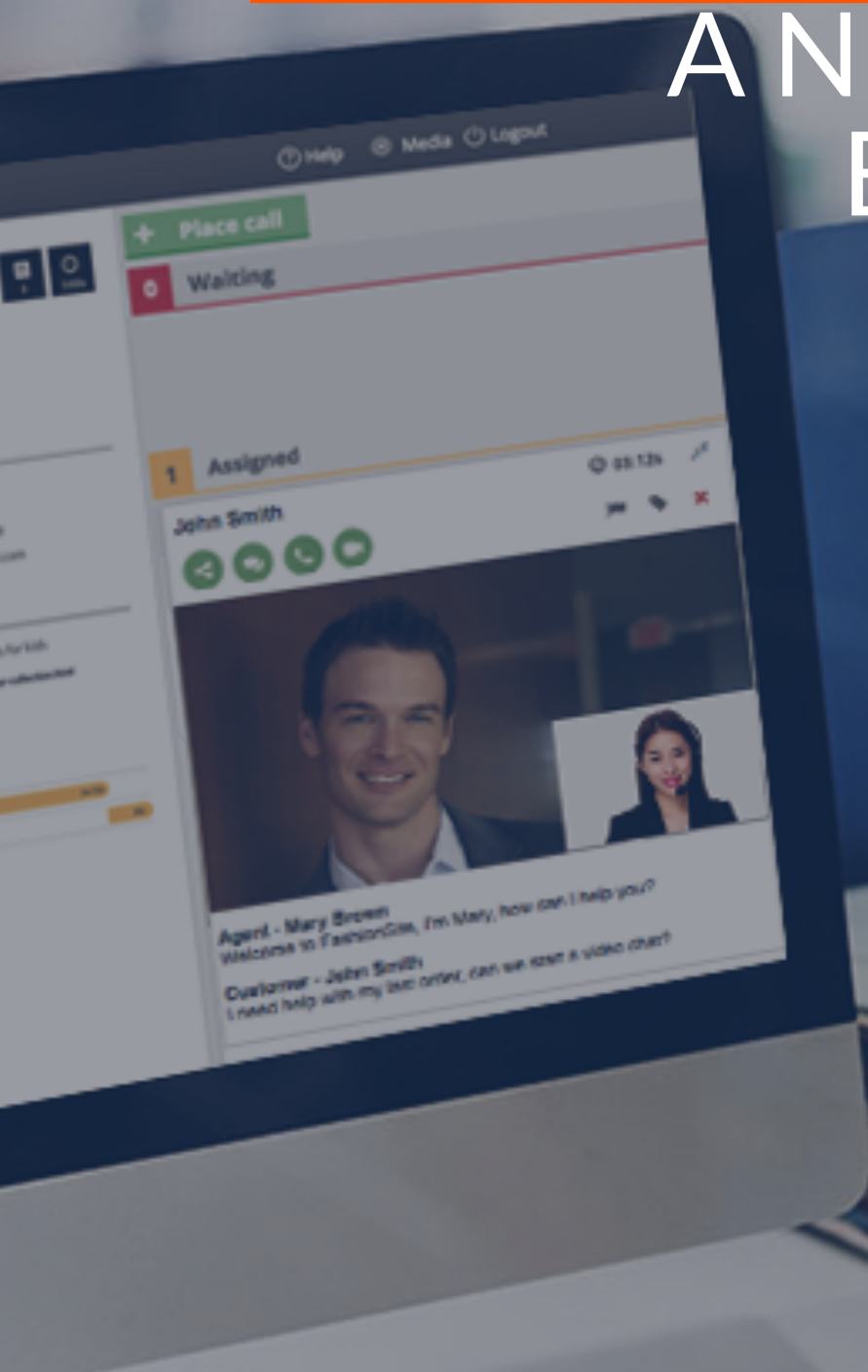


TRANSFORMING CUSTOMER SERVICE: A NEW DIGITAL EXPERIENCE



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In today's digital world, we are connected and technologically advanced. Online Customer service is no longer an alternative, but a real need. Customers in most industries expect to receive online assistance and are often disappointed when they do not get immediate answers to specific questions or concerns.

A very large number of companies and institutions around the world have already implemented real-time interaction solutions and obtained important benefits from it.

The challenge for companies today and in the future is to serve digital customers by finding ways to transform Customer Care into their main differentiator. Digital customer care solutions must now center on achieving performance excellence by focusing on a key priority: the Customer Experience.

Over 50% of consumers contact support while browsing online.

Since not all information is always immediately available, having agents ready to answer questions in real time is one of the most important features on a website or mobile application aimed at customers. Indeed, awareness of the need to build effective digital channels has increased significantly in recent years.

In today's landscape of value creation and lasting competitive advantage, supply of digital services and operations has emerged as a fundamental engine in the reformulation of the customer's experience.

This structure offers a new perspective on those elements that help companies greatly improve the digital customer experience, establishing a true omni-channel opportunity within their organisation and driving digitalisation.

It is possible for companies to successfully pursue profound transformations, starting from an operational model design, thus modifying the most relevant interactions with the customer, and at the same time constructing a functional approach to the evolution of large-scale client-centric organisations.

Distribution channels also play a key role in providing the customer with a valuable experience.



It takes only a few seconds of uncertainty before the customer is ready to quit website navigation, abandoning their purchase intent.

Customer expectations are higher than ever and challenges are real;

abandoned carts, fierce competition and fickle customers who do not want to spend hours comparing and weighing the characteristics of a product or service.

Companies continue to evolve their models to satisfy customers and today a decisive part in the distribution of a service consists in offering assistance to customers on the right channel, at the right time.

ChatBot technology represents a huge potential to improve the customer's online browsing. It is becoming part of everyday digital life, as it proliferates on messaging platforms and is launched like a digital assistant by the largest technology companies.

Innovative technologies have brought big brands a huge competitive advantage by allowing customers to interact with them through direct and simple conversation interfaces.

The rapid development of technological innovation is also leading to an increase in the number of requests from customers and the best way to create loyal relationships is through simple, stable, and immediate interactions.



Companies can benefit from a solution that allows the experience of customers and customer service managers to analyse the omni-channel interactions of the latter, positioning them on the market and carrying out concrete actions to improve their performance.

A customer interaction management solution, such as **Vivocha**, is a platform that allows for a direct relationship between a company and its customers, designed to help agents better manage their teams for maximum efficiency and ensuring the best results for customers.

According to Gartner studies, companies that excel in digital customer service will clearly have an advantage over the competition in this new world.

We want to propose below some of the proven ways to obtain great benefits in a simple way, guaranteeing visible results in the context of Customer Care.

Provide answers: more than half of the contacts requesting assistance have previously tried, unsuccessfully, to seek information in a self-service manner on the company's websites when they reached out to the contact center.

It is necessary to ensure that a solid content management system is implemented, which also solves the problems through guided self-service,

perhaps with the use of a ChatBot, which simulates an interaction with a human expert.

Analyse: It is fundamental to analyse data to identify the points of transition from digital to traditional channels along the client's journey, and seize opportunities for re-linking and retention.

Escalate without disappointing: offering customers the opportunity to search for the information they need in a self-service manner before proposing escalation to a human agent. It is important to maintain the context between self-service and agents if and when the interaction escalates.

Teaching: digital collaboration technologies can be used by agents to instruct clients on how to access what they need directly.

The most prudent companies also make sure to promote digital service options through traditional channels, for example by sending direct messages and offering incentives.

According to several studies, **by 2020 customer experience will exceed the price and quality of the product as the brand's main differentiator.**

Yet, many organisations still do not have a clear strategy on how to create a coherent and solid interaction with the customer.

The first component necessary for a Customer experience strategy is the understanding of customers' objectives, on a continuous basis and at a precise level.

Finally, the reality is that customers simply want things to be easy. The Economist Intelligence Unit has found that **the two most important elements of an ideal interaction are: rapid response to requests or complaints and simple purchasing processes.**

An ideal customer interaction in the new generation customer care should also consider the understanding and addressing of the objectives of a dynamic customer who is constantly changing.

Technologies come and go, experiences fade into the past and all that remains for the customer is a relationship, a feeling, the conviction that the company will be there for them when they need it.

Vivocha, whose name represents the initials of Video, Voice, and Chat, is a SaaS platform that revolutionises interactions with customers and prospects, allowing real time communication between a company and users on its portal, desktop or mobile, or on an App.

The interaction can take place through a combination of VoIP, Video, Live Chat, Call Back, and is made even more effective thanks to collaboration tools, such as Co-Browsing.

The company now has offices in Milan, London and a development center in Cagliari and from November 2017 has become part of the Covisian Group.

The Covisian Group is the second largest player in the Business Process Outsourcing market in Customer Operations in Italy, and today has about 15,000 workers in 20 locations.

Vivocha, joining the Covisian Group, has completed the first step of a great acceleration, while maintaining the same vision as when it was born, based on the theme of disruption of digital markets and on changing customer experiences and focusing on what can be defined as the "One Click Away Customer Service" concept.

The adoption of Vivocha has a positive and measurable impact on multiple aspects of business processes, including the improvement of the customer journey, the reduction of the prospect abandonment rate, the increase in the possibilities of Cross and Up Selling and the increase in the production efficiency of Customer Care combined with the reduction of Customer management costs.

Over 200 Enterprise customers are currently using Vivocha.

These customers come from different sectors, including the banking, insurance, utilities, telecommunications and retail sectors.