

Brands Without Effective Digital CX Risk Irrelevance



The way consumers shop, buy, and engage with brands changed irreversibly in 2020, propelled by skyrocketing digital adoption. The bad news is there is no reversing this disruptive trend. With more digital touchpoints to choose from than ever before, consumers think nothing of switching channels and deserting long-trusted brands for convenience and value. The good news is advanced and sophisticated technologies, such as AI and chatbots, can help brands reshape their digital CX strategies to meet the expectations of modern consumers.

According to McKinsey, a whopping 75% of consumers tried new shopping behaviors during the pandemic. 39% of them, mainly Gen Z and millennials, deserted trusted brands for new ones.

While companies across verticals were advancing their digital CX strategies even before COVID-19, accelerating the shift is foundational to customer retention and growth in the post-pandemic world. Forward-looking brands understand this new imperative. They are intensifying their scrutiny of the end-to-end customer journey, guided by satisfaction metrics, to uncover exactly what customers want and how best to serve customers.

This paper examines the rapidly evolving world of customer support and CX and explains how AI and analytics are helping reshape digital CX strategies for a new world.

AI is Playing a Larger Role in CX

For several years, virtually all industries, from retail and telecommunications to mobile and healthcare, have leveraged AI-based technology to enhance customer care delivery and outcomes. Shoring up digital CX to meet new consumer benchmarks requires brands to go beyond simple measures such as adding out-of-the-box chatbot systems.

Today's demanding CX environment must leverage advanced AI technology to connect agents with the knowledge they need to answer technical or sensitive inquiries that cannot always be solved in a self-service environment. A strategy that equips customer care teams with time-saving tools and resources streamlines the customer journey, providing customers with the information they need for faster, more accurate resolutions.

AI-Driven Self-Service Can Speed Resolution

With increasingly sophisticated technology available, tools that facilitate customer self-service are seeing increasing adoption. Expanding online information options helps alleviate high call volumes. Unsurprisingly, self-service is a rapidly growing customer care pathway, significantly reducing the load on the workforce of an organization straining to meet support demands.

Self-discovery tools like interactive tutorials, adaptive FAQs, interactive guides, and videos that contain simple DIY answers reduce contact center volumes, reserving agents to address more complex customer inquiries. These tools allow customers to solve many of their needs themselves, putting power back into their own hands. Multimedia support materials for productive learning can mimic the experience of chatting with a live agent. An important additional benefit of self-service support is its potential for reducing the cost of providing customer service.



Analytical Insights Are Equally Important to Improving CX

In the digital age, voice interactions play an integral role in providing high quality customer experiences. Without advanced analytics and speech analytics, businesses risk leaving significant customer experience improvements on the table. Natural language processing, paired with analytical insights and industry expertise, helps businesses elevate quality, efficiency, and customer experience. Here's how it works.

Analytical dashboards enable agents to self-coach and supervisors to drive targeted coaching. They also help QA and Operations Supervisors to collaborate and build the best coaching strategies for performance improvement. At the same time, call listening, deep-dive call analytics, and call calibration facilitate best practice sharing and better risk and compliance management.

On the other hand, speech and sentiment analytics solutions leverage AI to offer insights into the performance of agents and the experience of customers, revealing opportunities to improve performance and satisfaction. These advanced solutions enable brands to evaluate 100% of conversations, capturing the voice of customers as well as agents.

Industry Close-Ups: Healthcare, Retail, and Financial Services

The adoption of AI-powered tools is widespread across the customer care landscape, with many industries discovering the ability of digital experience platforms to match customers' individual support preferences. Likewise, AI can be a source of enhanced customer satisfaction and operational cost savings, as they enable brands to meet consumers where they want to be and reduce costly talk time.

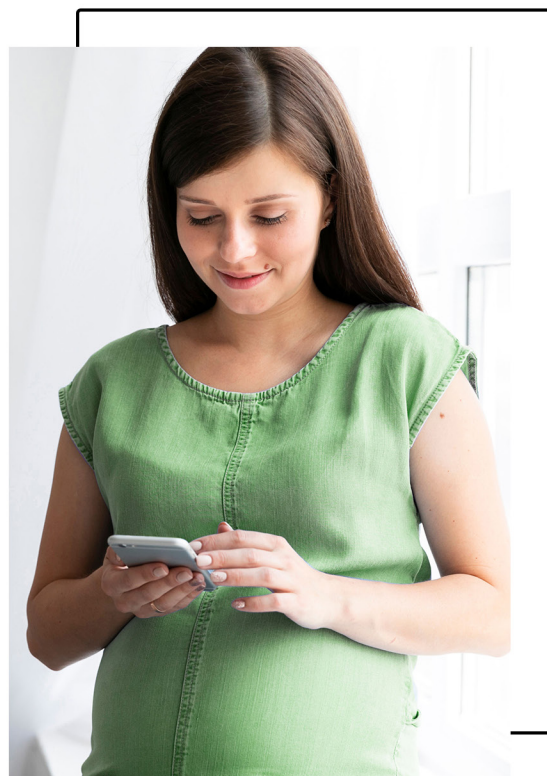
Healthcare

In the healthcare industry, resolutions to patient support issues are a critical and necessary part of healthcare, and it is vital for care organizations and insurers to leverage technology to reach resolutions faster and more accurately. Demographic changes and the aging of the U.S. population mean that more patients than ever are seeking care, even as the healthcare industry experiences severe worker shortages.

At the same time, each patient population segment in the healthcare industry has different expectations. Patients view customer service representatives to be an extension of their medical providers' offices, able to meet their unique needs and provide them with answers. In response, healthcare providers are leveraging highly sophisticated CX technologies, such as AI, self-service, and advanced chatbots, to provide a resolution-centered, stress-free solution.

In a fully AI-enabled support environment, not only are patients relying on self-service and FAQ tutorials, but contact center agents can also retrieve AI-curated content from the same source materials, creating a fast and personal experience for each contact. What's more, an AI-powered information hub often allows agents to be faster and more accurate in resolving patient issues.

AI is also helping healthcare organizations expedite the time it takes to onboard a new support agent. Contact centers equipped with agent-supporting AI technologies are now reaching new-hire speed to proficiency 31-50 percent faster than those without. This translates to more effective agents on more patient calls, earlier in the on-boarding process. When applied with a correct complement of human intelligence, the same technology seamlessly redirects patients from a chatbot to a live agent on more technical issues, where a higher skillset and level of expertise is required to resolve patient or member needs.



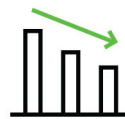
Contact centers supporting healthcare organizations with innovative AI tools play an important role in improved healthcare delivery, stronger operational management, and ensuring timely payments. The support demands for healthcare insurers, for instance, can spike significantly during plans' annual enrollment periods, necessitating aggressive hiring ramps and steep agent learning curves. Bots can supplement traditional agent support to streamline agent workflows and guide agents through their calls with real-time, relevant, and specific information. Not only does this enhancement lessen the time agents spend hunting for answers, but it also frees agents to focus on building rapport with members and creating an effortless, enjoyable customer experience.

Real world success story

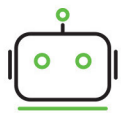
Our customer experience experts compared the outcomes of agent teams using our proprietary SupportPredict Agent AI solution, incorporating bots, against those at the same experience and training levels who were on their own.



Month 1 - AHT reduced drastically for those using bots.



Reduction trajectory continued through months two and three.



Bots improved accuracy and timeliness of information delivered to customers.



Bots also reduced the number of steps, time required to resolve members' needs, agent after-call work time, and hold times.

Retail

For many retail brands, preparing for the holiday shopping rush and its expanded support needs is an annual challenge. While the cost of hiring people for a time-limited surge in customer service demand is significant, few retailers can afford risking the damage to their brand reputation caused by inadequate support.

Putting AI to work in the support environment is an ideal way to speed customer resolutions, whether by incorporating chatbots or providing customer care that is purely agent-based.

Agents equipped with an AI-driven knowledgebase can benefit from automated support paths and proactive dialogue prompts. The power of this solution is that every agent-customer interaction feeds into a machine learning algorithm to make the system even smarter and more effective over time at resolving issues.

An AI-driven toolkit can also improve the efficiency of every customer contact. With the goal of improving new agents' speed to proficiency, AI enables brands to build user-friendly agent knowledgebases that facilitate first-call resolution and make it far easier to provide timely, correct resolution to customer inquiries. A primary goal is to help agents excel at identifying and solving issues that can affect the customer experience before they even occur.

Real world success story

Including our proprietary SupportPredict Agent AI in the agent support model for a global retailing client enabled newly hired ResultsCX agents to improve speed to proficiency to an unexpected degree.



Within four weeks, reduced Average Handle Time (AHT), by two- to-three minutes, matching and even surpassing those of tenured agents.



Produced Net Promoter Scores 28-30 percent higher than the year before.



Improved Overall Customer Satisfaction by 17%.

Financial Services

AI can also transform financial industry customer support processes, making it far easier for agents to locate the specific answers to speed customer resolution. These improvements can play a powerful role in improving customer retention, increasing customer satisfaction, and cutting the cost of customer care operations. If the goal of a system is to get the right knowledge in front of support agents at the right time, training costs can also be reduced as agents are taught to rely on advanced machine learning for the best answers to customer problems. In many cases, cost reductions achieved by AI-enhanced solutions are matched by quality metric improvements.

Real world success story

When introducing a new client knowledgebase, our experts also implemented SupportPredict Agent AI to deliver faster, better curated answers to agents. The cloud-based platform learns from every customer interaction to transform digital and voice support.

Results achieved within nine months



Quality scores increased from 92.5% to 96.4%



2-minute reduction in Average Handle Time (AHT) minutes



27% reduction in agent time-to-proficiency



5% increase in client app usage

CX innovation is key to sustained success

Customers are increasingly evaluating businesses based on the quality of their digital experiences, and brands recognize that digital CX strategies must accommodate and anticipate these changing shifts in consumer behavior. This means accelerating new customer experiences and rapidly prototyping resolution-centered innovations. According to Forrester Research, 82% of customer experience (CX) leaders predict their budgets will rise in the next 12 months. Clearly, CX innovation has become imperative for maintaining brand relevance, and is key to long-lasting customer satisfaction and loyalty.

About ResultsCX

ResultsCX is a leading provider of transformational Customer Experience Management (CXM) solutions to 75+ global brands, including Fortune 100 and 500 companies. For 30+ years, we have been driving superior customer and business outcomes for brands across Healthcare, Media, Telecom, Fast Growth technology, Retail, Banking and Financial Services, and other industries.

Our award-winning approach helps brands prioritize investments and build digitally influenced customer journeys, creating high-value impact across three areas: Revenue Acceleration, Cost Optimization, and Enhanced Experience. Supported by 23,000+ colleagues and 25+ engagement hubs worldwide, our innovative solutions and services solve persistent customer experience challenges, making life easier for millions of consumers.

For more information about how ResultsCX can help you create an exceptional digital customer experience, please [contact us](#).

