



CX technology Buyers Guide 2024



Contents

- Purpose of the guide.
- The business need.
- Target audience.
- Steps to select CX / productivity technology to support company strategy.
 - Create a fluid customer experience.
 - Empower agents to deliver a fluid customer experience.
 - AI and automation.
 - Evaluate the key metrics.
 - Foundational elements to consider.
 - Pitfalls to be aware of.

We bring you closer to your customers

– whatever the technology required.
We work with impeccable credentials,
customer empathy, leading technology
and pride in what we do.



Purpose of this Buyers guide

The guide is designed to provide a structure for Workair clients that helps them select customer contact technologies that are most appropriate for their current and future needs.

It helps CXO, COO and CTOs ensure that the technologies chosen actually enhance and deliver against the company's customer experience strategy.

This process will inform the inputs into the deployment project and ensure the customer expectations are clearly understood.



Priorities in customer care

for Business Leaders in 2024 and 2025

Deliver a simplified Customer Experience (CX) while reducing call volumes and costs.

Retaining and developing best people (EX).

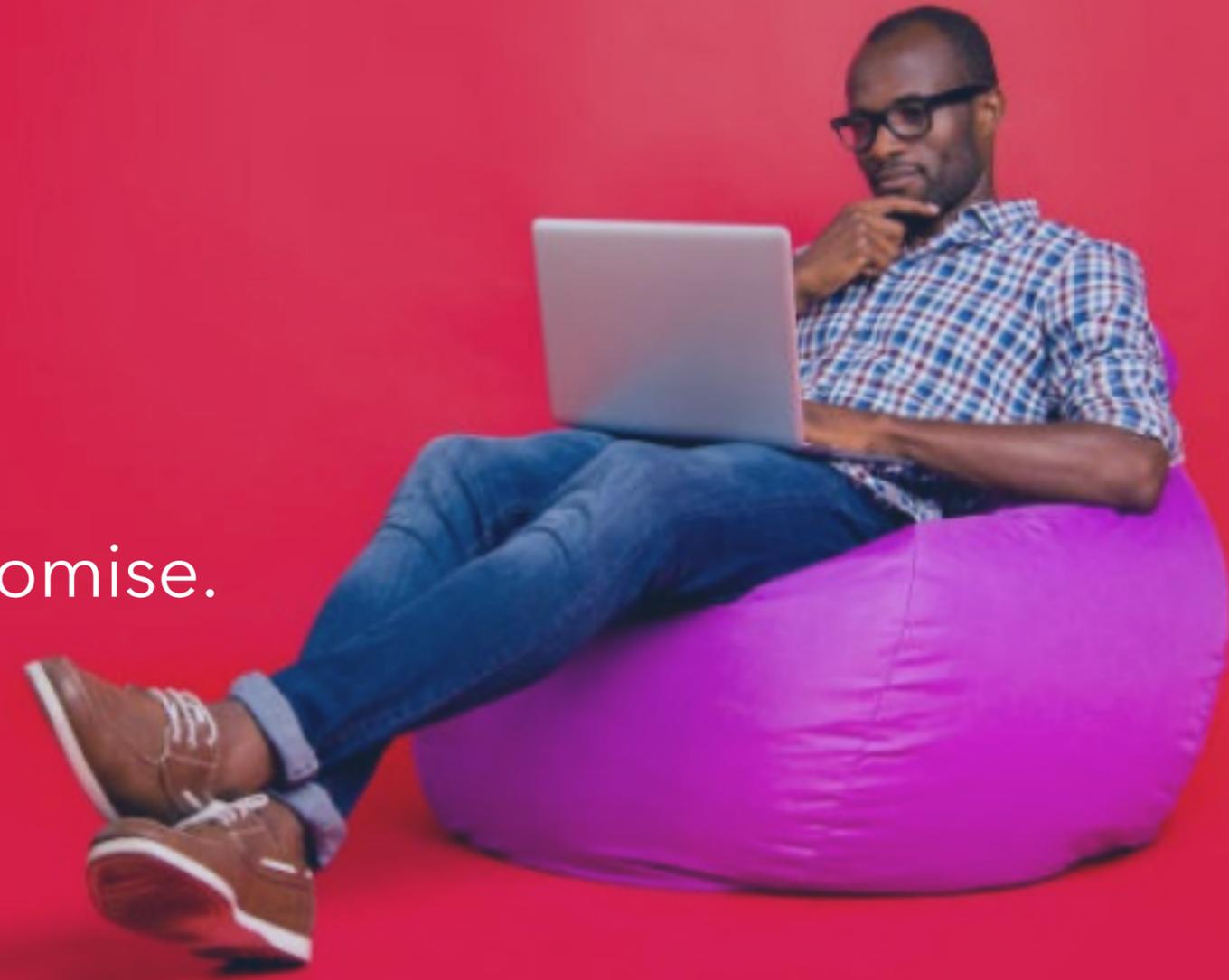
Building Digital Care and advanced analytics ecosystems.

<https://www.mckinsey.com/capabilities/operations/our-insights/the-state-of-customer-care-in-2022>



Perfect Storm of challenges for CX leaders

- Call volumes are increasing.
- Employees are leaving and harder to replace.
- Digital solutions not yet delivering on their promise.
- Rising customer expectations.
- Inflation.
- New ways of working - hybrid/remote.



Common challenges:

- High call volumes.
- Long wait times.
- Dissatisfied customers.
- A clumsy self-service experience.
- Low first-contact resolution rates.
- Inefficient use of employee time.
- Agent burnout.
- Ineffective and unaligned technology.
- Or any combination of these.

Workair advise on, and deliver, the technology and best practice that resolves these issues thereby bringing companies closer to their customers.



Steps to select CX and productivity technology to support the company strategy

- Create a fluid customer experience
- Empower agents to deliver a fluid customer experience.
- AI and automation capabilities.
- Evaluation of technology to verify it is delivering against objectives.
- Foundational elements to consider.
- Pitfalls

Fluid Customer Experience



Fluid Customer Experience - the FACTS

- 73% of all interactions originate in a voice call or escalate to voice after a digital exchange.
- 80% of customers expect businesses to offer a self-service option for support.
- 84% indicate they try to resolve issues themselves.
- 34% of consumers are frustrated by the inability to contact a live agent when a business uses an intelligent voice response system.
- 90% of contact center users don't appreciate having to repeat themselves when their contact escalates to a new agent or channel.
- 84% experience aggravation when the new agent doesn't have information about their issue or previous interactions.

Fluid Customer Experience – OPTICHANNEL

Companies need fluid experiences that cross self-service and digital channels to :

- Empower customers,
- Offer convenient options
- Increase contact centre efficiency.

Customer Service communication channel preferences (USA 2022)

- Email 8%
- Phone 54%
- Digital channels 38%

<https://www.statista.com/statistics/809772/customer-service-communication-channel-used-by-country/>

An “optichannel” approach (allowing customers to pick the channel which is optimal for them) offers the greatest flexibility for your customers, letting them select a channel based on their goals and preferences.

Fluid Customer Experience - Routing options

Inbound routing:

Intelligent omnichannel routing technology that directs customers to the best-suited agent:-

- Intelligent Virtual Agent (IVA)
- intelligent visual interactive voice response (IVR).
- intelligent speech-enabled IVR
- predictive routing.
- skills-based routing.
- priority routing.
- voicemail routing.
- web call-back.
- incoming Call Whisper.
- intelligent scripting.
- agent screen pop.

Outbound routing:

- CCaaS should provide automated dialing technologies such as:-
- the predictive dialer
- real-time do-not-call list management
- automatic voicemail,
- vertical dialing mode
- agent screen pop.

Blended routing:

Blended contact center requires technology that routes inbound and outbound contacts and can seamlessly transition between technologies.

**Empower agents to create a fluid
customer experience**



Personalisation.

- 71% of customers expect personalised interactions.
- 76% of customers are frustrated where personalised interactions don't happen.
- Companies who grow faster drive 40% more of their revenue from personalisation than slower growing companies.
- 78% of customer repeat purchase from companies who personalise.
- 78% more likely to refer a friend to companies who personalise.

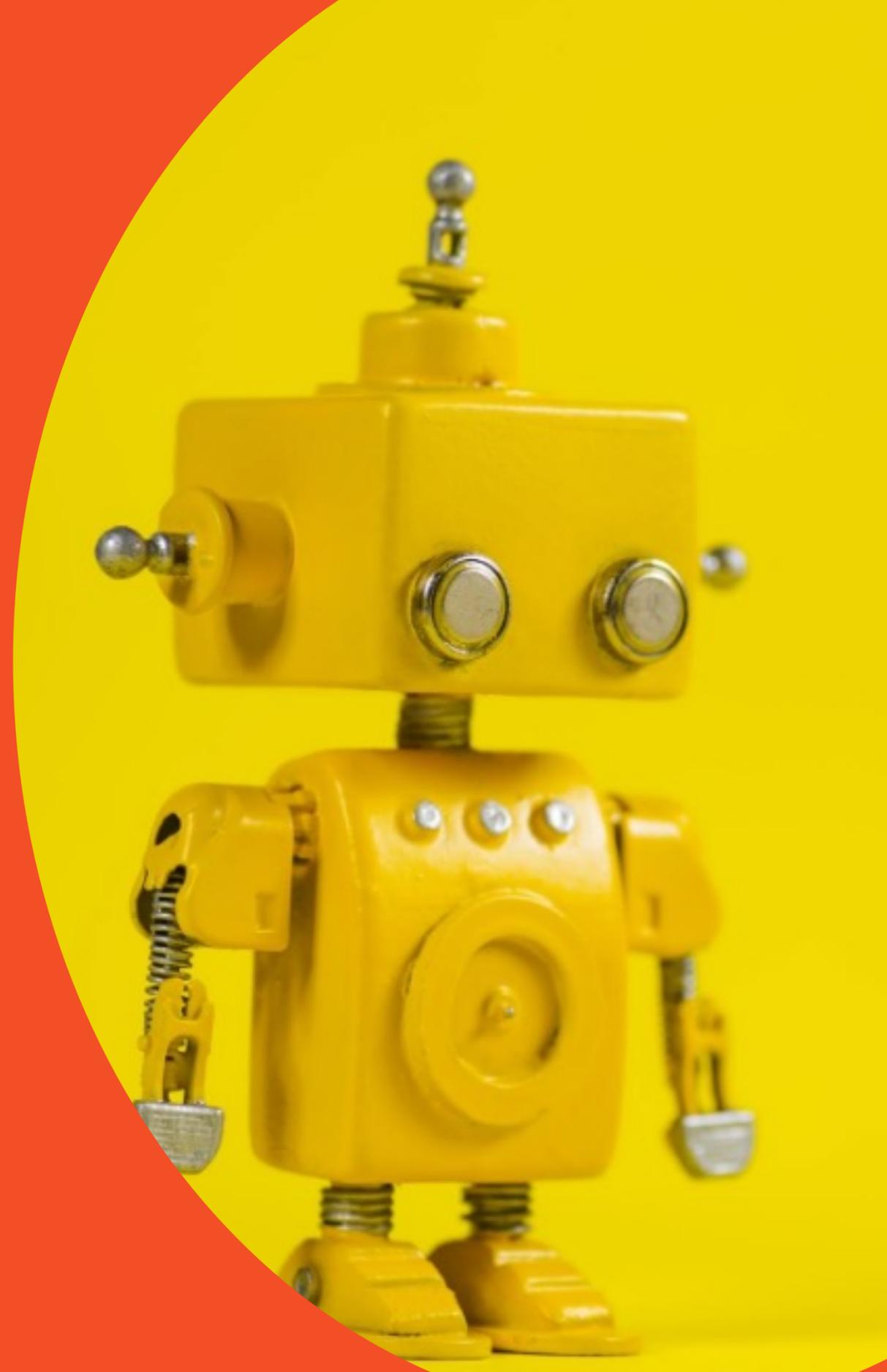
Empowering agents to create a compelling CX for customers.

- Employee management is central to optimizing efficiency and compelling CX.
- WFO , WEM (Workforce Engagement) and WFA (Workflow Automation|)
- WFO increase effective support delivery focusing on labour and productivity efficiency using:
 - Voice of customer software
 - Speech analytics
 - Agent coaching
 - Quality monitoring
- WEM – Agents are key part of CX – need them engaged
 - WFO +
 - AI agent assist
 - Gamification
 - Predictive analytics
 - IVA

Empowering agents to create a compelling CX for customers.

- WFA – Workforce automation:-
 - Helps connect the contact centre with the rest of the business and helps orchestrate complex customer journeys.
- Integrations are key to this:-
 - CRM
 - UC
 - Security
 - Marketing tools
 - Billing engines
 - Specialised vertical integrations – EPIC, Fiserv
 - APIs and SDK options.

AI and Automation capabilities



Chatbots

The global chatbot market is expected to expand at a CAGR of 23.3% from 2023 to 2030.

- Growth driven by customer demand for self service.
- Growing preference for messaging over social channels.
- Need to provide 24/7 support.

A chatbot is a collaborative application programmed using artificial intelligence technology and specific set of rules.

Various innovations carried out in artificial intelligence, and machine learning technologies are expected to enhance the features of chatbot, which, in turn, would drive demand for the market.

Chatbots help with repetitive tasks - password changes, balances, appointments etc

Chatbot verticals

- Retail/e-commerce 30%, Banking Insurance FS - 28%, Healthcare 15%, Travel 10%

<https://www.grandviewresearch.com/industry-analysis/chatbot-market>

AI and Automation

Game-changers for contact center efficiency and CX.

However, can negatively impact RoI

- if you don't know how to deploy them effectively.
- programs have a steep learning curve

You can incorporate intelligent technology to:

- assist customers, your agents, and management.
- decrease wait times,
- improve first-contact resolution rates,
- increase agent productivity
- reduce employee shortages.

AI and Automation

AI and automation capabilities include to name a few:

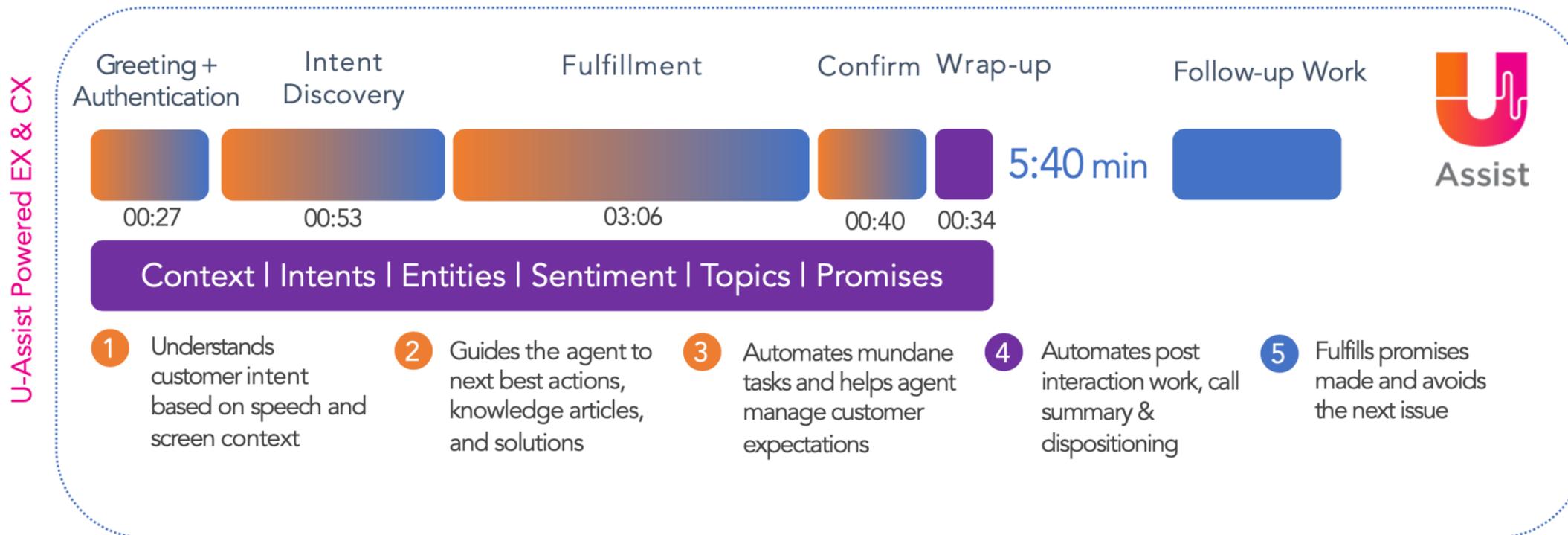
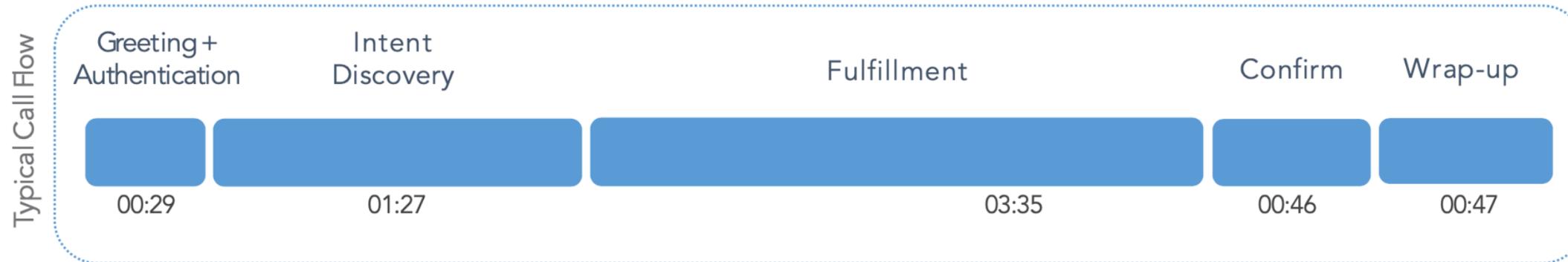
- Intelligent Virtual Assistants (IVA)
 - Understands natural language inputs and interprets requests.
 - Answer FAQs
 - Provide recommendations.
 - Assist transactions.
 - Schedule appointments.
 - Repetitive tasks
- Agent-Assist
 - See next slide
- Workflow-Automation
- Automated Intelligent Routing
- Omnichannel Engagement

The most efficient AI and automation applications are data-driven, preferably providing real-time insights to help you align processes with customer and agent needs.

LLM use machine learning to generate answers and solutions to user inquiries

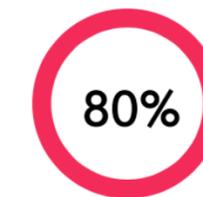
Agent Assist - reduce AHT by 30%

Comparison between typical call flow and call flow with U-Assist's advanced features

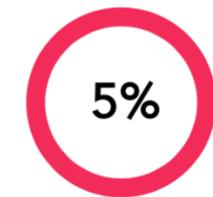


Follow-up Work

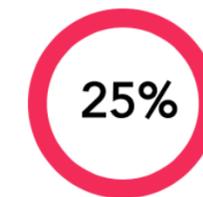
7:04 min



Reduction in Error Rate



Improvement in First Contact Resolution



Reduction in Onboarding Time



Reduction in Avg Handle Time

Based on Uniphore's implementations

Evaluation of the key metrics



Key Metrics for Contact Centres

Contact center interactions are a significant determinant of customers' perceptions of their experience with your brand.

These are the key metrics that will provide the C-suite with the greatest insight into CX's success:

Revenue:

- How successful are your bots and agents at closing sales or upsells?
- Do customers remain loyal after contact center interactions?

Costs:

- Does your CX technology lead to lower operating costs or capital requirements?

Ratings:

- Are customer satisfaction ratings improving?

Productivity:

- Is agent productivity improving?
- Is agent attrition dropping?

CCaaS should improve your contact center's overall performance.

Key Metrics for Contact Centres

Metrigy's survey revealed that the most insightful key performance indicators were:

- **76.3%** of respondents identified productivity as an important measure.
- **72.8%** of respondents identified customer issue resolution as an essential indicator.
- **56.3%** of respondents identified sales figures as an important indicator.

Other common key metrics include:

- Customer churn,
- CSAT / NPS,
- Time spent on administrative tasks,
- Deal sizes,
- Close rates,
- First contact resolution,
- Average handle time and
- Abandonment rate.

(See the Metrigy "[Metrics Gap](#)" report for more.)

Analytics capabilities

Improving operational efficiency, omnichannel interaction effectiveness, and agent productivity rely on data-driven decision-making. As a contact center that focuses on providing an awesome customer experience, you should consider:

- Data aggregation across channels
- Contact center operations reporting, including analytics that can identify customer service gaps.
- Agent performance analytics.
- Customer interaction analytics.
- Out-of-the-box metrics plus customized KPI capabilities.
- AI analytics and reporting, such as AI Agent Summary
- Predictive and prescriptive analytics

Foundational Elements to consider

Key considerations

- Growth
- Scalability
- Stage of maturity of CX strategy
- Security
- Data privacy especially with AI
- Stability and Reliability
- SLAs
- Features and Functions
- Integrations
- User parameters - Concurrent or named etc

Pitfalls

Hidden Costs to consider

One of the biggest pitfalls contact centers encounter when transitioning to a CCaaS is understanding hidden costs.

These hidden costs are the most common and most overlooked:

- Transitioning before completing an audit resulting in slower migration times and inadvertently losing a service because it doesn't make the transition.
- Inaccurate agent calculations, resulting in more concurrent or named licenses than necessary.

By being aware of these potential costs, you can stay on budget while getting the services you need.

- Transitioning to a CCaaS platform can take your contact center operations to the next level, edging out your competitors and providing an amazing customer experience.

Understanding your needs and choosing a provider and services that work for your business ensures you get the best ROI for your investment.

**workair**

www.workair.ie

