

Digital Evolution: Top Digital CX Technology Trends of 2022



Speakers



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Business Priorities and Spending



New CX approach



Convenience

Convenience is the norm and it is a negative differentiator when you don't have it.

Effortless

0 effort required things need to simply happen.

Fully personalised

Customer doesn't care about the needs of everyone, they care about their personal needs.

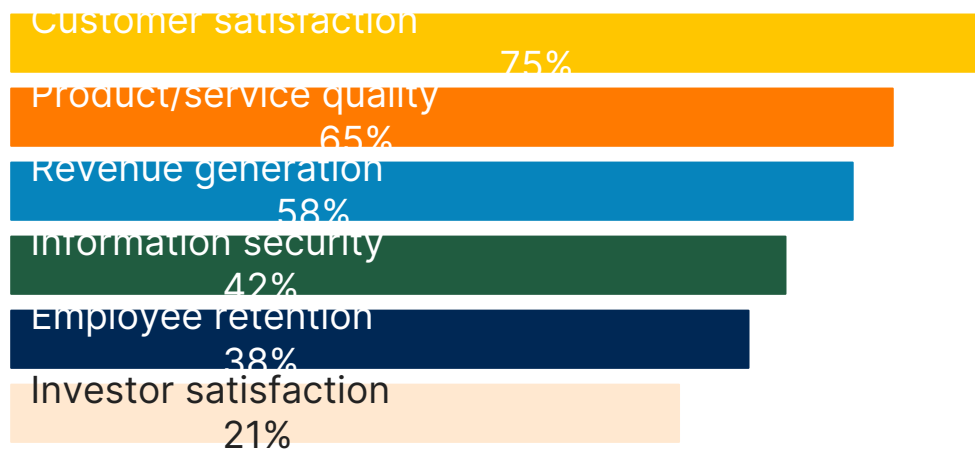
Proactive

Problems need to be addressed before they even happen.

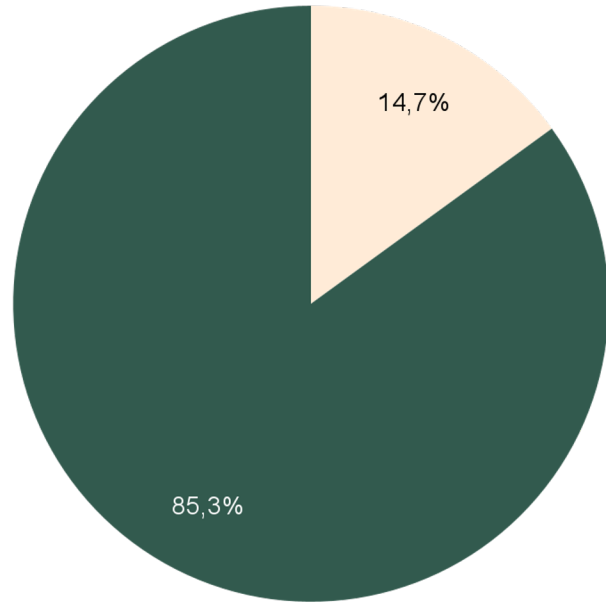
Unified experience

Offering the same experience across all channels, website or mobile experience should be identical.

Business priorities: CSAT on Top for 3 Years



Improving CSAT trumps agent productivity



- Improve customer satisfaction over agent productivity
- Improve agent productivity over customer satisfaction

Technology can be used to improve agent productivity and/or to improve customer satisfaction.

When asked which takes priority, improving customer satisfaction is more important than improving agent productivity.

Small companies (<400 employees) are slightly more likely to select improve CSAT over agent productivity, 85.7% vs. 84.9%.

CX focus for 2022



Enhanced customer
experience

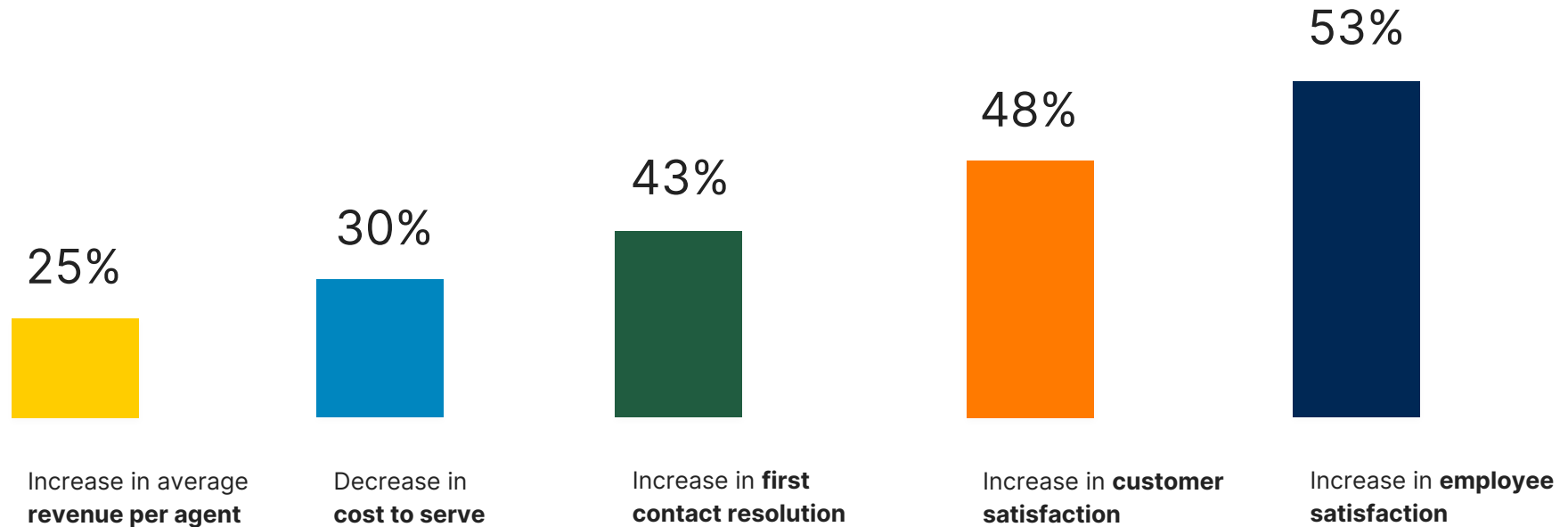


Greater revenue
opportunities



Cost reductions

What customers have told us



Average data reported by RingCentral customers

SOURCE: 2022 RingCentral Customer Success Metrics Survey. RingCentral does not represent, warrant, undertake or guarantee that the use of this information will lead to any particular outcome or result.

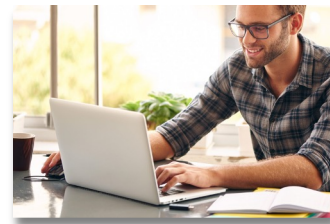
Digital-First and Omnichannel



What do we mean by digital?



Voice



Email



Live chat



Communities



Social media



Messaging
Texting



Consumer reviews



SOURCE: Metrigy 2022 State of Customer Experience Technology Report.

Digital Evolution - Changing Customer Preferences

Wave #1



Wave #2



Wave #3



What else do we mean?

The Digital Customer Journey

Channel Presence

- 30+ Channel Offering
- Consistent Brand Voice
- Cohesive Engagement Strategy

Artificial Intelligence

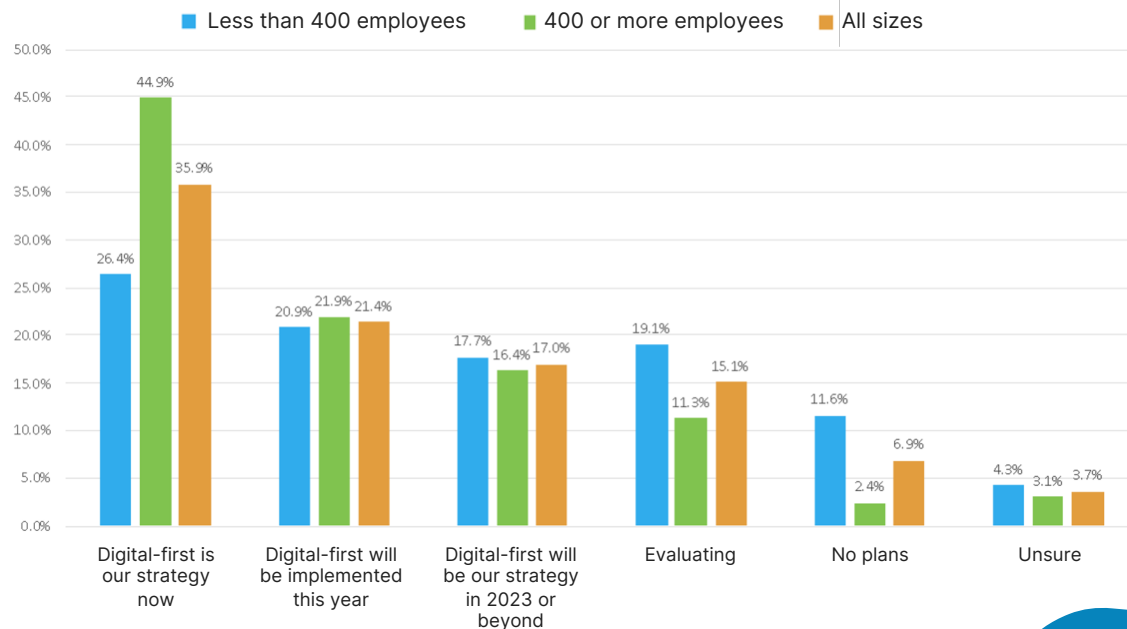
- Reactive Bots
- Proactive A.I.
- Real-time Agent Assist

Self-Service Opportunities

- Knowledge Management
- SEO Performance
- Bot Integrations

57.3% Say Digital-First Is/Will Be Strategy in 2022

What best describes your company's digital-first strategy? (by company size)
































A digital-first strategy allows customers to use various digital channels (webchat, social media apps, business messaging apps, virtual assistants, mobile SMS, co-browsing, etc.) to interact with a business.

Communications history, over all channels, is integrated. This means if a customer shifts to a live agent, either in voice, video, or text, the agent has historical context.

SOURCE: Metrigy 2022 State of Customer Experience Technology Report.

Today

Transformational

Voice	Digital	Social Media Monitor & Listen	Collaboration	Messaging			Search	Bring Your Own Channel	In-App Messaging
									
Voice	Email	Instagram	Slack	Apple Business Chat	Google Business	WhatsApp	Google		iOS App
									
IVR	Chat	YouTube	Teams	FB Messenger	LINE	WeChat	Bing		Android App
									
	Co-Browse	LinkedIn	Webex	Telegram	Kik	Viber	Yahoo		CXone Connect
									
	2 Way Video	Twitter	Zoom	TikTok	Vkontakte	Instagram			
									
		Facebook	Discord	KakaoTalk	Tencent QQ				
									
		Google Places		SMS	RCS				

2 examples of customers that lead the way with digital



PMU

RETAIL

Contact was by phone only.

Now, messaging represent more volume than calls.

Customers who use messaging are more valuable.



Ooredoo

TELECOM OPERATOR

Used to be 25% digital and 75% voice.

The trend completely reversed in 2 years with digital now representing $\frac{3}{4}$ of contacts.

Analytics and AI: Improving CX and EX



AI and Analytics: Hand-in-Hand

Customer Experience


- Conversational AI
 - Voicebots/ voice virtual assistants
 - Chatbots/textual virtual assistants
- Intelligent call routing
- Predictive analytics
- Proactive A.I.
- Voice of the Customer programs
- Self-service knowledge bases

Employee Experience


- Workforce Optimization (WFO)
 - Agent scheduling & forecasting
 - Desktop, performance management
- Agent screen-pops
- Real-time transcription
- Real-time Agent Behavior Guidance
- Intelligent Virtual Agent
- Self-service knowledge bases

How Virtual Assistants (Some AI-Based) Help CX


Elevation to Live Agent with Intelligent Routing

- 
- Overnight mailing address
 - Product information
 - Links to self-service knowledge bases
 - Location hours


Basic Q&A

- 
- Look up account balances
 - Links to extended warranty terms
 - Scheduling service calls, check inventory
 - Transfer money

Complex Q&A

- 
- Assist agents by delivering scripts to meet company rules; regulations
 - Flag keywords
 - Route calls to qualified agents

Compliance

- 
- Recommend products based on entered data, customer history, location, other customer patterns
 - Predict what they may need and when

Recommendations

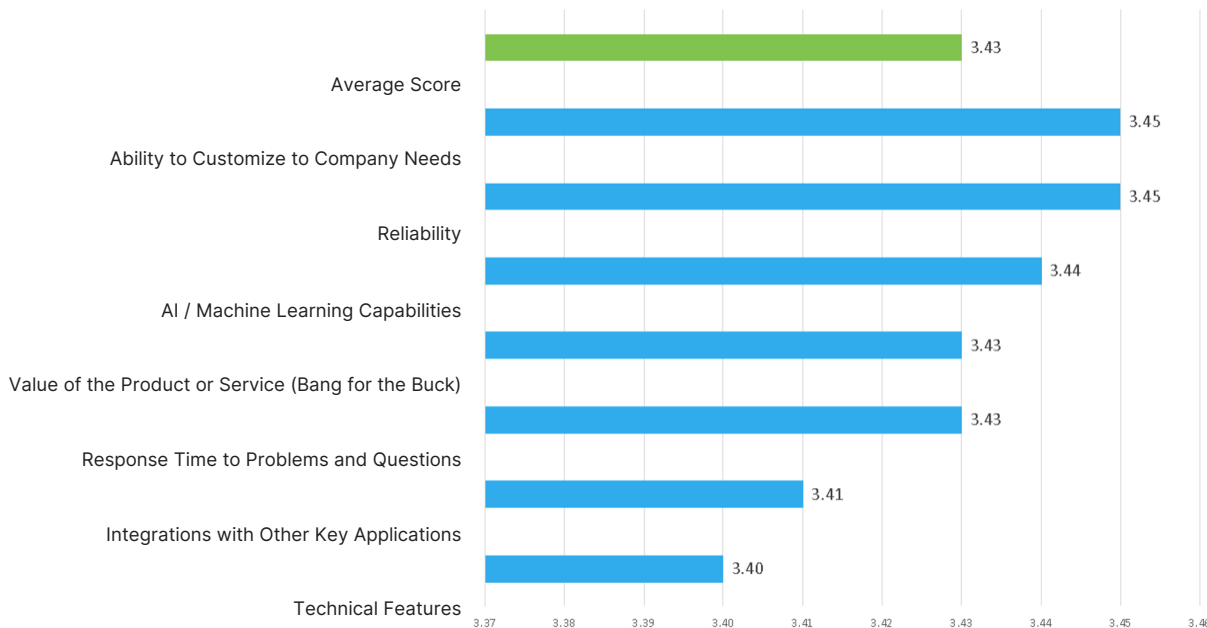
Self-service, VA knowledge bases

Machine learning

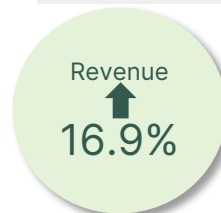
Contextual, predictive

Conversational AI: Average Scores

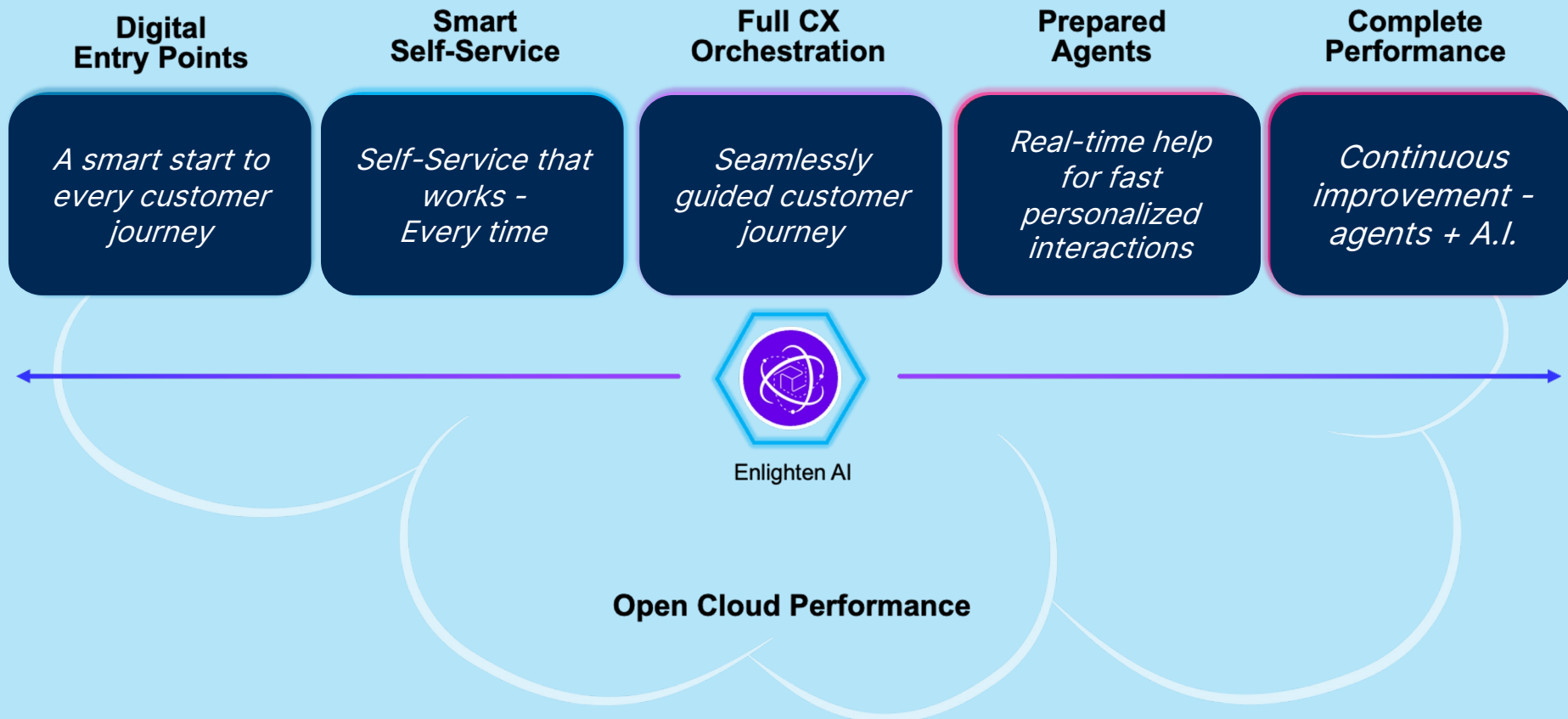
Conversational AI: Average Customer Sentiment Scores



Success Group minimum
changes in business
metrics



The RingCentral Experience



Thank you.

