



EXPERT GUIDE

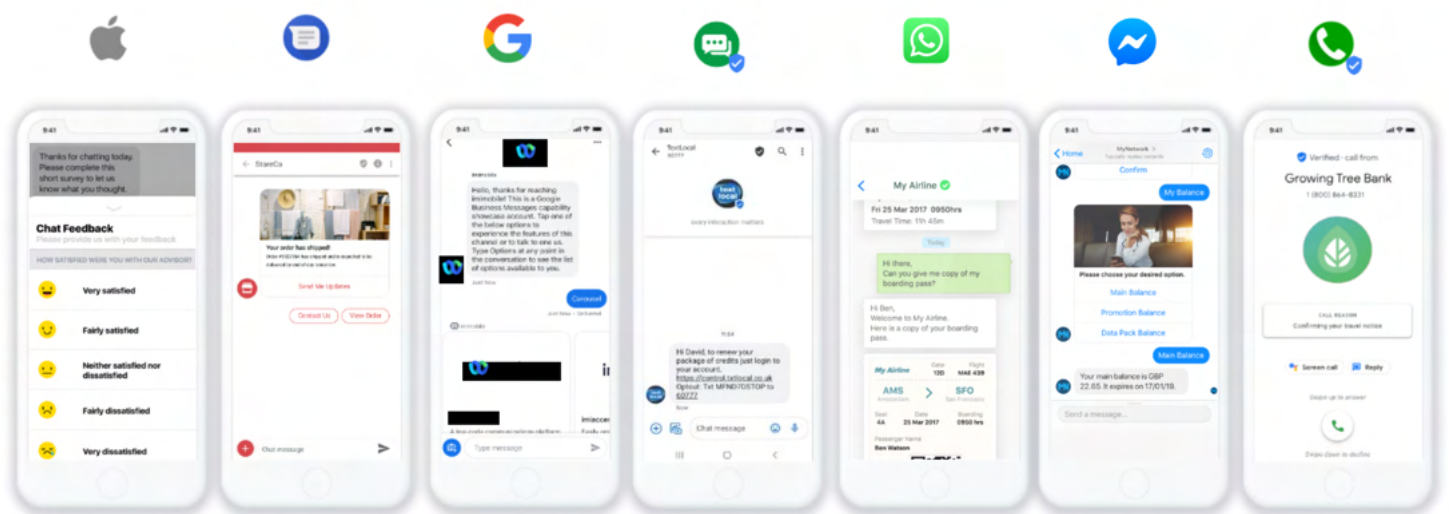
Customer Engagement

An inclusive approach that is digital first,
not digital only

Customer experience (CX) goes beyond just providing a product or service. It's about creating memorable experiences throughout the entire customer journey. When implementing new CX technology, it's easy to focus on features and benefits of individual applications. But ultimately what truly matters is creating a frictionless experience for both customers and employees.

So, set aside the idea of technology and ask: **what is it that your customers want and how do you want to engage with them?**

Once you have an answer, the next step is to wrap the technology around that to deliver the outcome.



Meet your customers on the channel of their choice

Today's challenge in customer service lies in the way we are used to focusing on what is happening right now. Instead, we should think beyond that. Processes exist in their current form because of limitations in technology, data process, people, culture, and environmental factors.

A digital first approach to customer engagement helps you remove the limitations and barriers that are stopping you from delivering the kind of experiences you want.

A **digital first** approach promotes connected customer journeys



Meet customers in their channel of choice



Be proactive to drive and deliver the outcomes you want



Automate and orchestrate customer engagement across all channels



Make your people efficient and effective with automation



Out of the box integration to business systems and data

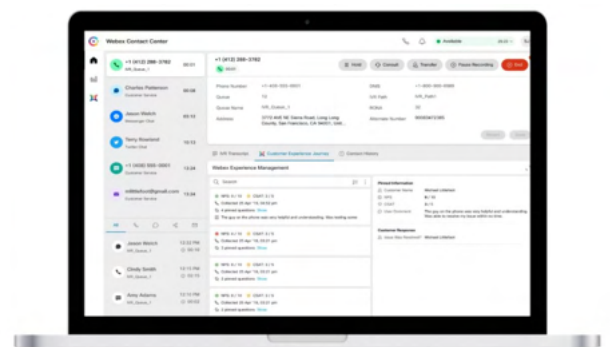
Customer engagement is a balancing act

Only when we align customers' needs, agents' needs and the business agenda, are we able to exceed expectations and act on customer preferences whilst delivering outcomes and driving down cost.

At its best, technology allows you to **orchestrate journeys across the organisation so that human and automated resources collaborate seamlessly**. But just because technology is available doesn't mean that you have to adopt it. It's important to first understand what benefits, if any, the technology can bring for your business and your users.

Now, imagine a single interface that empowers your agents with a full view of the customer's conversation, details, and history. As a business, you will benefit from consolidated contracting and cost, as well as unified reporting, unified customer journeys, and unified customer experience management. You will have a 360 view of the customer experience, that will help you find those opportunities for improvement.

**LEARN MORE ABOUT
CISCO WEBEX CONTACT CENTER**



10+1 simple but effective for creating connected customer journeys

Smart customer engagement solutions help you improve business outcomes and exceed customer expectations at reduced cost. We know it can take a while to decide on the best solution for your needs. In the meantime, you can implement these tactics now to start your journey towards better customer engagement.

72%

of people still want to communicate with an organization by voice.

1

Promote clear and effective communication

Customer experience should be the same regardless of their chosen channel of communication, and the technology should allow for frictionless movement between channels, without loss of context or history.

WHAT YOU CAN DO: Aim for transparent, consistent, and easily accessible communication across all channels. Make sure information flows seamlessly through the customer journey and give your agents access to contextual information when helping the customer.

2

Personalise

Today's customers expect you to treat them as individuals and tailor the experience to their specific needs and preferences. This should begin with addressing customers by name, remembering their past interactions, and providing information relevant to them based on history or identified preferences.

WHAT YOU CAN DO: When a customer calls your company, set the IVR to answer them by name. You can take this one step further, and use IVR to acknowledge an open case, or an outstanding order; for example 'Good morning Jane, are you calling regarding the order you placed on 8th August'?

3

Change behaviour at the point of need

The best time to change behaviour is when a customer chooses to engage with you. Meet your customers where they are and then steer them to resources or ways to handle their enquiry more effectively.

WHAT YOU CAN DO: Never try to force customers to a resource because they will see that as friction and will actively fight against it. Instead, give them a choice. Whatever decision the customer makes, can then be added to their customer for later use.

4

Deliver ease and convenience

Organisations invest time and effort in producing apps, live chats, and other digital resources, with a goal to simplify the customer journey. But what many forget is that moving from voice takes a leap of faith from the customer. Any deflection needs to route to resources that are useful, simple and work at the first time.

WHAT YOU CAN DO: Understand customer behaviour and how they want to engage. Then, help them move to new resources at the right time.

5

Show empathy and support

A customer-centric approach means empathising with customers and showing genuine concern for their needs. It is important to consider the most appropriate channel for the transaction. Whereas automation and AI definitely has a place in customer engagement, empathy or independent thought cannot be automated.

WHAT YOU CAN DO: Make sure there is a way to identify the need for human interaction and an easy path to get there.

6

Exceed expectations

Going above and beyond expectations is a hallmark of a great customer experience. It involves surprising and delighting customers with unexpected perks, personalised gestures, exceptional service, or unique experiences that make them feel valued and appreciated.

WHAT YOU CAN DO: Gather intelligence about the customer to meet them where they are. Think beyond customer surveys and use AI to get an instant, richer picture of customer satisfaction by monitoring emotion and sentiment.

7

Never repeat

The golden rule of customer service is to never ask the customer to repeat themselves. If a customer is talking to an agent who has to transfer them to a subject matter expert, or automation, or a colleague, they shouldn't need to repeat their details. Technology exists to keep track of the information, regardless of the channel.

WHAT YOU CAN DO: Transfer the full journey with the customer so that each person helping the customer has access to the entire engagement.



8

Think about your agents

With a multitude of channels available, it's important to bring together data, people, and processes for a simplified agent experience. A single interface that provides contextual information at the right time, allows your agents to focus on delivering the quality of service that they want to, and you expect them to.

WHAT YOU CAN DO: Count the mouse clicks of an agent during a single customer engagement. Then, count the clicks again after you have implemented a change. If the mouse clicks have decreased, you have improved the experience.

9

Consider pace

Not all engagements need to be in real time, instead some can happen over time. A resolution to a customer enquiry may involve them finding additional information, and then coming back to you. Through clever use of technology it is possible to orchestrate this engagement so that the customer can carry on the conversation as if it never stopped, without the need of repeating themselves.

WHAT YOU CAN DO: Understand which communication channels require synchronous real time communication, and which channels are asynchronous. With the latter, make sure that the agent doesn't need to wait on the line, and that when the customer returns, they can pick up where they left off.

10

Continuous improvement

Businesses that prioritise customer engagement are committed to ongoing improvement. They gather customer feedback, analyse metrics, and actively seek insights to identify areas for enhancement. And they act quickly on negative feedback. Automate your systems, solutions, and processes, to recognise negative feedback and react to it there and then.

WHAT YOU CAN DO: In addition to surveys, use technology like speech analytics and sentiment recognition to recognise negative responses and quickly communicate with the customer.

11

Don't overcomplicate

Finally, whilst every organisation has different requirements, they are all serving people. The advantage is that we are people too. We are all consumers and we know what we like and what irritates us. Customer engagement is all about delivering experiences at the time, a place and a pace that suits your customers

WHAT YOU CAN DO: Don't over complicate the customer experience. Remember, just because a piece of technology exists, it doesn't mean that it's applicable to your customers' needs. Use technology to simplify the experience.

Let go of the all-or-nothing mentality

BrightCloud Group can deliver a choice of channels for your customers that puts them in control, meets them where they are and drives a self-service culture at the point of need.

Implementing digital-first solutions doesn't need a rip-and-replace approach. It's a journey that starts with understanding what is most critical. Maybe you have one or two applications that are so ingrained and mission critical that they cannot be replaced. That's ok. We can fill in the gaps and implement an integration layer that brings together systems that wouldn't typically talk to each other.

We're here to help

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