

EXPERIENCE IS EVERYTHING.
PROCESS AND METHODS FOR SUCCESS

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There is a formula for getting it right. The right culture, new ways of working and empowered talent are key to unlocking revenue opportunities through better experience. But technology alone won't cure what ails customer experience.

Done right, technology can help companies create phenomenal customer experiences and reap the resulting benefits: 82% of the top-performing companies report paying close attention to the human experience around digital and tech.

Your customers have demands. They aren't what you think.

Technologies and improvements that increase speed, convenience, friendliness and knowledge—core demands of consumers—are openings for companies to improve how people interact with, embrace and spend with their brand.

Customers generate revenue. Employees drive the experience.

Reduce friction for consumers and empower employees to bring higher customer satisfaction, resulting in more forgiveness if things go wrong. This may require new ways of working, more focus on the employee experience and a sophisticated view of the human-and machine relationship in customer experiences.

Technology isn't the final solution, it's an enabler.

Companies won't be able to solve their customer experience problems with technology alone—it's just the enabler. Focus on experience to realign priorities. Great employee experience brings stronger, smarter, more innovative ideas, which will drive future business and superb customer experience.

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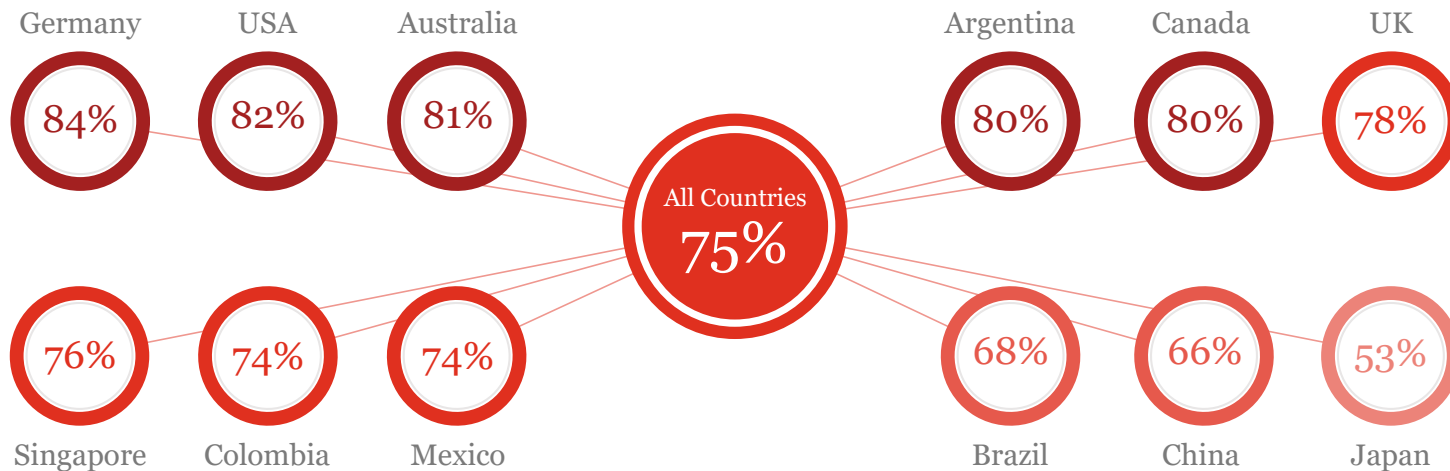
New technology tools are tantalizing and sometimes necessary, but the human touch remains enormously important. Today, 64% of U.S. consumers and 59% of all consumers feel companies have lost touch with the human element of customer experience. 71% of Americans would rather interact with a human than a chatbot or some other automated process.

Human and Machine, Not Human or Machine

Take advantage of automation, but make sure customers can reach a human when one is needed. In turn, automated solutions should “learn” from human interactions so those experiences also improve. This shift allows your employees to be more engaged when they’re needed, provide better service and get necessary support from technology—as part of the seamless experience. This will require a change in how companies measure customer service performance. For instance, instead of measuring call volume, companies may look to the number of successful solutions they provided for a customer.

Percent who indicate:
“I’ll want to interact with a real person more as technology improves”

Human vs. Automated Interaction



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How to Win the Experience Wars

Be—or Feel—More Human -- Even as technology improves and automation becomes more prevalent, most American consumers still prefer human interaction. People engage with apps, self-service checkouts, websites and the like. But the second something goes wrong, they want to talk to a person, stat. Only 3% of U.S. consumers, for instance, want their experiences to be as automated as possible.

Once technology becomes advanced we won't need people for great customer experiences

