Moments Connected in todays Digital World

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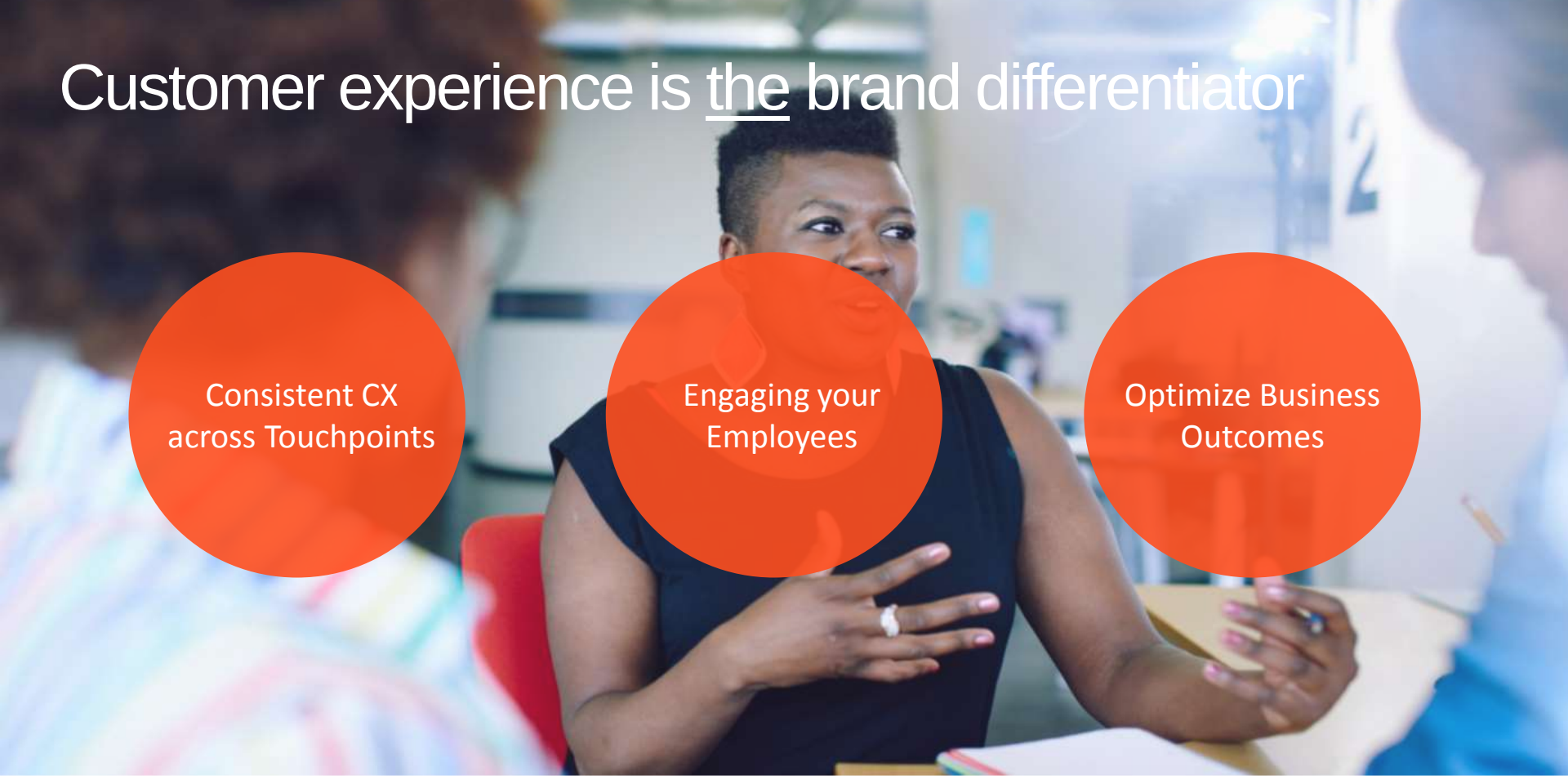
Customer experience is the brand differentiator



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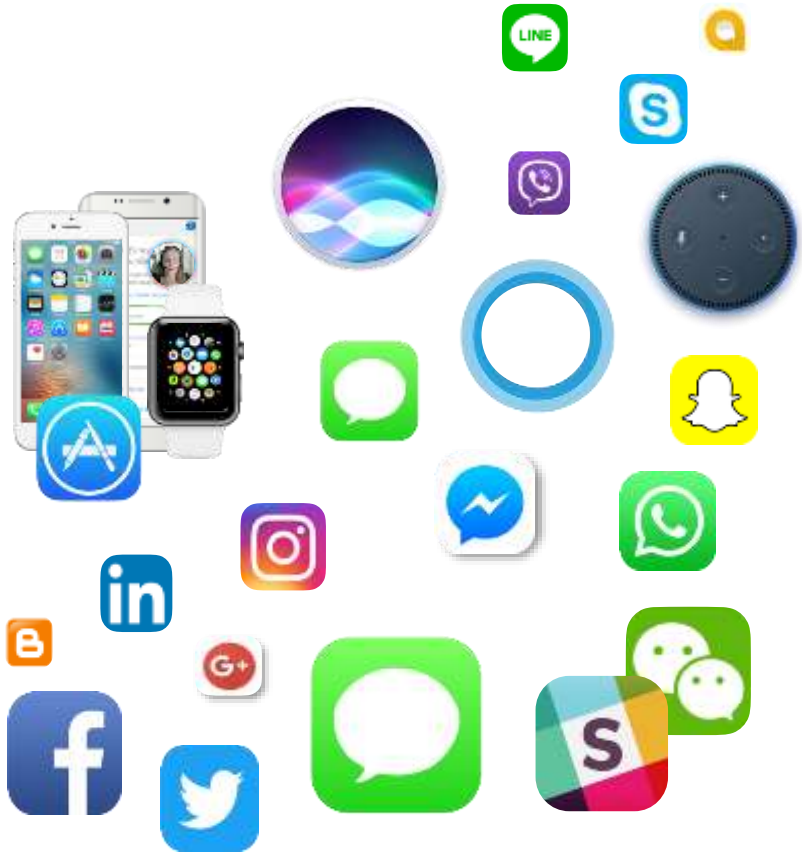
Digital Customer Engagement



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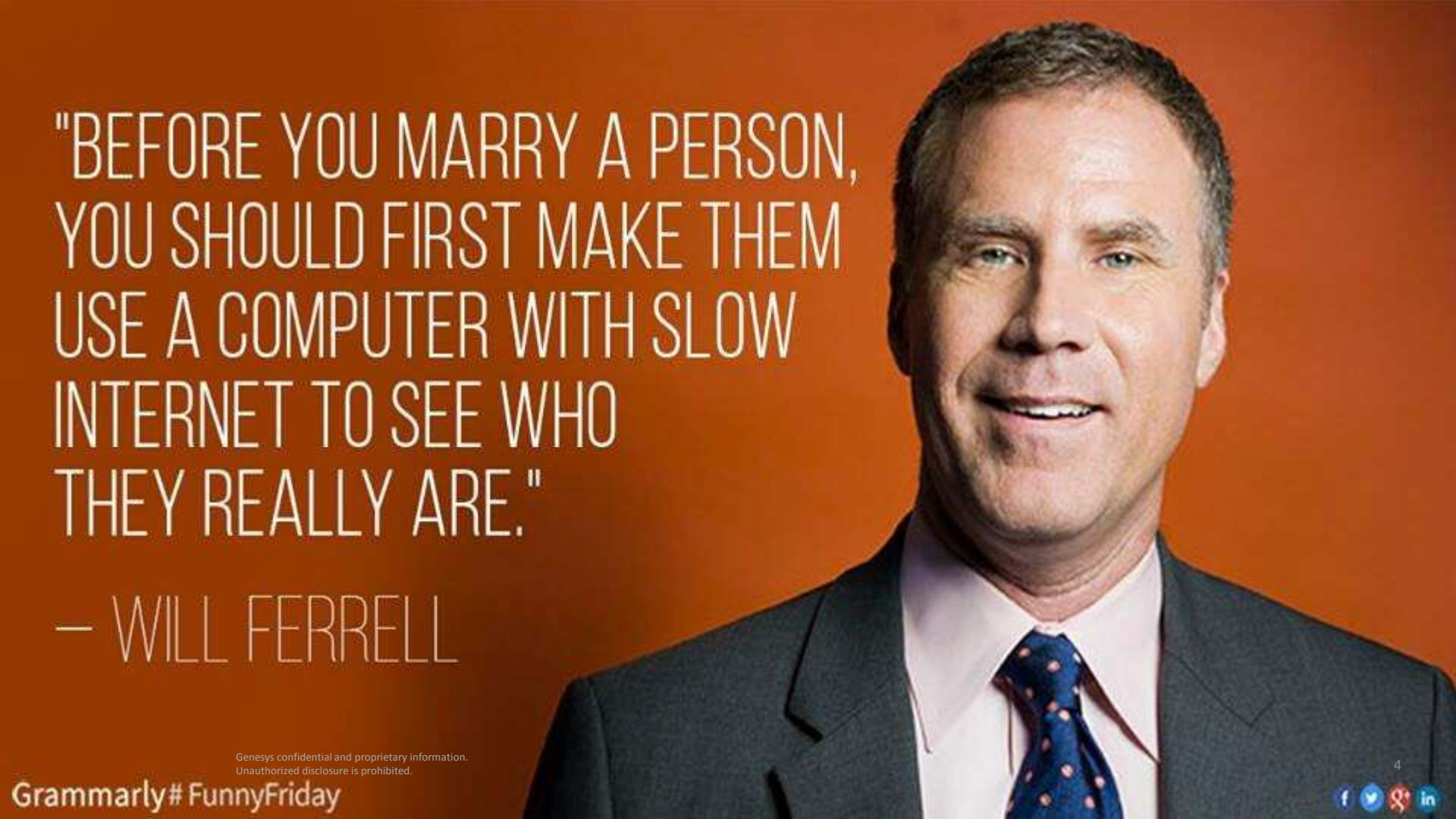

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The Standards Change Daily

Forbes

"…customers' definition of what's fast and what's not has grown more extreme on almost daily basis."

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The customer experience gap

"Hello, who am I speaking with?"

"Let me transfer you to one of our sales specialists. Can you wait?"

"We will respond to your email in 2 business days…"

"You chatted with our marketing team? I can't see that in my system!"

"What was your account ID again?"

"Can you please repeat the question one more time please?"

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What if you could…

- Orchestrate customer moments through one omnichannel platform?
- Offer seamless transition from self service to live service?
- Connect your customers to the right employee immediately?
- Use Artificial Intelligence to scale & support your workforce?

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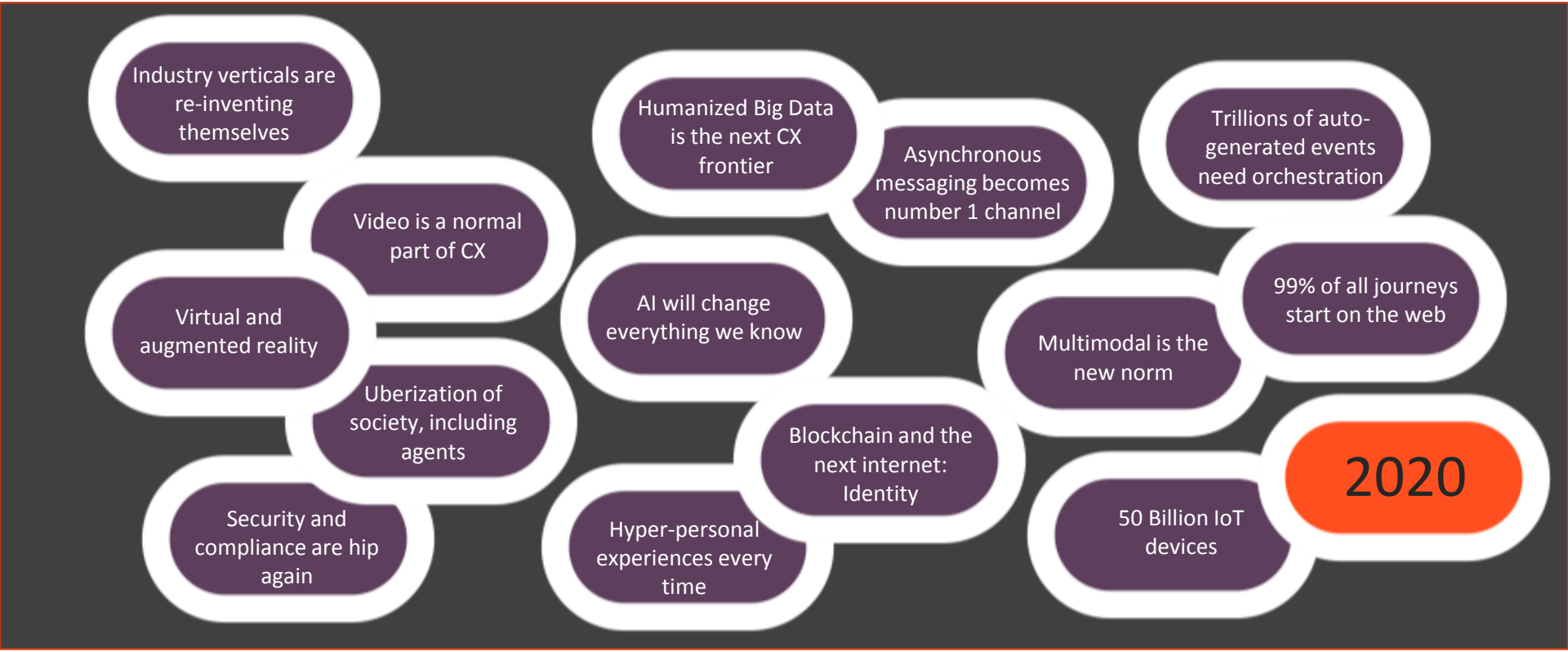
Times Are Changing



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Asynchronous Communication

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Market Trends – Messaging Apps

3.7B+

Active monthly users on messaging apps (surpassed social networks)

BI Intelligence

50%

Increase in use of push notifications including in-app messaging

Forrester

#1

Choice of contact channel aged between 23-34

Dimension Data

Let’s look at Asynchronous Messaging: What is it?

- It’s messaging- not chat, and not email.
- Asynch by default, synchronous when appropriate
- Long-lived
- Persistent Context
- Seamless transition from self-service, to assisted and back
- Requires a New Conversation Model where a Single Conversation is made up of Multiple Sessions that can span hours, days, even weeks

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A day in the life. Your life.

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Apple Business Chat

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What is Apple Business Chat Beta?

Apple Business Chat is a powerful new way for users to communicate directly with businesses using the Messages app on iPhone and iPad.

Using Business Chat, customers can get answers to questions, resolve issues, and complete transactions on their iPhone, iPad, and Apple Watch.

Available today for Genesys PureEngage Premise

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www.genesys.com/messaging

Apple Business Chat

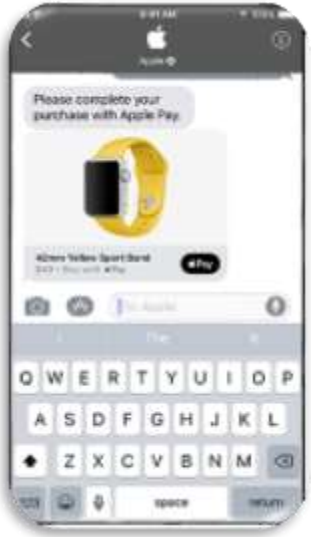
Genesys now supports Apple Business Chat Beta

GET A FREE CONSULTATION

Key Features

Customizable list and date/time pickers

Integration with Apple Pay



Native App Extensions

Maps and location awareness

Support for emojis, images, videos & attachments

Blended AI for self & agent-assisted service

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AI and Chatbots

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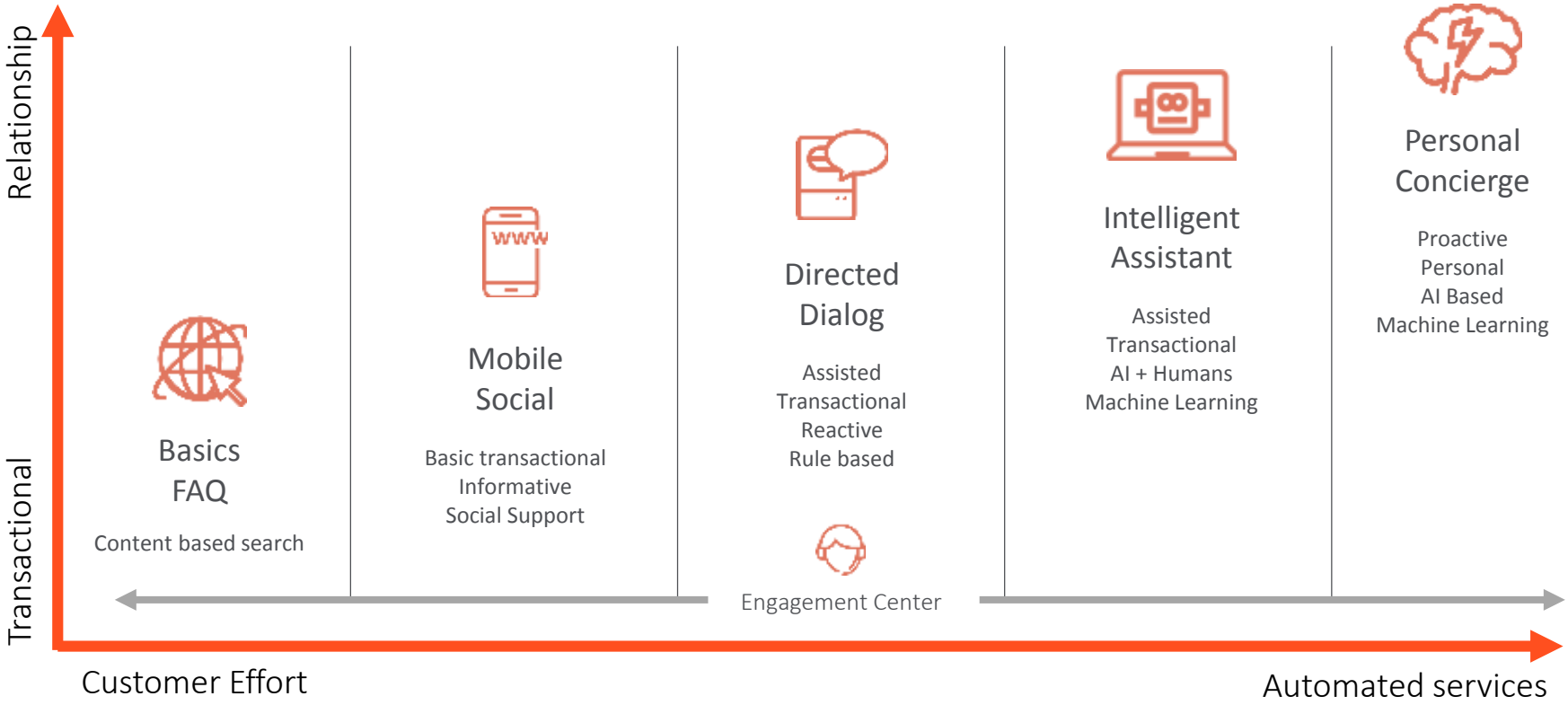
The Bot Evolution



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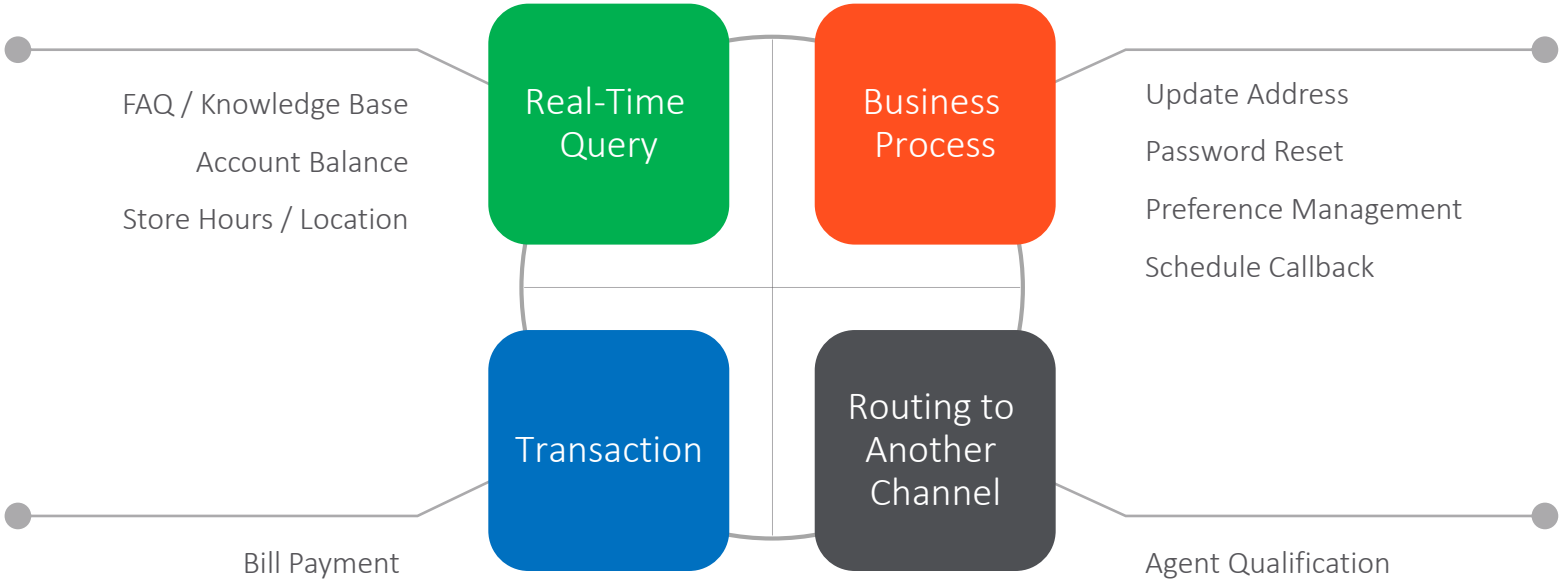
Common Bot Use Cases



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Introducing Kate

Kate combines artificial intelligence, bots, machine learning, and micro-applications so companies can deliver personalized, proactive and predictive experiences while running a smart business.

The combined power of Kate and live staff to solve customer problems is what we call ***Blended A.I. by Genesys***.

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The market is already there

51%

of companies with AI initiatives focused on customer service

Forrester

#1

trend in next 5 years is analytics driven personalization

Dimension Data

73%

of data is left unused by companies for business insights and decision-making

Forrester

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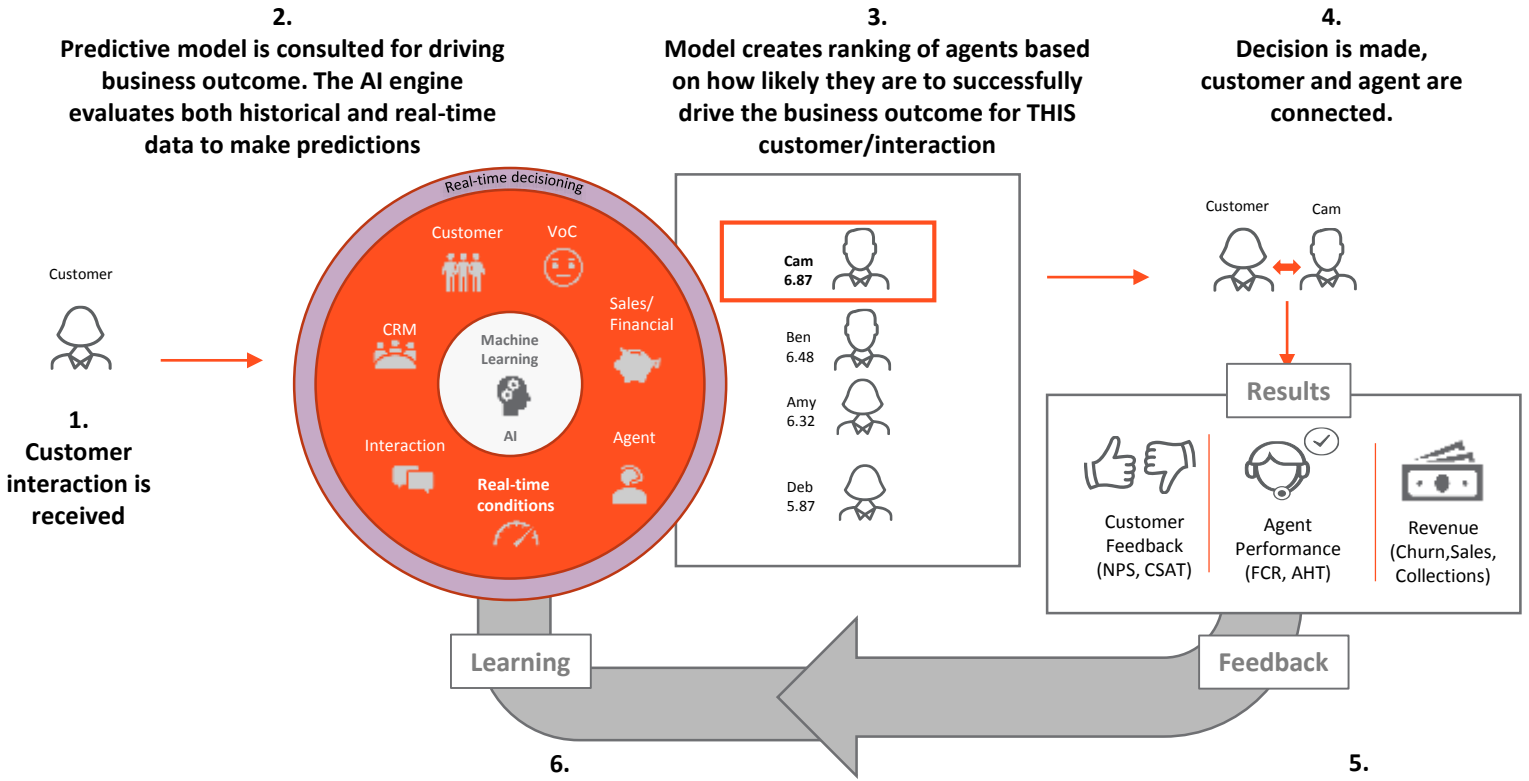
Dimension Data 2016, Global Contact Center Benchmarking Report
Gartner 2016, 100 Data and Analytics Predictions Through 2020
Forrester 2017, Artificial Intelligence with the Human Touch

What does that mean for a contact center?



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Moments Connected across Marketing, Sales & Service

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Consumer Behavior Changes

- One Brand experience is a must
- Consumers want it all and want it now
- Journeys are asynchronous. Start-stop-resume.
- Interactions across all channels & touchpoints
- Competition increases importance of CX

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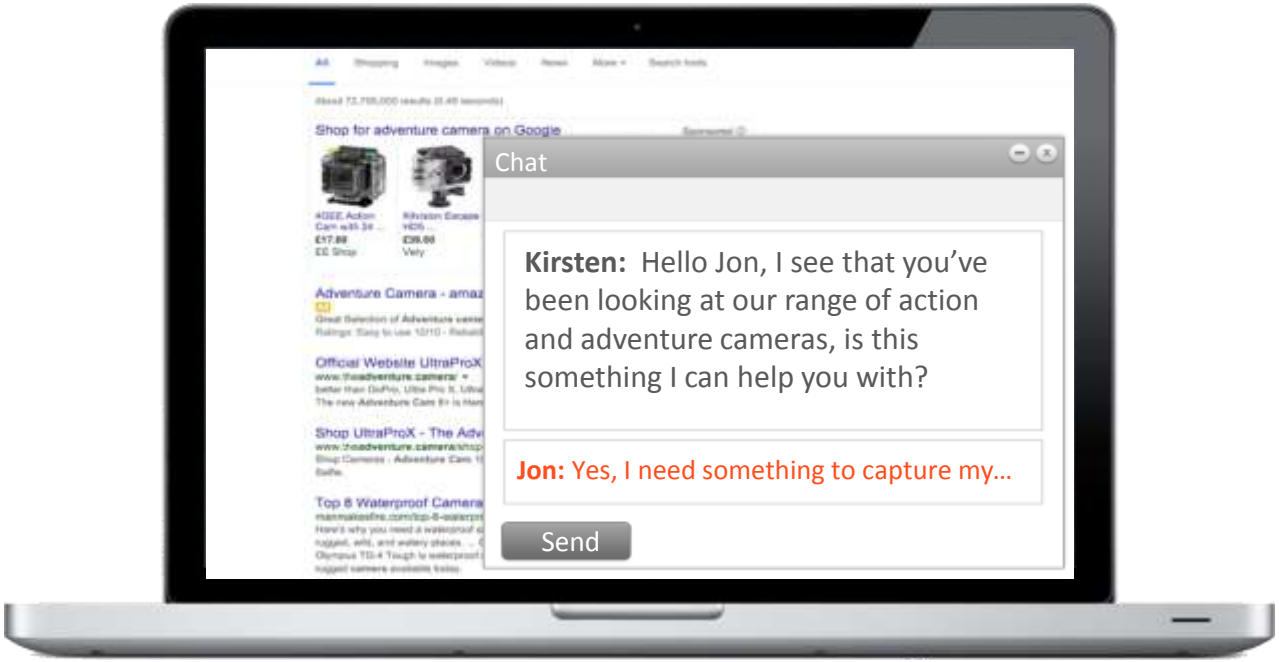
Preference dependencies

Connecting Moments

- Better target prospects and provide the best offer in real time
- The best business outcomes and offer next best action
- Innovative, seamless and personalized service across all touchpoints

Connecting Marketing Moments



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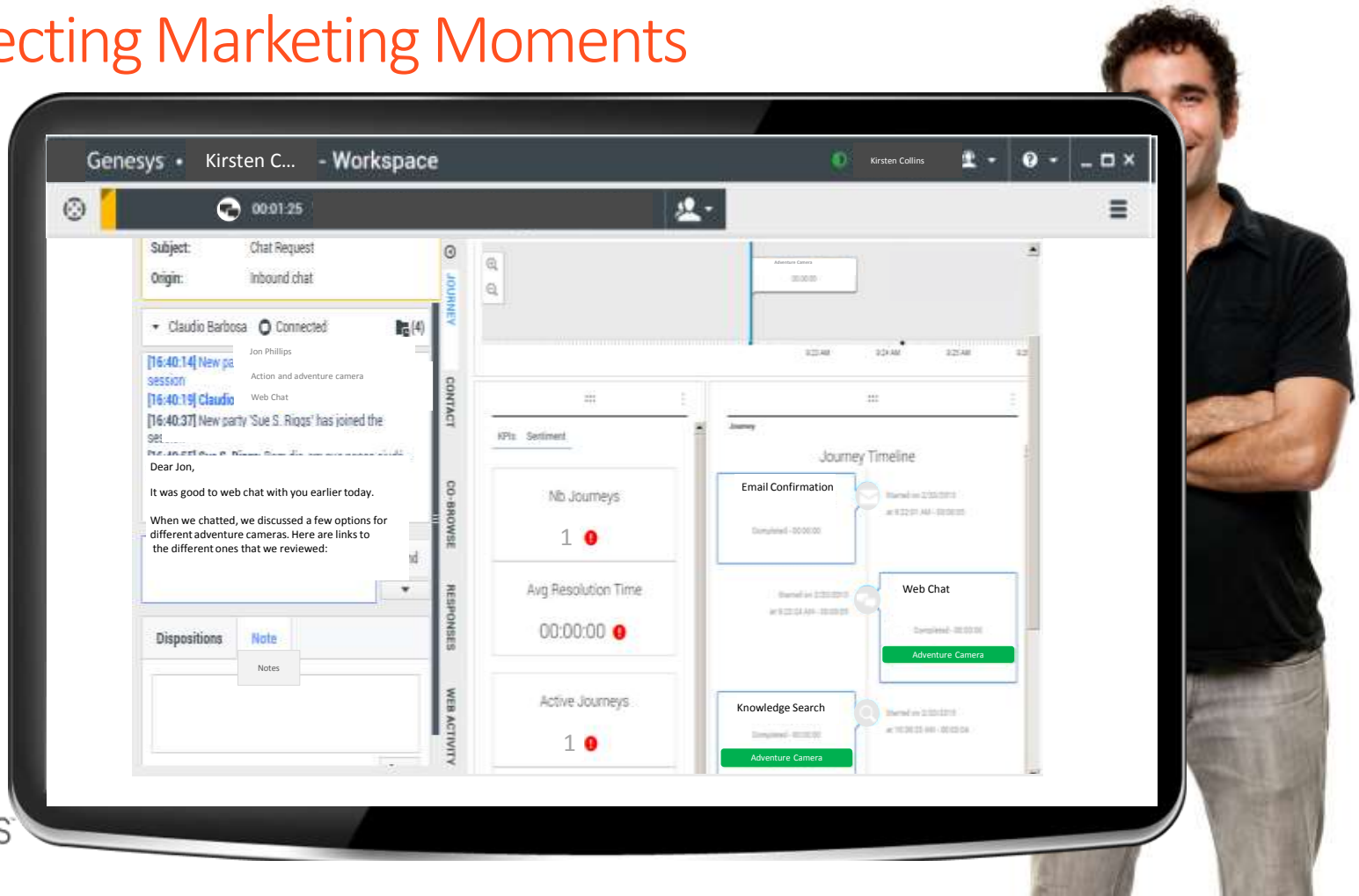
Connecting Marketing Moments



Connecting Sales Moments

IVR: Thank you for calling . Are you calling about your recent enquiry? Say Yes or No

Jon: “Yes”

IVR: Thank you, we will put you straight through to an advisor who can help

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Connecting Sales Moments

Kirsten: Hello Jon, this is Kirsten speaking. I think we chatted on the web the other day?

Jon: Hi, yes I think we did!

Kirsten: Have you chosen which camera you'd like?

Jon: No, I'm still unsure and I 'm going on vacation soon, is it possible to book a demonstration?

Kirsten: Sure, I can check for appointments at stores near where you live, would that work?

Jon: Great, I'm free on Wednesday evening from 5pm?

Kirsten: Great, I'll book you in for 5:30pm and send you a text message to confirm…

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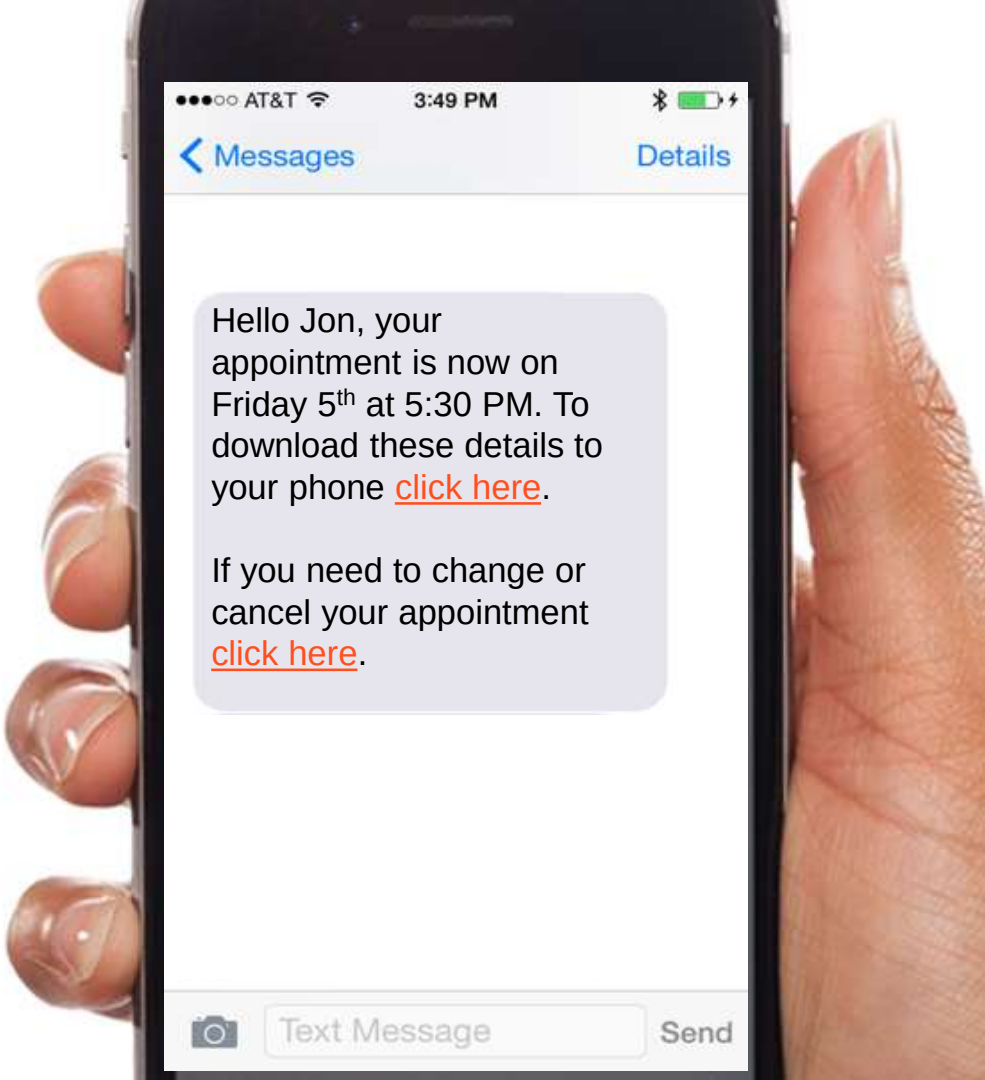
Connecting Sales Mome

Jon receives confirmation of his new appointment time and downloads the details to his calendar.



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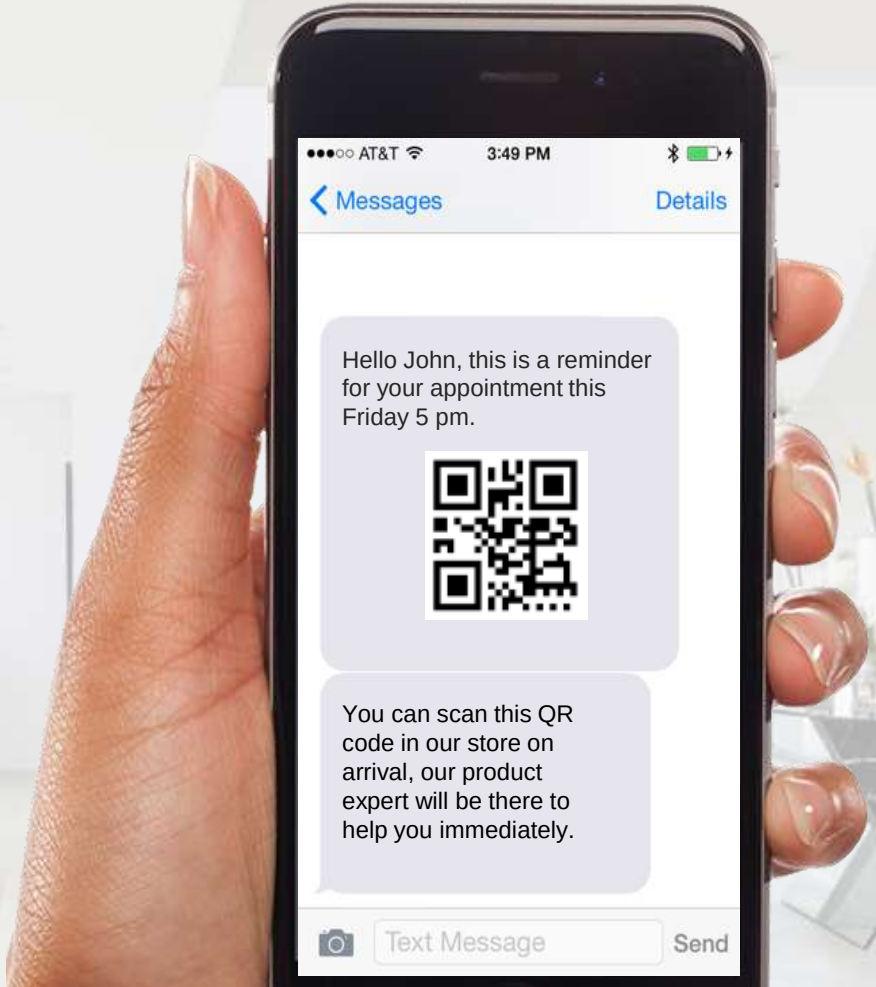
Proactive notifications

The day of the appointment Jon receives a final text message reminder

It also allows him to download the details to the Apple Wallet on his iPhone, including the QR code to scan on arrival.



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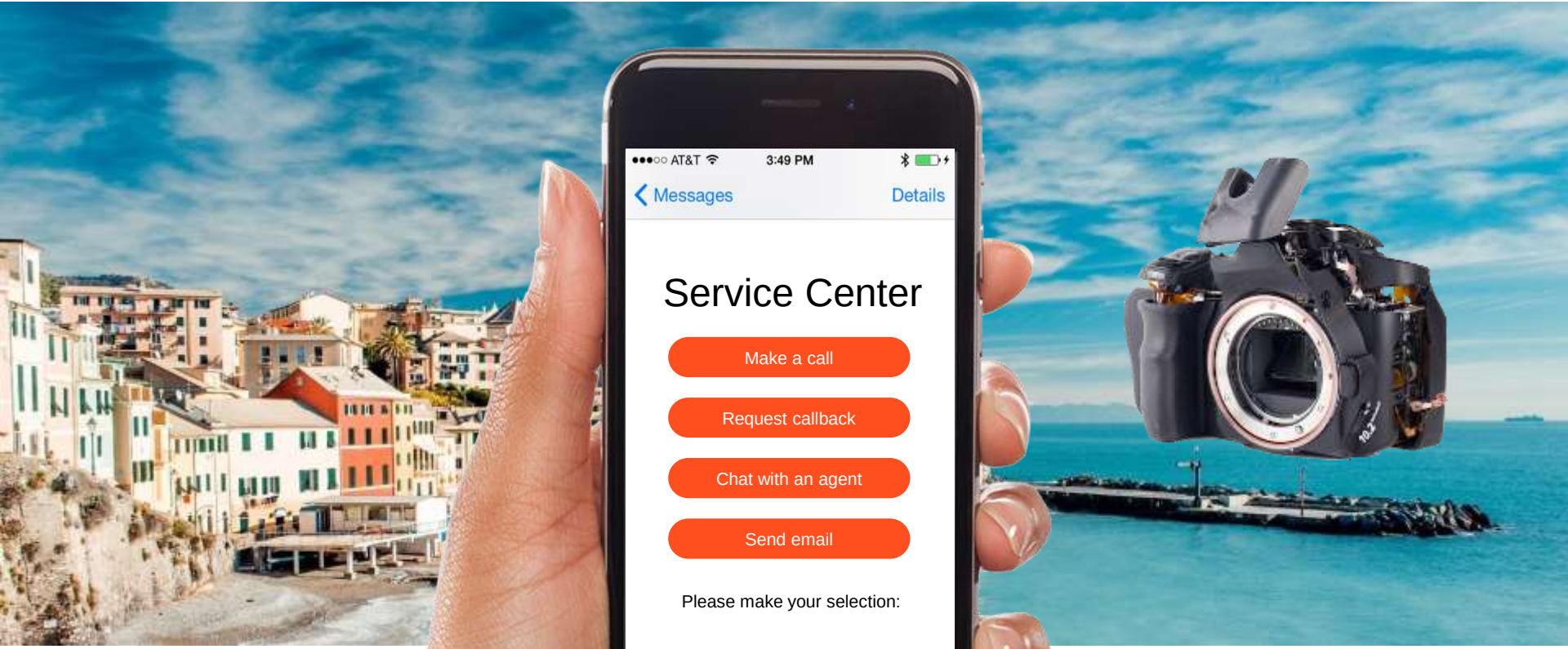
Connecting the digital and the real world

Jon arrives for his demonstration and scans the QR code to confirm his arrival.

At 5 PM sharp, Robert, a technology specialist, finds Jon to demonstrate adventure cameras.

Jon finds the model he was looking for and purchases the camera on the spot.

Connecting Service Moments



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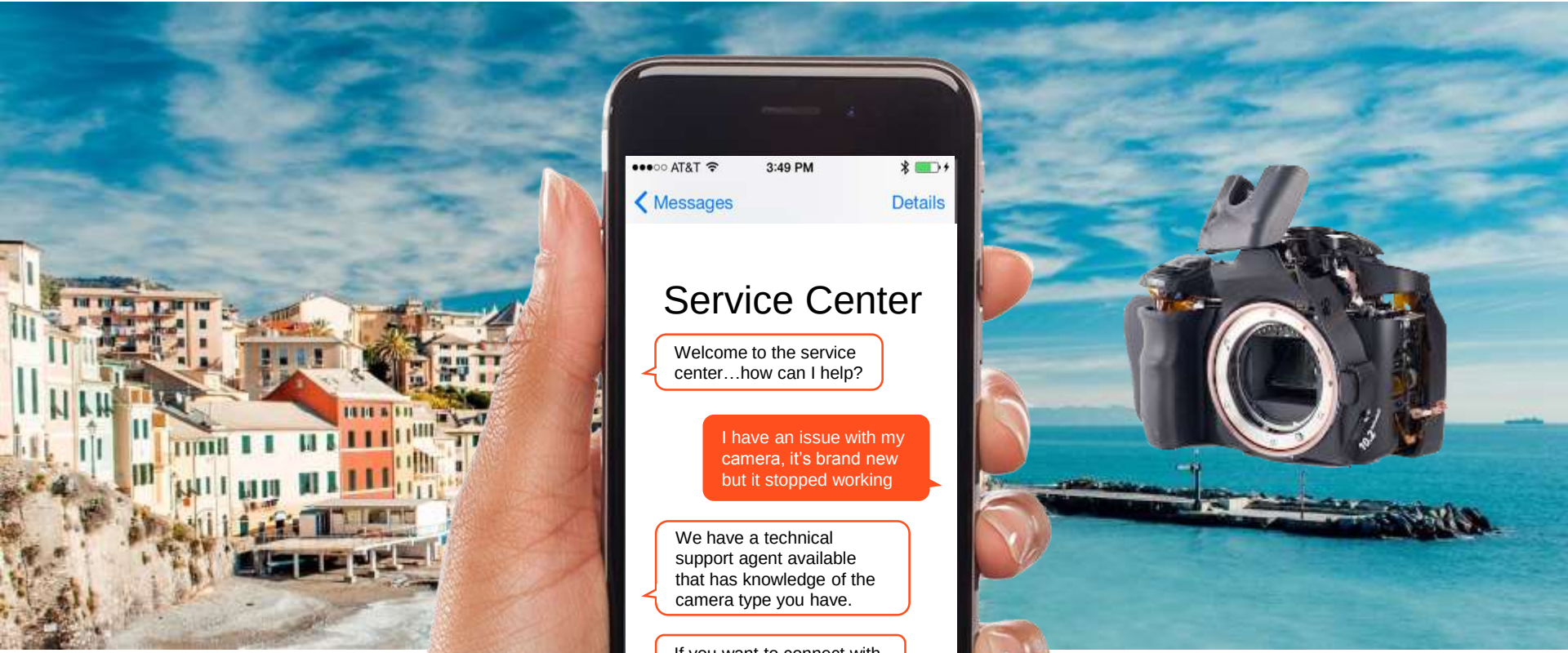
Connecting Service Moments



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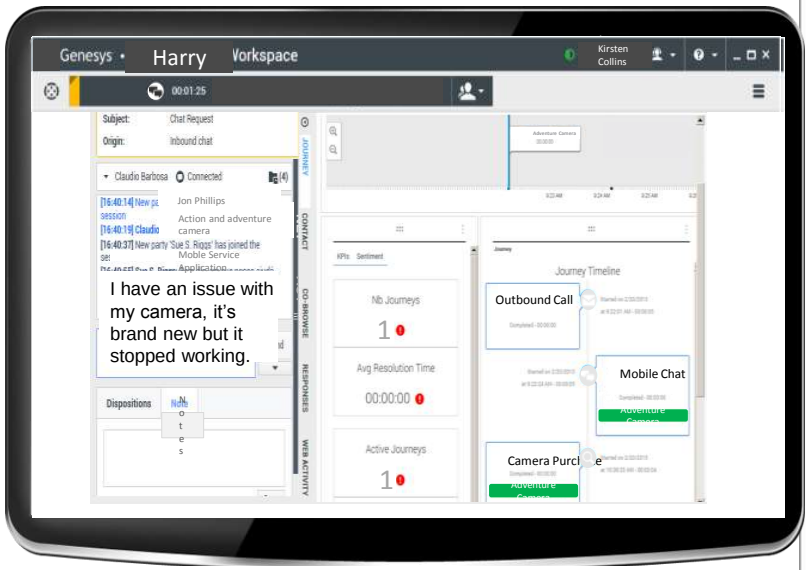
Connecting Service Moments

The Customer Engagement Platform analyzes the customer information, the journey context and determines priority and ideal target.

Agent Harry has the right skills, matches Jon's personality and consistently scores high on NPS score.

Harry accepts the request and works with Jon to get his issue resolved.



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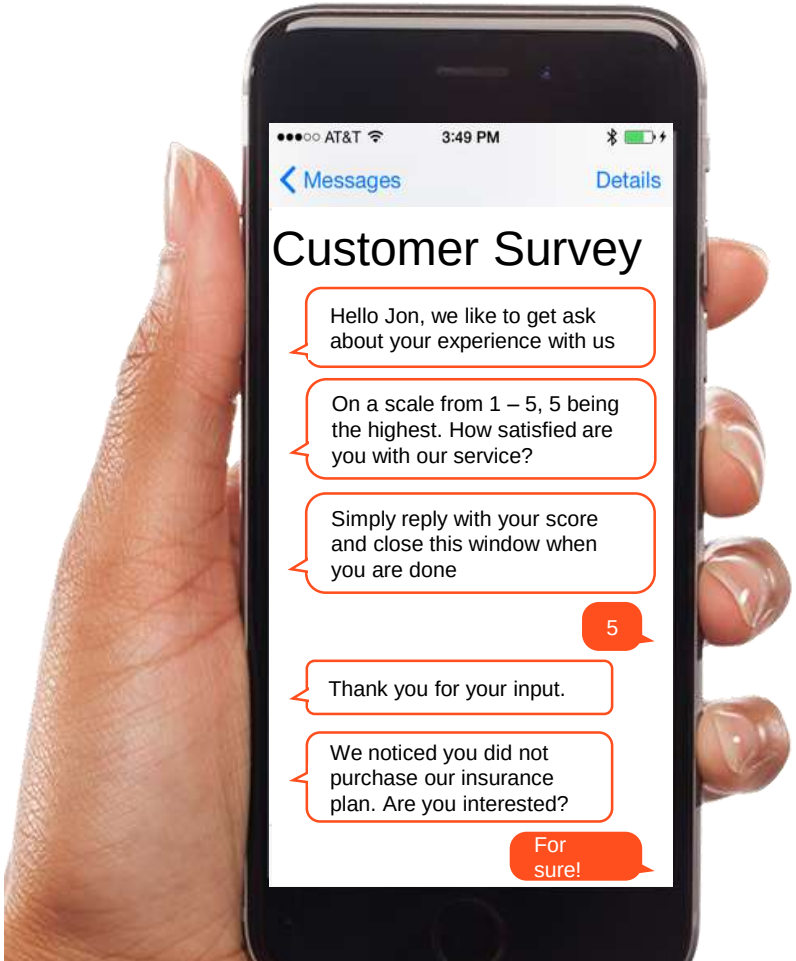
Customer survey

The customer survey results are stored and used to continuously optimize future customer interactions.

The Customer Engagement Platform makes real time decisions to drive the best business outcomes.



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Act on Opportunities in the Business Moment

MARKETING MOMENTS

- Increase contact rates through multichannel campaigns
- Improve workforce utilization through power-dialling
- Mine interaction content for better conversion & attribution

SALES MOMENTS

- Increase sales conversions by proactively offering chat
- Use machine learning to route to the best sales agents
- Engage website users across multiple channels

SERVICE MOMENTS

- Seamless transition from self to live service
- Automate interactions through pre-defined micro-apps
- Connect customers to last connected employee

Summary

- Consumers behave in erratic ways
- Consumer channel consumption is exploding. With no end in sight.
- Connecting Moments across Marketing, Sales & Service yields the best results
- A Customer Engagement Engine is the (only) way forward.
- Customer Experience is the brand differentiator.

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Thank you

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