The Next Level of Customer Experience

Conquering the New Battleground for Customer Loyalty

Elya McCleave
President, EMC Consulting
Founder, Innovorg

Questions Often Asked

IMPACT → What impact DO Service interactions have on customer loyalty?

COST → How can service improve loyalty while still REDUCING cost?

APPRAOCH → What are the things organizations can do to DRIVE loyalty?

What is Loyalty?

KEEP

Retain profitable customers longer
Win back profitable customers

GROW

Upsell/Cross-sell additional products in a solution
Word of mouth, referrals

Customer Effort Study

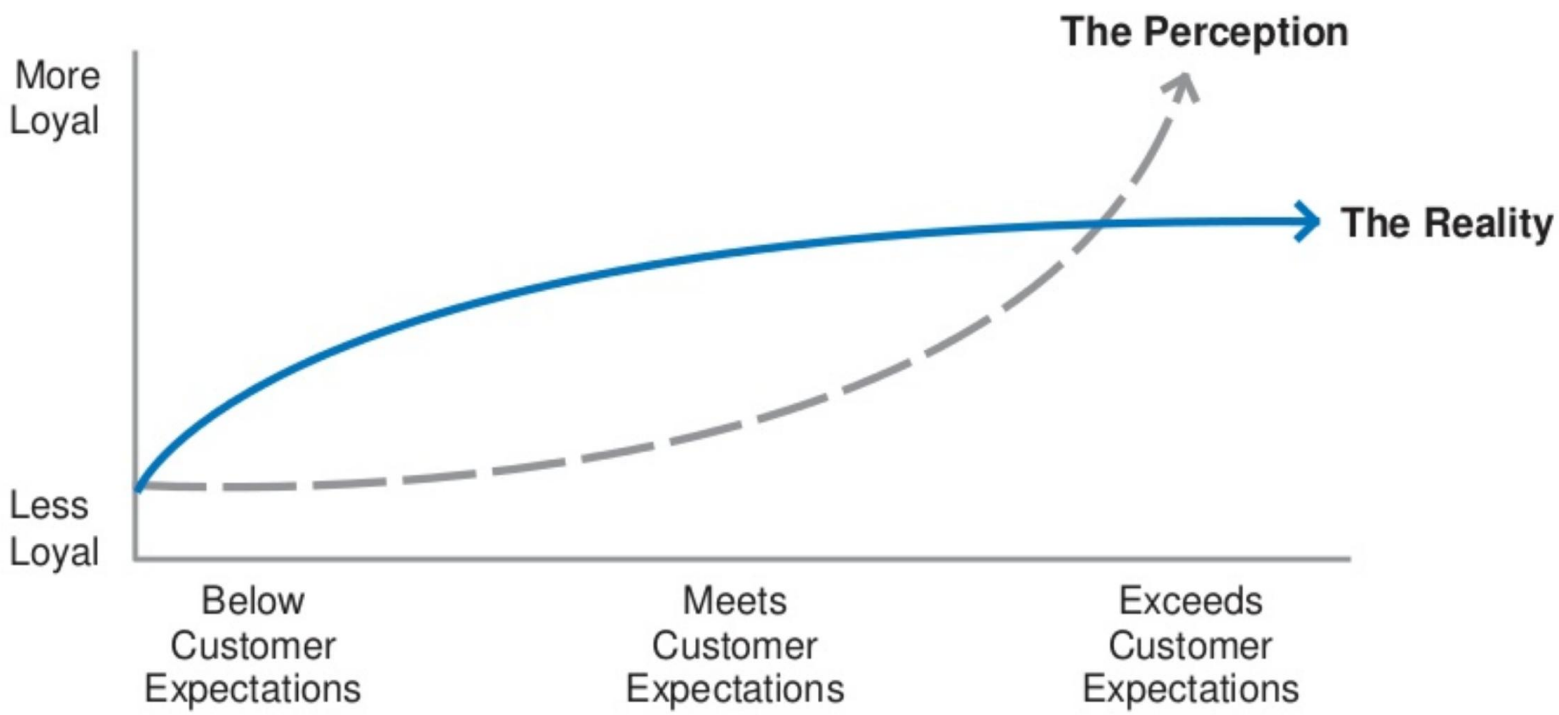
125,000+ customers

5,000+ CS representatives

100+ companies

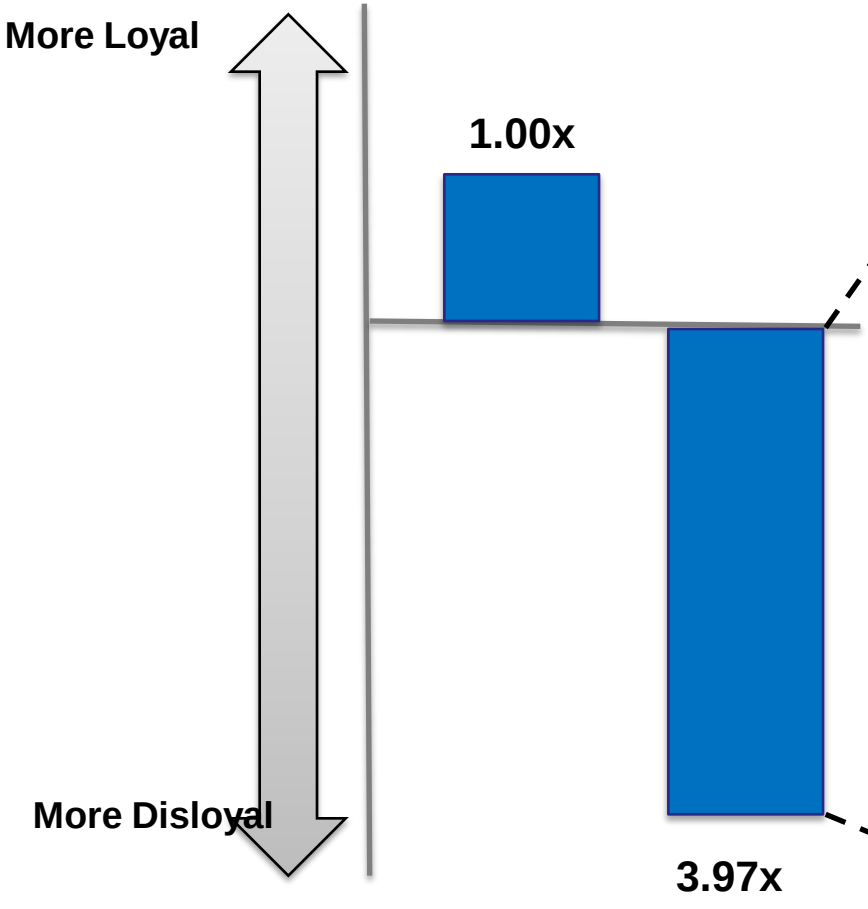
3 Major Findings

Finding 1: Delight Doesn't Pay



Source: CEB analysis

Finding 2: Service Drives Disloyalty

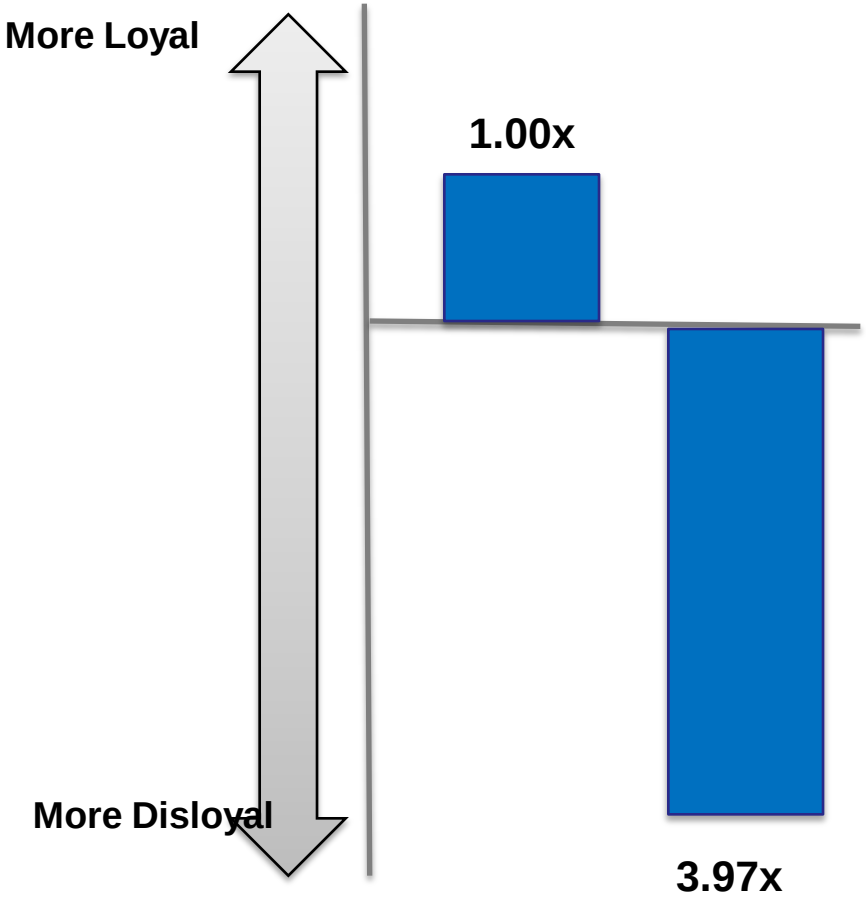


Drivers of Disloyalty

- Repeat Contacts
- Channel Switching / Transfers
- Repeating Information
- Robotic Service
- Policies and processes customers have to endure
- "Hassle Factor"

Source: CEB analysis

Finding 3: Mitigate Disloyalty by Reducing Effort



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CUSTOMER EFFORT

Source: CEB analysis

What are the forward-thinking Companies doing?

SELF-SERVICE ENABLEMENT

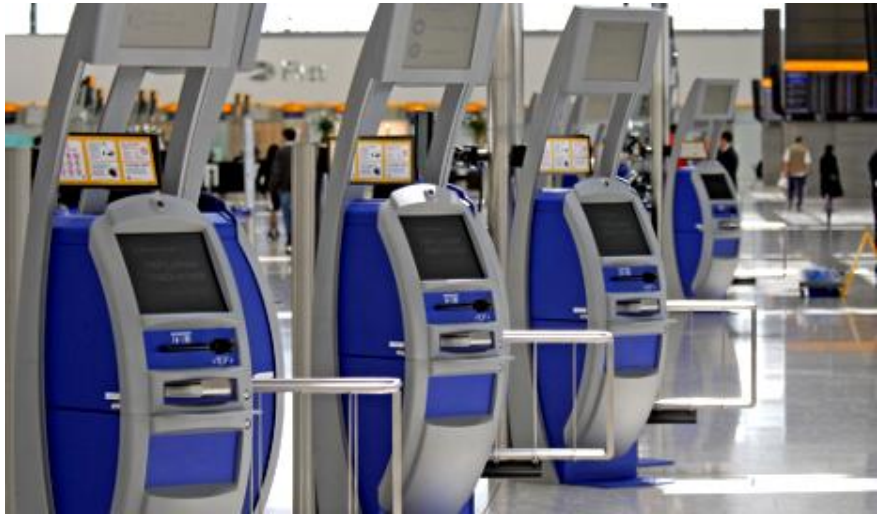
NEXT ISSUE PREVENTION

STAFF TRAINING & EMPOWERMENT

PRODUCT & SERVICES ENHANCEMENT

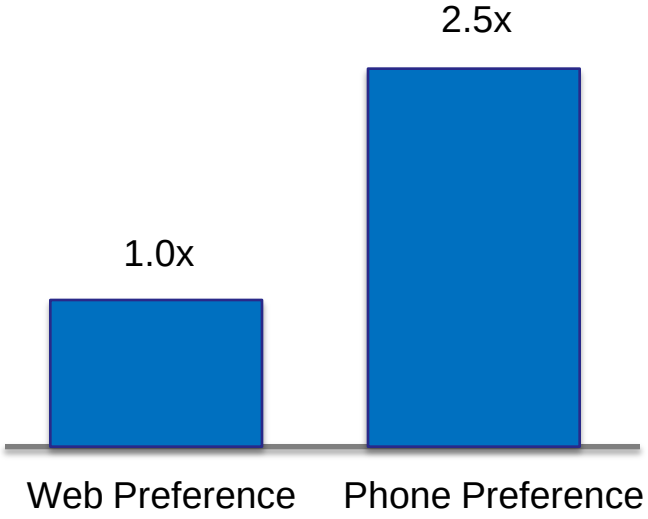
SELF-SERVICE ENABLEMENT

Which one would you rather use?

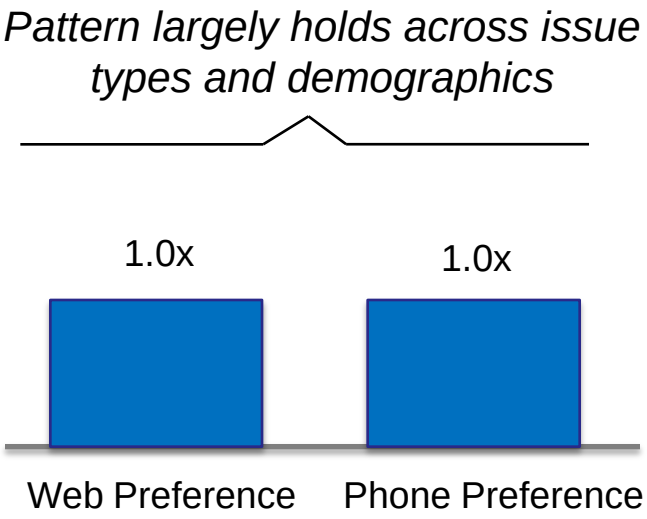


Your customers don't want to talk to you

Company Perception



Actual Customer Preference



Source: CEB analysis

Human touch matters, though customers will accept AI if it delivers information they need

Would rather **reach customer service using messaging apps/chats** (e.g., Facebook messenger) that they typically use instead of going to a dedicated customer service app/website

27%

Would rather **start an automated customer service chat** to get answers to questions instantly than wait on a phone to speak with someone live

35%

"I don't care if customer service comes from a **human or technology as long as I get my questions answered accurately**"

40%

16% Value CHOICE Over Ease

- **Want issue resolved in their preferred channel**
- **Prioritize channel choice above all**

84% Value EASE Over Choice

- **Want fast resolution without bouncing around channels**
- **Prioritize low effort above channel choice**

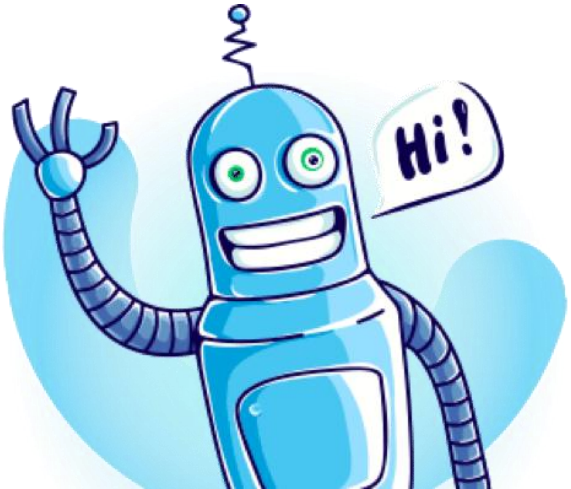
Source: CEB analysis

“By 2020 85% of Customer Interactions will be handled without a human” Gartner

Vendor Spotlight

YELLOW MESSENGER

Modern chatbot service with AI & Machine Learning



NEXT ISSUE
PREVENTION

Next Issue Prevention

“Have I fully resolved your issue today?” worst question to ask

Companies think 76.7% of customer issues are resolved in one contact

But customers claim only 40% of their issues are resolved in one contact

STAFF TRAINING & EMPOWERMENT

Staff Training & Empowerment

Capabilities Management

Top service teams are empowered not only with the right technology and tools at their disposal — they're set up for success with skills evaluation, training & continuous feedback loop.

Strategic Duties

High-performing service teams are 1.8x more likely than underperformers to share goals and metrics with sales teams.

Field Services as the face of the brand

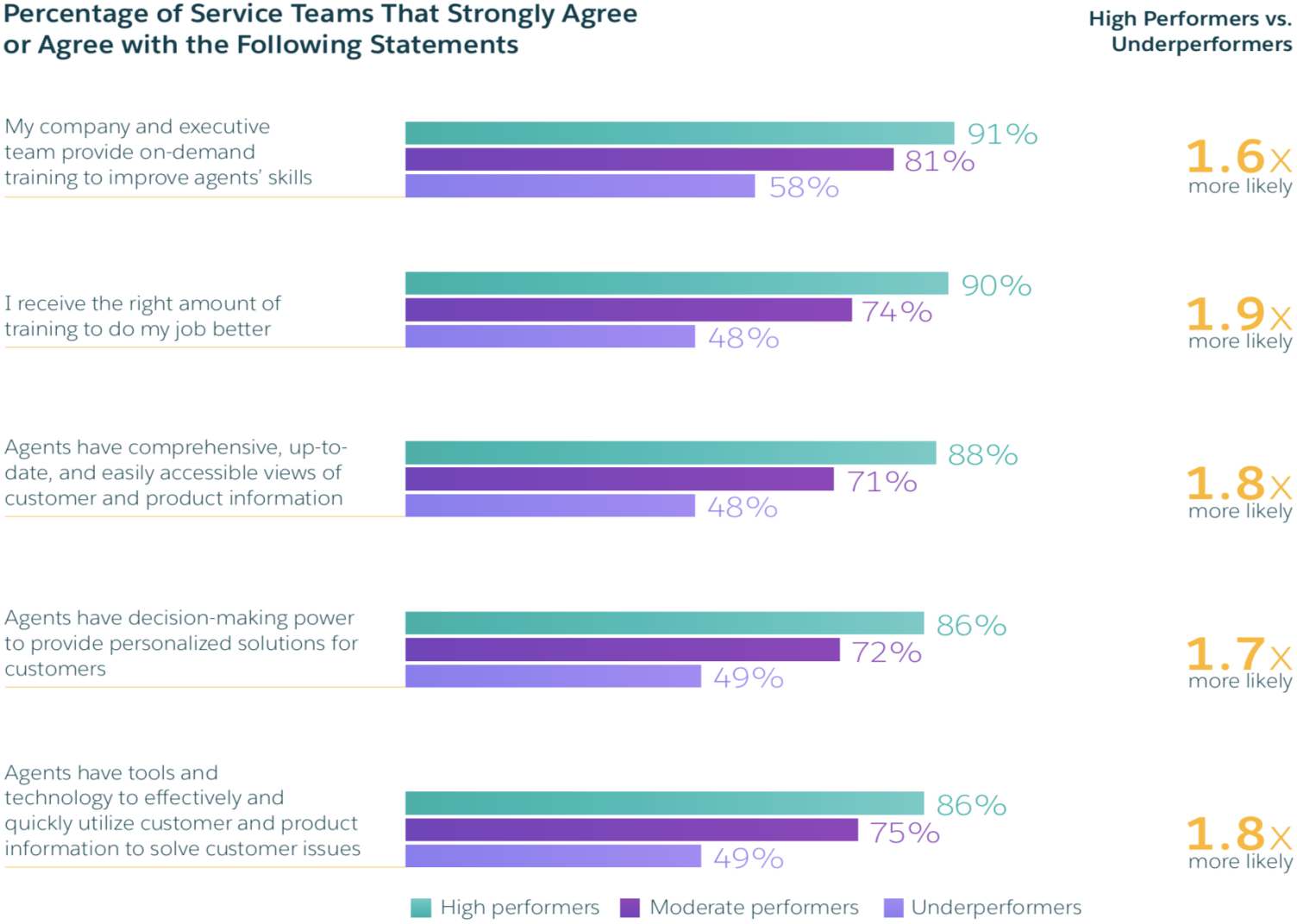
Gone are the days of disconnects between field agents and their colleagues. 68% of service teams agree that field service agents are integral to their customer success strategy.

Customer Success Service KPIs

No longer the goal is closing the highest number of cases in the least amount of time possible. For forward-thinking teams, service is transitioning from cost center to growth engine with a customer- first mandate.

Tech, Training, and Autonomy Are Key to Empowerment

In order to reach their full potential, top service teams empower their agents with the training, tools, and decision-making power they need to succeed.



Source: Salesforce Research

“By 2027, people will actively seek work that helps them grow and gives them a sense of purpose.” Gartner

Vendor Spotlight

Innovorg

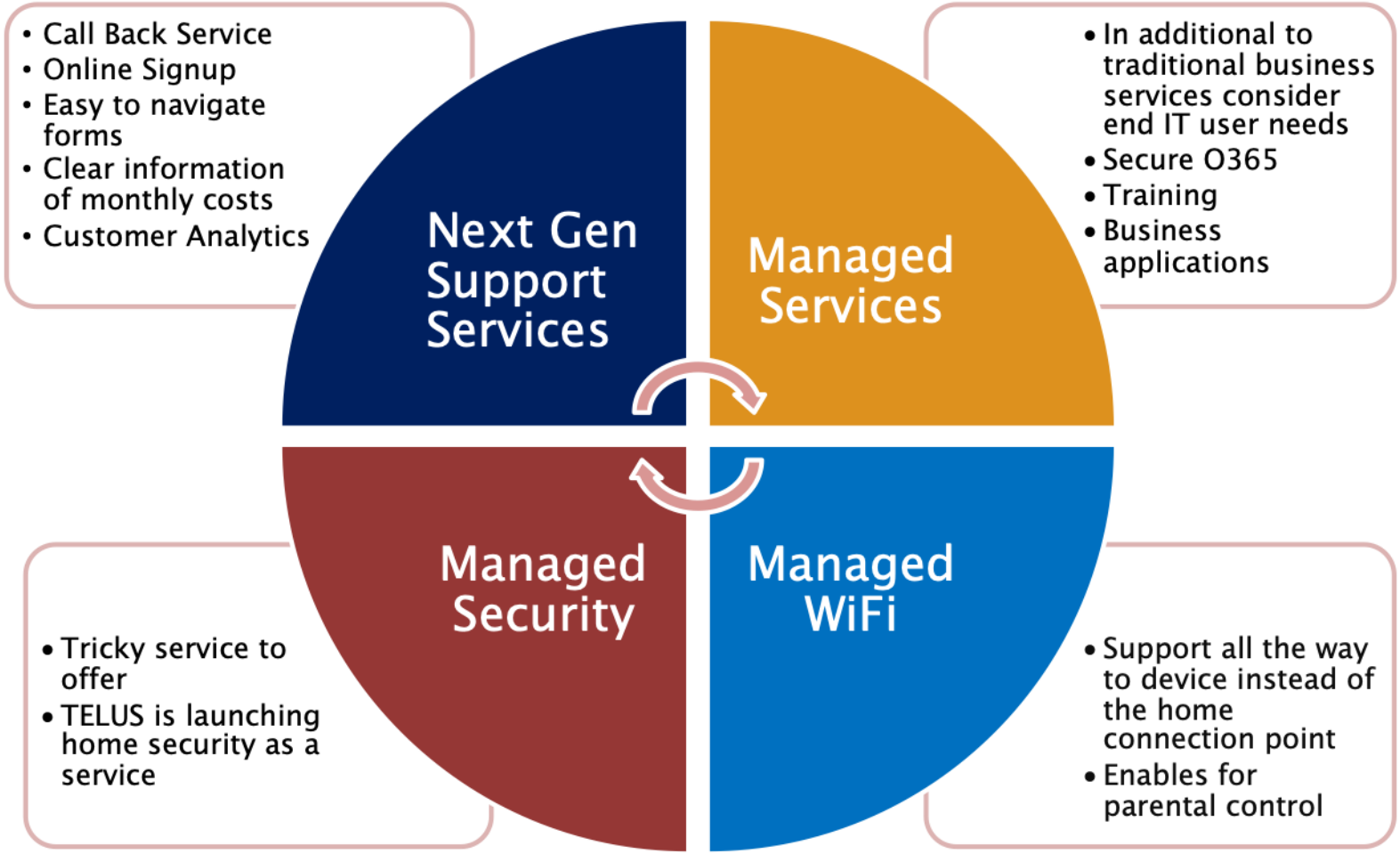
The next generation of employee skills management platform

PRODUCT & SERVICES ENHANCEMENT

Products & Services Enhancement

✓**Offer clients unlimited data**
✓**Offer Guaranteed upload and down load speeds**

Examples of value-adds to differentiate your product:



Customer Success Story

FONOLO Call-Backs

- Can more effectively **handle their call volume** fluctuations
- Significantly **reduced abandon rates**
- Reduced handle times due to **happier customers**
- Improved **Customer Satisfaction** scores across the board

> "Fonolo easily integrated into our current telephone system and, we've seen better answer rates, and high post-call satisfaction scores."
>
> *– Michael Volensky, Director of Operational Excellence and Support, Nutrisystem*

To Summarize..

- ✓ Service Drives Disloyalty
- ✓ Focus On Reducing Customer Effort
- ✓ Invest In Self-Service
- ✓ Build Strong Partnerships
- ✓ Grow And Empower Your People

THANK YOU!

LinkedIn: emccleave
Email: emccleave@Innovorg.com