Rethink Your CX Structure Today To Build For Tomorrow

The right mix of human and digital technology services can strengthen your customer experience—and your brand.

ttec®

Overview

In the journey towards total digital transformation, the appeal of fully automating customer service functions is obvious: digital platforms offer more efficient and consistent solutions when compared to the traditional human CX staffing model.

But it's important to consider that one part of the CX process will never be digital: *the customer.*

The people your CX systems are designed to serve retain uniquely human needs, desires, and preferences, some of which are still best met through human interaction. Achieving true digital transformation means recognising parts of the process where automation and digitisation can replace—and even augment—traditionally human elements. A seamlessly integrated system provides customers quick support through complex situations while still making them feel like people.

People still need people

While a growing majority of people use customer self-service systems for CX queries, a large percentage still prefer (and seek) human assistance for a variety of reasons and scenarios:

1. Many customers feel their issue is too complex to be handled by an artificial intelligence solution like a chatbot or virtual assistant. The perception is that the customer will be directed to an unhelpful list of FAQs or other generic answer.

2. More feel that automated systems are cumbersome, taking too long to respond and/or understand the query fully.

3. There is also a perceived lack of empathy and humanity with automated assistants; customers feel that the interactions are impersonal.

Trust is also an issue. Customers need to trust they will have a positive experience with a company in higher-stakes scenarios, as they strongly prefer interacting with a human agent. Dealings with utilities, insurance companies, financial institutions, and even retailers where relatively large sums of money are involved require a higher degree of trust than humans currently place in automated systems. Even the perception that decisions are being made by humans (who themselves are using knowledge base software and other digital analytics tools) is enough to relieve the anxiety that comes with resolving personally important queries.

TTEC helped a prominent credit reporting company raise its CSAT score by 40% YOY

A global telecommunications company saw 59% savings in average handle time thanks to TTEC's Intelligent Automation solution

Visit our website for more TTEC solutions

Customer Care

Back Office Support

TTEC's Humanify® platform provided customer context that allowed 73% of one health and nutrition company's customer issues to be solved via self-help

But people need more than people

While our human nature inherently still places more trust in the abilities of other humans (at least for now), we know empirically that automated digital systems are far more capable in many areas than their human counterparts. Utilising these capabilities provides several advantages:

1. Bots and other automated tools can perform many processes faster and more accurately than humans, actually reducing average interaction time and increasing satisfaction, running contrary to the notion that automated systems are slower and more cumbersome to use.

2. Automated digital interactions provide the opportunity to capture and analyse more data, providing learnings that inform future decisions.

3. As mentioned above, intelligent virtual assistants (IVAs) are even useful in helping human agents—accessing info and solutions to speed up calls and resolve them more consistently.

The biggest benefit of digital CX tools, though, is their ability to integrate with other digital platforms within the organisation, such as CRM and SCM software. Doing so allows for much more robust decision-making and a much broader ability to field requests that require multiple knowledge points.

TTEC helped a leading automotive manufacturer with a 5% decrease in Average Handle Time and a 10% decrease in Speed-to-Efficiency

For one major automotive brand, TTEC Associate Assist reduced issue handling time by 10% and increased NPS by 4%

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Automation and AI

Contact Centre Software

TTEC helped a Fortune 100
financial services firm see
a 60% increase in
cross-channel engagement

Why your business needs both

Customer experience has become as much a growth tactic as it is an operational one. When done right, it can have positive impacts on multiple areas of your business. Aside from the obvious streamlining of the CX department and associated costs, effective practices can help strengthen your brand in the minds of your customers and build loyalty that drives revenue in the form of indirect sales.

AI and other automated digital systems are critical to managing data and interactions in an omnichannel strategy. The ability to instantly access all waypoints in the customer journey leads to better decision-making and faster issue resolution. Beyond that, the robust knowledge gained from digital interactions is extremely useful for future marketing communications, loyalty programs, and audience segmentation.

Your CX agents should be the embodiment of your brand's personality and values. As their job becomes less about making actual decisions and gathering information, it should become more about conveying empathy—reminding customers that your business exists to fill a need they have as human beings.

When your customer experience is designed to let your people forge connections and your technology find solutions, you'll have a blend that lets you build for the future.

TTEC launched the new CX service centre for Volkswagen Group UK in August 2020 and has made the commitment to reduce costs by 25% and provide a 50% productive hour reduction over the next 5 years

Ready to begin building?

TTEC's CX Strategy and Digital Consulting services can help you find the best blend for your business.

Get in touch today

Sources:
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