

Welcome!

As soon as you get settled, start answering these questions in your workbook. Then share your answers with those sitting near you.

When was the last time you had an **amazing customer experience?**

- Why did you contact the company?
- What channel(s) did you use to communicate with the company?
- How easy was it for you to get the information you needed?
- How long did it take?
- How did the experience make you feel?



Contact Center Transformation

Stakeholder Kickoff

Session Goal and Agenda

The **goal** of this session is to align on the process involved in digital transformation and to begin thinking about the opportunity we have to improve our digital customer experience.

- ⦿ Introduction
- What is DCX?
- Our Plan for Digital Transformation
- Training the Digital Agent
- Close

Amazing Customer Experiences



What is Digital Customer Experience?

Digital Customer Experience

DCX is the sum total of all the online interactions a customer has with your brand.



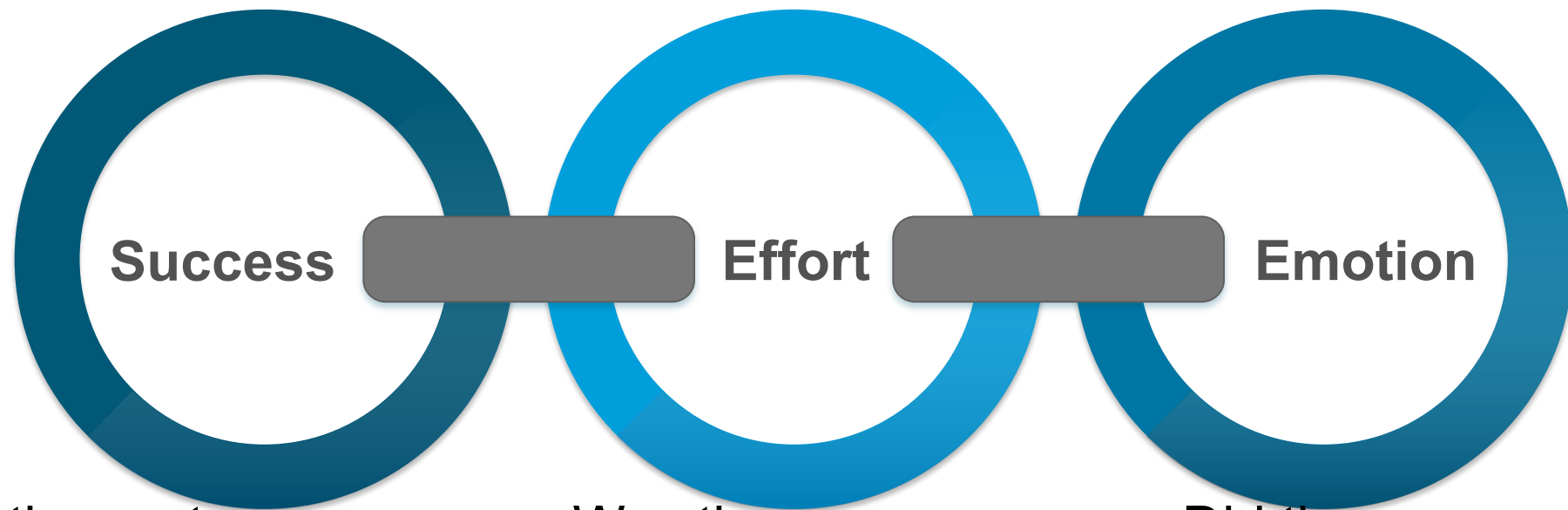
Sample channels:

- Your website
- Live chat and email
- Mobile apps
- Social media channels (Facebook, Twitter, Instagram, etc.)
- Text messages/SMS
- Digital kiosks and Internet-of-Things (IoT) hardware
- Desktop and Software-as-a-Service software
- Self-service

DCX and CX



Fundamental Ingredients to Good DCX



Did the customer complete their task and achieve their goal?

Was the process smooth and easy?

Did they come away from the interaction feeling good?

Why Emotion Matters

67%

Will pay more
for a great
experience



Customers who have an
emotional connection with a
brand:

304% Higher lifetime
value

71% More likely to
recommend
our brand

Source: Sitecore

Why Digital Matters

56%

Of CEOs said digital improvements led to revenue growth

10%

Greater online spend for multi-channel customers

Source: Delighted Team



What Do You Think?

Thinking back on the amazing customer experience that you noted at the beginning of the session and what we have discussed about digital customer experiences:

What do you think the 3 biggest improvement opportunities are for our customer experience?

Our Plan for Digital Transformation

Steps for an Effective Digital Transformation

1. Prepare for change
2. Build a coalition and establish partnerships
3. Align technology to transformation goals
4. Establish and implement change plans
5. Measure and improve

1. Prepare for Change

- Define vision
- Assess maturity
- Analyze impact

To assess maturity

Reflect on our current state and the key changes needed in each of the following areas:

- Customers
- Employees
- Operations
- Data
- Technology

Assess Maturity: Customers

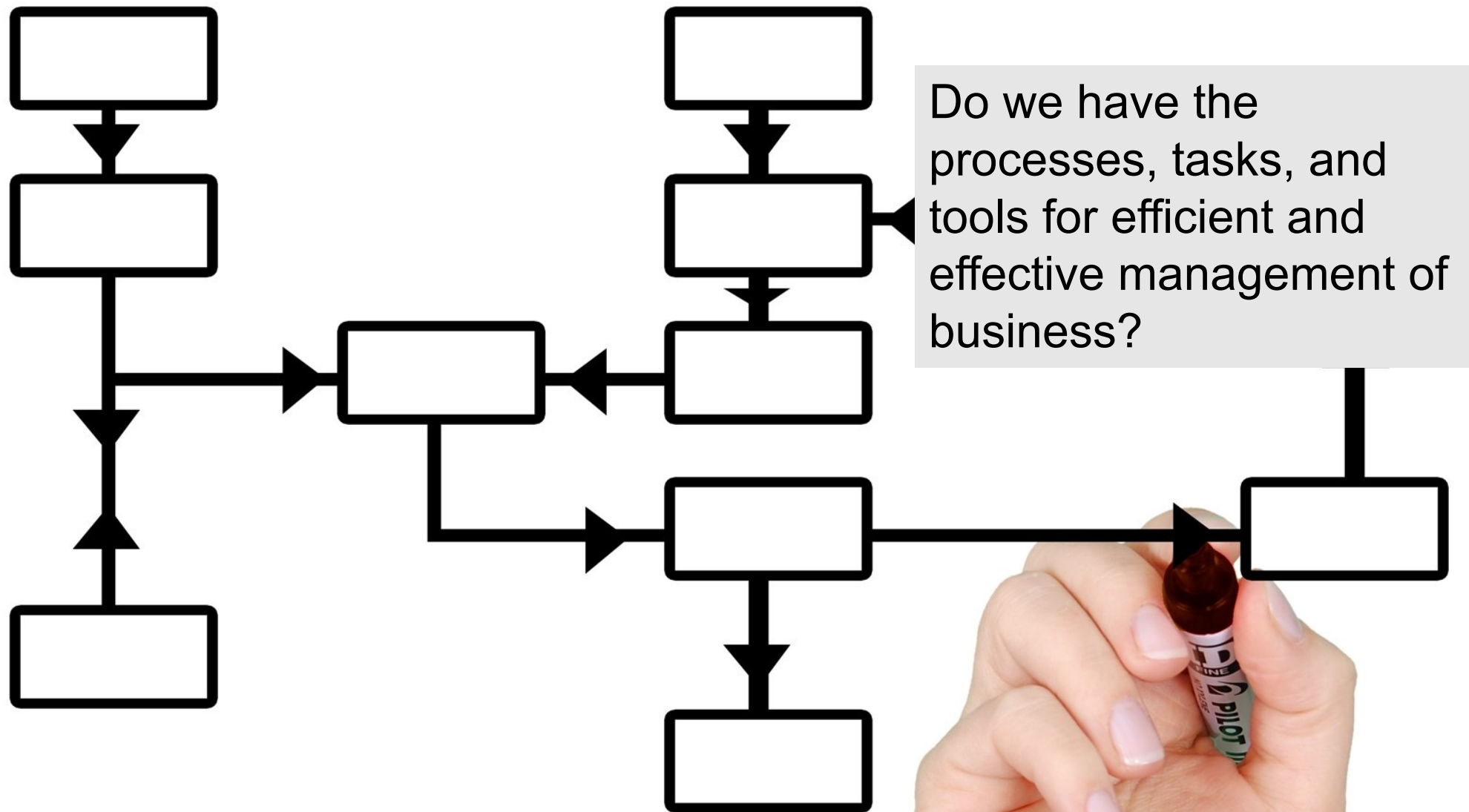
Do we have the experience and channels in place to support the customer's expectations?



Assess Maturity: Employees

Are we appropriately staffed to support changing volume, with the right skills and training?





Assess Maturity: Operations

Assess Maturity: Data

Can we easily access and pull reports of data and metrics to assess trends, strategize improvements, and maximize business value or customer outcomes?



Assess Maturity: Technology

Do we have the right stack of technology and integrations that support seamless customer and employee experience, operational and data requirements?

Nudge Your Neighbor

Take 30 seconds to tell someone near you how ready you think our organization is for digital transformation and why you think that.



2. Build a Coalition and Establish Partnerships

- Executive sponsors
- The role of stakeholders
- Partnership with IT

3. Align Technology to Transformation Goals



- Adopt a cloud infrastructure



- Self-service



- Implement a cybersecurity strategy



- Artificial intelligence and machine learning



- Use an omnichannel platform

The Importance of Omnichannel

Assess your current channels:

- Do they all provide an engaging experience for customers?
- Are there channels that customers prefer that are not being offered?
- Are there channels that customers are not using?

4. Establish and Implement Change Plans





5. Measure and Improve

Nudge Your Neighbor

Take 30 seconds to tell someone near you one important consideration that you see for your organization in measuring the success of your digital transformation.



Training the Digital Agent

Important Elements to Customers

- Fast and easy resolutions
- Finding answers at any time
- Interacting with a friendly and empathetic person
- Getting help by my chosen channel
- Not having to repeat myself



Top Skills for DCX

- Empathy
- Speed
- Attentiveness
- Written communication
- Social skills



Onboarding New DCX Agents

- Know what you want to accomplish
- Teach them to work across channels
- Teach digital media etiquette
- Provide knowledge and resources
- Create a feedback mechanism

Nudge Your Neighbor

Take 30 seconds to tell someone near you one thing you most want to remember about onboarding and training new digital customer service agents.



Close

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Why Emotion Matters



Why Digital Matters



Our Digital Plans

To assess maturity

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Help us understand

- Given all focus areas and priorities, with 1 being – “high priority we need to change to survive” and 5 being “I support it, but I don’t think we’re ready yet” – how important is digital customer experience to you?
- Why is evaluating and making a change to the customer experience important to you?
- What are the three critical goals and/or metrics you care about?
- What is your biggest challenge we should be solving for or that we should keep in mind as we transform?
- Where do you see the biggest impact that we need to account for (impacted teams, process changes, areas of potential resistance, etc.)?



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<https://www.niceincontact.com/>

Developed by Elaine Carr and Laura Grimes
of Harrington Consulting Group
(<https://www.harringtonconsulting.us/>)

