NICE · CXone

Contact Center Transformation

Workbook

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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?

Agenda

- o Introduction

- o What is digital customer experience (DCX)?

- o Our plan for digital transformation

- o Training the digital agent

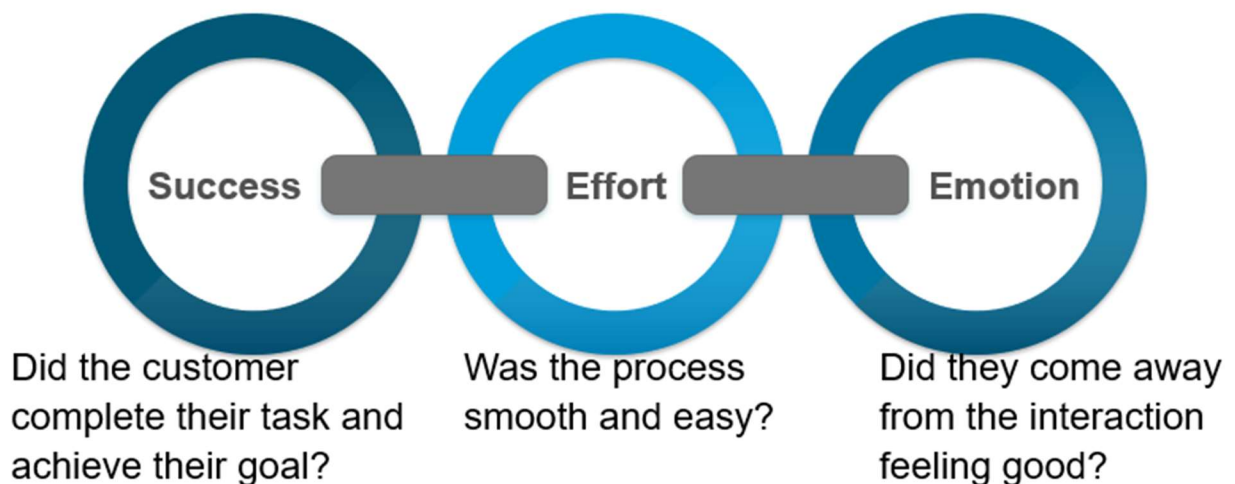- o Close

Digital Customer Experience

DCX is the sum total of all the online interactions a customer has with our 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

Success — Did the customer complete their task and achieve their goal?

Effort — Was the process smooth and easy?

Emotion — 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 sped for multi-channel customers

Source: Delghted 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?

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

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

- **Operations**
  Do we have the processes, tasks, and tools for efficient and effective management of business?

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

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

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
- Implement a cybersecurity strategy
- Use an omnichannel platform

- Self-service
- Artificial intelligence and machine learning

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

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

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.)?