



Evolving to an Intelligent Customer Service Experience

Why there's [no better time](#) for you
to level up your customer service





About this eBook

Excellent customer service is a cornerstone of success for any business. In this eBook, we explore why it's never been more important to address the essential need to deliver compelling customer experiences.

We also highlight the opportunity up for grabs for businesses looking to build on their customer service capabilities, and how they can use technology to deliver next-generation experiences for customers and internal teams.



Understanding the Current Customer Service Landscape





Customer service expectations are changing, fast!

It's no secret that the global events of the last few years have been at the very least disruptive, and at most, completely overhauled the way that customers expect to engage with businesses. Consumers have a new outlook on how they should be able to interact with brands, accelerating the need for compelling customer experiences. This demand for better interactions and more convenience has turned the screw on internal customer teams, creating larger workloads and pressures further exacerbated by staff shortages, aging software, siloed data and a pivot to remote working.

In order to be successful, it's now becoming mandatory for brands to review and overhaul aging customer service processes and technology to address these customer behaviour changes, or else risk being left at the roadside of competitors with more sophisticated offerings.





Customer service expectations are changing, fast!

There are some key reasons that businesses need to evolve their customer service offerings.



Requirement to rapidly adapt to changing demands and expectations of customers



Businesses are faced with more disruption and unexpected spikes in customer enquiries



Increased workloads for agents impact service efficiency and quality – but more agents means higher cost to serve



Time constraints are driving a reactive approach to customer experience, leading to frustration



Service agents' frustration with clunky systems and processes, leads to churn in a tough labour market



What are the dangers if your customer service doesn't evolve?

Today's global digital ecosystem makes it very easy for one bad experience to be potentially seen by millions. Your customer service team is an extension of your brand, and as such, any interactions had via customer care should be perceived as positive.

While mistakes happen, this doesn't necessarily mean all hope is lost; being able to deliver appropriate customer service in a timely and cost-effective manner helps to show your customers you are there to help.

But doing nothing to assist should not be an option.

92% would abandon a company after 2 or 3 negative interactions*

*Source: PWC Future of CX Report





What are the dangers if your customer service doesn't evolve?

Not evolving and adapting to your customers' needs is not an option – it carries serious risks and difficulties for your business.



Get run out by competitors who confidently provide better customer experiences



Siloed data and lack of visibility lead to unintuitive experiences and disgruntled customers



Poor reporting means management teams find it hard to quantify issues, value of change and evolution



Increased agent churn due to frustrations with burdensome processes and increased workloads, leaving capability & skills gaps



Higher costs and lower revenue as lost customers will reduce revenues and raise sales and marketing acquisition costs



What's the opportunity for businesses who adapt and change?

Today's customer service teams are an extension of the brand. Every interaction with a customer is an opportunity to learn more, increase loyalty, reduce churn and drive new and recurring revenue through a differentiated experience.

Investment in customer experience (CX) technology can empower customers, support agents and business ops teams, enabling more self-service, agility and proactivity in customer service moments. Ultimately this leads to the delivery of first-rate experiences to customers on the channels that they want to use and at a time that they choose.

Businesses can grow revenues between 4-8% above their market when prioritising better CX*

*Source: Bain and Company





What's the opportunity for businesses who adapt and change?

By harnessing evolving digital technology solutions, businesses are able to achieve the following outcomes.



Improve customer satisfaction by providing more service channels and delivering high value, insight-driven engagements



Deliver a single 360-view of the customer for agents by connecting data siloes, customer touchpoints and processes



Reduce operational costs by optimising service processes by offering digital self-service and assisted service options for high volume interactions



Drive new sources of revenue by creating unique – and relevant – customer interactions that expand beyond typical transactional experiences



Keep your best talent and reduce training and enablement costs, by creating a more-efficient and manageable working environment



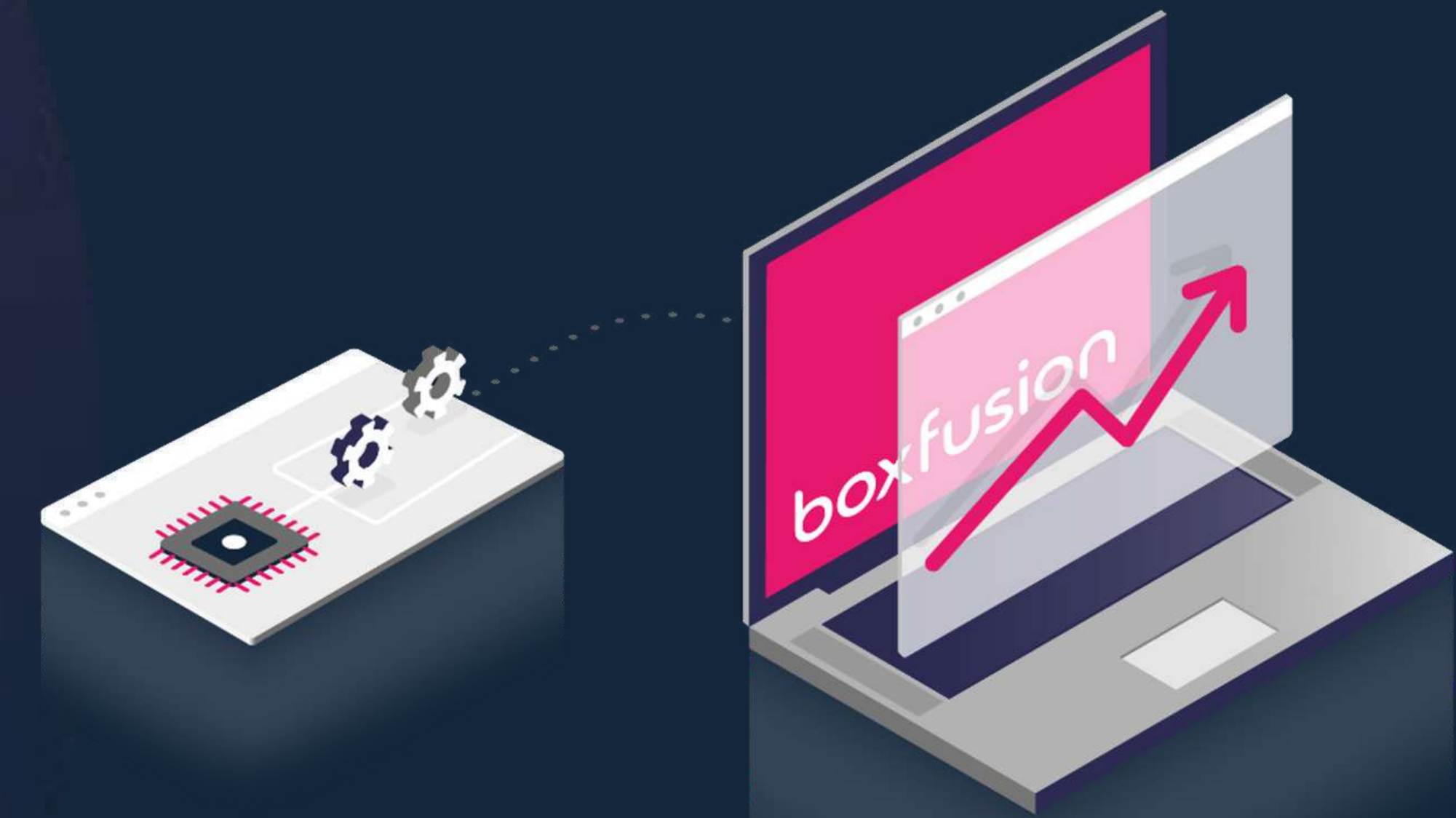
Evaluating Customer Service Maturity





How sophisticated is your customer service offering?

Here we introduce the high-level structure of the four-stage framework we use to measure the maturity of our customers' service offerings. We use this framework, to help businesses consider where their service experience maturity is today – and what they can look at strategically to gain an advantage tomorrow.





The four stages of customer service maturity

You may see elements in more than one stage that you have in place – this is normal; the framework acts as a general guide for assessment.





Stage 1 Basic service

At this stage you'd typically find mostly manual service processes, along with lots of siloed enterprise data and off-system reporting.

- Basic and static FAQs
- Typically just telephone and/or email channels
- Off-system reporting and analytics of service performance (probably Excel-based)
- Information captured is only accessible to customer service function – data may be of interest to the back office but is siloed

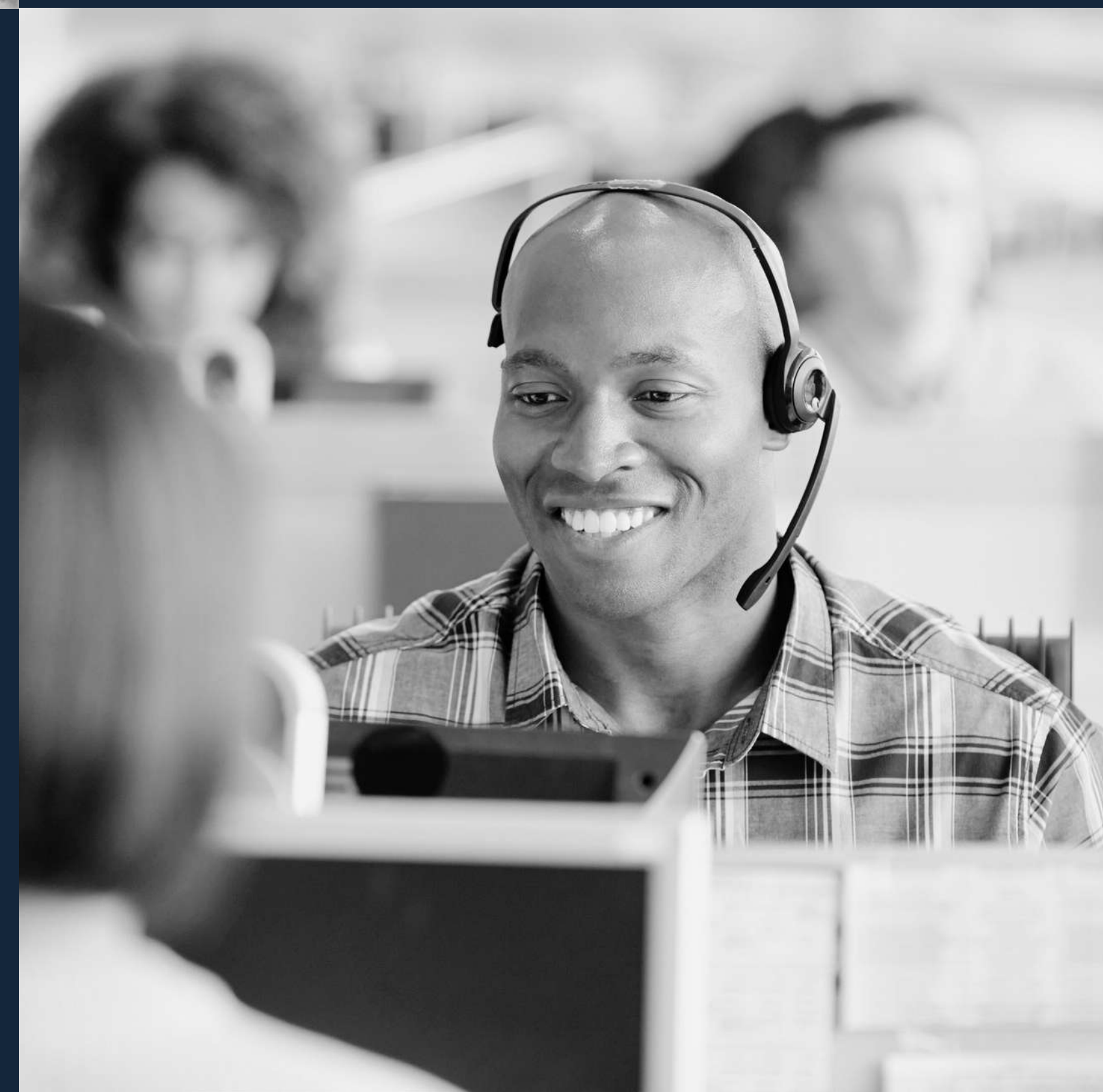




Stage 2 Emerging service

We now see more support channels being offered, and some consideration of self-service concepts, especially a support web portal.

- Some focus on self-service
- A service support portal with knowledge and FAQs as a minimum
- Agent-side application that is integrated with the self-service elements
- Live chat channel, in addition to more traditional channels
- Reporting and analytics of service performance
- Customer feedback management
- Social listening (may not be integrated for a single-view at this stage)





Stage 3 Strategic service

At stage 3, self-service has much more focus, the use of automation in service is a key theme and we also see more personalisation to further increase the intelligence of the service experience.

- Advanced self-service support portal, seamlessly integrated to the brand experience
- Leveraging automation and greater self-service e.g. well-implemented chatbots
- Coverage of wide range of channels, to provide customer with choice and convenience
- Multi-lingual support capability
- Integrated back-office platforms for greater personalisation and rapid service resolution
- Intelligent digital advice for automation, data accuracy and service optimisation
- Deep focus on agent user experience

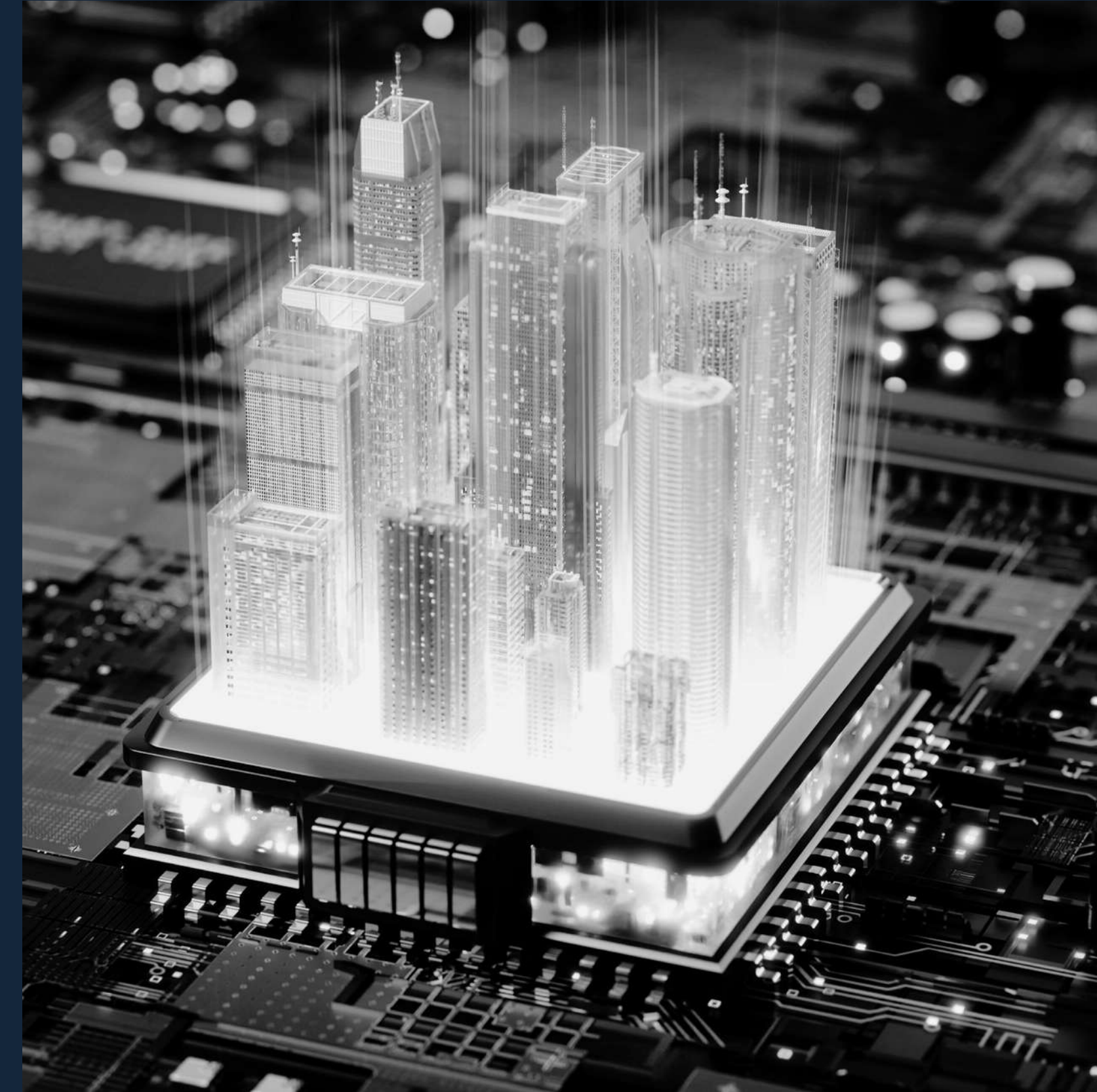




Stage 4 Leading service

Those businesses providing the most advanced service experiences have taken self-service and automation capabilities, personalised them, and then used data intelligence to provide proactive features that excite and delight their customers.

- A platform that is adaptive and flexible to incorporate new channels as they emerge
- Utilising data from across the enterprise for delivery of predictive and proactive service
- Advanced BI and analytics for predictive modelling
- AI that automatically assesses and proactively addresses customer sentiment
- Augmented reality in service
- You might also see pre-emptive service (e.g. IoT devices that return diagnostics predicting faults/issues)





Using Technology for Intelligent Customer Service





Three pillars of Intelligent Service Technology

Discover how customer experience (CX) technology empowers and generates value for customers, agents and business ops teams.

Digital-first experiences



Discover

Create digital-first experiences on the customer's channel of choice

Agent empowerment



Discover

Empower agents through intuitive, guided experiences

Connected experiences



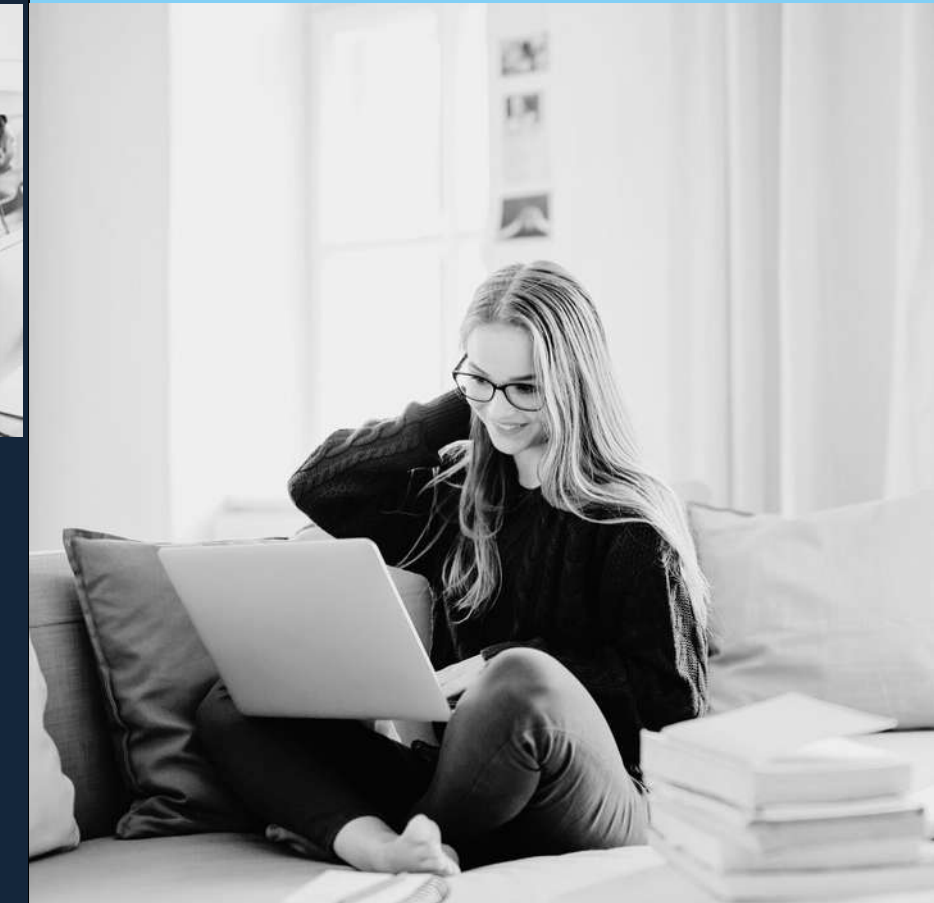
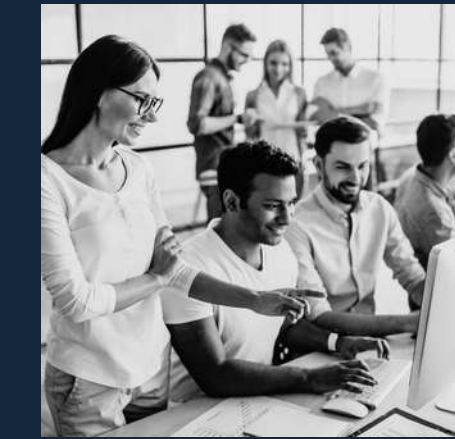
Discover

Connect all customer touchpoints, data, and processes



Digital first experiences

Deliver digital-first experiences that leverage technology innovation and exceed expectations.



Customer impact

– Integrated support portal

Provide a high-quality customer support portal that blends seamlessly with the rest of a brand's online presence, and natively on the customer's device of choice. By driving self-service whilst providing one digital experience across all interactions, businesses can meet today's customer expectations.

– Channel choice

Provide access to digital channels that consumers expect like live chat, social messaging, email and SMS. For even more personalised service, offer high-touch visual engagement options like video chat and screen co-browsing.

– Self-service excellence

Customers now expect convenience and self-serve support as standard - whether that's a google first approach or engaging via a messaging channel. Businesses can meet the demand for self-service excellence by offering a range of solutions from rich knowledge content, to 24/7 chatbots and guided solution advice.

Business impact

– Increased customer satisfaction

Intuitive self service support portals that provide an engaging and simplified experience, can drive improvements in overall customer satisfaction. Taking a customer-centric approach to designing your support portal can reap rewards in CSAT and Trustpilot scores which influence other customers.

– Improved operational efficiency

By automating support processes following interaction between customers and their choice of digital channel, especially by initiating resolution steps, internal follow-ups and integrating to other systems, support teams can operate more efficiently.

– Reduced cost-to-serve

Well implemented Chatbots bring scalability and agility in service, because they can assist customers 24/7, via convenient channels, and are ready to handle customers needs at times where demand spikes – this removes the traditional impacts of crisis moments that leave call centre agents swamped with demand.



Agent empowerment

Empower your service professionals with reduced complexity to increase employee retention and allow them to focus on the customer.



Customer impact

– Insight driven personal service

Provide agents with access to improved insights about customer interactions with the business. This empowers agents who better understand prior interactions and engagements, to empathise and give customers a sense of care and personal service.

– Seamless interaction routing

Focus on seamlessly connecting customers to agents when they desire a human touch – many customers now seek a self-service solution but for complex problems, businesses must make it easy for customers to work with an agent, so they feel valued and supported.

– Complete customer view

Provide agents with full context of customer issues and interaction history with the business (e.g. conversation history with a chatbot, Cases opened, Orders placed, Survey feedback data), to empower them in their customer interactions and close more customer queries successfully and faster.

Business impact

– Streamline service tasks

Identify ways to streamline day to day agent tasks with simple workflow and automation. This will drive more efficiency within support teams, enabling agents to handle more with their valuable time, creating further service experience improvements.

– UX focus

It is essential today to focus on agents' user experience (as well as customers' experience). This will increase agent satisfaction at work and reduce churn – which means business retain critical product and service knowledge and expertise within service teams.

– Backlog reduction

By focusing on increasing customer self-service and automation within customer service processes, customer service agent teams benefit from a reduction in ticket backlogs; particularly through targeting resolution of high volume, common customer enquiries/issues.



Connected experiences

Unify enterprise data for seamless and personalised interactions throughout the customer journey.



Customer impact

– Unify front and back office

It's very easy to end up with lots of disparate systems across the front and back-office, to support various business functions. Bringing these data sources together brings opportunities to automate and personalise the service experience, while also uncovering hidden insights which enable agents to anticipate needs.

– Single view for ultimate experience

Service agents are less efficient when they cannot view interactions across all channels - they need a single customer view to arm them with their full history and context, ensuring customers don't have to repeat information when they switch channels or wait while agents locate the details.

– Real-time decisions

Pervasive AI and access to customer data points across applications enables real-time decisioning in the moments that matter and guides users to give customers the right answers - faster.

Business impact

– Better context

By providing better context for agents - true customer visibility through bringing together a broader set of data points at their fingertips - it's easier to exceed customers' service expectations. This can make the difference when turning around a bad customer experience, leaving the customer feeling understood and valued.

– Improved efficiency

Joining data siloes, bringing data together in the cloud for front-office teams enables a single, accurate customer view and improved operational efficiency for agents and support teams - they spend less time moving between different systems to retrieve data required to support customers.

– Reduce churn and drive growth

By offering Marketing, Sales and Customer Service teams analytics and a full enterprise data view, while also layering AI tools onto the data, businesses can personalise decisions and be proactive in customer support to decrease customer churn and drive sustainable growth.



How Boxfusion Can Help





About Boxfusion Consulting



ORACLE

Partner



Safe pair of hands

We are an award-winning CX consultancy with a distinguished track record of delivering significant business value through complex Oracle CX, CRM and PaaS projects. Our cross-industry experience has kickstarted a new era of growth and success for our customers helping many of them win accolades.



A true digital partner

Our services span strategic CX advisory services, technology implementation, user experience (UX) design and managed support services. We have also rescued many Customer Experience initiatives that had veered off course, to smoothly help businesses navigate the complexity of their digital journey.



Front and back-office unification

Boxfusion understands the complexity inherent with connecting front and back-office systems, offering the strategic and technical expertise to ensure your systems work hard for you. We have a track record of unifying CX technology with existing back-office solutions, connecting with finance, supply chain and HR functions.

91%

Reduction in resolution time

76%

Level one query deflection

25%

Faster delivery rate

77%

Process time reduction



Trusted by leading brands



ORACLE | Partner



Panasonic

easyJet



EVRI



CAPITA



Heightened customer expectations, alongside recent global uncertainties, disruption to supply chains and pressures on labour supply have all presented businesses with a difficult customer service landscape. But digital technology solutions are at the forefront of managing these challenges – and knowing how to get the most from investment in these technologies is crucial. We're proud to be helping so many businesses, small and large, with solutions that enhance customer experience – and that focus on the customer has to be the number one priority today.



Andy Stevens
Director, Boxfusion Consulting



Oracle Intelligent Service technologies



boxfusion.

ORACLE

Partner

We use leading Oracle technologies to automate service experiences, simplify complex interactions and deploy digital modules to enable business to direct their customers to the best channel and resources for issue resolution.



Messaging and chatbots

Enable AI-powered chatbots, conversational interfaces and integration across the enterprise and make it easy for your customers to interact with multiple systems via one conversation.



Engaging portals

Our UX design expertise gives your audience the chance to solve problems quickly and accurately with a modern self-service experience. Portals incorporate discoverable knowledge from a range of content types (articles, videos, forums etc.) as well as initiating and automating key processes.



Intelligent Advisor

Automate personalised advice and accurate decision-making for customers and employees with contextual online forms. Boxfusion helps businesses define automated solutions to simplify complex logic, which reduce risk and deliver accurate advice in response to customers' circumstances.



Intuitive agent experience

We help you craft the most seamless and engaging experiences for your agents to support your customers' more complex queries. Focusing on user experience, automation and integrating multiple systems we can facilitate the most advanced digital service journeys.



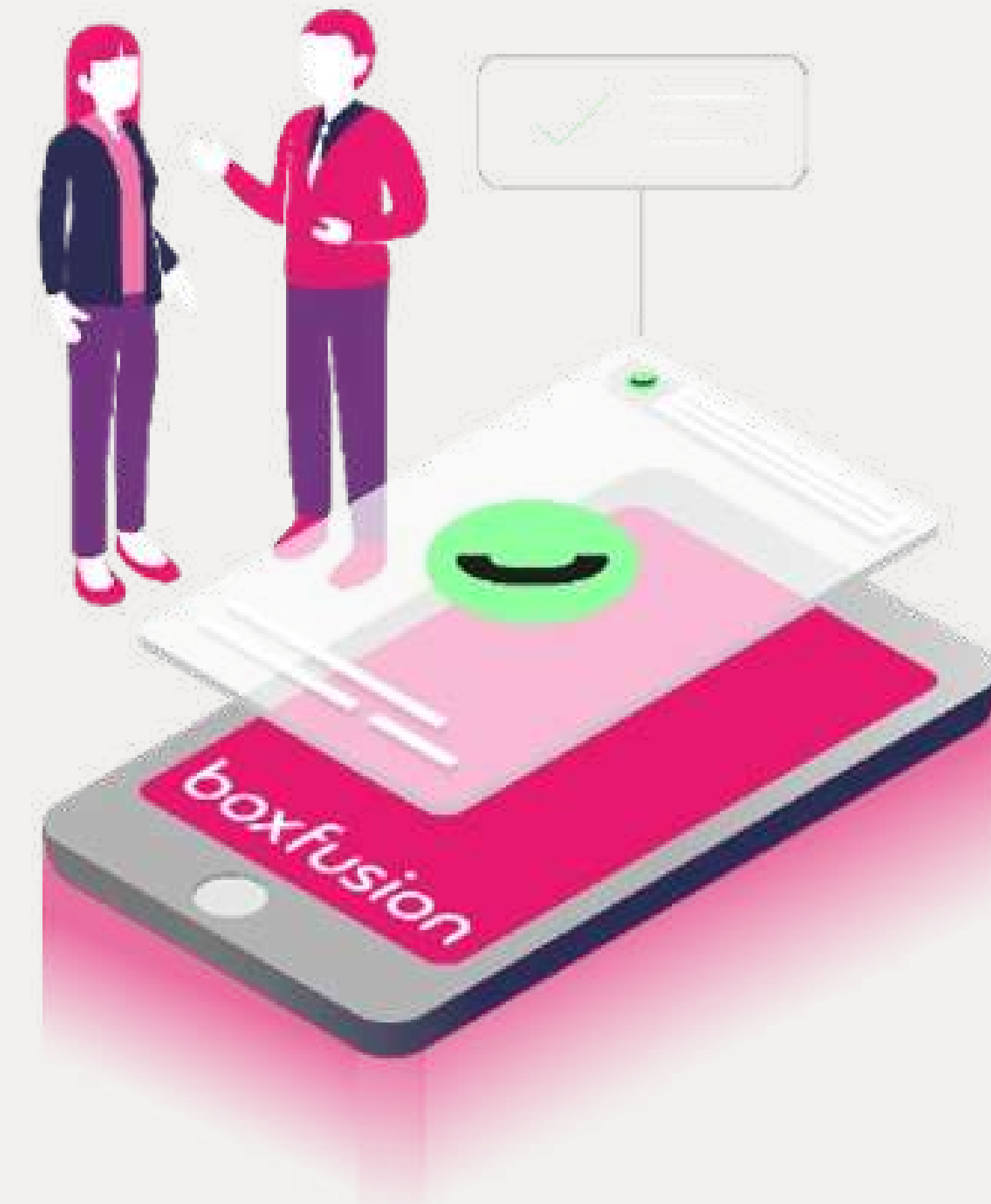
Discover more



Customer self-service hub

Automated support – anytime, anywhere, any way

Ready to start?



Contact us

Contact us today for a free CX Maturity assessment



Deliver game-changing customer experiences with Oracle Technologies



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