EBOOK

CUSTOMER EXPERIENCE SCORECARD:

Does your CX automation pass the test?

interactions

INTRODUCTION

Technology is rapidly advancing. Unfortunately, not all of its applications are keeping pace. There are a few key priorities that businesses, especially large, leading enterprises, should include in their automation strategy in order to keep customer experience on par, and even above and beyond, what consumers are demanding.

CUSTOMER EXPERIENCE MATTERS

According to Forrester research, brands with superior customer experience bring in 5.7 times more revenue than competitors that lag in this area.

DOES YOUR CURRENT AUTOMATION PASS THE TEST?

Customer experience is not about doing one thing right but about mapping a cohesive journey that consistently delivers on customer expectations. If just one piece is off, it can detract from the overall customer experience.

This scorecard is designed to help you determine if your CX automation helps or hurts your customers. Answer these four questions to see where you stand.

ACCORDING TO PWC, "PEOPLE ARE INCREASINGLY LOYAL TO THE RETAILERS, PRODUCTS, BRANDS AND DEVICES THAT CONSISTENTLY PROVIDE EXCEPTIONAL VALUE WITH MINIMUM FRICTION OR STRESS"

Does your automation decrease wait times throughout the entire customer journey?

YES

Eliminating wait times and long queues can have major effects on your revenue and customer loyalty. It turns out that your customers are not willing to spend a lot of time getting their issues resolved. The reality is that for simple to moderately complex issues, most consumers are only willing to spend about 10 minutes—including wait time. According to Interactions research, for simple issues (such as resetting a password or updating personal information), slightly more than half of respondents (53%) were only willing to spend up to 5 minutes resolving an issue, and an additional 28% would spend up to 10 minutes. For moderate issues (such as changing a reservation or making a return), 17% of respondents were only willing to spend up to 5 minutes, with an additional 49% willing to spend up to 10 minutes. For complex issues (such as canceling and rebooking a flight), 25% would spend up to 10 minutes and an additional 36% would spend up to 20 minutes.*

In other words, your customers don't like to spend a lot of time doing something that can be done quickly. Supporting this demand with quality automation can go a long way.

NO

Many technologies decrease wait times at the beginning of the call by simply routing or deflecting the caller with automation, instead of actually improving the speed of service. If your customer service falls in this category, it's time to upgrade to a technology that can provide self-service so customers can get things done quickly, as well as help free up human agents to spend more time with customers who need their expertise.

Speed, convenience, helpful employees and friendly service matter most, each hitting over 70% in importance to consumers. Those who get it right prioritize technologies that foster or provide these benefits over adopting technology for the sake of being cutting edge.

-PwC

SPOTLIGHT ON:

DTMF/TOUCH-TONE

Dual-tone multi-frequency (DTMF) signaling was created in the 1980's to route calls without an operator. DTMF signaling occurs between the phone and the computer when callers use the keypad on their phone to select menu options.

This is a low-cost option and was frequently used during the first wave of tech adoption for contact centers. However, any cost savings that were realized from DTMF were quickly gone due to the drastic decrease in CSAT and lower revenue that resulted. DTMF was considered high-tech in the 1980s, but it's now thought of as the most frustrating part of contacting a brand.

While this technology does filter customers (usually) to their intended destination, it does little to reduce waiting times once the customer's call has been routed.

Does your automation understand intent?

YES

Understanding intent is the key to a natural conversation. The human language is extremely complex. Depending on the speaker, situation and cultural bias, words can mean different things in different contexts. Automation must be able to make sense of a human language, recognize intent despite the order of words or the way they are used, and produce an appropriate response in order to deliver the customer experience that consumers expect

NO

Legacy systems, like IVRs, often fall short of truly understanding what a customer is saying. This requires the customer to repeat themselves and use unnatural phrasing in order to complete their request.

WHAT?
HELLO?
EXCUSE ME?
HUH?
COME AGAIN?

"HAVING TO REPEAT MYSELF"

...was the top reason for frustration when communicating with a company, according to The Harris Poll.

SPOTLIGHT ON:

IVR

Interactive Voice Response (IVR) was created around the same time as DTMF in the 1980s. While this system has a similar role to route calls, the way that it works is quite different. IVR calls begin with the system reading aloud menu options, similar to DTMF. However an IVR offers the option for customers to say their choice using speech recognition technology. A system may rely on both an IVR and DTMF to give callers an option to speak or dial their intended option.

An IVR also offers customers the opportunity to solve very simple queries without the need to speak with a human agent. A customer could be directed to FAQ-style answers to hear the business's operating hours, for example. It is important to note however that because IVRs cannot determine underlying intent, self-service options are extremely limited and can be frustrating to use.

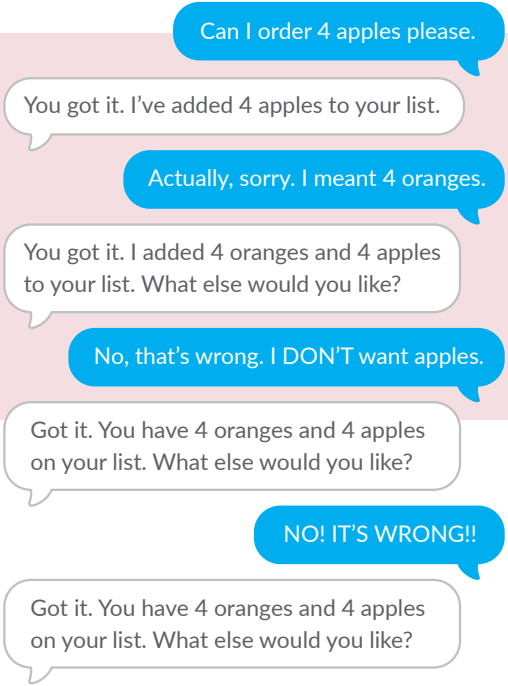
Does your automation remember context?

YES

Similar to intent, context paves the way for a natural and effortless conversation. With a technology in place that can remember context throughout the conversation, customers can speak as they would with, well, a human. Taking it a step further, a true omnichannel approach remembers context not just within a conversation, but across different customer service interactions as well. Let's say you book a doctor's appointment online, only to realize that you booked the wrong day, so you give the business a call. A proper omnichannel solution can recognize the number you are calling from, and simply ask "Do you need help with your upcoming appointment?" instead of making you sift through menu trees or repeat your information.

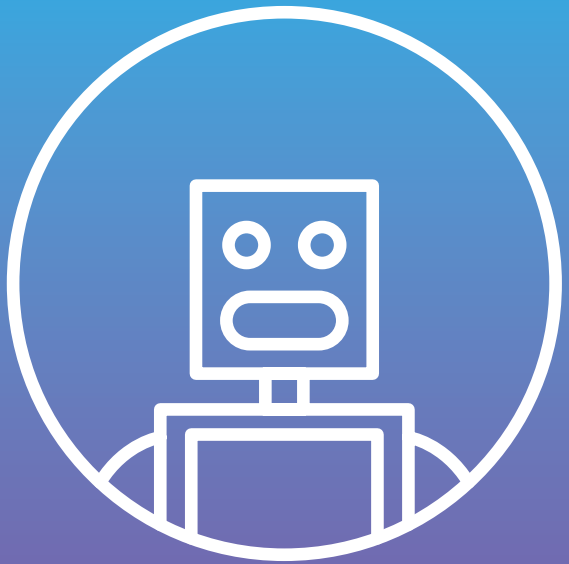
NO

Without context, automation becomes frustrating and unproductive. We often see this with web-based chatbots whose functionality is too limited to provide quality self-service. Here's an example of a chatbot that doesn't remember context throughout the conversation...



SPOTLIGHT ON:
CHATBOTS

Chatbots were first invented in the 1960s, but recent focus on customer experience combined with more advanced website integration caused a boom in popularity in the past few years. These pre-programmed automated interfaces communicate on online channels, such as a website, and social media platforms, such as Facebook Messenger, Whatsapp, Skype, Slack, WeChat, and more. A chatbot works by being programmed to pull replies that match keywords or the most similar wording patterns based on what has been said by the customer. This creates a quick response to a customer's questions, although is not always accurate. They are most useful for simple and predictable tasks, such as answering FAQs like store hours.



Companies often rely on chatbots to be the first point of contact for customers. While they are prevalent, they often fall short of customer expectations. Why? Chatbots cannot determine underlying context, resulting in a lot of misunderstanding, repetition, and dead ends for customers. When a user tries to find an answer to something that isn't in the chatbot's algorithm, there is no option but to switch to another channel, creating more effort for the customer, or the customer walks away without getting their request through.

Does your automation provide personalized customer experiences at scale?

YES

Customers are used to having a personalized experience everywhere they go—from their shopping experience to their customer service. Therefore, they expect companies to provide a concierge-like experience based on their personal preferences, past interactions, and demographics. Sophisticated integration in existing backend business systems is essential to offer these personalized experiences at scale.

NO

Have you ever called a brand only to be bombarded with irrelevant special offers? Or you had to repeat your customer service issue with a human agent after already giving it to an automated system. These examples both show lack of personalization, which can have major impacts on customer experience.

Does your automation decrease wait times throughout the entire customer journey?

YES

Does your automation understand intent?

YES

Does your automation remember context?

YES

Does your automation provide personalized customer experience at scale?

YES

SPOTLIGHT ON:

INTERACTIONS INTELLIGENT VIRTUAL ASSISTANT

Interactions IVA is designed to elevate communication between businesses and customers. Our proprietary Adaptive Understanding™ technology combines Conversational AI with human understanding providing highly accurate and responsive IVAs, capable of understanding even complex alphanumeric phrases with human levels of accuracy. In others words, IVAs pass the consumer test, even at scale, by decreasing (and often eliminating) wait times, understanding intent, maintaining context (even across channels), and delivering personalized customer experiences at scale.

About Interactions

Interactions provides Intelligent Virtual Assistants that seamlessly assimilate Conversational AI and human understanding to enable businesses to engage with their customers in highly productive and satisfying conversations. With flexible products and solutions designed to meet the growing demand for unified, omnichannel customer care, Interactions is delivering unprecedented improvements in the customer experience and significant cost savings for some of the largest brands in the world. Founded in 2004, Interactions is headquartered in Franklin, Massachusetts with additional offices worldwide.

For more information about Interactions, contact us:

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