What's Driving Consumer Behaviour?
“Times are Changing”
Physical vs Virtual
Planned obsolescence drives behaviour

Phoebus cartel 1924, Phillips, GE, Osram
limited life of a bulb to 1000 hours

Logistics improved enormously
On average, people are interrupted... 56 Times per day.
They now have only 3 minute windows
Consumerisation of Technology enabled the Digital Footprint

- Over 3% of total GDP will be spent on consumer tech.
- Consumers are and will continue to outspend businesses by a ratio of 10:1.
- There are more mobile devices on earth than people.
- Consumers spent 6 times more on retailers' apps in last 12 months compared to year before.
- Within 3 years, half of today's smartphone users will be using mobile wallets as their preferred payments method – Apple Pay is a case in hand.
- 33% of smartphone owners have shared their location with retailers by using the map feature on a retail app.

*But it didn’t stop there…*
Your phone is part of your digital fingerprint

Are you making the most of your customers digital fingerprint…
Customer engagement is evolving

Of customers will pay more for a better customer experience

- Active Internet users: 3B
- Smart devices by 2018: 2.4B
- Active social media accounts: 2B
- Connected IoT devices by 2025: 80B

by 2020 customer experience will overtake price and product as the key brand differentiator
I o T – Internet of Things

- Proactive connection less interaction with humans
- Let your technology equipment work for you
- Pay for a subscription and don’t own anymore
Momentum

Communications for the enterprise to the consumer

- *78 markets WW*
- *90 of Fortune 100*
- *1000 partners*
- *30% user growth YOY*
- *700B minutes/year*
- *400M connected users*
The Robots are coming.
Will they take over the contact centre?
Man v Machine – Over 20 years

Google’s DeepMind division has achieved a landmark in AI
The power to compute puts it into perspective

Number of variables to Compute

1,000,000,000,000,000,000,000,000,000,000,000,000,000,000,
000,000,000,000,000,000,000,000,000,000,000,000,000,000,
000,000,000,000,000,000,000,000,000,000,000,000,000,000,
000,000,000,000,000,000,000,000,000,000,000,000,000,000,
000,000,000,000,000,000,000,000,000,000,000,000,000,000

possible positions

that’s more than the number of atoms in the universe, and
more than a googol times larger than chess.
eBay's Next Move: Artificial Intelligence To Refine Product Searches

Reports suggest that the company recently acquired an artificial intelligence and analytics company based out of Sweden called Expertmaker. The acquisition of Expertmaker should help the company in this initiative, given its expertise in artificial intelligence, machine learning and big data. As eBay works towards improving its platform, results of these initiatives are now visible. The company reported a 4% year-on-year increase in revenues in Q1 2016 and a better than expected EPS.

Expertmaker’s Technology Can Structure eBay’s ‘Noisy’ Data, Attracting More Buyers

Expertmaker’s genetics-inspired multi-AI (artificial intelligence) approach is useful to extract hidden value from data. This technology can be extremely useful for eBay, since the hundreds of millions of listings on the company’s platform need to be cleansed and structured to be converted into useful information and meaningful searches.
What’s next?

What will be the limit of Artificial Intelligence? What does it mean for self service? What does it mean for customer service?

What activities are currently being completed in your business today that could easily be automated?

BUT – the question is should they be? Is that right for your customer?
Recap so far…

1) Consumers are being driven to consume more & more ..more quickly

2) They are consuming more virtually – Spotify etc

3) They work and do things in 3 minute windows and expect things to work quickly

4) They are tech savvy and IT literate and willing to self serve

5) The IOT will drive more communications and automated autonomous service

6) Ebay and others are investing in AI to drive self service and empower the IOT
Who cares about Digital?
What is Bad Customer Service costing your business?
Brand Values

42%
Consumers base a decision solely on an organisation’s reputation

60%
Have never done business with a brand again, as a result of poor customer service
96% of dissatisfied customers won’t even contact the business to discuss their experience.

86% of consumers quit doing business with a company because of a bad customer experience.

51% said they would only try to reach support once before giving up on a purchase.
What do customers really want?

**BETTER INTERACTIONS**
40% of customers say improved interaction with service employees is their key driver for spending more with a company.

**COMPETENT STAFF**
When asked their top reasons were for giving up on a brand, 73% of customers cited rude and incompetent staff as the primary issue.
...and it gets worse!
The Telegraph

Ryanair fined €550k for poor customer service

Ryanair has been fined nearly €412,000 for operating a premium rate customer service phone line that “rarely resolved passenger issues”

The INDEPENDENT

Npower fined £2m by energy regulator for poor customer service
Disjointed Customer Experience
Complicated Systems
Ineffective Response

Businesses are hurt by...
So what is “Digital by Design”?
2/3 of CEOs say their enterprises are involved in industry-level digital initiatives.

Gartner

But what is it?
What is Digital by Design?

Apply technology to the front-end customer experience (back end automation-oriented)

- Adapt to the digital customer for new growth opportunities – social communities, knowledge bases, omni channel strategies
- Created a set of technologies and techniques and integrate so your entire organisations are responsible for digital initiatives
Multiple ways of contacting your organisations how are measuring and connecting them to your organisation

- Customer Digital DNA – Customer information can be used to predict, upsell and achieve additional revenues. Think Amazon – how do they know?

- Mobility has made it even more accessible – Anytime from anywhere
...so what do customers really want?
…they want **effortless**

**customer service**
...to communicate through their channel of choice.
..and be resolved first time
..and personalised customer service - everyone is different!

41% of 55+ year olds say engaging with a brand using online communications is not important to them at all.

46% of 16-24 year olds claim that a brand's ability to engage with them via social media is important to them.
BUT...to do that
I really need to know;
who they are
what they want to do
and what resources I have available to help
Key Findings

- Companies are now interacting through more and more channels the average is now 8
- Digital channels are growing faster than traditional – although voice is still number 1
- Supporting multiple channels provides issues – chief among them is access to consistent real time customer information
- Systems need better integration to offer a true omni channel experience
- Leveraging your CRM system to drive a real time 360 degree view of your customer is key
How can Enghouse Interactive help you?
Digital Enterprises require a:

Omni-channel strategy
Think about the DNA of your customers: how are they contacting you, which channel?

Proactive outbound strategy
To keep your customers informed

Skype for Business Strategy
Microsoft Gold Partner
Video - Skype Channel
Digital Enterprises require a:

Automated Strategy
Empower customers to resolve issues themselves

Mobile IVR Strategy
Use mobility to effortless connect with your customers

Knowledge management Strategy
Let your customers do the research

Self Service
Connect Your Enterprise

UC Strategy
Collaborate across the business with presence enabled

Back office Customer Strategy
So everyone is made responsible for customer service across your business
Digital Enterprises require a:

Quality and control strategy
Provide a range of quality, workforce and business optimisation tools. To enhance operations, ensure high quality customer service, resolve customer disputes, achieve regulatory compliance, accelerate employee training, and increase workplace productivity and security.
Digital Enterprises require a:

Integration Strategy

Offer both the development platform and integration tools not only to third party CRM or directory systems, but to IP, PBX and TDM networks.
Agent of the future

- **Primary role** – Solve large complex problems
- **Analytics and big data** – speech analytics
- **The Expert** – but empathy is needed as customer will be further frustration
- **Voice and webchat** - Will still be key

ROBOTS WILL NOT TAKE OVER AS

The agent of the future
Top Tips when Designing your Digital Strategy
Top 5 Tips to be “Digital by Design”

1. Understand the optimal journey and experience for your key interactions by each customer type and reduce effort and cost
2. Map & align staff & systems where they add most customer value
3. Provide and improve self service tools continuously
4. Use UC to give you real time presence & connect your enterprise
5. Create a culture that allows easy hand offs between customers – staff – social communities – and outsourced collaborators

And finally remember to do it all securely!
Enghouse Interactive
Connecting customers to your business