

A man wearing a black fedora and glasses, and a woman with long brown hair, are sitting at a wooden table in a cafe. They are both smiling and looking at a smartphone held by the man. There are two coffee drinks on the table. The background is a warm, blurred interior of a cafe with hanging lights and a window.

A Genesys eBook

Seven Steps for Delivering Next-Generation Digital Customer Service

The Digital Imperative

Websites and mobile apps are two significant sources of revenue and brand visibility for businesses today. You probably know that the majority of customers initiate interactions in a variety of channels to address a single need. But did you know that most of these journeys begin not with a phone call but with a click or a tap?¹

Companies understand the urgent need to create engaging and effortless digital experiences. In fact, 88% of businesses surveyed are currently undergoing a digital transformation. And 42% are investing in new digital channels to more effectively serve their clients.²

¹ Dimension Data: "Global Contact Centre Benchmarking Report"

² Altimeter Group Digital Transformation Survey

Limitations and roadblocks



When people engage via digital touchpoints with your organisation, they may forge seemingly random, winding paths along their journeys. Yet, no matter how many channels or interactions are involved, for the customer it is a single experience.

This presents challenges for customer service built on a voice-centric call centre infrastructure. Departmental and channel silos limit insight into contextual and historical data. That lack of visibility, combined with poor cross-channel integration, leads to an inconsistent customer experience (CX). Customers must re-authenticate themselves when switching channels, repeat themselves at each stage of their journey, or even restart their journey from the beginning.

Understandably, their frustrations begin to rise.

Next-generation digital customer service

Nearly half the global population uses smartphones³, and online channels are surpassing traditional communication methods to become the preferred means of contact — especially among Millennials.⁴ In order to succeed in this brave new world, your company must rise to the challenge. No longer is it enough to simply meet your customers' evolving demands. You must anticipate their needs by designing omnichannel experiences that are personalised, context-based, and low-effort.

³ Forrester Research: "World Mobile and Smartphone Adoption Forecast,"

⁴ Altimeter Group "How to Transform Digital Customer Experiences for the Connected Customer"



Here are seven steps to revolutionise your CX and deliver next-gen digital customer service

- 1 Design and manage omnichannel experiences
- 2 Use contextual information to personalise journeys
- 3 Offer a human touch at just the right time
- 4 Offer a self-service knowledge base and easy access to assisted service
- 5 Proactively communicate with your customers
- 6 Engage with customers via social media
- 7 Provide an omnichannel desktop for your agents

1: Design and manage omnichannel experiences



Modern contact centres support a variety of digital channels — email, chat, FAQ, co-browse, social, video — over multiple digital touchpoints (web or mobile devices). What most companies lack, however, is the ability to link interactions in a step-by-step workflow to provide a personal, contextual experience for each customer.

Optimise your CX by offering customers carefully designed journeys across all channels and touchpoints, and enable your agents to engage customers in omnichannel journeys. Regardless of which channel, touchpoint, or interaction mode (self-service, assisted service, or proactive service), deliver consistent responses and experiences to your customers.

2: Use contextual information to personalise journeys

Unlike brick-and-mortar companies that have little information about shoppers who browse their stores, the digital revolution enables unprecedented ways to gather key insights about customers and offer deeply personalised interactions.

Powerful customer context management tools allow you to preserve context — such as customer value, behaviours, and journey history — over time, across channels, and during transfers or service escalations. This not only empowers your agents to provide specific, relevant assistance, it creates low-effort, seamless conversations for your customers throughout their journeys.



3: Offer a human touch at just the right time



You may be missing out on business opportunities if you're unable to reach out to your web and mobile users at the appropriate moment and with a clear understanding of what they need. By monitoring customer behaviours on your web and mobile channels, you learn the ways they prefer to interact with your company, their intents, and the details of their recent interactions.

Combine real-time behavioural analytics with data about similar customers and events related to the current one, and then use those insights to initiate contact through the most appropriate channel and at the best time.

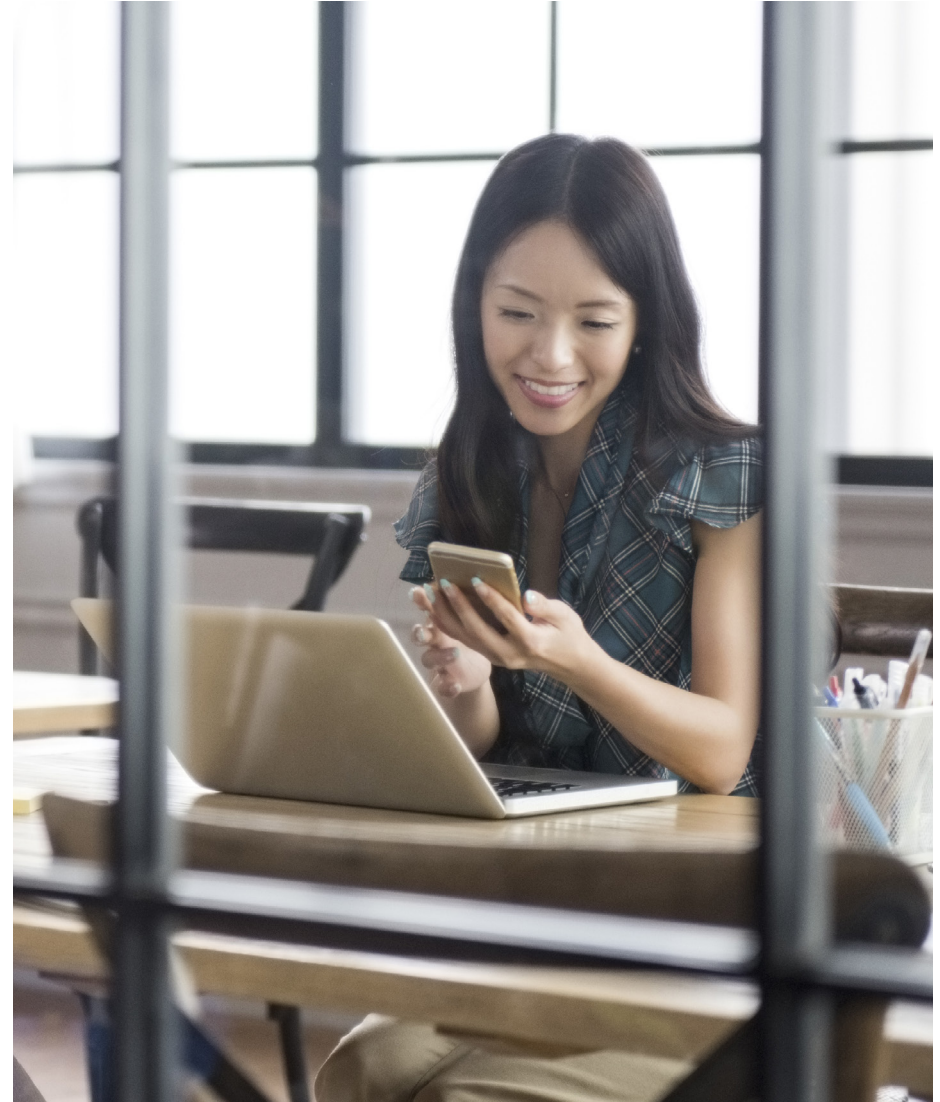
It's important to offer a personal touch that is relevant, helpful, and not high-pressure. Chat, co-browsing, or callback invitations, for instance, should be offered in a way that doesn't discourage customers from continuing to use your website or mobile app. And when passive users decline to engage with your agents, follow up with them to understand their experiences.

4: Offer a self-service knowledge base and easy access to assisted service

Online self-service is a stunning success. For the second year running, Forrester survey respondents reported using web or mobile self-service more than speaking with an agent over the phone. Use of help or FAQs on a company's website increased from 67% in 2012 to 81% in 2015 among U.S. online adults, according to Kate Leggett of Forrester.

A successful digital engagement strategy requires useful self-service channels and a robust knowledge base your customers can use to find the information they need. Leverage cognitive computing engines to further analyse customer intent and detailed context in order to return results from a variety of sources that are relevant to each specific interaction.

When your customers **do** need agent-assisted service, make it easy for them to reach your contact centre from any touchpoint or channel. From your Twitter account to your mobile app to your company's website, simple tools such as chat or a click-to-call link enable a seamless transition from self-service to assisted service. Continue to track the journey with real-time updates on current and past interactions, and use business rules to route each customer to the best available agent.



5: Proactively communicate with your customers



Notifications such as appointment reminders, service notices, or bill reminders save your customers tremendous time and effort. They also ease the workload on your contact centre. When proactively communicating with your customers, it's important to deliver messages that are timely, relevant, and helpful — and to allow recipients to control how they receive them.

Offer automatic reminders or updates at all stages of your customers' journeys, and use multiple channels (for example, email, in-app messages, or text messages) to communicate proactively. Provide ways for your customers to quickly reach assisted service or self-service from within the notifications, such as a click-to-call number or a callback request link.

6: Engage with customers via social media

Where the digital explosion affords businesses more ways to interact with people, it also gives people greater opportunities to express their frustration publicly. Social media outlets and online forums make it easy for a disgruntled consumer to tarnish your brand — in 140 characters or less. In fact, 57% of consumers say they'd be somewhat or very influenced to think more highly of a business after seeing positive comments or praise online.

It's clear that to be effective, your engagement strategy should include monitoring positive and negative posts about your company, as well tracking customer journeys on your website and in social media channels. Detecting user intent and public perception of your brand helps you spot emerging trends and act pre-emptively to address your customer needs — even before they contact you.



7: Provide an omnichannel desktop for your agents



Customers expect seamless service no matter how they reach your contact centre. Forcing your agents to constantly switch between different tools and interfaces inhibits their ability to deliver next-gen CX — frustrating both your agents and your customers.

To offer deeply personalised service, your agents and other knowledge workers need an omnichannel desktop application that integrates with your existing CRM and back-office systems and gives them a single, 360-degree view of all channel interactions, supporting context, and relevant knowledge base articles. Making it easier for your employees to access the information and tools they need reduces their frustration and increases their job satisfaction — and it drives up your first contact resolution (FCR) rates, boosting customer satisfaction.

Tangible benefits of next-gen digital service

Companies that excel at digital customer care reap impressive rewards. According to McKinsey, contact centres with successful digital strategies are seeing rises in customer satisfaction of up to 33% and cost savings of 25–30%.

Your customers want contextual, personalised, and seamless experiences across every channel and touchpoint. The harder it is for them to do business with you, the more likely they are to move to your competitors. Genesys solutions are open and scalable, and easily integrate with your existing infrastructure.

Orchestrate seamless, omnichannel customer journeys from a single, all-in-one, customer experience platform. Solutions like Genesys Cloud simplify administration, increase operational performance and reduce total cost of ownership.

[Learn more](#)[Request a demo](#)[Contact us](#)



Every year, Genesys® delivers more than 70 billion remarkable customer experiences for organisations in over 100 countries. Through the power of the cloud and AI, our technology connects every customer moment across marketing, sales and service on any channel, while also improving employee experiences. Genesys pioneered Experience as a ServiceSM so organisations of any size can provide true personalisation at scale, interact with empathy, and foster customer trust and loyalty. This is enabled by Genesys CloudTM, an all-in-one solution and the world's leading public cloud contact centre platform, designed for rapid innovation, scalability and flexibility.

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