Edition 2020

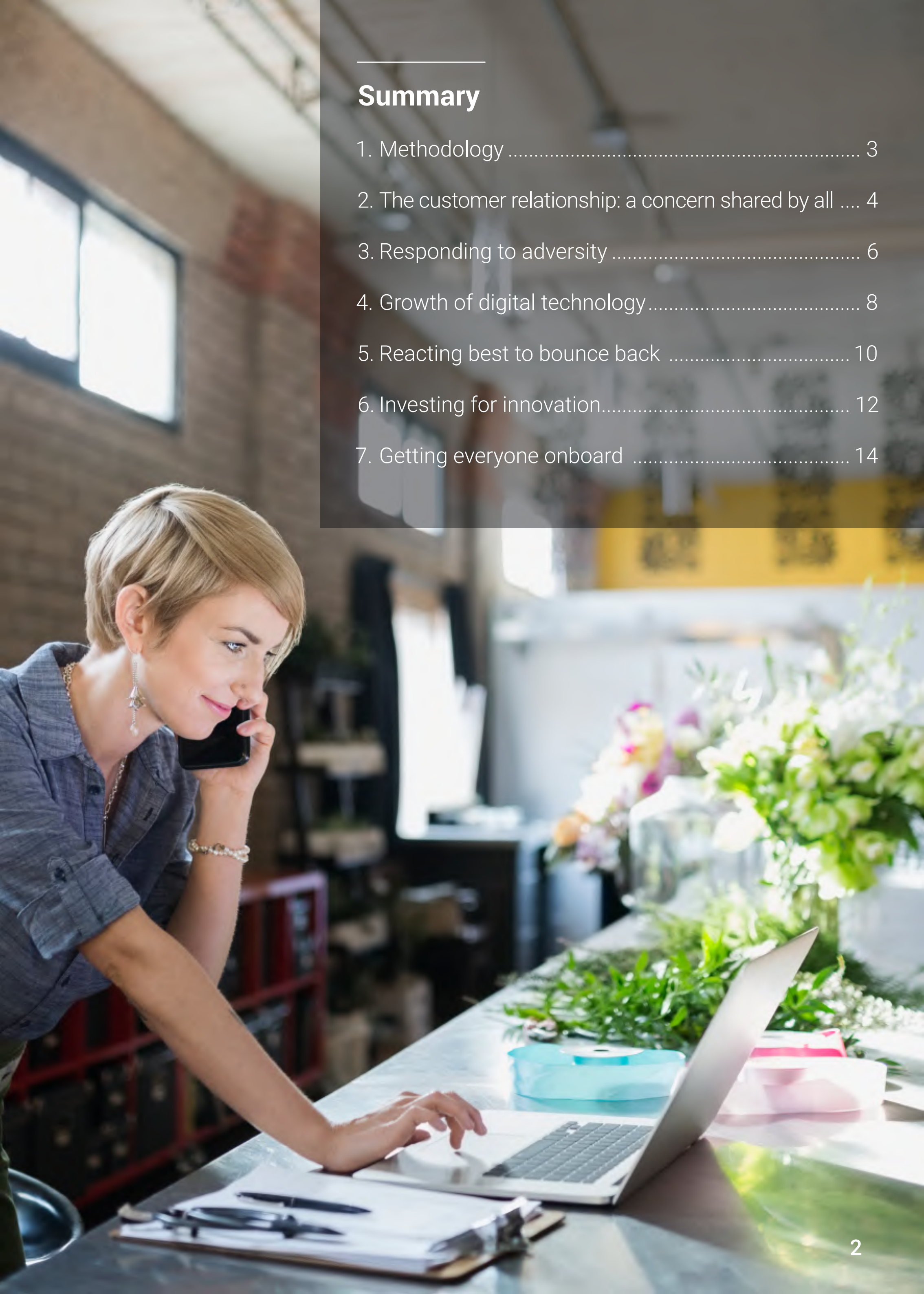
Customer Relationship Survey

What's the future for customer experience during the current pandemic?

GENESYS™

orange™ Business Services

RelationClientmag.fr



Summary

1. Methodology

Results from a survey of 257 customer relationship professionals, conducted by Relation Client Magazine in partnership with Genesys and Orange Business Services between May 2020 and July 2020.

GENESYS™

Every year, Genesys® ensures more than 70 billion remarkable customer experiences worldwide. Thanks to the power of the cloud and artificial intelligence, Genesys delivers superior omnichannel experience (voice, email, text, chat, social media, etc.), while improving employee engagement and performance.

An internationally recognised publisher and pioneer of Experience as a Service, Genesys helps organisations of all sizes personalise exchanges, interact with empathy, and encourage customer trust and loyalty.

Genesys Cloud™, the world's leading all-in-one cloud platform is designed to provide both innovation and flexibility at scale. Whether that's building new working environments that integrate simply with business applications and CRM systems or accelerating migration to remote working.

orange™ Business Services

Orange Business Services is a network-native digital services company that combines the power of a telecom operator and a large scale digital services provider. Over two million professionals, businesses and local authorities in France and 3,000 multinationals use its services every day.

We operate the world's largest voice and data network to connect customers to the best skilled agent with the same level of quality. At the forefront of Cloud, Customer Experience and AI, we help you optimise processes, boost performance to create unrivalled experiences for customers and agents alike.

RelationClientmag.fr

RelationClientmag.fr and the **Relation Client** magazine are essential reading for customer relationship experts in France.

68%

of respondents are SMEs* and/or ETIs**

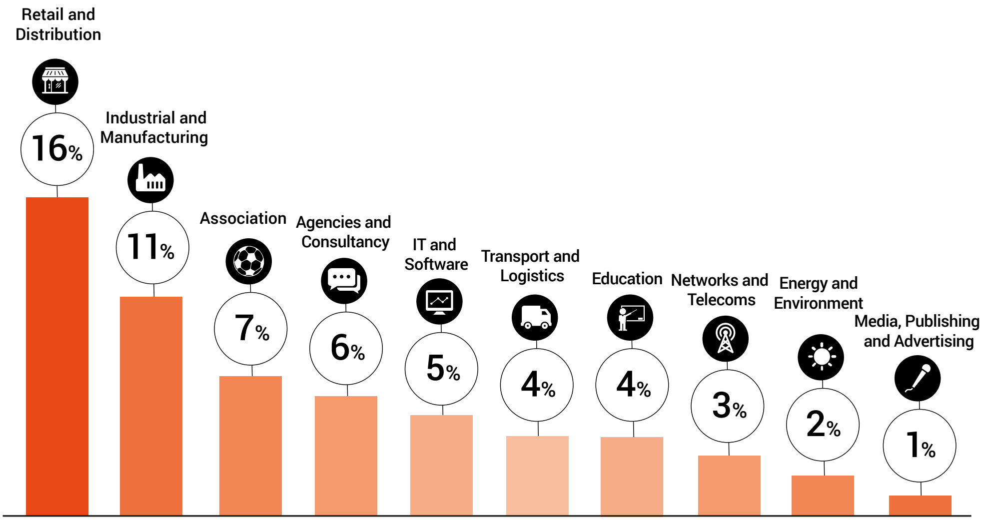
2. THE CUSTOMER RELATIONSHIP: A CONCERN SHARED BY ALL

Today, all businesses regardless of their size and in all segments need to be competitive and to strengthen their customer relationship: from the most famous brand to the newly-formed SME.

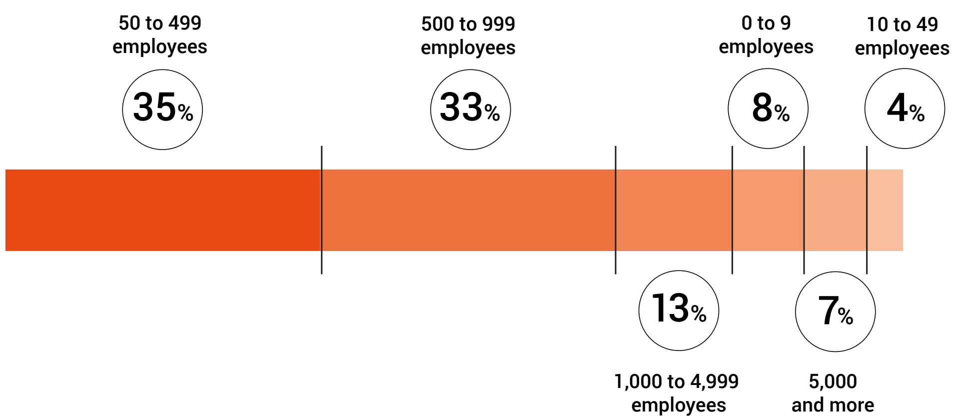
One of the first concrete effects of the pandemic has been the boost given to the virtual retail sector, where orders have grown sharply through online sales, especially for everyday goods.

* SME: Small and Medium-sized Enterprises
** ETI: Intermediate-sized Enterprises

What is your company's sector?



How large is your company?



41%

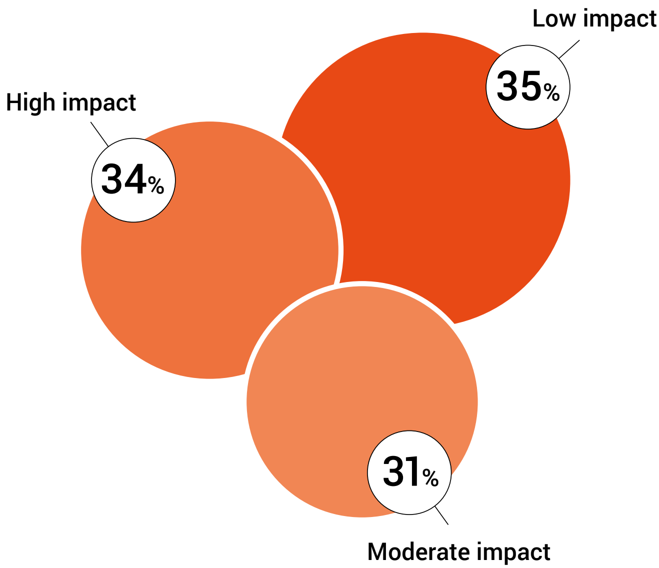
have maintained their customer relationships during home working

3. RESPONDING TO ADVERSITY

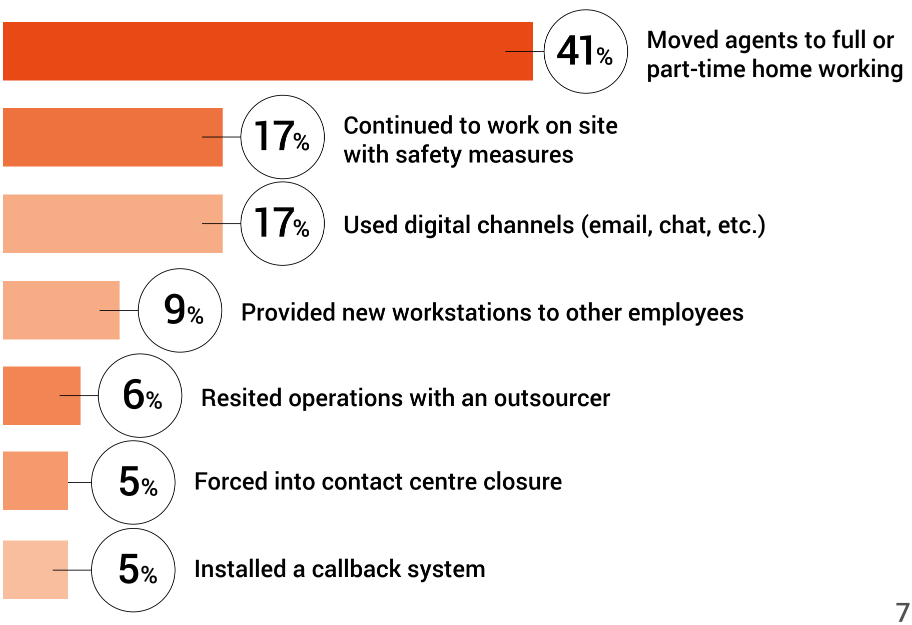
In total, 66% of companies said they were slightly to moderately affected by the COVID-19 crisis. The larger organisations and intermediates were better prepared with business continuity plans, minimising disruption to workflows and team management.

Over the past few months, millions of employees, including many contact centre advisors have been working from home. Nearly one in two companies has set up a home office model (41%).

How have your customer relationships been affected by the COVID-19 crisis?



...in part because they were able to adapt work practices to maintain service levels.



32%

of customers have preferred to use email, making it the most popular channel

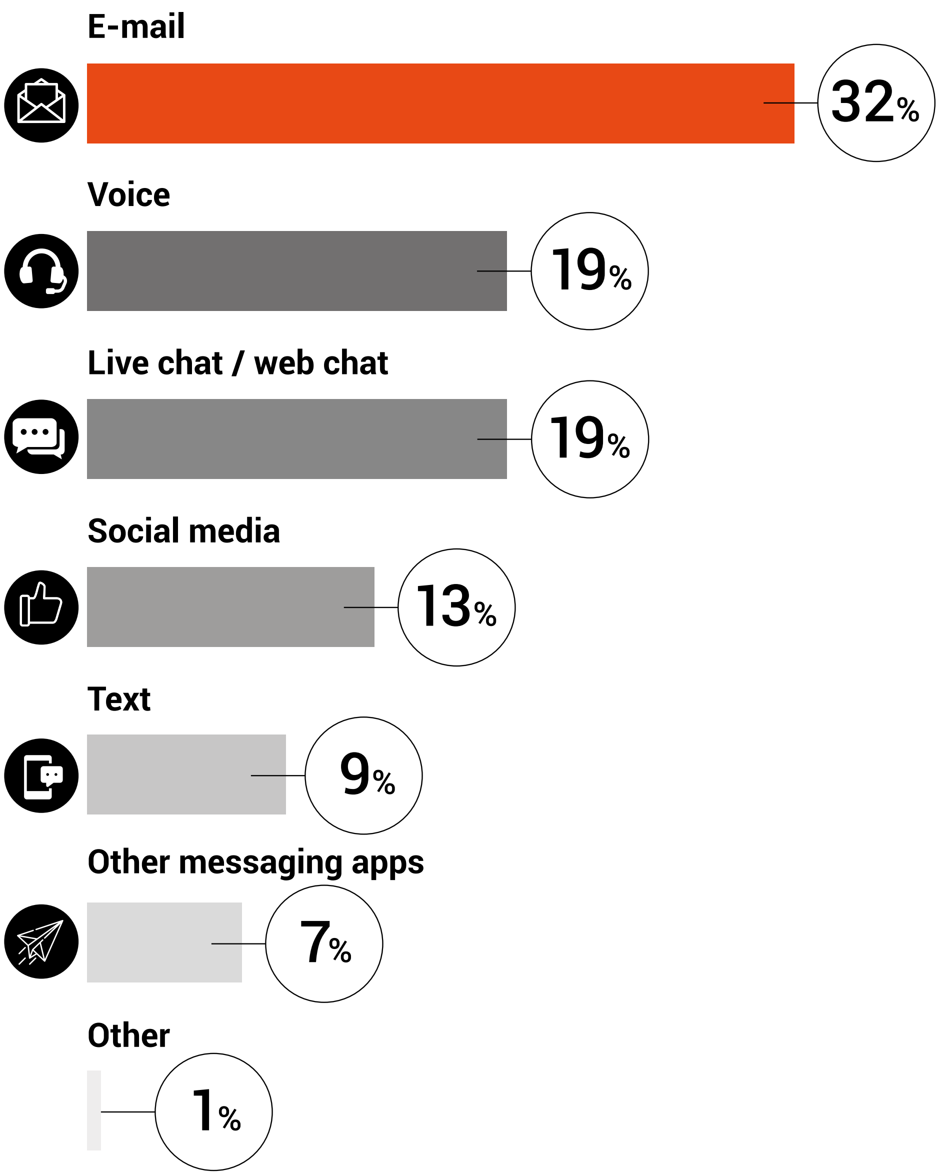
4. GROWTH IN DIGITAL TECHNOLOGY

For the first time, email has taken the lead and replaced voice, as the most used channel. To maintain contact with their customers, 19% of companies have changed their IVR* setting rules and routed calls to agents or employees who have continued to work from home.

Chat, whether live or web, has also been widely used. Not surprisingly, Internet traffic increased by 30% during lockdown.

*IVR: Interactive Voice Response

During the COVID-19 period, what interaction channels have mainly been used by your customers?



54%

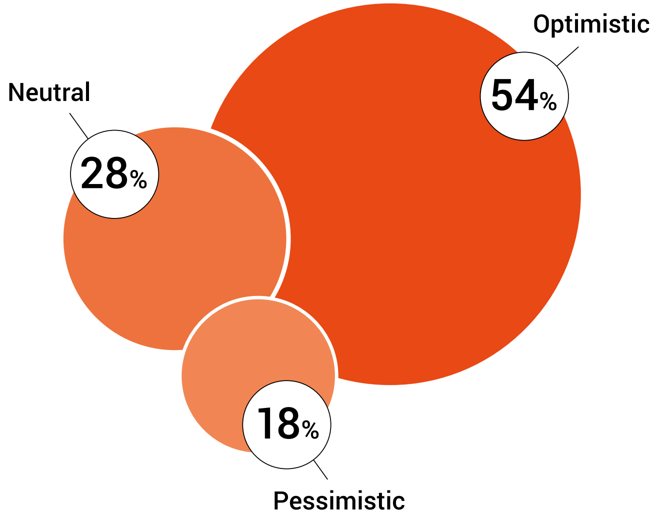
of companies are optimistic about business recovery after lockdown

5. REACTING BEST TO BOUNCE BACK

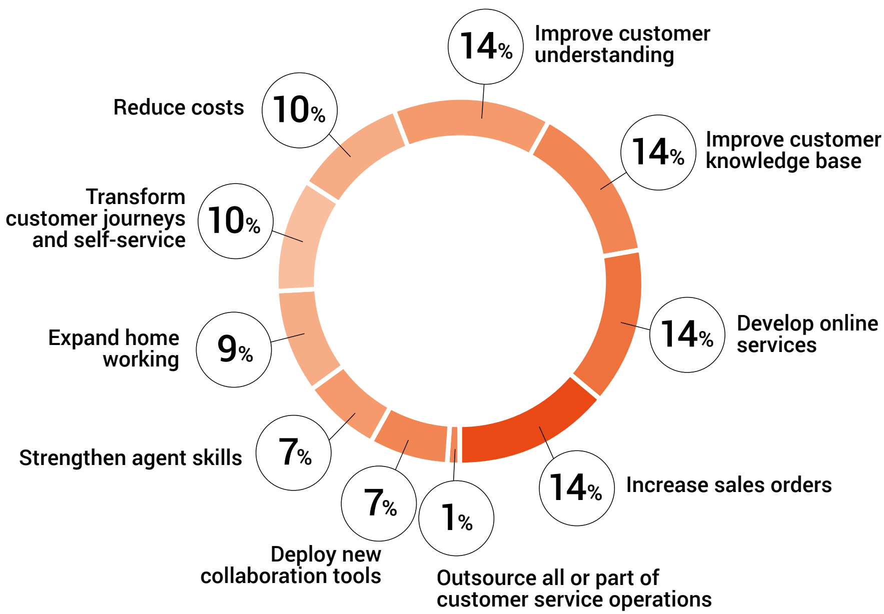
More than one in two decision-makers is confident that business will recover. In contrast, due to lack of certainty over the Autumn period, 28% of respondents are not so confident with 18% saying they are worried about the future. This is the case, for example, in the transport, automotive, textile and non-food distribution sectors.

The main challenges relate to improving understanding of customer needs to enhance experience, retention and sales. Also how best to personalise and digitise services.

What is your current mood regarding customer relationships and the recovery of your business post-lockdown?



What are your three next priorities for optimising customer relationships and business recovery?



73%

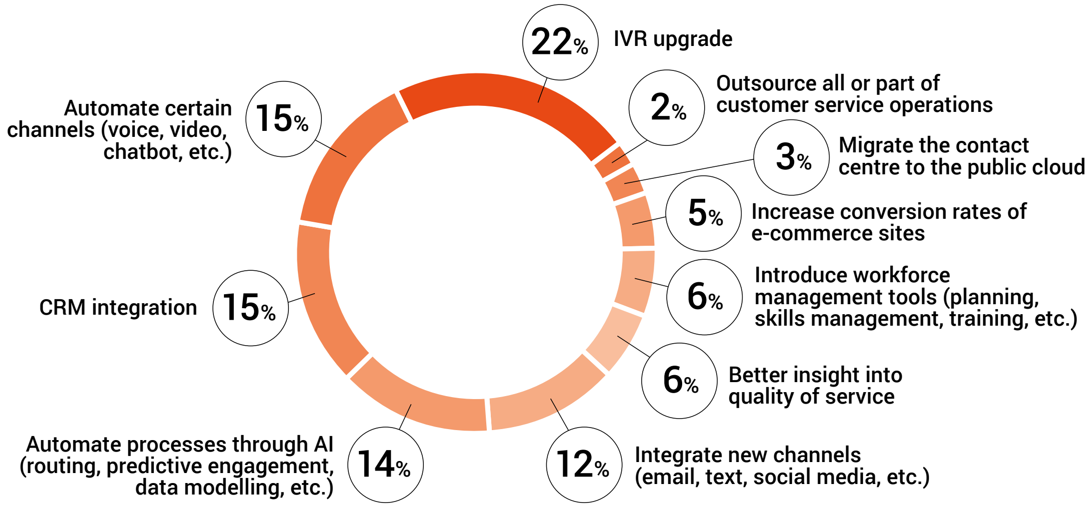
think that customer relationship budgets will remain the same or increase

6. INVESTING IN INNOVATION

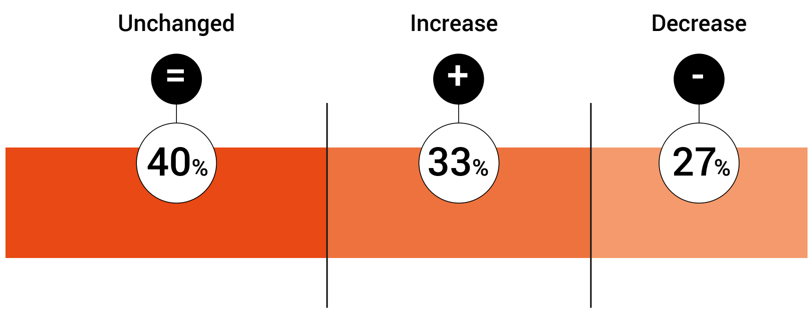
The quality of customer relationships remains the top priority for economic survival. The investment priorities for the second half of 2020 will focus on optimising voice channels. In particular, upgrading IVRs to increase productivity including the use of artificial intelligence.

Interest is also growing in automating voice, video and chat communications, along with CRM integration to unlock data insights for personalising experience. Moreover, 73% of managers believe their budgets earmarked for customer development and retention will remain stable or increase.

What will your next customer relationship investments be?



What impact is the COVID-19 crisis likely to have on your budget?



26%

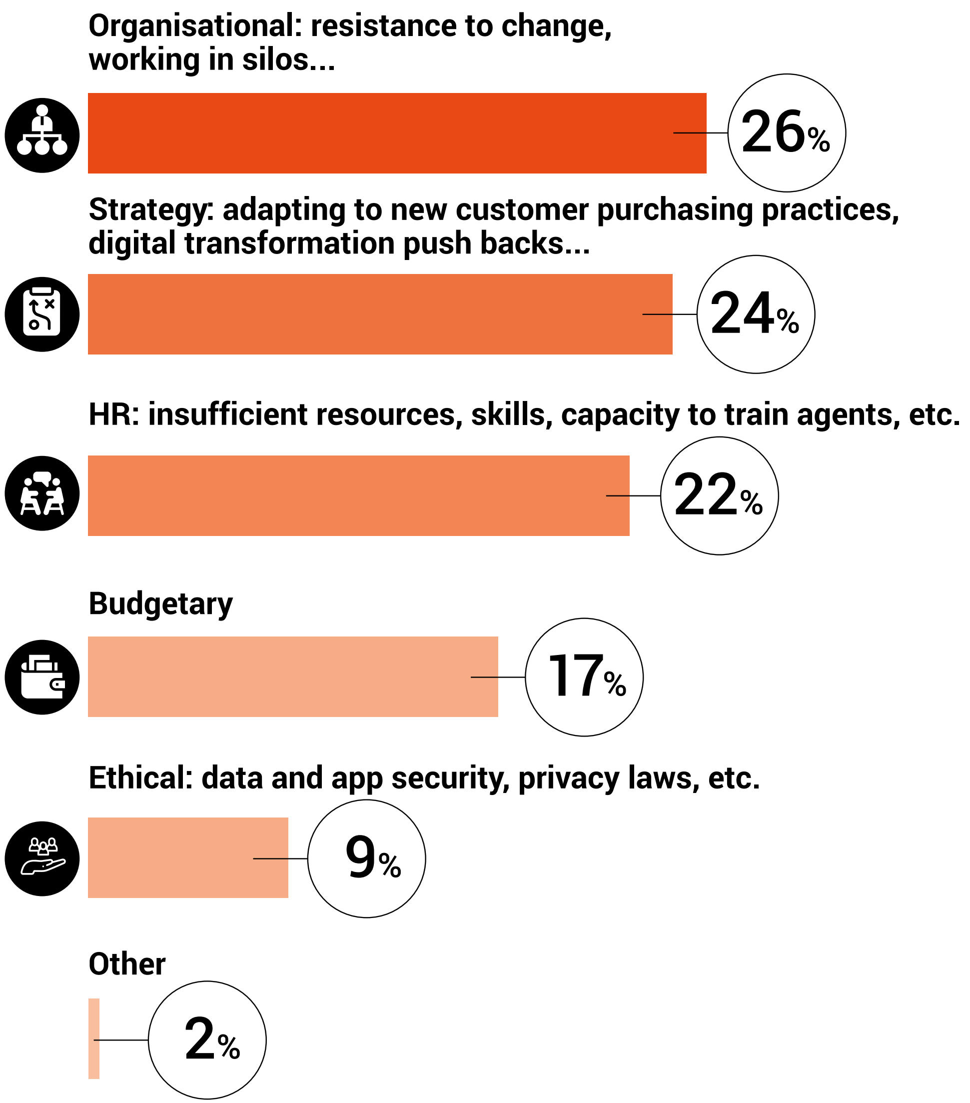
believe that the main obstacles to developing customer relationships are internal

7. GETTING EVERYONE ONBOARD

As with any CX project and growth strategy, it is important to build executive support and mobilise employees.

As well as driving standardisation, deploying omnichannel solutions often uncovers silos and promotes the need for digital transformation demanded by consumers.

What are the main obstacles that need to be overcome to implement your post-COVID contact centre plans?



GENESYS

orange Business Services

In partnership with

RelationClientmag.fr

www.genesys.com/uk
+44 (0) 1276 457000

www.orange-business.com/fr
+33 (0)800 018 028