CX Transformation:

Understanding Customer Intent
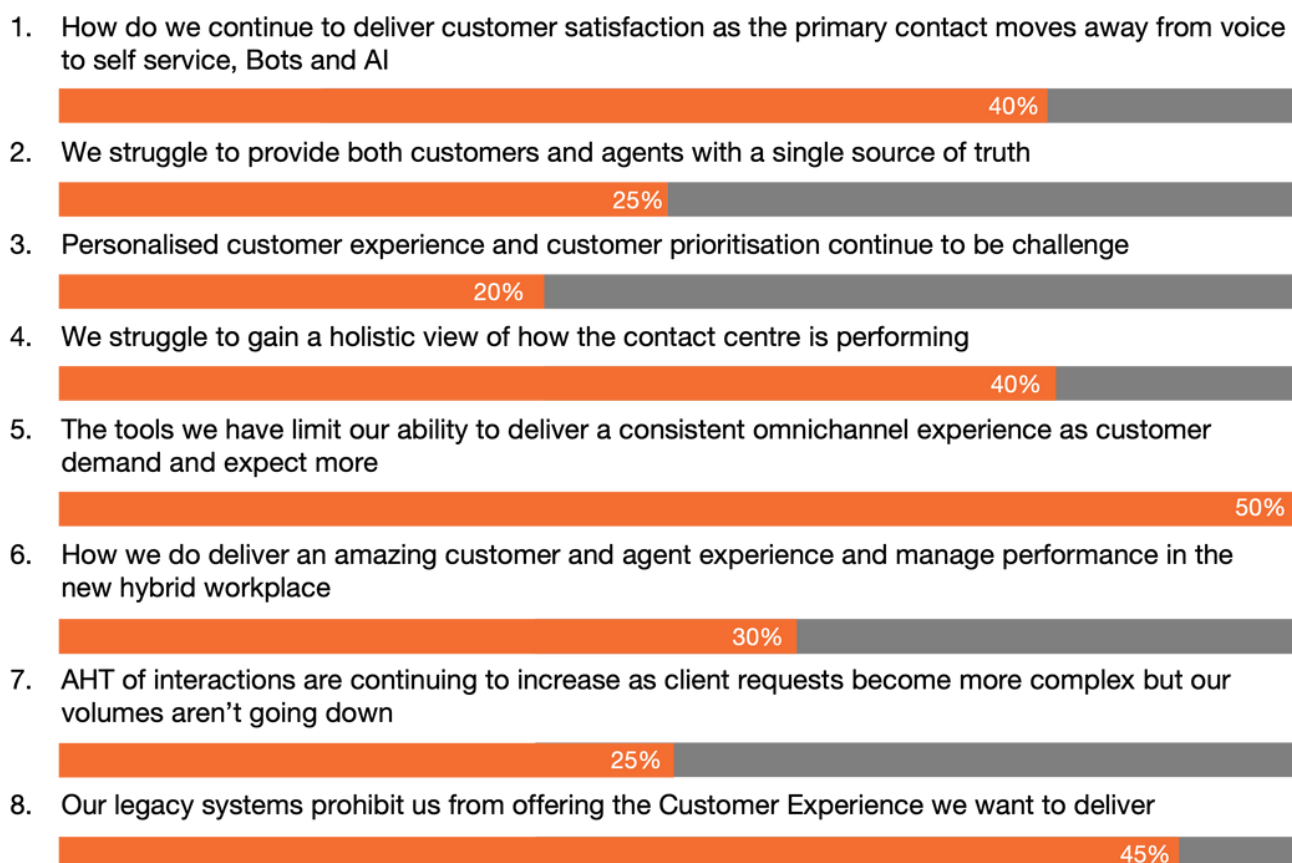
A re-cap of the poll findings as voted for by you

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Which of these themes are the biggest challenge or focus for your business in 2023?

We met with and listened to over 20 companies in February to uncover the biggest challenges they are facing this year.

We've now gathered and analysed the data from our real-time poll, selected by guests who attended our latest CX event. We've also provided commentary and analysis on the top 4 challenges.

We're now excited to share this data with all of our event attendees. Thank you for being a part of this.

1. How do we continue to deliver customer satisfaction as the primary contact moves away from voice to self service, Bots and AI

   40%

2. We struggle to provide both customers and agents with a single source of truth

   25%

3. Personalised customer experience and customer prioritisation continue to be challenge

   20%

4. We struggle to gain a holistic view of how the contact centre is performing

   40%

5. The tools we have limit our ability to deliver a consistent omnichannel experience as customer demand and expect more

   50%

6. How we do deliver an amazing customer and agent experience and manage performance in the new hybrid workplace

   30%

7. AHT of interactions are continuing to increase as client requests become more complex but our volumes aren't going down

   25%

8. Our legacy systems prohibit us from offering the Customer Experience we want to deliver

   45%

Poll results from our CX event- Understanding customer intent

Top Challenge #1
The tools we have limit our ability to deliver a consistent omnichannel experience
as customers demand and expect more

50%

50% of you voted this as one your top challenge.

With the most votes, this challenge came up as the **most prevalent.**

The challenge

"Today's omnichannel customers are driven to access information across a variety of online channels, expecting to find what they want whenever, wherever, and however they're looking. Without this, customer experience will suffer. Organisations are searching for the right platform and how to adopt the right strategy to help facilitate this."

Mo Hassan
Cient Success Manager

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The importance

Providing an omnichannel customer service helps support a consumer shift facilitated by instant gratification. It's also important to recognise that although many customers are looking for that omnichannel experience, many others may still prefer phone. Consider analysing customer demographics and personas to help determine which contact channels to adopt.

The cause

Without the right platform to simultaneously update all available customer service and communication channels in real-time, an omnichannel experience is not possible. Many organisations may also not be paying enough attention to their omnichannel approach, offering too many channels too quickly, which can result in customer frustration.

Top Challenge #2
Legacy systems prohibit us from offering the customer experience we want to deliver

45%

45% of you voted this as another one your top challenges.

The challenge

"Dealing with a legacy infrastructure can directly impact the agent and customer experience. Customer frustration, employee disengagement and broken workflows are just some of the ways legacy technology can impact an organisation."

Hamish Cliff
Head of Client Services

The importance

As legacy systems limit integration with corresponding platforms, manual processes are developed internally, impacting the time it takes to process a customer request. This causes customer friction and barriers throughout the customer journey.

The cause

Legacy systems are accumulated within organisations as strategy develops and technology gets left behind. Systems procured without a clear strategy or long-term view, result in standalone systems with little or no integration.

40%
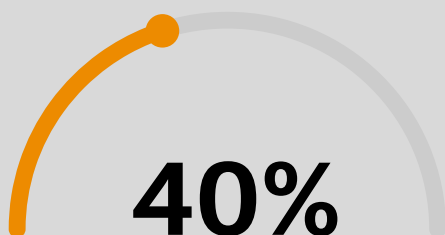
Companies that grow faster drive 40 percent more of their revenue from personalisation than their slower-growing counterparts.

McKinsey & Company

Top Challenge #3
We struggle to gain a holistic view of
how the contact centre is performing

40%

40% of you voted this as another one of your top challenges.

The challenge

"Organisations are being left without a single consolidated view of how the contact centre is performing. Performance tracking, identifying opportunities for improvement and an integrated reporting view are all suffering as a result."

Mo Hassan
Client Success Manager

The importance

Organisations are generating an immense amount of data each and every day. Although some organisations find accessing this data a challenge, many others are facing the opposite - and are at a loss as to how to use this data to drive business change. In the face of growing data, organisations should be doing more rather than less.

Having a single view of performance including business and operational performance is key to ensuring a high performing operation, with reporting from agent level through to the overall operational performance.

The cause

To meet customers' increasing demands, organisations are managing multi-site operations with multiple or outdated systems servicing different needs. Data silos, team silos, broken reporting workflows and outdated reporting solutions are a result of this.

Top Challenge #4
How do we continue to deliver customer satisfaction as the primary contact moves away from voice, to self service, Bots and AI

40%

40% of you voted this as another one of your top challenges.

The challenge

"Organisations are struggling to deliver a positive customer experience across omni-channel touchpoints. A true omnichannel experience means a uniformed customer experience across all channels - whether that is via voice, chatbot or through an online knowledge base."

Hamish Cliff
Head of Client Services

The importance

 A well monitored digital customer transformation strategy can help drive a seamless experience for customers across all possible touchpoints. Meeting customer expectations when they choose to interact through these channels is key in being able to support generational customer bases and succeed the competition.

The cause

Before beginning their digital customer transformation journey, some organisations may fail to define their objectives and set goals. This includes reviewing whether they should in fact be introducing automation, simplifying through self-service, or where they need to leverage certain interactions. A well thought out approach will improve customer satisfaction and make for more appropriate customer engagement.

"Understanding customer intent is key to improving customer satisfaction, brand loyalty and employee engagement. It sits at the heart of the organisation" -

**Adam Kantor, CEO,
Business Systems**

Interested in exploring these challenges further?

Get in touch with our Team:

- We create trust
- We help clients drive value from their technology investments
- We support our clients to ensure compliance
- We understand our client's overall vision

Continue the conversation with us

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