



Customer Experience – Redefined In The New World

Staying connected with your customers is more important than ever during times of uncertainty

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Unprecedented time calls for unique measures, paves a new future

Digital agility ensures business continuity

2020 was an unprecedented year, and the world of customer service was no exception. People were stuck at home; customers flocked online, support agents were forced to be remote nearly overnight. As pandemic led to an emergence of a new delivery model for many businesses, dramatic realignment of customer expectations, changing value sentiments, and lifestyle disruption have impacted customers' buying behaviors.

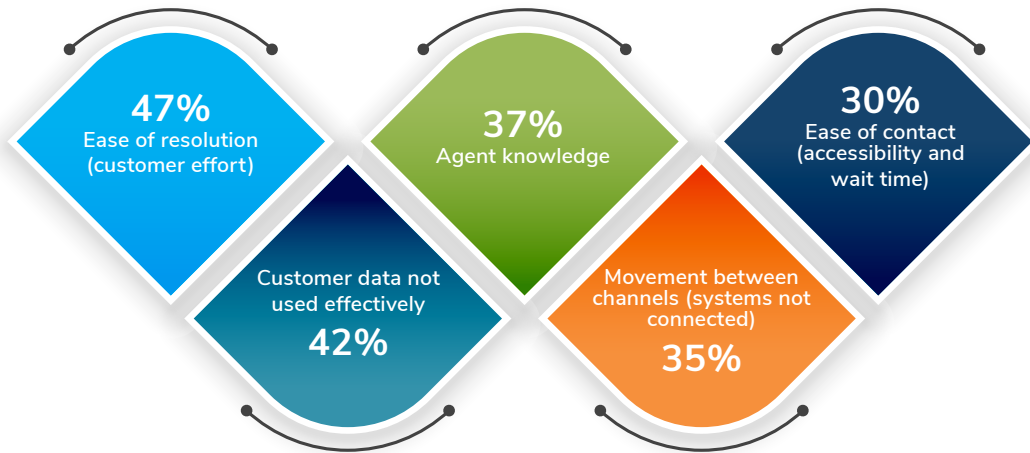


Digital engagement acceleration in an omnichannel world

Customers wanted better, simpler, and clearer customer engagement in such context, including essential elements, such as easy access to contact information and more channel options. Beyond the digital users, consumers got on-board with the online business, e-commerce, interacted via digital channels for the first time as that often was the only viable option. There has been a massive spike in the use of mobile apps and messaging as interaction channels and self-services.

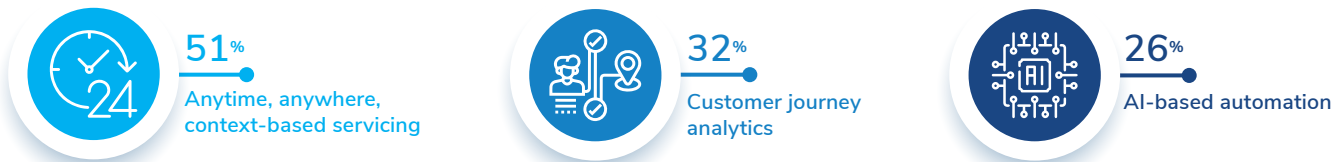


Top 5 factors according businesses that negatively impact the customer journey and CX:



Businesses need to reimagine the future of engagement through digitally transforming the current service model, focusing on creating customized end-to-end customer journeys that reflect evolving customer needs and preferences. They need to harness the power of automation, data, and the cloud to develop personalized customer communications while optimizing multichannel workflow efficiencies yet ensuring security.

Top 3 enhancements businesses would like to see in their digitally transformed contact center:



Raise of Work at Home Agent (WAHA) model transcending hybrid future

As soon as the movement control measure kicked in during the pandemic, contact centers had to transition to the work at home agent (WAHA) model almost overnight and put additional strain on their ability to respond to customers effectively. Overcoming the initial struggle, the success of this massive trial during the year, and the tangible benefits presented are really paving the way for the hybrid model for service delivery to prevail in the future. Businesses to look at their partners to help determine the new operating environment (e.g., the optimal mix between work at home agent (WAHA), in-center, in-house, and outsourcing).

"The number of WAHA globally has shot up from 9% pre-Covid to 80% during the peak in 2020."

Contact centers – important link between consumers and brand

Contact centers need to be the link between consumers and brands, between citizens and public authorities, in an increasingly digital society. Contact centers, irrespective of captive or outsourced operation, needed to respond to challenges and see new opportunities, like helping their brands adapt to address COVID-19 disruptions and changing customer support needs. To successfully deliver, they had to adopt innovating operating models such as WAHA and ramp up developing high value-added solutions catering to the need for an increasingly digital environment. A significant rise in the remote workforce is expected over the next few years resulting from this spike; probably 20 to 25% of agents will be working from home in the near future.

Customer experience (CX) is a business priority in the new normal

During the pandemic, businesses scrambled just to hang on. Cancellations, volatility, and uncertainty required businesses to be more flexible than ever. As organizations continue to respond to the post-pandemic world, besides dealing with COVID-19 related issues, their top priorities relate to keeping the business running and improving customer experience. They need to ensure processes designed for hands-on, in-office operations are equally effective when the workforce is scattered. To maintain customer relationships (and revenue), they need to focus on new ways of interfacing with clients, both digitally and physically.

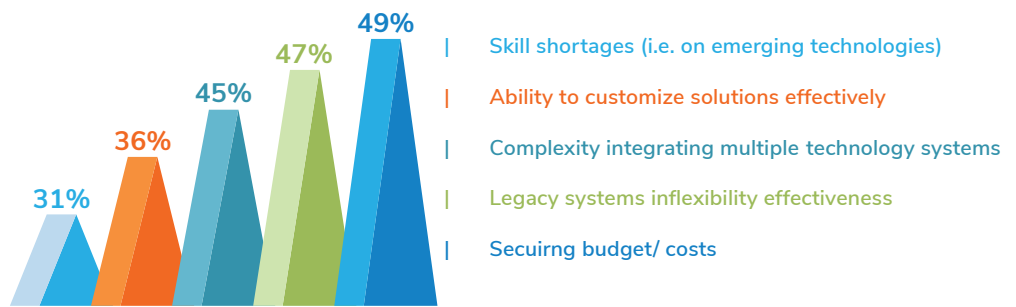
Thinking of your company's business goals, what will be the top three priorities over the next year (aside from revenue growth)?



Challenges inhibiting contact center technology strategy

Although most businesses recognize the value of delivering enhanced experience and looking to invest in contact center technology, their effort continues to be thwarted by many challenges. Beyond securing budgets or cost concerns in the post-pandemic world, businesses believe legacy technology issues and skill shortages on emerging technologies hold them back in their pursuit of customer service excellence.

What are the main challenges inhibiting your contact center technology?

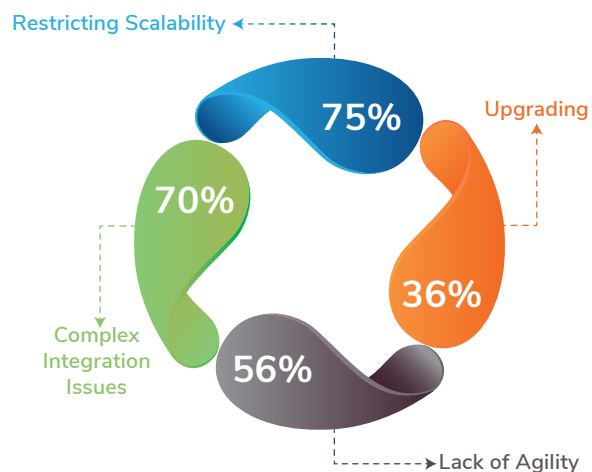


Legacy, on-premise contact center compounding the transformation challenges

Pandemic reinforced the vast emphasis on agility, as businesses had to quickly pivot to provide service in a world that was suddenly digital-first. Businesses as well as BPOs that use legacy, on-premise systems felt increasing difficulty managing interactions from multiple touchpoints and incorporating new elements that the situation demanded.

Challenges of a legacy on-premise contact center system

BPOs recognize that now is the digital tipping point in the world of contact centers, as the adoption timelines had sped up dramatically. They need to relook at their contact center infrastructure and explore alternative technology/ tools that can help them transform themselves in offering technology-enabled services to businesses.



Cloud contact center - transform contact center capability

As businesses continue to respond to the post-pandemic world, their top priorities relate to improving customer experience, implement omnichannel strategy, though they need to overcome the complexity hurdles in the legacy systems. Cloud-based contact center solutions proved most effective at offering scalability and flexibility businesses need to bridging people across geographic distances to deliver seamless customer services.

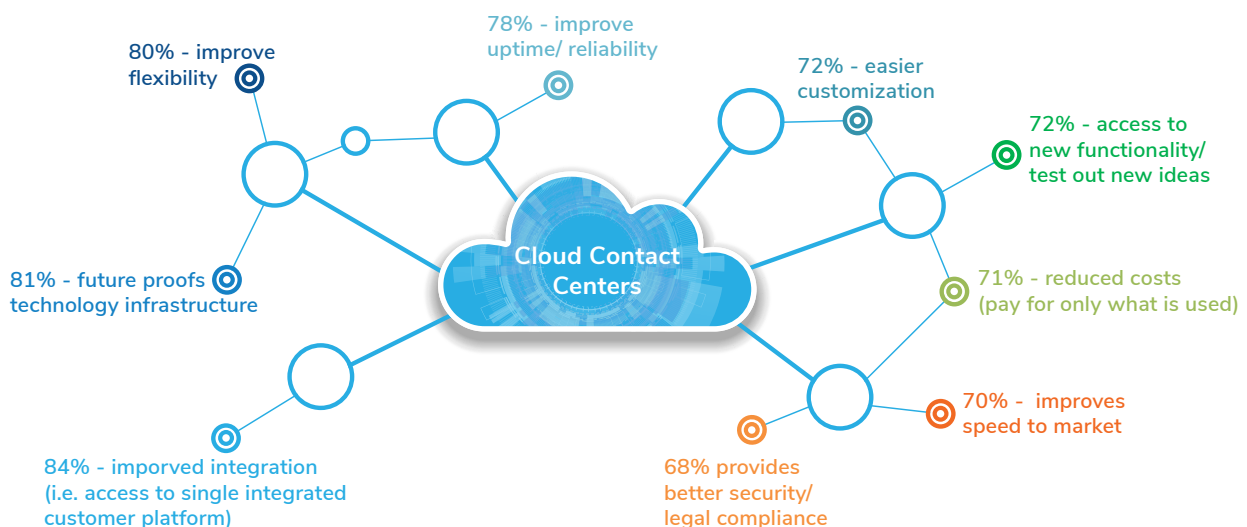
Gaining a multitude of benefits via cloud deployment

Never has there been such a global need for IT resources powered by the cloud. And the impact is seen in the contact center organizations too. The cloud can help with its numerous benefits, including adding capabilities that were once out of reach. Cloud also enables the business to:

- Minimize the risk of becoming obsolete/ quick access of new capabilities
- Quick deployment time(around 3-4 weeks)
- Easily scale-up/ down
- Keep complexity at bay/ quickly integrate
- Reduce upfront investments
- Predictable recurring costs <service provider managed>
- Easy management (3rd party managed)/ access to skills
- Increased uptime and better disaster recovery
- Improved security and control

Cloud disaster recovery strategies serve as a competitive advantage for a global contact center provider to protect mission-critical workloads and data in case of an outage or disaster.

Businesses that have implemented cloud contact centers believes the impact of the technology as:



Additionally, the integration of artificial intelligence is helping businesses in automating interactions, forecasting, workflow, agent training, sales processes, and scheduling. Some of the key enhancements built around AI include: Agent Assistance, Virtual Agent, Intelligent Routing, Speech-to-Text, AI-based Topic modeling, AI-based chatbot.

Accelerated cloud adoption

As organizations get used to the growing trend of "everything-as-a-service", contact centers too have been exploring their options of the contact center as a service (CCaaS). However, the pandemic accelerated the adoption globally in no time. In fact, 58% of businesses experienced an increase in the percentage of interactions handled with cloud solutions. Close to 90% of contact centers are likely to be leveraging some sort of cloud deployment in the next two years

Do you currently use a cloud contact center solution?



Did the percent of interactions handled with cloud solutions increase, decrease, or stay the same due to COVID-19?

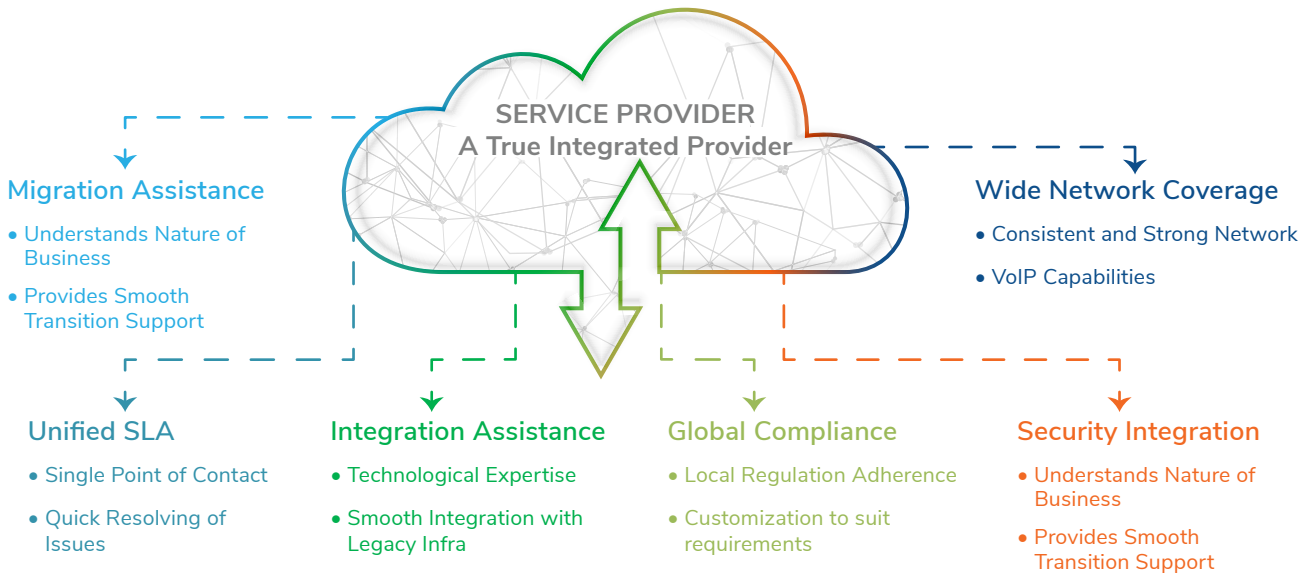


Service provider – the ideal partner for cloud contact center success

Contact centers have predominantly been acquiring their solutions from OEMs and their SI partners. However, the emergence of the cloud-based model brought a definite focus on service providers. The importance of service providers increases several-fold in the cloud cc space as they are the ones capable of providing an all-in-one solution. This to a certain extent solves the core issue businesses like BPOs face in managing multiple vendors for running their contact center infrastructure.

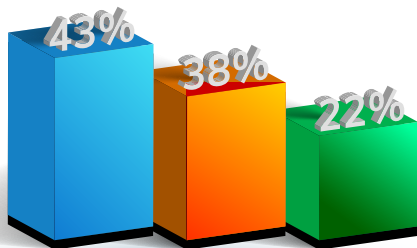
Customer service forms a critical piece in any business operations and can either make or break a brand based on the quality of service provided. Most businesses express their reservations in shifting to new forms when it comes to contact centers as they fear that their customer service may be disrupted and result in customer loss.

End-to-end management: USP of a service provider



72% of businesses using contact center face issues dealing with multiple vendors

Top 3 Expectations from Cloud Contact Center Service Providers



- | End-to-End Management
- | Global Network Coverage
- | New Technology/ Features like AI, ML

Analyst Opinion



3 out of 5 Gen Y customers prefer connecting with their brand/ company through social media channels. In this scenario, having an omnichannel cloud contact center which supports easy integration creates competitive advantage for a business.



Businesses can maximize the positive impact of cloud contact center implementation by choosing a service provider who has a global network, better reach, capabilities, and the experience to be a "TRUE INTEGRATED SERVICE PROVIDER."



A world leading Cloud based Contact Center Platform

Customer relationships can be complex, but that does not mean they have to be difficult. **Telstra Contact Center Genesys Cloud** brings together the unmatched expertise of Telstra in Global Networks and Genesys' industry leading Customer Contact solutions, making customer relationships simple. Built to handle any channel, our solution follows the conversation everywhere - turning calls, email, chats and social comments into a seamless conversation.

Telstra Contact Center Genesys Cloud offers the most advanced Customer Contact functions, visibility across every way customers relate to your business and full control. All with the simplicity and flexibility of a secure, scalable cloud platform with end to end service assurance.

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Our heritage as a world-class technology and telecommunications company is proudly Australian with more than 70-years' experience of helping international businesses connect. We operate in every major market and we have an unparalleled network and presence in Australia and Asia Pacific. Our commitment to service excellence and in-country support enables you to seize new opportunities around the world.

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