

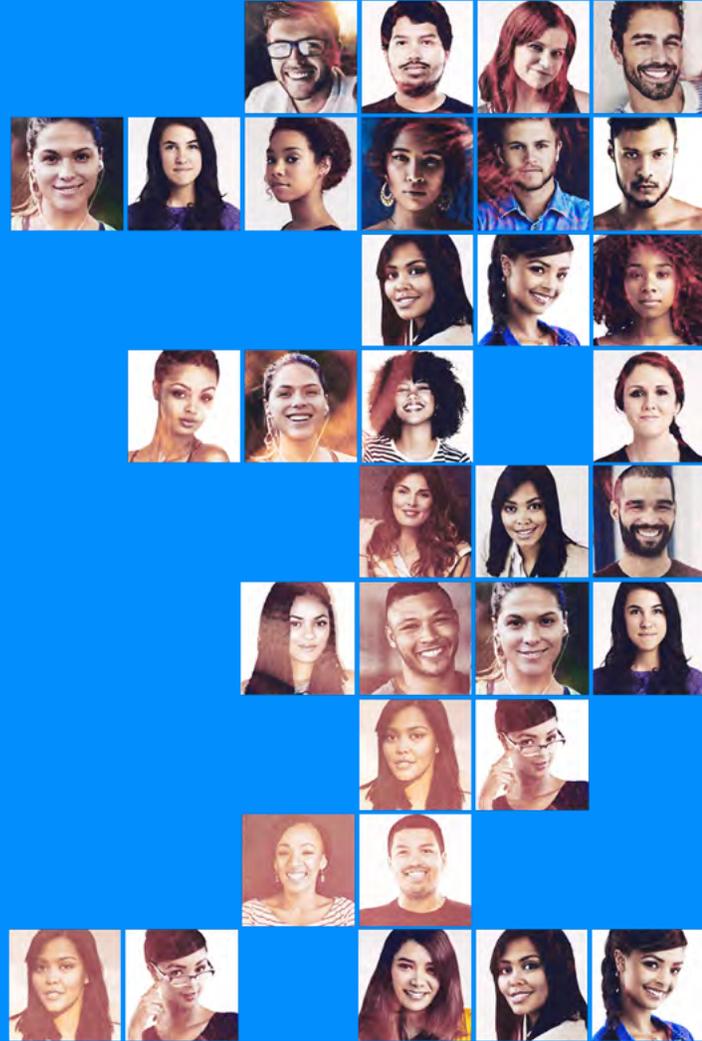
# ARE YOU FUNDAMENTALLY RETHINKING

your customer service  
experience?



Your customer is changing, and their expectations are changing with them. They want issues resolved on-demand, interactions tailored specifically to them and access to more knowledge across digital platforms than ever before. Remarkable customer experiences are now about more than just your product.

Technology is increasingly making it possible for companies to meet those expectations. You have to move now, and fast, if you are going to not just meet them—but exceed them.



# THE NEW CUSTOMER REALITY

**What do customers care about more than the purchase of a product? The experience.**

Today's customer has become much more comfortable and proficient with digital technologies. Most now prefer to interact with each other and with the companies they do business with via digital channels, and they expect the same level—if not greater—of personal touch when they have a problem.

In the last year, 47 percent of consumers globally have quit doing business with a company as a result of a bad customer service or support experience. Customers are becoming much more demanding and they want to be able to engage with companies in real time. They have little patience for long wait times—issue resolution has to be almost instantaneous, and tailored to them and their specific needs.



**DIGITALLY NATIVE**



of customers prefer to visit a company website before contacting customer service

**NEW WAYS TO CONNECT**



of consumers prefer messaging over voice when contacting customer care

**LEAD WITH AI AND AR**



of people worldwide will have interacted with AI- and machine learning-driven customer support bots without knowing it by 2020



of customers use a search engine like Google to find solutions to issues



of consumers have increased their usage of messaging in the past two years



of businesses will be testing or running AR-augmented social support by 2020

# ORGANIZATIONAL CHALLENGES IN THE DIGITAL CUSTOMER AGE

The explosive growth of customer interaction channels has exposed operational challenges and made relevance, automation and seamless engagement key to survival.

Organizations are struggling to address these four key areas in the digital era.



## TECHNOLOGY ECOSYSTEM

Organizations want to build their technology ecosystem with “best of breed” capabilities across multiple vendors, and expect this all to work together in a seamless and frictionless manner.



## PARTNER COLLABORATION

Organizations want to “own” the customer experience and are frustrated with lack of visibility into outsourced partner systems. They want full visibility into the end-to-end service delivery lifecycle so they can truly understand their customer’s journey.



## INCREASED CLIENT DEMANDS

Companies want an efficient way to collect and maintain customer-specific information for differentiated treatment and to present customers with service agents in a consistent and contextual manner.



## BALANCING GLOBAL WITH LOCAL

Organizations are still struggling with maintaining global standardization. In addition, accommodating local processes and procedures due to regulatory and cultural requirements poses a challenge.



# BUILDING THE SERVICE ORGANIZATION OF THE FUTURE, TODAY

Capitalize on the latest technology to deliver remarkable customer service and build the customer service organization of the future right now. By getting these things right, you can lay the foundation for the next generation of customer service.

Prioritize the brilliant basics now more than ever...  
**...to achieve world-class satisfaction**

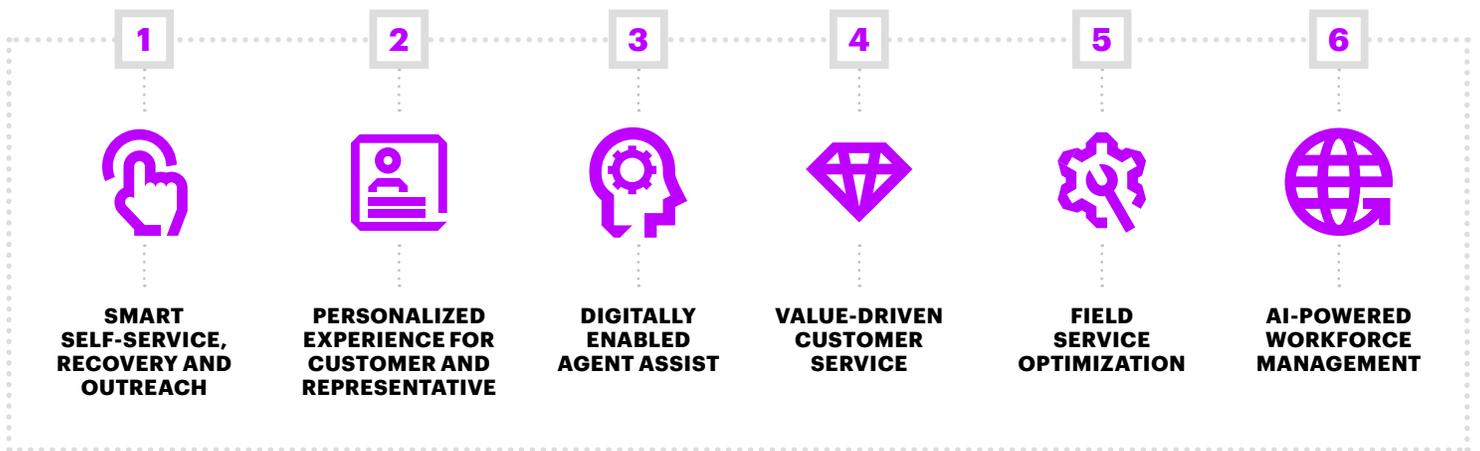
Unleash the unique power of AI...  
**...to enable proactive service capabilities**

Assemble the workforce of the future...  
**...to attain operational excellence**

Build tailored and personalized interactions...  
**...to earn customer trust**

# INNOVATING SERVICE DELIVERY TO EXCEED CUSTOMER EXPECTATIONS

Accenture's Next Gen Service Offering consists of six pillars for building your future service organization.



By delivering remarkable customer service, companies can reduce customer complaints, increase their share of customers' wallets and loyalty, build advocacy for their offerings and brand, and create a price premium—while reducing the operational costs of their service organization. As organizations pivot to become more digitally relevant, Accenture's Next Gen Service Offering provides a framework for our clients to build the service organization of the future today.



1



**SMART  
SELF-SERVICE,  
RECOVERY AND  
OUTREACH**

 **TODAY**

Organizations wait for a service event to occur, engaging with customers to resolve issues in a reactive service motion.

 **TOMORROW**

Organizations leverage IoT, AI and third-party data to proactively identify a service event before it happens and resolve it through digitally enabled channels. Customers are empowered with a 360-degree view of service activity for self-service support and automated monitoring for proactive assistance.

-  **Channel mix**
-  **Self-serviced deflection**
-  **Elimination before occurrence**
-  **Customer effort score**

2



**PERSONALIZED  
EXPERIENCE FOR  
CUSTOMER AND  
REPRESENTATIVE**

 **TODAY**

Agents have access to basic customer information, IVR, customer validation and authentication at the point of engagement.

 **TOMORROW**

Agents can predict customer intent at the point of engagement, understand their sentiment and urgency, and determine who is the best available representative to solve for that intent.

Creating a holistic view of the customer based on aggregated data and providing representatives a matching engine increases brand affinity and drives more personalized connections with customers.

-  **Customer churn**
-  **Net Promoter Score (NPS)**
-  **Transactional NPS**
-  **Transfer rate**

3



**DIGITALLY  
ENABLED  
AGENT ASSIST**

 **TODAY**

Agents gather information in multiple systems to close a case, with the emergence of basic RPA capabilities helping to solve issues.

 **TOMORROW**

Digitally enabled assistants provide guidance and knowledge to solve the customer’s request. They offer seamless, single-pane-of-glass information that is dynamically rendered and supported by Natural Language Processing and advanced automation. Assistants enable a unified experience for issue resolution, augmenting agents with AI digital assist and advanced remote troubleshooting capabilities.

-  **Employee utilization**
-  **Average handle time**
-  **First contact resolution**
-  **Knowledge effectiveness**

4



**VALUE-DRIVEN  
CUSTOMER  
SERVICE**

 **TODAY**

Capabilities include basic quoting and lead passing in customer service organizations.

 **TOMORROW**

Capabilities include leveraging a service event to have an opportunity to drive higher-value conversations. These converge sales, service and marketing, unlocking new cross-sell/upsell and retention opportunities in the future.

-  **Lead generation rate**
-  **Cross-sell/upsell rate**
-  **Revenue per customer**

5



**TODAY**

Field workers are highly reliant on manual processes with limited mobility and analytics-driven field service offerings.

**TOMORROW**

Contact centers address ad-hoc repairs in the field in a more optimized way that is time-sensitive to customers and beneficial to customer satisfaction. This optimization opportunity reduces complexity and effort in the field and will be driven by AI and workforce analytics, unlocking more efficient hand-offs, greater visibility for field agents and diagnostic capabilities through unified channel strategy available online and on mobile.

- ↑ **Customer interaction**
- ↑ **Productivity**
- ↑ **Internal user functionality**

6



**TODAY**

Assignment of work to support agents is based off of manual reports, volumes and queues. This system runs the risk of under- or overstaffing for current customer service organizations.

**TOMORROW**

AI-powered workforce management unlocks a liquid workforce, allowing open shift employees to self-select in an Uber-like model. AI and machine learning intelligently predict shift volume needs, while human analytics identifies training and skill needs.

- ↑ **Routing capabilities**
- ↑ **Work plan capabilities**
- ↓ **Cost structure**

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## About Accenture

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