

**Tech  
Mahindra**

# **Redefining Customer Experience for the Digital Age**



*Connected World.  
Connected Experiences.*

## Abstract



Set against the dizzying change that 2020 and 2021 ushered in, enterprises are fighting their existing realities to adapt, survive, and thrive in ways they never thought was possible. Digital transformation across businesses accelerated by a few years; the only choice this time was to adapt or fall behind.

Finding themselves right in the middle of a digital-first reality, enterprises have been quick to understand that extraordinary experiences and service have become the front and 'the only' door to unlock business success and growth. Tech decision-makers are witnessing accelerated technology adoption at their companies, with experience takes center stage in the post pandemic world. That said, companies are focusing more on customer experience (CX) than what they ever did.

So, what exactly did the pandemic change? The answer would be, the rise of digital-first in a conversational world, with digital-first and conversational being the two operative words. With businesses revolving on a digital-only pivot, the early adopters are standing way ahead of competitors in delivering seamless, fast, friction-free, and highly personalized digital experiences that customers demand. This whitepaper outlines the imperativeness of a digital-first mindset – a proven path towards success by redefining CX.

## Then and Now: What Changed?

Not too long ago, there was a time when contact centers were called call centers. The technology back then was all about filtering incoming calls and assigning them to agents. Soon, channels like e-mails and websites came along to disrupt this space and change the term to 'contact centers.' An influx of customer requests through different channels made meeting customer expectations, a complex endeavor. Evidently, human-to-human interactions on calls were replaced with interactive voice response (IVR) technology as the first point of contact. The time-consuming procedure was deemed as a relative failure in enhancing CX.

The next iteration featured chatbots to augment and not replace human interference. This was followed by the rise of conversational, virtual agents to gain faster resolutions, maintain the 'human' touch, and improve CX and bottom line. With a pressing need to reduce costs and staff at a time when call volumes are spiraling and customer issues and expectations becoming increasingly complex, this new paradigm of contact centers as the nucleus of CX has evolved as a winning differentiator for brands.

In a nutshell, contact centers have come a long way to position themselves at the core of many successful businesses. Customer touchpoints are changing fast, opening more virtual channels like video and voice applications for interacting with brands. Meanwhile, the impact of COVID-19 has intensified the need for contact centers to adapt and change in line with the dynamic customer demands – often at an accelerated pace. Contact centers need to up the ante to provide a seamless omnichannel customer journey in a world where there is very little tolerance for sub-par services.

## Data Powers Everything

A lot has been discussed about how anticipating needs and understanding customer behavior can help improve the relationship. The question is how do we make this happen? Data is the answer. As the frontline of customer interaction, contact centers today bank on a goldmine of data, which if analyzed accurately can help spike customer satisfaction (CSAT), acquisition and retention rates, customer effort score, service-level performance, and more. Moreover, brands can identify shortcomings and issues in their products and services and improve them accordingly. It is safe to say that contact center analytics is a strategic differentiator for businesses in taking their financial performance and customer experience a notch higher. Advanced analytics has been instrumental in reducing average handle time and improve self-service containment rates.

Besides, the technology can help reduce in employee costs and increase conversion rates, customer satisfaction, and employee engagement. Contact centers are increasingly investing in advanced analytics to deliver an enhanced customer journey.

Of course, the process of turning data into meaningful customer analytics and gleaning actionable insights has been cultured over the years to manifest improved outcomes. Back in the day, data analytics was leveraged to understand trends and patterns in the existing workflows within contact centers. With advanced analytics, contact centers can now obtain insights that can help them predict issues and trends ahead of time through internal and customer-facing applications. This attempt to make contact centers future-proof results in reduced costs, increased revenue, and unparalleled customer satisfaction.

## Make Every Interaction Count

Businesses can adopt a plethora of approaches to harness the full potential of their customer data through advanced analytics. For instance, they can leverage omnichannel analytics to monitor and track customer interactions across different channels. Agents can have a complete view of these interactions on a single window that allows them to drill into customer profiles, diagnose, and resolve issues faster. These analytics are performed on real-time and historical data to monitor contact center performance. From abandoned calls, call transfer rate, resolution time, to response and hold times, interaction analytics can help track agent performance.

Analytics also plays an instrumental role in charting a customer journey map to boost business growth. A top-down view of the customer journey consolidates all the preferences, patterns, and touchpoints that a customer uses

while interacting with the organization. By using this map, brands can drive actions, motivations, eliminate barriers, and resolves issues with a proactive approach. A better understanding of the customer journey can help create a better support system.

In addition to analytics, self-service channels can help reduce case volumes and deflect more calls. Designated customer portals can enable organizations to update contact details, track shipments, and schedule appointments. Through these channels, customers may access FAQ libraries, interact with a chatbot, or reach out to support executives. Contact centers can thus reduce high call volumes with self-service options, resolve issues based on the data, and provide context to agents before calls.

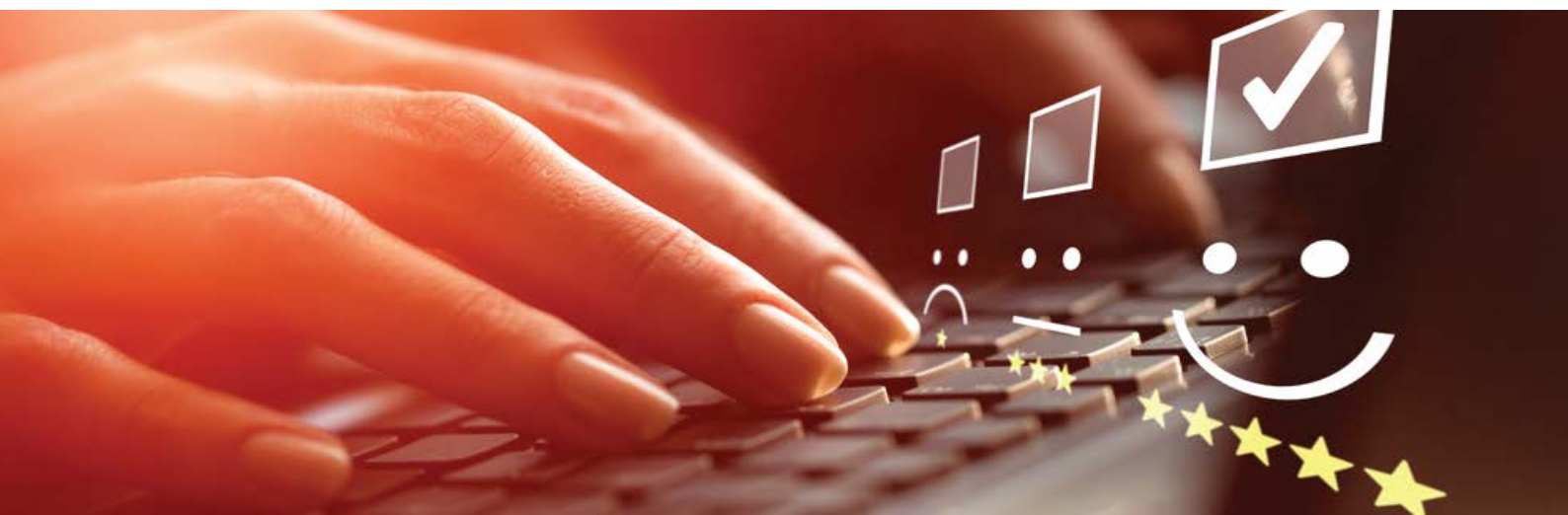
## The Change on the Technology Front

Artificial intelligence (AI) stands at the center of the evolution in this space. In a post-pandemic world, AI, machine learning (ML), and intelligent automation are equipping businesses to improve business outcomes and brand loyalty. Besides striking the right balance between human and digital interactions, AI is empowering companies to deliver a highly connected experience for both agents and customers alike.

In essence, speech analytics and sentiment analytics can explore positive and negative feedback in customer interactions. These insights empower agents to understand customer emotions and take actions to improve service. AI-powered analytics can assist in agent coaching and performance management, along with improving collaboration, increasing transparency, and reducing overall costs.

## Reactive Versus Proactive

Preemptively addressing issues is how customer service is expected to be. While certain elements of customer service still remain reactive in nature, others are transforming into proactive, where, instead of waiting for customers to encounter a failure, solutions and corrections are made well ahead of time. This shift has been pivotal in instilling greater trust and confidence in customers, while enhancing CX. Here, predictive analytics allows brands and contact centers to stay one step ahead of customer concerns. AI-powered predictive analytics can be leveraged to apply logic from past resolutions to solve current issues and predict future risks or potential problems.



## How does BPS Fit in?

With an increased appetite for enhanced and extraordinary CX, enterprises are turning to business process services (BPS) for delivering the same. Across industries, BPS is helping enterprises redefine CX, improve productivity, and enhance bottom lines with increased automation of business processes. BPS service providers can empower enterprises with customer intelligence platforms for analyzing customer data across various channels. An advanced business process and data analytics solution, Tech Mahindra's SeeR is one such platform.

SeeR has been specifically designed to consolidate data from various sources, prepare it for previously identified issues, and generate actionable insights. With a unique BPS-centric recommendation engine powered by descriptive, predictive, and prescriptive analytics modules, SeeR helps tap into new opportunities for building new business models, optimizing operations, and delivering improved customer experience. The platform creates dynamic reports and dashboards based on existing data to build functionalities such as repeat-call and next-call reason prediction and insights, customer-advisor alignment, and detractor comments analysis. When it comes to customer journey mapping, SeeR can handle 'vibes' capturing, customer sentiment analysis, and solution recommendation to agents. As technologies continue to advance, contact centers stand on the edge of a

technological precipice, whereby enterprises will be able to create value for their business in real time.

Conversational analytics offer customer insights that simply aren't available from traditional contact center sources. However, as digital tools continue to improve, natural-language-processing capabilities—paired with industry expertise—are helping businesses improve quality, efficiency, and customer experience; from Enterprise level insights; what is driving customer success, costs, and revenue growth, to frontline agents and the ability to reveal their behaviors that impacts their success as well. What is equally important is how operation managers and quality assurance (QA) managers can target their ability to drive training and coaching opportunities. With customers engaged via SMS, websites, chats, and social media, identifying customers' reasons for initiating contact has become a core analytics case for virtually any contact-center operation.

BPS also has an intelligence hub that provides these capabilities as a service, omni-contact center reporting and analytics, and conversational voice analytics, including auto quality assurance. As a service this provides the flexibility to have industry experts weigh in on how to effectively interpret the data and outputs for continuous improvement to key performance indicators.

### About the Author:



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Joe is an experienced leader in the customer experience industry with more than two decades of experiences in leadership positions. At Eventus, he has been a leading force in the transformation of contact center and customer experience technologies. With a track record of improving results within the telecom, mobile, wireless, financial services and business process outsourcing (BPO) domains. With a deep understanding of enterprise software, sales, customer relationship management (CRM), business operations and business and technology ecosystems, Galvin is expert in business development and growth strategies.

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