Better CX with **AI** and **Empathy**

Customers are looking for faster and easier communications but want the human touch. Learn what it takes to balance both.

CONCENTRIX™

To build customer relationships, businesses must listen and interact with customers in a way that is appealing to them. Connecting with customers through automation can save a significant amount of time, but often businesses choose to rely on automation entirely at the expense of empathy.

Finding balance between automation and human touch in customer experience can pose a challenge, particularly in the current world which is striving towards a digital-first mindset. However, it is possible for businesses to walk the line between automation and human empathy and achieve desirable results in every department.

75% of consumers believe good customer care results in brand loyalty*

26% of consumers indicated 'Reduced Wait Times'*

22% said 'Better Agents' will make the resolution process easier*

*Source: "CX Leaders Trends & Insights, Corp Edition", Execs in the Know, March 2022

One size does not fit all

When it comes to deflecting calls away from advisors, most organizations have deployed a one-size-fits-all approach to AI.

A better approach is to identify the specific circumstances tied to emotion, which when handled by a human have the potential to create a long-lasting, positive impact, and then build your AI strategy to fit.

Some examples where the human touch may be more impactful include welcoming new customers making contact for the first time, and proactively resolving ongoing customer issues or interactions most likely to result in a sale.

Artificial frustration

Are there points in your customer journeys that cause artificial frustration? Probably. Apply text and speech analytics to assess customer sentiment and use this to pinpoint where and when you are falling short of expectations. Then put actions in place to compensate, which may include tweaking processes, dataflows, and AI-powered touchpoints, as well as your advisor operations.

While data is one of the buzzwords in today's business world, what is it exactly that we can get from it? When interpreted correctly, customer data can give answers to all sorts of things, from what organizations are doing right to why some customers choose to leave. And when empathy comes into play, the data gains another layer of meaning – raw information becomes actionable insights.

50%
of companies see VOC/ Customer Satisfaction as critical KPI*

24%
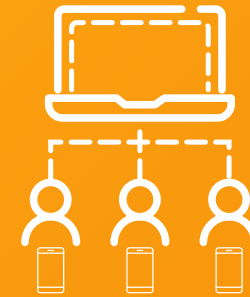of US population use multiple channels to resolve a single customer care issue*

67%
of businesses are **NOT** measuring performance of a multichannel journey (resolution or satisfaction rate)*

*Source: "CX Leaders Trends & Insights, Corp Edition", Execs in the Know, March 2022

Break down CX data silos

Traditional contact centers tend to be data siloed, which leaves gaps in information that can direct and drive better experiences for the customer.

Omnichannel data provides businesses with a mechanism to evaluate the best channels for communication for scenarios. This allows customers to be routed to the best channel to resolve their issue quickly. Proper routing based on data reduces customer effort and offers a better experience overall. Customers expect a fast and seamless experience that is also personal. Meeting this need is much easier when data is accessible across the organization.

67%
of businesses are **NOT** measuring performance of an omnichannel journey (resolution or satisfaction rate)*

*Source: "CX Leaders Trends & Insights, Corp Edition", Execs in the Know, March 2022

Customer feedback

Direct feedback from your customers is really the only way to understand what they are thinking and how they feel about their experience with your brand.

Voice of the customer technology allows you to immediately imbed a feedback loop in order to capture this information.

Customer feedback data provides immediate data on the customer experience, allowing you to pivot and adjust based on recurring themes.
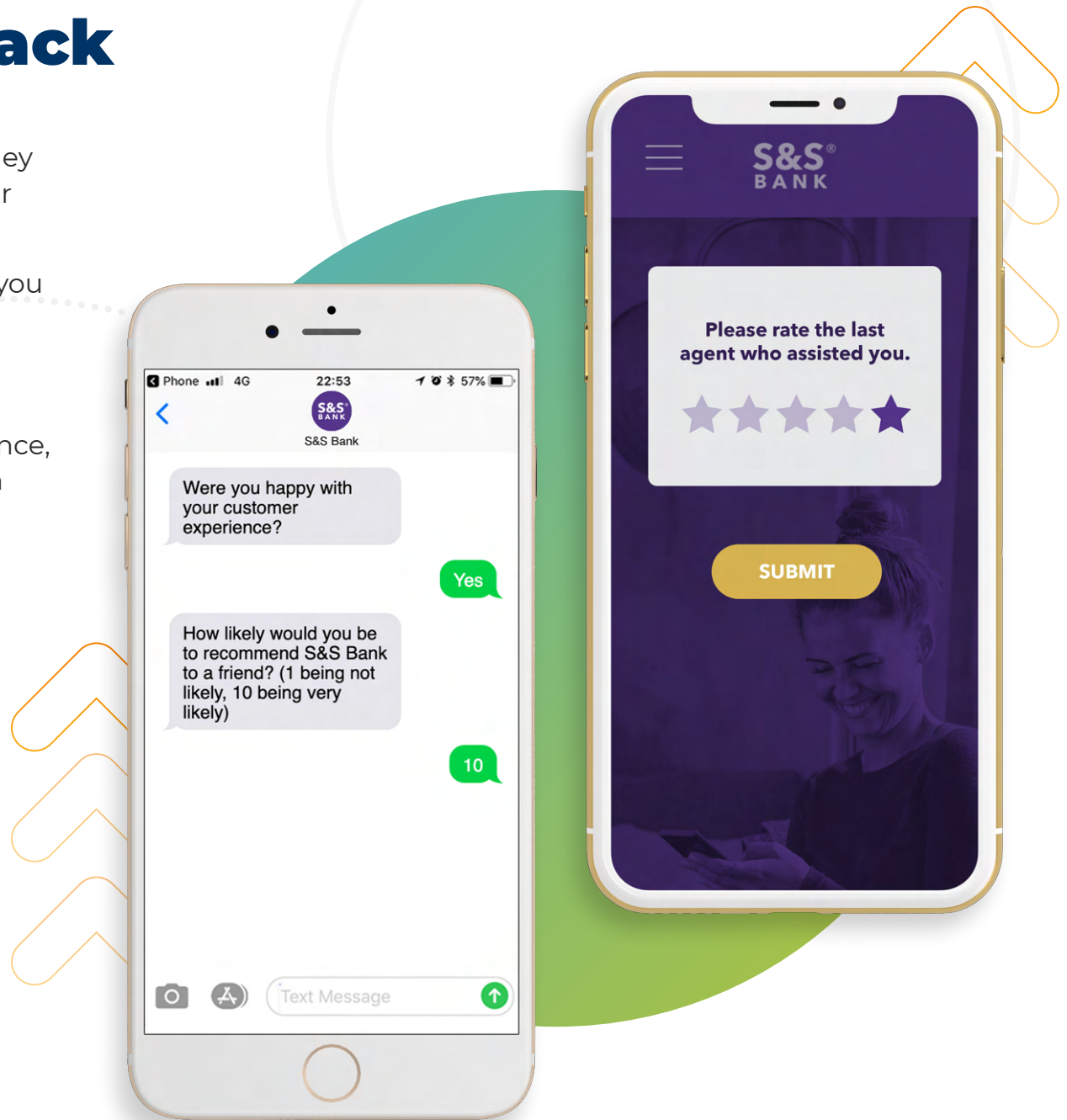
Four phases of interaction

There is a pattern to the way people engage with a brand, regardless of channel. When evaluating the use of AI, consider the actions across the four phases of a customer interaction. Increasing use of digital channels is creating new ways to turn prior interactions and journey data into meaningful insights to orchestrate current and future customer experiences.

1 **Pre-interaction:** handle interactions or route to an advisor when empathy is needed

2 **During the interaction:** assist advisors in real time to enhance conversations and empathy

3 **Post-interaction:** automate data capture after the interaction

4 **After the event:** generate insights to make the next interaction better

Where to start

Where could AI be most effective for your CX operations? Start at the front-end and look at what you can do to aid customer interactions to determine whether a customer can be easily satisfied through deflection or if the situation requires empathy and should be routed to an advisor.

Find out more in our featured on-demand webinar "Empathy and Artificial Frustration – The Path to Exceptional CX."

LISTEN NOW

Concentrix has the design, strategy, and talent needed to ensure all your AI technologies are optimized and empowering epic customer experiences. We're ready when you are!

For more information on how you can get started reimagining your CX – visit us on the web.

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Reimagine Everything CX

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