

# Modernizing Interactions via Automation

Contacting a company shouldn't require repeating information, being put on hold, or making multiple calls because departments and partners don't communicate.

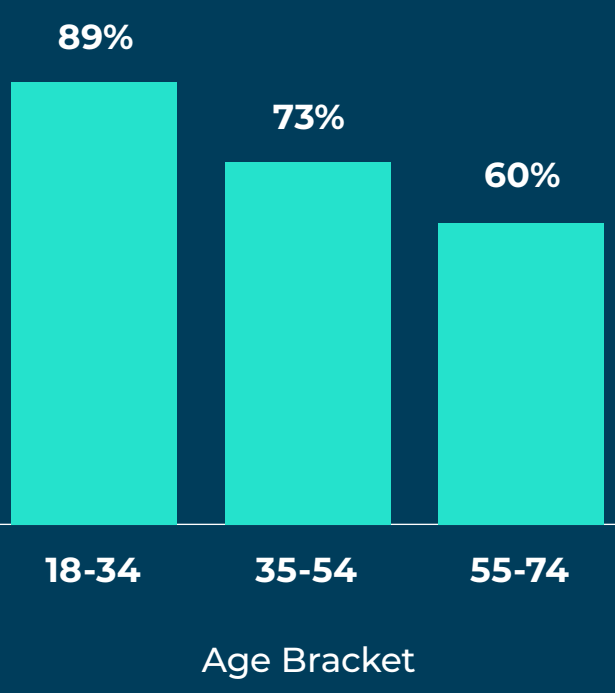
Today's automation and artificial intelligence (AI) technologies have the potential to create seamless, useful, valuable customer experiences. Read on for key insights into how improvements in bot technologies are changing the landscape.



## The Rise of Digital Assistants

Digital assistants have become increasingly popular in recent years, using AI and natural language processing (NLP) to understand and respond to voice commands and queries. Our research has shown that younger customers (18-34) tend to use digital assistants the most, with making calls among the top two uses of the technology.

### Use A Digital Assistant



	Reason #1	Reason #2	Reason #3
Amazon			
Apple Siri			
Google Assistant			
Echo Dot			
Microsoft Cortana			
Samsung Bixby			

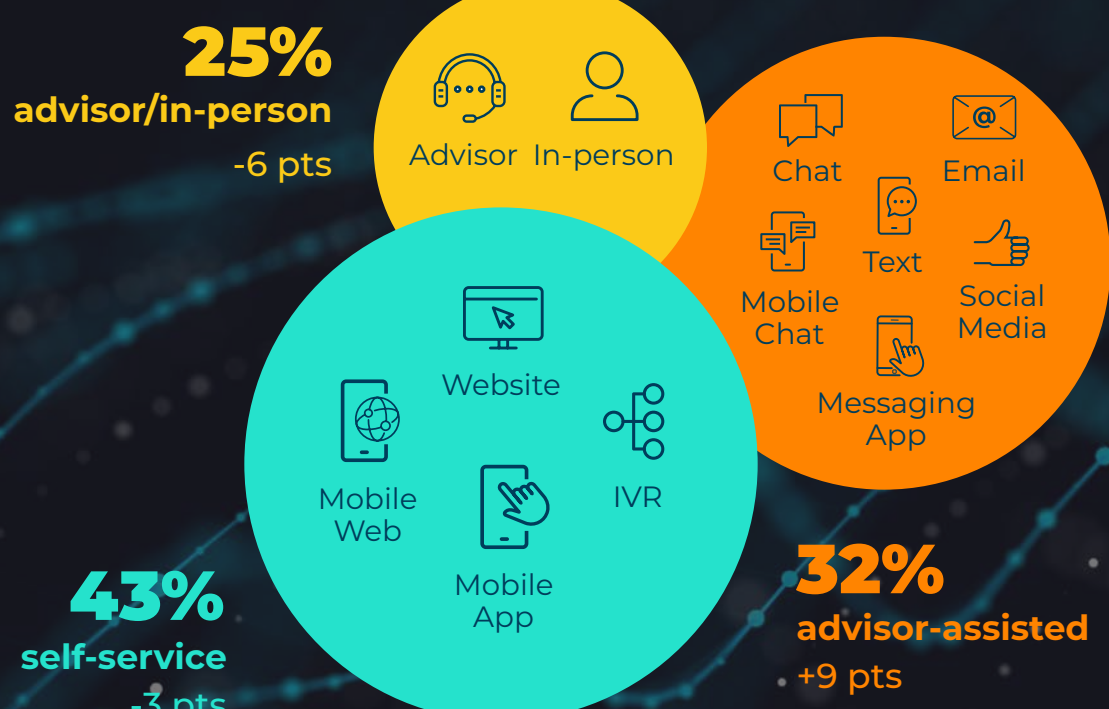
Order groceries	Provide technical support	Text
Make a call	Get driving instructions	Shop for clothing, etc.

## The Ongoing Shift to Digital

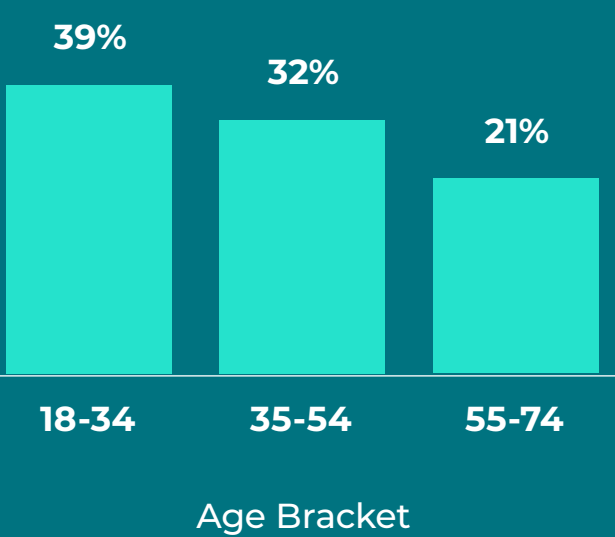
Since 2018, customer preferences for advisor support have fallen into third place, behind advisor-assisted interactions and self-service interactions.

We were already seeing this trend in our research prior to the pandemic, but the pandemic accelerated matters. Ross Bentley, managing director of automation at Concentrix Catalyst, points out that, "The pandemic saw a surge in automation as companies realized a lot of their processes handled by people in the office needed to be aided by automation to give customers and employees a better experience."

### Shift in Customer Preferences since 2020



### Use a Chatbot



## Customers Head to the Web to Use Chatbots

Chatbots are used for a wide range of purposes, rapidly becoming an important resource for both businesses and customers.

Improvements in technology have enabled chatbots to understand the nuance and the intent of the person using them. Once again, it's younger customers (18-34) who are first and fastest to embrace the technology.



## First Steps Towards Automation

The pursuit of digital customer experiences that are both seamless and useful is so essential to engendering loyalty that 74 percent of organizations are setting goals to deliver frictionless experiences this year, according to Gartner research<sup>1</sup>. Concentrix research suggests there are three key considerations for moving forward:

- 1. Customers are increasingly receptive to digital assistants:** Consider how your care strategies can be integrated with popular digital assistant platforms
- 2. Bot interactions skew younger and are growing:** Incorporate bots in your care programs with the goal of driving improved satisfaction through resolutions
- 3. Bot use varies by interaction type:** Focus on using bots for tasks that are simple and of lesser sensitivity before tackling more complex tasks, e.g., financial matters

<sup>1</sup>Gartner, "2022 Customer Service Trends and Priorities," 2022.

## Next Steps with Automation

The initial wins for automation are often centered around processes that can be carried out more efficiently. Once those have been established, businesses can begin exploring larger roles for intelligent automation. It's critical that business leaders work with the right IT partner, however, to deliver impressive results. Our 5-step guide to automation success includes:

1. Prepare staff for the future of work
2. Choose a platform-agnostic partner
3. Insist on results-driven metrics
4. Never launch and forget
5. Refine, test, repeat

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