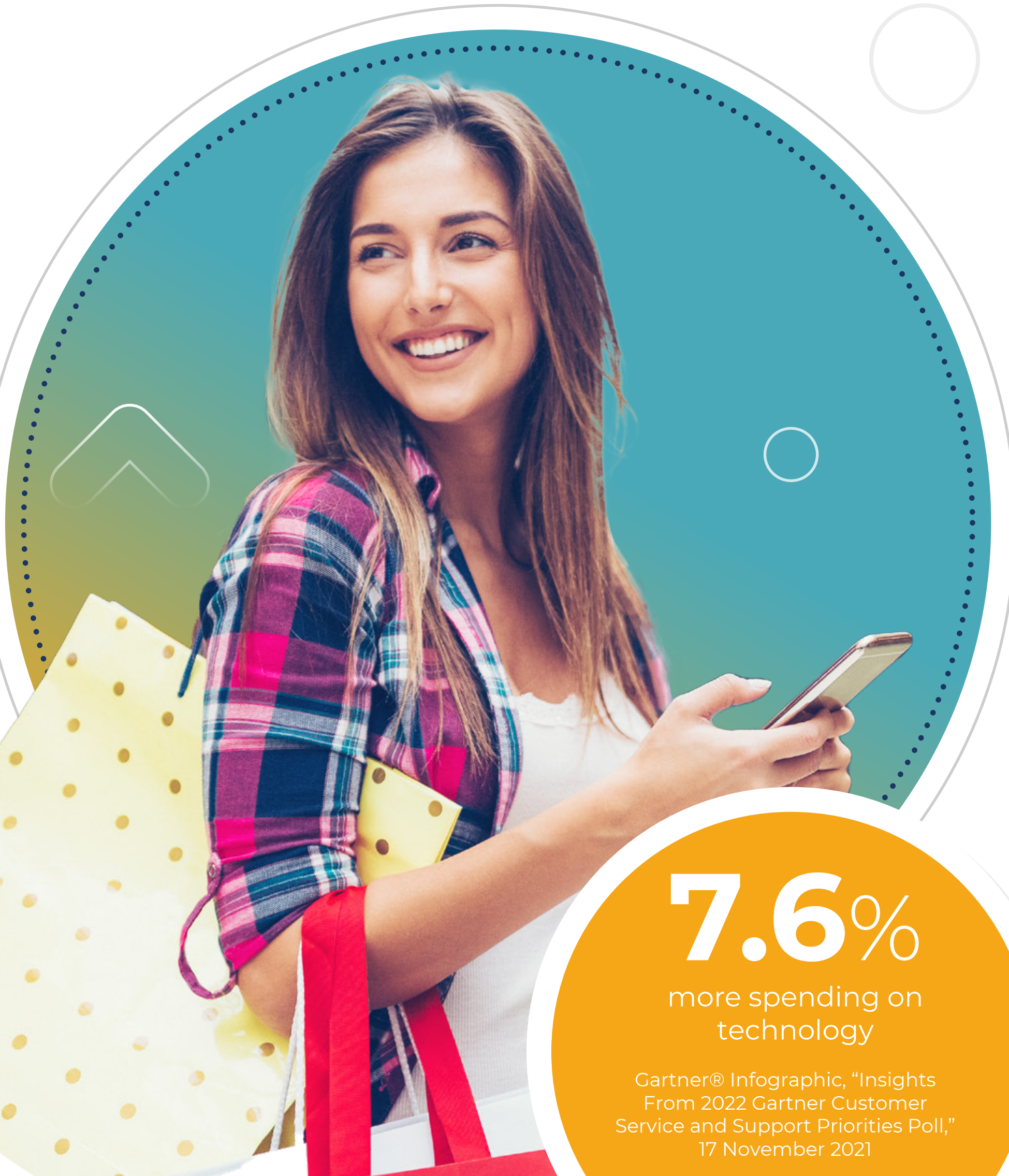


Reimagine CX:  
**ENABLING  
ADVISORS WITH  
TECHNOLOGY**







# CUSTOMERS.

Customers are the heart of every business—and imperative to your success. Year after year, organizations work to retain customers and build loyalty, and in the last few years, businesses needed to rethink how they engaged with their customers and met their needs. The digital shift has exploded since 2020 and digital-first technologies are soaring. The idea that a seamless, personalized, and consistent customer experience is achievable has businesses pouring money into technology to meet these demands.

## 7.6%

more spending on  
technology

Gartner® Infographic, “Insights  
From 2022 Gartner Customer  
Service and Support Priorities Poll,”  
17 November 2021

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*We often we talk about the customer experience and how digital-first technology can influence, enhance, and augment the customer journey – but there is a piece missing to that conversation.*

## THE ADVISOR.

Yes, digital-first technology does strive to contain queries in a digital channel and advanced bot technology leveraging conversational AI and machine learning can certainly improve first call resolution. We can not forget that not all customer conversations can be handled by a bot. There will continue to be the need for human-assisted interactions. Digital-first technology can help limit these to the most complex situations, absolutely, but the need for a human connection to help will always remain.








## So, how does the advisor experience influence the customer experience?

Beyond ensuring adequate pay, benefits, and work-life balance, the advisor experience is directly tied to the customer experience.



While we look to digital first technologies to ensure customers can communicate through multiple channels with a clear and consistent experience that is easy to use, these aspects directly impact how the advisors engage with customers when or if the conversation reaches them. Multi-channel contact center systems often require advisors to bounce back and forth between screens, which delays responses, leading to frustrated customers who don't understand why it's taking so long to get their issue resolved.



**Customers needing to repeat information multiple times before getting to someone who can help them is also frustrating – for everyone.**





## When looking at what technology to implement into your contact center – consider both the digital customer journey and the advisor experience.

Think about how easy it would be for an advisor to immediately start helping a customer if they had the customer information on a pop-up right in front of them. If advisors had everything they needed in one place and easily accessible, there'd no need for clicking to a CRM database, and no hopping to another platform to look up communication history.

In just a moment the advisor can assess who the customer is and why they may be calling. Of course, validation and verification still need to take place, but the entire process is simplified and the resolution to the query is reached much faster.




# Omnichannel Cloud Contact Center for the WIN!

Unlike a multi-channel contact center, an omnichannel contact center provides the seamless and consistent experience not only for the customer, but also the advisor. In a single screen the advisor has access to customer data, knowledge based articles, and the customer conversation, whether it is through voice, web chat, messaging, or an in-app option.



- Single-screen access
- Easily accessible information
- Faster resolution



Providing your advisors with a cloud-based omnichannel platform empowers them with the information they need to quickly resolve customer queries – which translates into good customer care.

**75%**

of consumers either agreed or strongly agreed that good customer care made them a loyal customer

**51%**

consumers who believe brands should focus improvement efforts on the customer care experience



# DIGITAL-FIRST ADVISOR TOOLS

A comprehensive omnichannel contact center solution is not just about breaking down the information silos. Digital-first applies to the advisor experience as well. Today's technologies provide skills-based routing, real-time language translations, auto-responses, advisor collaboration tools, inactive conversation states, and more. All these features empower the advisor to prioritize, streamline, and remove redundancy so they can provide an efficient and exceptional customer experience.

When advisors do not have to hunt for information, guess what conversation they should focus on next, or re-enter information multiple times, their time is optimized, and frustrations are removed.

In addition, many technology platforms today provide a real-time coaching feature allowing supervisors to monitor conversations and help their staff if things start to go wrong – or even just offer suggestions on how to handle the customer conversation more effectively.



## BETTER CUSTOMER EXPERIENCE

- Remove redundant advisor work
- Auto-responses
- Prioritize and organize tasks
- Real-time translation
- Real-time coaching

Tech removes frustration to allow advisors to focus on customer service.



# REIMAGINE EVERYTHING CX

*Digital-first technology to empower advisors and  
delight customers*

Concentrix is a leading global provider of customer experience (CX) solutions and technology, improving business performance for some of the world's best brands. Every day, our staff delivers next generation customer experience and helps companies better connect with their customers. We create better business outcomes and help differentiate our clients by reimagining everything CX through Strategy + Talent + Technology. Our Cloud CX Technology provides the foundation needed to run a digital-first contact center, while our ConcentrixCX Voice of the Customer solution provides the customer insights needed to understand customer sentiment and intent – driving more strategic business decisions. Our Concentrix Data Analytics can assess your environment, find gaps, and devise a plan that works to better support both advisor and customer.

Ready to see how you can reimagine everything CX?

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