

# Creating Moments of **WOW**

Predictions for 2017 and Beyond



TeleTech®

# What's behind customer moments of wow?

**Memorable. Unique. Surprising. Positive. Enjoyable.** These are just a few of the ways consumers describe interactions they consider to be "Moments of Wow" with their favorite brands.

How common are these moments, and what makes them stand out? TeleTech recently engaged 51 consumers, contact center associates, and business leaders via online surveys and LinkedIn to share their own "moments of wow." What we found were some common threads among these moments: empathy, surprise, delight, and resolution. The lessons of these moments can influence any business.

This e-book examines what's behind a moment of wow from both the customer and employee perspective, along with five steps companies can take to create their own wow moments.

In addition, we look ahead to 2017 and beyond with predictions about how customer experience will evolve.

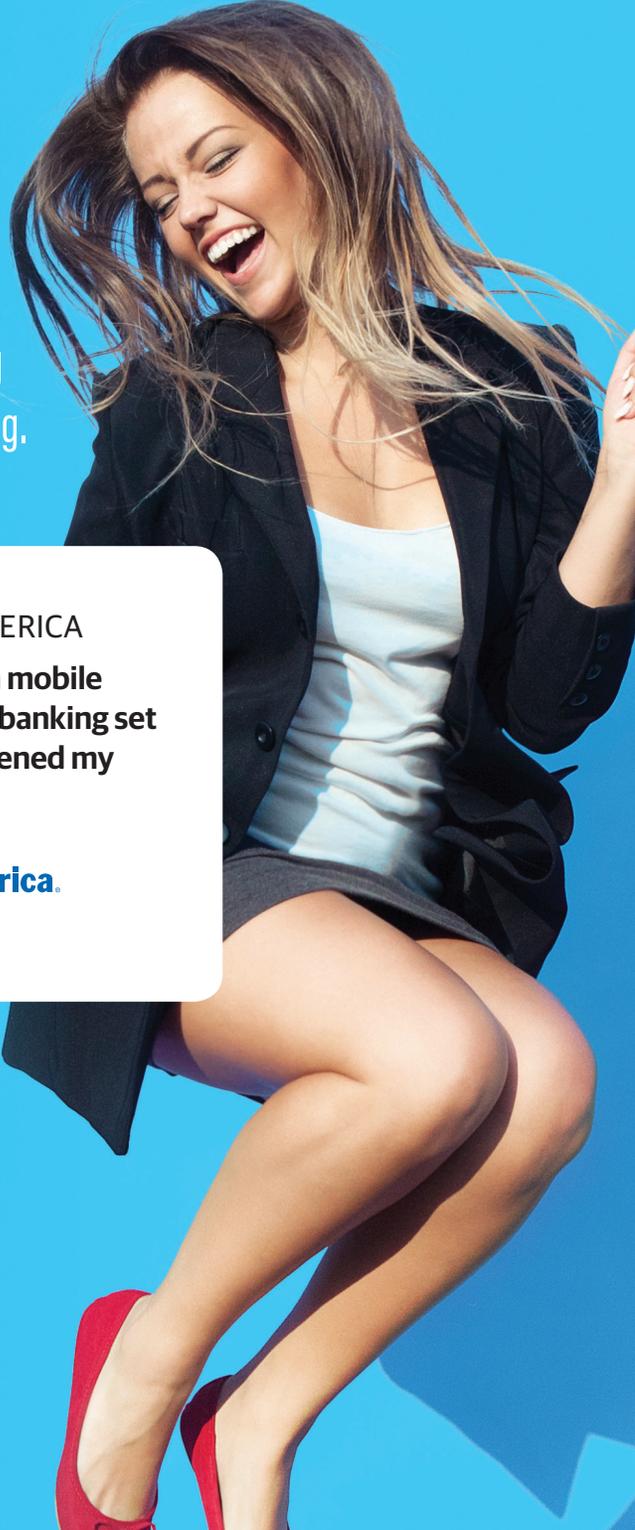
## TABLE OF CONTENTS

- 1** Moments of Wow: Research Results
- 4** Customer Moments of Wow
- 6** The Employee Perspective
- 7** Predictions for a CX Wow Future
- 10** 5 Ways to Create Your Own "Wow" Moments

MOMENTS OF WOW

# RESEARCH RESULTS

Most of the "wow" moments shared by respondents occurred in retail, travel, or banking environments, and most commonly because a customer had a problem that needed fixing.



**AMAZON**

**Easy refunds, first call resolution, fast service, empowered customer service reps**



**STARBUCKS**

**Mobile app works great, mobile ordering**



**USAA**

**"Agent went out of her way to answer my question."**



**BANK OF AMERICA**

**"Helped with mobile and desktop banking set up when I opened my accounts."**



## MOMENTS OF WOW

# RESEARCH RESULTS

A majority of survey respondents reported that they rarely have experiences that exceed their expectations. And when they do happen, they most often occur in traditional service channels.

FIGURE 1:  
How often do you have wow-worthy customer experiences?

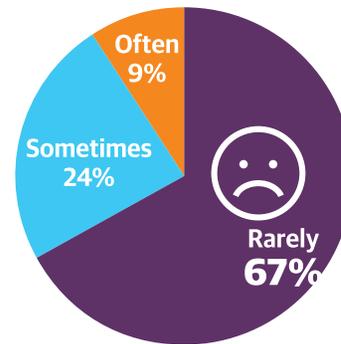


FIGURE 2: WOW-WORTHY CHANNELS  
In which channels have you experienced wow-worthy service?



FIGURE 3: SPREADING THE NEWS  
How do you share your "wow" experiences with others?



# CUSTOMER MOMENTS OF WOW

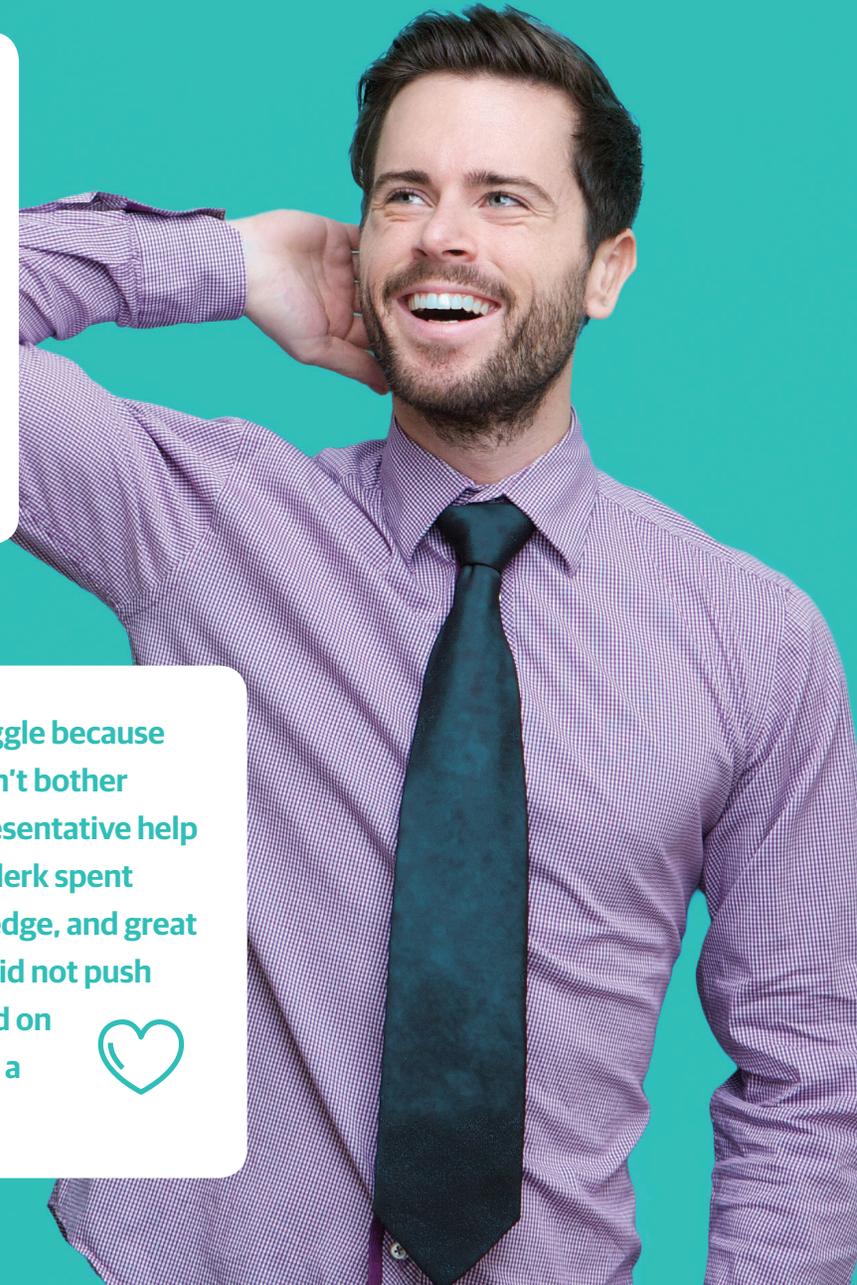
## SURPRISE AND DELIGHT:



"One week ago, I arrived in Manhattan for work only to learn that my hotel reservation made through a third party was never received by the hotel. The representative at the front desk helped me for over 45 minutes to find a nearby hotel at my corporate rate that had availability. She even walked across the street to speak to a front desk clerk at a competing hotel in order to ask if they had availability. She and the night manager provided me \$50 in vouchers for dinner in their restaurant and paid for the cab to get me safely to the hotel that had room."

## EMPATHY:

"I was looking for clothes to wear for work. I often struggle because of my body shape and feel self-conscious, so I often don't bother shopping at all. Not only did the customer service representative help me, but I ended up purchasing other clothes also. The clerk spent close to an hour with me, had excellent product knowledge, and great patience. She made feel confident with my shape and did not push for me to buy anything. However, everything that I tried on looked fantastic and I would have bought more but had a limited budget."



# CUSTOMER MOMENTS OF WOW

## RESOLUTION:

"JetBlue automatically credited the TrueBlue accounts of every person on the flight \$100 when in-flight entertainment didn't work."

"Amazon charged my credit card twice. As soon as I contacted them, my issue was resolved. It was a first call resolution. The CSR was empowered and took initiative."



## WOW MOMENTS IN EMERGING CHANNELS:

"Victoria's Secret mobile chat worked great and allowed me to choose items easily."



"Tweeting to my bank on a Sunday morning about a password/security issue. They responded within 20 minutes."



# THE EMPLOYEE PERSPECTIVE

What matters most to customers is to have their issue resolved and feel that they are being listened to by the company they are dealing with. On the flip side, customer service associates pointed out stories where they were able to relax the rules and move away from the transaction into a real conversation with customers to resolve their issue. They loved it when they could help someone and show their human side. According to some associates, these moments gave them a sense of purpose, which influences employee satisfaction, retention, and advocacy.

"Once I helped a lady to get her travel visa from Mexico to the United States. She told me that she had to send her sons to live with her sister in America 17 years ago, and finally she would be able to hug her sons. She thanked me a lot and started crying out of happiness. Since that time, I feel my work is something much more significant."

"I was helping a customer on the phone, and she stated she knew she was going to have some troubles because she couldn't go make a deposit in her account to cover a situation. She explained that her father was on his deathbed and she couldn't leave him to make a deposit.

The call hit home for me as I lost my father... and didn't get a chance to say goodbye. I told her she was doing the right thing, to stay by her father, and shared what happened with mine. We talked for quite some time, and she seemed more comforted after we finally ended the call.

Less than a week later a survey came in where she stated that it was like talking to an old friend and how it was one of the few times of comfort she had with all of this. Made me tear up when I saw that survey."



## PREDICTIONS FOR A CX WOW FUTURE:

# VISIONARIES

Where is customer experience headed? CX experts look into the future to predict next-gen Wow moments.



### GREAT EXPECTATIONS

**"The future of customer experience is one in which companies take seriously consumers' rising expectations of them...The problem that most companies have is that they don't recognize they're on the downward slope of these rising expectations. They think they're keeping up. They think they add technology and therefore they're better, when in fact, they're declining in the customers' eyes."**

*Don Peppers  
Founding Partner,  
Peppers & Rogers Group*



### REALITY CHECK

**"Over the next five years, we're going to have to reconcile the fact that customers' expectations are rising, companies aren't delivering on them, and one of the biggest gaps is when it comes to meeting their emotional needs."**

*Bruce Temkin  
Customer Experience Transformist*

## PREDICTIONS FOR A CX WOW FUTURE:

# VISIONARIES



### BUST THOSE SILOS

**"Companies will start adopting different organizational structures that break down silos and integrate information and systems to facilitate those customer experience improvements. Companies will also invest more in the frontline employee experience, as they realize paying higher wages and better equipped and engaged employees not only helps them fight the battle for talent, but also improves the customer experience."**

*Denise Lee Yohn*  
*Author, What Great Brands Do*



### TIME WELL SPENT

**"What you're going to see is that because time is so important and because companies want to get to a position where customers value their time with them, you're going to increasingly see more and more companies charging for time rather than charging explicitly for the good or the service."**

*Joe Pine*  
*Co-author, The Experience Economy*



### DIGITAL INTERACTIONS

**"Face-to-face communications, followed by telephone, will become the least-used channels in the next five years. What's hot is self-service and video interactions with customer reps."**

*Shep Hyken*  
*Author, The Cult of the Customer*

## PREDICTIONS FOR A CX WOW FUTURE:

# STATS

Businesses will be investing heavily to meet customers' "real time" expectations.

Dimension Data

By 2020, the average person will have more conversations with bots than with their spouse.

Gartner

By 2020, 100 million consumers will shop in augmented reality.

Gartner

By 2020, 40% of commerce transactions will be enabled by cognitive/AI personal shoppers.

IDC

Social media spend will reach \$35.98 billion by 2017.

eMarketer

By 2018, more than 10 billion things will be connected in the combined consumer and business worlds.

Gartner

# 5 Ways to Create Your Own “Wow” Moments

Every company in every industry has the potential to create customer moments of wow, for customers of today, as well as tomorrow. Here are some common themes woven throughout respondents' stories that will help create an environment where wow moments happen every day.



**EMPLOYEE FLEXIBILITY AND EMPOWERMENT:** Scripts should serve as guideposts, not strict instructions. Allow your employees to show their humanity when interacting with customers. Moments of Wow are born from this freedom.



**HIRE THE RIGHT PEOPLE:** Start at the very beginning by recruiting those with the best skills and traits for your business. It may mean paying them more or hiring fewer, but better people. But it will be worth it.



**RESPECT YOUR CUSTOMERS AS PEOPLE:** A transactional focus is all too common in customer service or sales environments. That just won't cut it in today's marketplace. When you put customers first, revenue and business growth usually follow.



**USE THE CHANNELS YOUR CUSTOMERS PREFER:** Learn about what your customers want. Don't make them come to you. Go to them.



**BE PROACTIVE:** When possible, solve issues before customers even know they have them. This will be made possible with more connected devices, the Internet of the Things, and consumers' willingness to share information in exchange for value. Don't put the burden on the customer to resolve an issue you know they have and can fix.

## ABOUT TELETECH

TeleTech is a leading global provider of customer experience, engagement and growth solutions. Founded in 1982, the Company helps its clients acquire, retain, and grow profitable customer relationships. Using customer-centric strategy, technology, processes, and operations, TeleTech partners with business leadership across marketing, sales, and customer care to design and deliver a simple, more human customer experience across every interaction channel. Servicing over 80 countries, TeleTech's 43,000 employees live by a set of customer-focused values that guide relationships with clients, their customers, and each other. To learn more about how TeleTech is bringing humanity to the customer experience, visit [teletech.com](https://teletech.com).



TeleTech®