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Inside the Connected Customer Experience

Business implications for an omnichannel world

When everything is connected, how you connect is everything

Jane is a typical consumer. She works hard to manage her job, her family, and tries to have some fun once in a while too. Her time is precious. She hates wasting it. She's nearly always on her mobile device, and she prefers to handle issues herself as much as she can. Customers like Jane want brands to value them, respect them, and treat them like the individuals they are. But as mobility, digitization and the rise of digital devices accelerate, impressing customers has never been so hard.

Each step on their journey must be choreographed to be consistent, contextualized, and captivating. Brands are being challenged to anticipate what a customer expects within and across every interaction channel and every phase of the customer journey.

This e-book provides insight on the needs of the connected customer, and how their changing expectations are compelling businesses to lead with digitally driven experiences.

Consumers are moving toward a fully connected world enabled by technology

Today's consumers are driven by new demands and expectations for immediacy, connectivity, and frictionless experiences in every channel.

Connected Customers – Those seamlessly linked to information, people, and companies via internet-enabled devices, appliances, social networks, and sharing tools. They want their voice to be heard and they want their information in real time. Their lifestyle is data-driven and digitally enabled.

INSIGHT – Customers don't think about channels, they think about what they need to get done. The idea of separate channels doesn't exist in their world, so brands need to quickly evolve to integrate their channels in response.

Customer Expectations

Convenience
Dash Buttons

Personalization
Optimize micro-moments

Speed
Same-day satisfaction

Efficiency
Voice recognition

Empowerment
Response to comments

Seamlessness
Nearables

Ease
Mobile Payment

Authenticity
True transparency

Affirmation
Feeling of meaning

Characteristics of connected customers

Well informed and practical – Leverages mobile, social media, and other digital channels to better understand a brand's promise, product features, pricing, etc.

Values personalization – Appreciates brands that customize products and services for their personal benefit and adapts various aspects of Internet of Things (IoT) to create a lifestyle they desire.

Brand influencer – Shares personal experiences and feedback on interactions with brands and their products, which influences their view of social circles.

Expects immediate results – Considers time a precious commodity and values an efficient customer experience across multiple channels in real time.

Wants authenticity – Prefers fewer barriers between the company and the customer. Expects a consistent experience across all channels of a brand they interact with.

64%
of consumers expect companies to respond and interact with them in real time.

63%
of consumers say they're likely to switch brands if they're treated like a number instead of an individual.

50%
of consumers say they're likely to switch brands if a company doesn't anticipate their needs.

61%
of consumers say technology is redefining their behaviors.
(Salesforce)

Major business trends are the result of changing connected customer needs

Data analytics generate actionable insight from Big Data and IoT

8.4 billion connected things will be in use worldwide in 2017, up 31 percent from 2016, and will reach 20.4 billion by 2020. (Gartner) And companies that use customer analytics to create insight from all these new sources of data earn twice as much profit as their competitors, compared to companies that do not. (McKinsey)

Culture makes the difference

Companies that intentionally managed their culture experienced a 682% increase in revenue, compared to a 166% increase from those who did not. (Kotter and Heskett) Yet in a recent survey, 22% of respondents identified "resistance to change" as a barrier to IoT success. (Gartner)

Going mobile

Mobile is the fastest growing channel for customer interactions. (Kitewheel) Yet 52% of customers are less likely to engage with the company because of a bad mobile experience. (WOW Local Marketing)

The ROI of CX is quantifiable

A moderate increase in CX generates an average revenue increase of $823 million over three years for a company with $1 billion in annual revenues. (Temkin Group) But only about half of companies consistently measure how customers perceive their interactions with their company. (Forrester)

More self-service please

75% of customers say self-service is a convenient way to address their customer service issues. (Clarabridge) Even more convenient, 81% of Millennials and 66% of adults overall have a more favorable view of a brand or organization if their customer service portal is mobile-responsive. (Microsoft)

Consistent interaction, higher retention

Companies that provide a consistent service quality across channels retain 89% of their customers, compared to 33% that don't. (Aberdeen Group)

INSIGHT – The hottest technology only stays hot if it matches connected customer expectations. Don't lean on the technology, rather look at how customers prefer to apply it to solve their problems.

Companies must reimagine how they attract, serve, and retain connected customers

Customer Needs

The best CX is no CX – execute tasks behind the scenes, be proactive and anticipate individual needs.

Intuitive interactions – Don't make the customer tell you directly what to do. Be intuitive and anticipatory.

Collaborative, not dictated – Consumers want to control their experiences and the products/services associated with them. They don't want to be told how to do something.

Business Imperatives

Smarter companies – Create a data-centric organization as the platform of a holistic customer experience.

Be nimble and flexible – Have the ability to adjust on the fly so that customers can make the experience what they want it to be.

Real-time information and services – integrated and shared internally and externally. Systems generate intuitive and anticipatory insights while data is in motion.

Mobile-driven – The company fits in your pocket and is accessible at any time.

Authentic and transparent – all interactions, with real people when it makes sense.

Always learning – via AI, data analytics, ethnographic research, customer feedback, continuous improvement.

Empowered – allow customers to use products and services the way they want, and solve issues on their own.

Personalized – Meet distinct customer expectations in different service channels.

75%
of consumers expect companies to provide a consistent consumer experience across channels. (Salesforce)

57%
of consumers say it's absolutely critical or very important for companies they purchase from to be innovative. (Salesforce)

85%
of a customers' relationship with a business will be managed without interacting with a human, by 2020. (Garter)

How ready are businesses to deliver a connected customer experience?

How prepared is your organization today to manage business model disruption by the IoT?

Industry	
Technology/Telecommunications	**46%**
Hospitality	**46%**
Healthcare	**37%**
Construction	**34%**
Banking / Financial Services	**32%**
Government / Public Sector	**32%**
Education	**30%**
Retail	**27%**

95%
of businesses struggle with using data to deliver more tailored conversations across channels. (Aberdeen)

6%
of CMOs report alignment between physical and digital touchpoints and experiences. (CMO Council)

20%
of digital transformation leaders are studying the mobile customer journey and/or designing for real-time "micro moments." (Altimeter Group)

18%
of tech executives say that they have the talent they need to be ready for the IoT. (Economist Intelligence Unit)

25%
of executives report they feel confident on how to drive digital revenue streams and value creation. (PwC)

INSIGHT – It can be overwhelming but remember it doesn't all have to be done at once. Start with one customer group, one product line, one geography and test and learn.

Companies are striving to humanize digital interactions

Digital transformation is no longer about adding channels, it's about shifting, combining, and crossing over with context...something most companies are working towards to deliver.

As customer journeys become more complex, the ability to recognize and remember where customers are and what they are trying to accomplish becomes essential. Analytics play a key role in understanding the context of an interaction.

Single channel **Multi channel** **Cross channel** **Omni channel**

INSIGHT – To successfully synchronize all of the activities requires careful planning across marketing, sales and customer care.

Key technology enablers of the connected customer experience

Technology is accelerating at a rapid pace. Some highlights that impact the connected customer experience include:

Artificial intelligence, machine learning, and quantum computing accelerate how business gets done (and money gets made)

From digital assistants to automated operations, AI is predicted to reduce costs and create new forms of growth that could amount to $14-$33 trillion annually. (Bank of America)

Chatbots at your service

Always on and available via messaging apps, AI-powered chatbots will power 85% of all customer service interactions by the year 2020. (Gartner)

Open up infrastructure and APIs

APIs are used primarily to improve the customer experience, deliver new apps faster, and extend a company's digital reach. (CA Technologies)
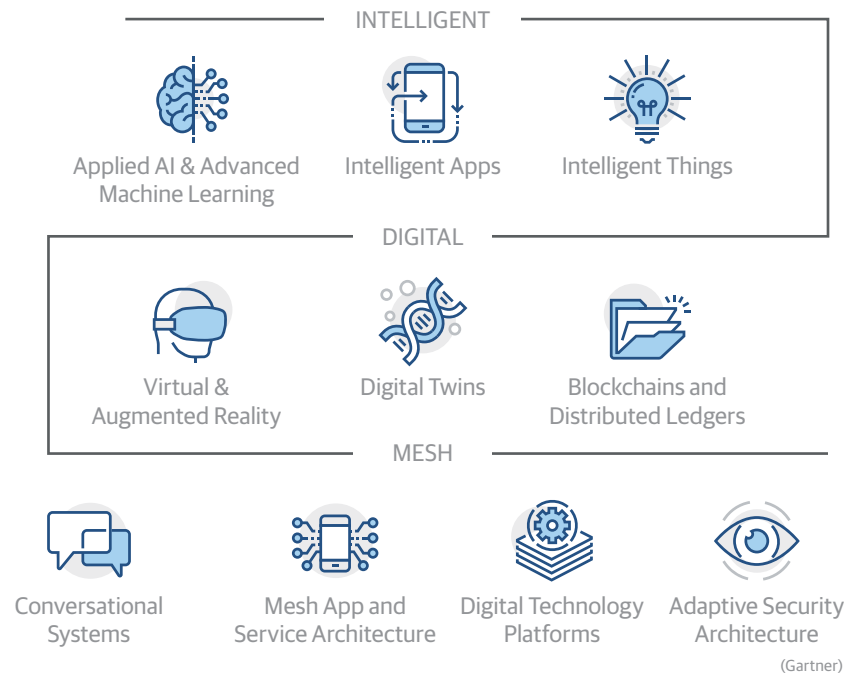
The world is more predictive

The predictive intelligence market is expected to reach $10.95 billion by 2022. (Zion Market Rearch)

Mobile payments mature with advanced Bluetooth, NFC, and other connectivity tools

Mobile wallets and tools like Apple Pay and Venmo add convenience to payments on the go.

Top 10 Strategic Technology Trends 2017

INTELLIGENT

Applied AI & Advanced Machine Learning

Intelligent Apps

Intelligent Things

DIGITAL

Virtual & Augmented Reality

Digital Twins

Blockchains and Distributed Ledgers

MESH

Conversational Systems

Mesh App and Service Architecture

Digital Technology Platforms

Adaptive Security Architecture

(Gartner)

Captivating connected experiences

These examples demonstrate how leaders are using omnichannel to build customer engagement. The results demonstrate that the efforts are paying off.

	Omnichannel in action	**Business impact**
amazon	The Alexa voice-activated digital home assistant designed to seamlessly assist customers in their everyday life, getting smarter and becoming more intuitive as you use it.	Morgan Stanley estimates that approximately 20 million Alexa-enabled devices have been sold since its debut in mid 2015.
Disney	Disney's Magic band RFID bracelet takes the friction out of the theme park visit by serving as a guest's park ticket, hotel room key, wallet for purchases in the park, restaurant host, and more. Disney is also able to push personalized promotions to customers through the wearable device.	In the year after launching the Magic Band program, Disney park attendance rose by 7%, hotel occupancy rates jumped 8% and income rose by 20%.
Ford	The car company's FordPass app serves drivers' needs in and out of the vehicle. Users can schedule service appointments, call FordGuides for local recommendations, search for nearby parking, pay Ford Credit bills, or request roadside assistance.	The FordPass app has more than 600,000 downloads, including 100,000 from non-Ford owners.

Things to consider: From insights to action

What does it take to deliver the connected customer experience?

Three Guiding Principles drive success in this nascent environment

Think human first

From your customers and employees to how your systems work together, develop a customer-centric enterprise based on humans helping humans. Think of technology as the enabler.

Enable intuitive, predictive, personalized interactions

Regardless of how they connect with you, at the end of the day, customers just want to feel like they matter to your brand.

Disavow separate channels

Customers have expectations for a seamless, if not effortless, integrated brand experience in any and all channels. If you're not there to meet that expectation, they will simply move on to another brand who will.

Give it a Try

Create a vision for your customers by learning how they use your products and services now, and how they want to use them in the future. Reimagine your operations to match that vision.

Deploy data insight and analytics across the organization to understand and mind the gaps in connected customer needs.

Present one face to the customer with a holistic omnichannel platform that combines voice, email, web, apps, bots, video, mobile, IVR, social, and whatever channels come next.

Find more insights at TTEC.com

**Omnichannel Service:
Are We There Yet?**

**Smart Devices Need Smart
Customer Strategies**

**How to Effectively Engage
with Smart Device Users**

To Bot or Not to Bot

TTEC (NASDAQ: TTEC) is a leading global customer experience technology and services provider focused exclusively on the design, implementation and delivery of transformative solutions for many of the world's most iconic and disruptive brands. The Company delivers outcome-based customer engagement solutions through TTEC Digital, its digital consultancy that designs and builds human centric, tech-enabled, insight-driven customer experience solutions for clients and TTEC Engage, its delivery center of excellence, that operates customer acquisition, care, growth and digital trust and safety services. Founded in 1982, the Company's 50,500 employees operate on six continents across the globe and live by a set of customerfocused values that guide relationships with clients, their customers, and each other. To learn more about how TTEC is bringing humanity to the customer experience, visit ttec.com.

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