

Customer Relationship Next

A way to **grow** your business with your customers



Customer service is one of the main factors of (dis)satisfaction across industries



Reactive and convenient customer service increases trust and loyalty



Good customer service is the lifeblood of any business



Good customer service is necessarily based on user-centric vision



Good customer service pays big dividends



Customer service quality has a direct impact on sales closing rate



Small improvements in customer service can have a huge payoff for any business

Today

Simple expectations from end users



Speed

Stop wasting time



Convenience

ATAWAD is back!



Control

To keep the choice between automatic & human interactions



Trust

Transparency is not an option

Pure players are setting new UX standards



Create lots of new challenges

AMY

#1

Proactivity is key to avoid useless call



"It's normal to immediately receive alerts on my preferred channels when something is wrong: I don't have to call!"

Since Amazon sends proactive updates about your orders... All online sellers should do the same.

#2

KYC & first contact resolution are mandatory



"Nowadays, I want immediate and personalized answers"

92% of french demand immediate and direct answers to their banks and insurances



#3

Real-time insights & data intelligence can reduce end users stress



"When I validate a transaction with an agent, I'm reassured if I receive immediately a confirmation by email"

Netflix's AI-powered customer service algorithm uses data for recommendation with a level of accuracy that saves the company \$1 billion a year in terms of customer retention



#ORGANIZED
#INDEPENDANT
#USEFULTech
#EXPERIENCEFIRST
#TECHMODERATE
#IMMEDIATEEXPERIENCE

MARC

#4

Real-time Context Management improve trust



"Today, the answers must automatically take into account my last requests and my context"

88% expect their last interactions to be known



Digital channels become the norm

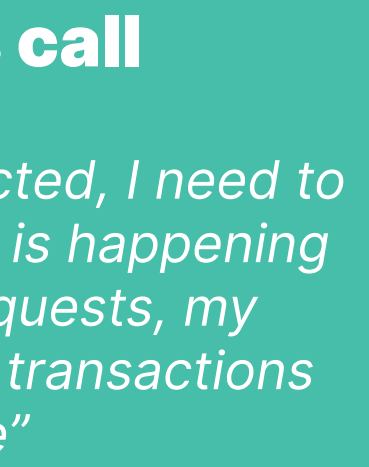
"At home or in my bank branch, I must have the same services & experiences"

From 10M to 200M Zoom meetings per day



#5

Transparency for Trust & to avoid useless call



"I'm connected, I need to know what is happening with my requests, my orders, my transactions in real-time"

In 2020, a French insurance open real-time mobile sinister monitoring



#MOBILITY
#ACTIVE LIFE
#OVERBOOKED
#SOCIALUSER
#PRACTICALDIGITAL
#EFFICIENTDIGITAL

SARAH

#7

Intuitive and natural switch between channels



"Whatever the channel, my requests must be shared and followed"

"In 2021, for each contact, I don't want to explain again and again my requests"

Now end-users wants the same experience for all kind of services



#8

Security & Trust are a necessity not an option

"I want all my channels to be secured"

91% French people feel that personal data security must be the first priority of companies



#9

Conversational experiences to stay in touch

"Nowadays, all is connected, I want impulsive and new experiences"

98% of consumers who use Whatsapp are satisfied



#IMPATIENT
#CURIOUS
#TECHNOPHILE
#HYPERCONNECTED
#PRIVACYCONCERNED
#SMARTEVERYTHING

JOE

#10

Intelligent Automation for human first approach



"Even if I know that digital became the norm, I want to discuss with an human, a counselor or an agent when I want"

67% of consumers prefer to discuss complex issues with a human advisor



#11

Trust must naturally be conveyed through emails

"When I send an email, I want to trust the answers"

97% users are unable to recognize a sophisticated phishing email

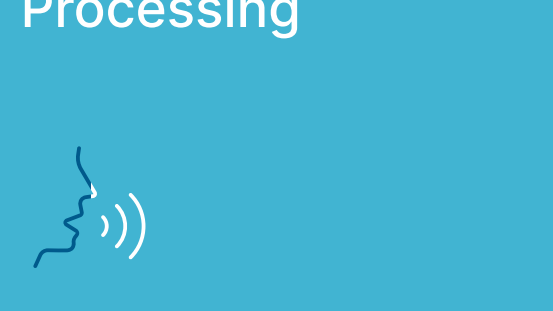


#12

Voice vs DTMF for inclusion & accessibility

"When I use my phone, I want to be in touch with the right expert without complexity or DTMF touch to input"

60% automatic call response thanks to Natural Language Processing



#BALANCED
#INFORMED
#INCLUSION
#HUMANFIRST
#LOWTECH
#NOTONLYTECH

All these #challenges are addressable thanks to Tech & AI

Data analytics & AI improve efficiency of the contact platform

- Call management cost reduction
- Cost optimization
- Improved agent satisfaction
- Faster collection of missing information
- Increase the issues resolution time

1

FLEXIBLE PLATFORM



5

USER DATA

ML & CAC Machine Learning & Context Aware Computing are key

- More immediate routing
- End-user waiting time reduction
- Improved agent satisfaction
- Increase customer satisfaction

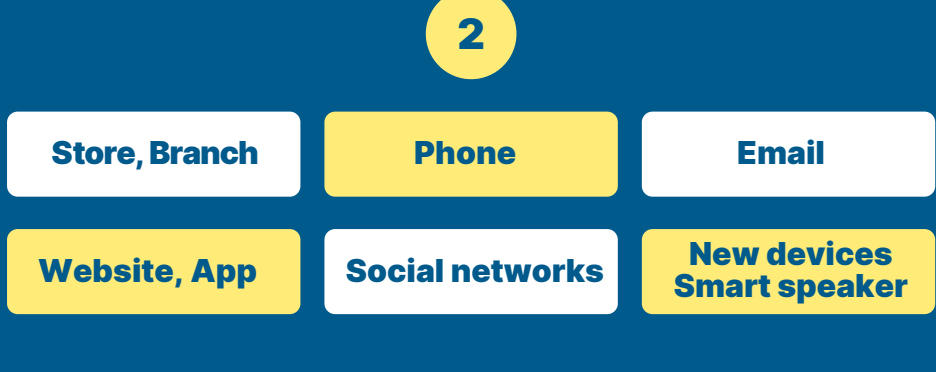
PROACTIVE

ROUTING & MASTER BOT

CRM & Contact Data are KEY for a dynamic, predictive and contextualized welcome
Strong Authentication becomes the norm, especially for banks
• Reduce the waiting time spent
• Reduce end-user stress
• Improved end-user satisfaction
• Increase the number of immediate right answers

CHANNELS & DEVICES

2



- New conversational channels that become the norm
- Increase the opportunities of engagement
- Enrich personalisation & customer knowledge

SELF CARE

4

NLP Natural Language Processing is key

- Drop-out reduction
- Less immediate appointment
- More immediate answers
- Reduce the time spent looking for information

AUGMENTED AGENT

6

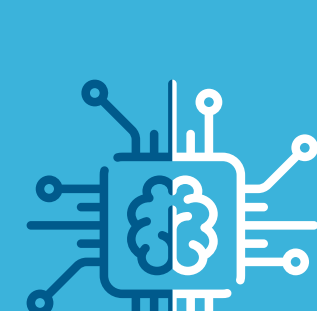
ML & NLP Machine Learning & Natural Language Processing allow innovative/new tools for the agents

- email cost reduction
- Call efficiency increasing
- Improved agent satisfaction & productivity
- Cut time spent on low-value added task

To transform one sided relationships into engaging conversations



Proactivity & continuity on all channels



Human and automation optimization/collaboration



Personalization with Trust