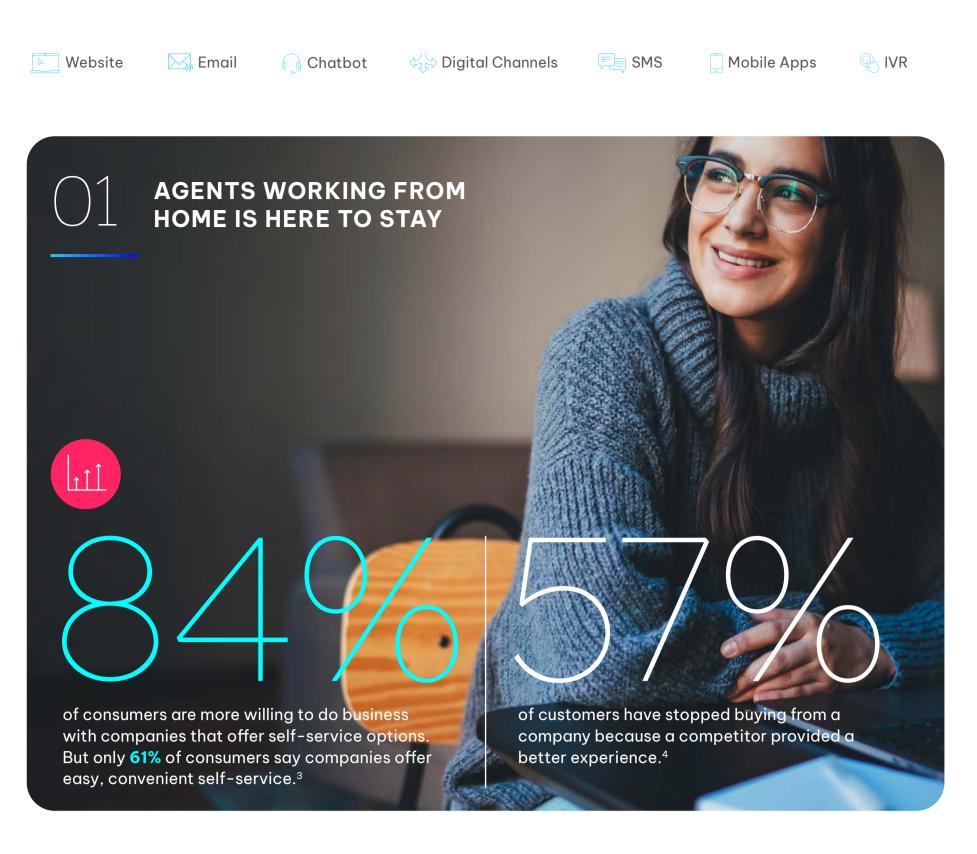


#### **SMARTER SELF-SERVICE HELPS YOUR CUSTOMERS HELP THEMSELVES**

Gartner found 70% of customers use self-service channels during their resolution journey. The problem is, only 9% are wholly contained in self-service.<sup>1</sup>

Your customers' ability to successfully, easily, and quickly self-serve is one of the largest opportunities to increase customer experience and decrease cost. Low-effort experiences lower costs by reducing up to 40% of repeat calls, 50% of escalations, and 54% of channel switching.<sup>2</sup> So how do you lessen their effort?

# Help your customers help themselves with intelligent AI-powered technology across self-service channels.



### THE COST OF LIVE CHANNELS **VS. SELF-SERVICE CHANNELS**

Gartner states that "live channels such as phone, live chat, and email cost an average of \$8.01 per contact, while self-service channels such as company-run websites and mobile apps cost about \$0.10 per contact.5"



3.3% reduction in service costs **3.4%** improvement in revenue<sup>6</sup>







Customers

Agents



Technology



Agents need to be equipped with the context on every customer contact-whether it happens in a self-or-assisted-service channel.



of consumers who begin with self-service channels are transferred to a live agent<sup>7</sup>



Self-service systems need to be accurate, effective, and capable of seamlessly moving customers to an agent when necessary.





#### SMART SELF-SERVICE IS SHIFTING **CUSTOMER BEHAVIORS**

**46%** of businesses are offering chatbots<sup>9</sup>

**43%** of businesses are offering conversational IVR<sup>10</sup>



66% of customers use a search engine like Google to find solutions to issues<sup>11</sup>



73% of customers prefer to visit a company's website before contacting customer service<sup>12</sup>

68% of customers would rather use self-service channels-like knowledge bases or customer portals-for simple questions or issues<sup>13</sup>



### **INTELLIGENT, AI-POWERED SELF-SERVICE IS REVOLUTIONIZING CX. USERS OF AI HAVE** ALREADY SEEN SIGNIFICANT IMPACT:



**69%** 

higher YoY customer satisfaction<sup>14</sup>



higher YoY customer retention<sup>15</sup>

higher First Call **3.5%** Resolution (FCR)<sup>16</sup>



#### WITH INCREASINGLY ACCESSIBLE AI-POWERED **TECHNOLOGIES, THE FUTURE OF EFFORTLESS SELF-SERVICE IS EVEN BRIGHTER:**

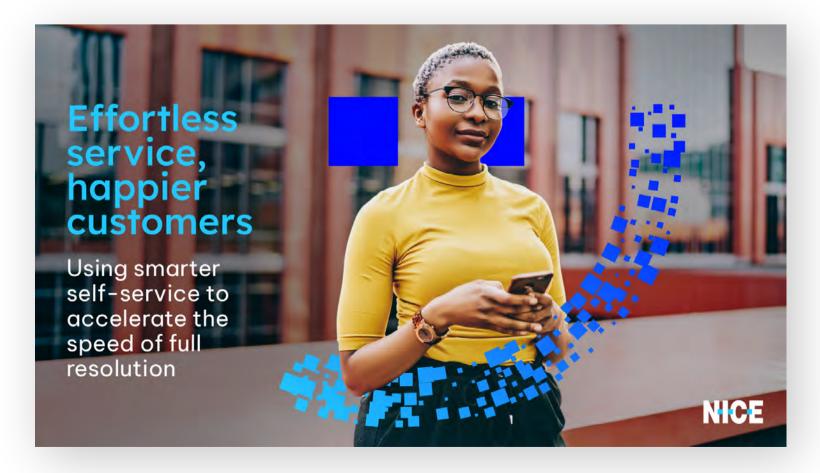
| <b>0 0</b><br>2022       | <b>67%</b> | By 2022, two-thirds of organizations will have enhanced their Voice of the Customer (VoC) data analytics beyond surveys, to AI/ML analysis of spoken recordings and text interactions. <sup>18</sup>   |
|--------------------------|------------|--|
| <b>0 0</b><br>ву<br>2024 | 70%        | By 2024, 7 in 10 customer interactions will occur with a combination of automated, conversational self-service and live agents, reducing costs, time, and enabling agents to focus on high-value interactions. <sup>19</sup>                 |
|                          | 50%        | Through 2024, more than one-half of inside sales organizations will utilize<br>Al to recommend engagement models for potential buyers using consistent<br>and repeatable playbooks to maximize lead-to-opportunity conversion. <sup>20</sup> |

By 2030, 69% of decisions made during a customer engagement will be completed by smart machiness.<sup>21</sup>

<sup>Ву</sup> 2030

#### USE AI-ENRICHED SELF-SERVICE TO ACCELERATE THE SPEED OF FULL RESOLUTION.

Don't leave any interaction to chance. Explore the role self-service plays in enabling your CX in the eBook "Effortless Service, Happier Customers."



## → Download your copy now!

- Gartner: Does Your Digital Customer Service Strategy Deliver? (2020) 1
- 2 Smarter With Gartner: How to Measure and Interpret Customer Effort Score (CES) February 2020
- 3 NICE inContact: 2020 Customer Experience (CX) Transformation Benchmark
- 4 NICE inContact: 2020 Customer Experience (CX) Transformation Benchmark
- 5 Gartner: Does Your Digital Customer Service Strategy Deliver? 2020
- 6 Aberdeen: State of the Contact Center 2020
- NICE inContact: 2020 Customer Experience (CX) Transformation Benchmark 7
- 8 NICE inContact: 2020 Customer Experience (CX) Transformation Benchmark
- 9 NICE inContact: 2020 Customer Experience (CX) Transformation Benchmark
- 10 NICE inContact: 2020 Customer Experience (CX) Transformation Benchmark
- 11 Accenture: Next Generation Customer Service
- 12 Accenture: Next Generation Customer Service
- 13 Salesforce: State of the Connected Customer Report 2019
- 14 Aberdeen: Best Practices for AI in the Contact Center [Pending UTM Link]
- 15 Aberdeen: Best Practices for AI in the Contact Center [Pending UTM Link]
- 16 Aberdeen: Best Practices for AI in the Contact Center [Pending UTM Link]
- 17 Aberdeen: Best Practices for AI in the Contact Center [Pending UTM Link]
- 18 Ventana Research: 2021 Voice of the Customer Market Assertion
- 19 Ventana Research: 2021 Voice of the Customer Market Assertion
- 20 Ventana Research: 2021 Voice of the Customer Market Assertion
- 21 SAS: Customer Experience 2030