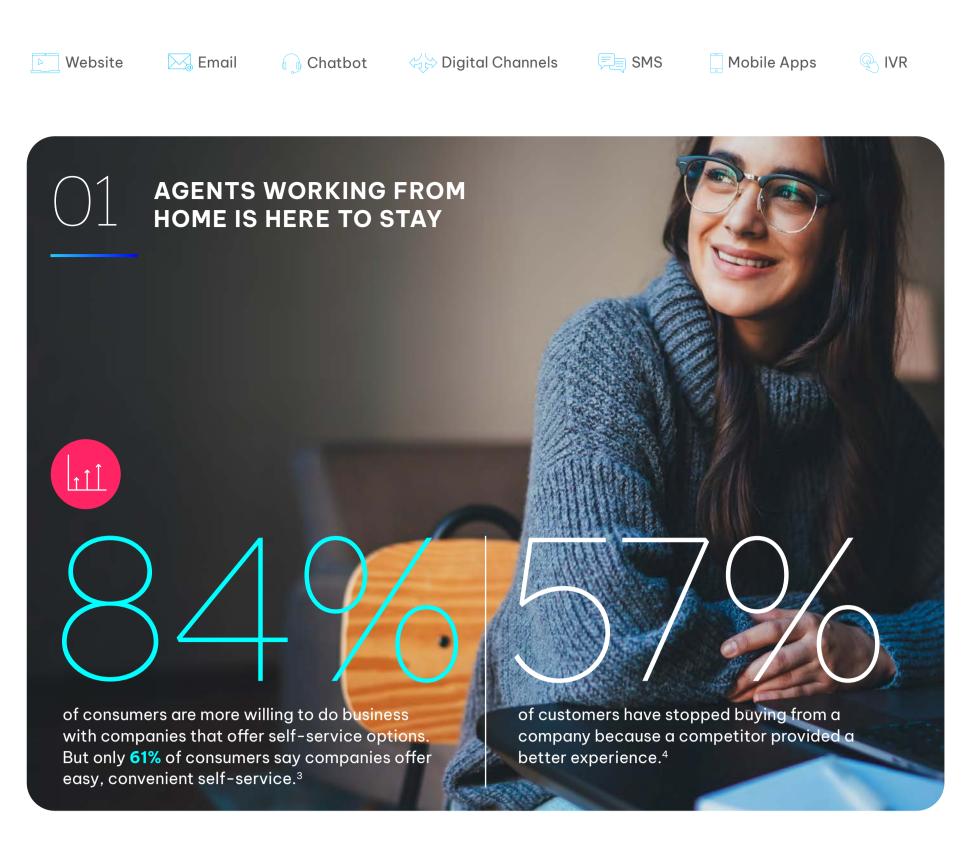


SMARTER SELF-SERVICE HELPS YOUR CUSTOMERS HELP THEMSELVES

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

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.² 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 revenue⁶







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 agent⁷



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 chatbots⁹

43% of businesses are offering conversational IVR¹⁰



66% of customers use a search engine like Google to find solutions to issues¹¹



73% of customers prefer to visit a company's website before contacting customer service¹²

68% of customers would rather use self-service channels-like knowledge bases or customer portals-for simple questions or issues¹³



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



69%

higher YoY customer satisfaction¹⁴



higher YoY customer retention¹⁵

higher First Call **3.5%** Resolution (FCR)¹⁶



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

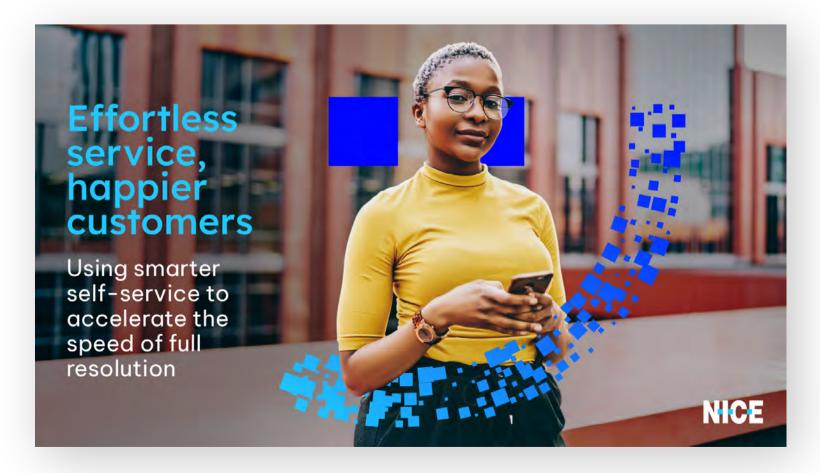
0 0 2022	67%	By 2022, two-thirds of organizations will have enhanced their Voice of the Customer (VoC) data analytics beyond surveys, to AI/ML analysis of spoken recordings and text interactions. ¹⁸
0 0 ву 2024	70%	By 2024, 7 in 10 customer interactions will occur with a combination of automated, conversational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

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

^{Ву} 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