

# The changing landscape: trends to transform your digital customer experience

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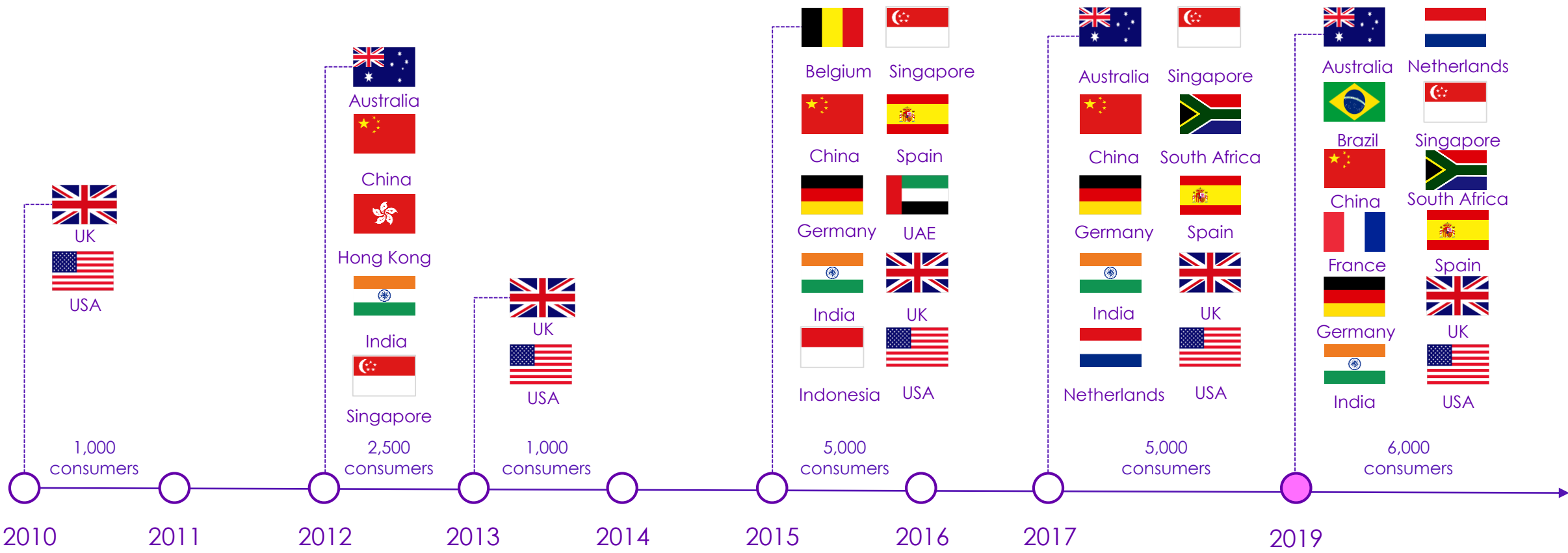
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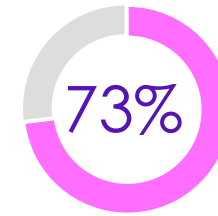
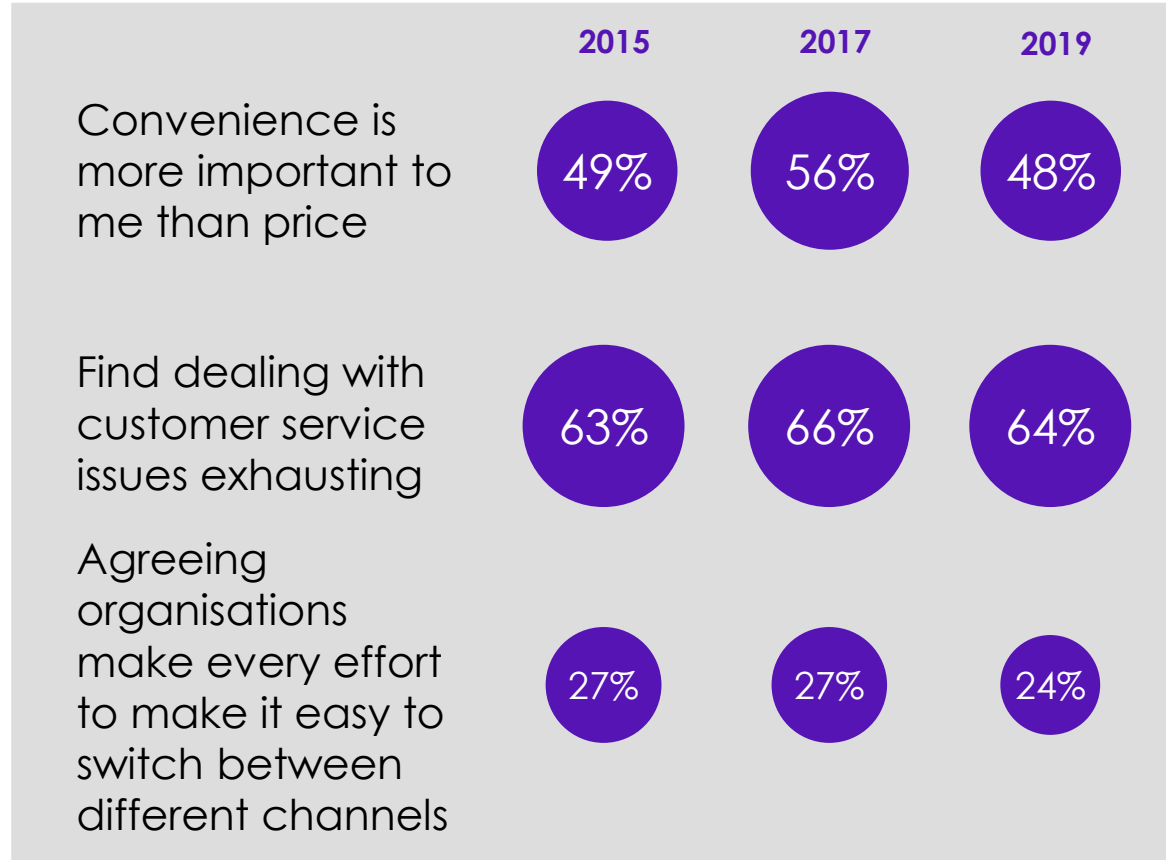
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# Tracking the rise of the global digital customer

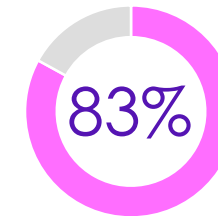
Research over nine years tracks customer journeys with large global organisations



# Easy does it (still)



Self-service is good because it puts me in control (2017, 73%)



I always shop around before making a purchase to get the best price (2017, 78%)

83% (76%)

Organisations should measure their performance across the whole customer journey, not just one interaction

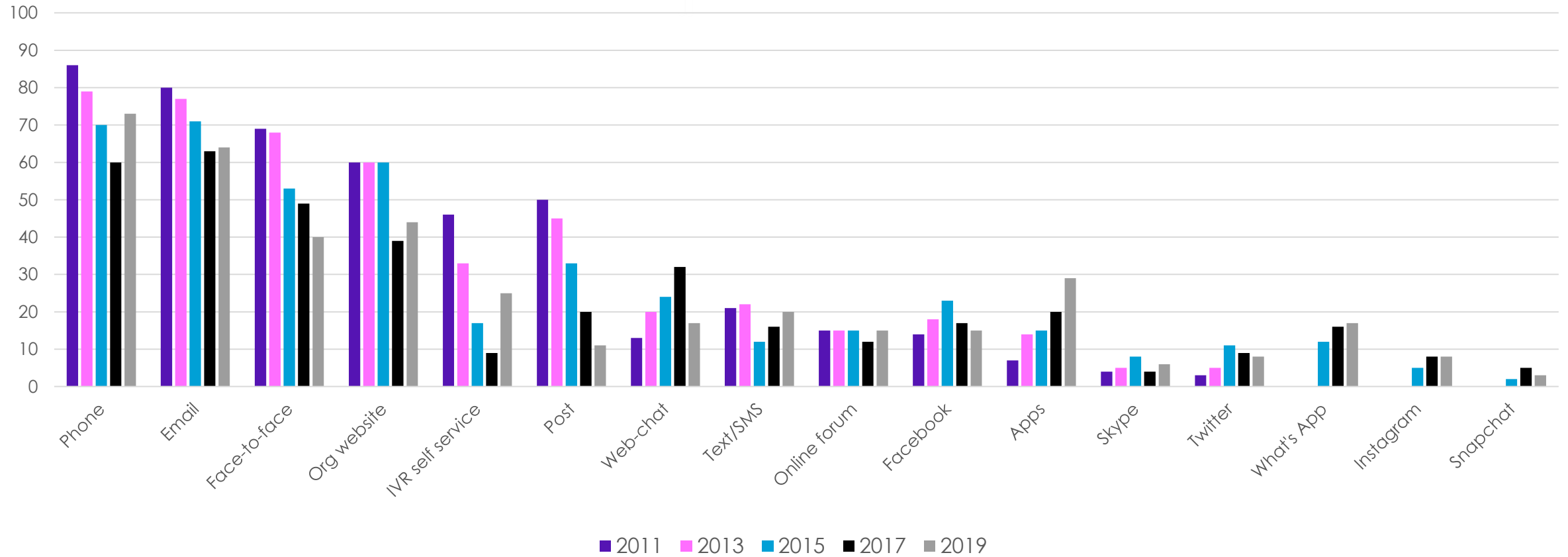
3 in 4 (4 in 5)

Consumers buy more from companies that make it easier to do business with them



# Omni-channel intensifies

Which of these methods of contacting organisations do you use currently? (UK)



# Innovation: Micro-apps

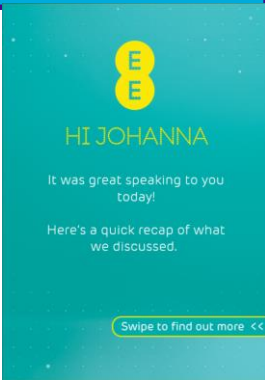


## Proposition

- Wraps are the modern micro-app experience for the mobile Web.
- They provide superior mobile engagement and offer rich, interactive experience without the need for full native apps
- They are Inherently omni-channel (SMS, email, social feeds, messaging, Web embed, ads)
- Great engagement drives conversion
- Connects with back-end systems to enable advanced user interaction and transactions

## Results

- Wraps can be used following a conversation with a customer where the agent selects the products/services discussed and on the fly generates a personalised mico-site which the customer can walk away with. This would work well in an EE shop environment.
- A Wrap can also be auto generated following a customer order, billing cycle or upcoming engineer appointment. This would be an ideal delivery mechanism for welcome to service messages.
- Trials completed with EE early life and billing & collections teams.
- Just gone live in EE and BT Consumer.



Thanks to Phil Newton



# Customers make decisions based on their motivation, context and attitude.

## Visionary



**Intent:  
positive but cautious.**

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Very omni-channel.  
Willing to spend time and effort.  
May need advice / reassurance.

## Utilitarian



**Intent:  
neutral.**

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Want quick and easy.  
No 'WOW' required.  
Good self service works.

## Customer in crisis



**Intent:  
solution-focused.**

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Want simple and straightforward service.  
Need quick access to an empowered human problem solver.

# The phone still dominates, but has service actually improved?

**68%**

Agents put me on hold as they don't know what to say (70% 2017, 72%, 2015)

**59%**

Agents haven't had the most up to date information (64% 2017, 61%, 2015)

**53%**

Agents haven't known what's on their own website (59% 2017, 52%, 2015)

**61%**

I have known more about the product or service than the agent in the call centre (62% 2017, 58%, 2015)

It takes too long for organisations to identify me when I phone the call centre

I am often asked to repeat my account details on the same call which is irritating

The calls I make to orgs. are more complex as I'm doing the simple things via their website or App

2015

54%

2017

63%

2019

61%

66%

72%

67%

60%

62%

59%

## Would like it...

When cut off during a mobile call with an org. they called back automatically.

95% (91% 2017)

Organisations would call me back when they say they will

94% (94% 2017)

If organisations offer to call you back when you are in a long queue

91% (86% 2017)

If I could call the same agent that I have been texting

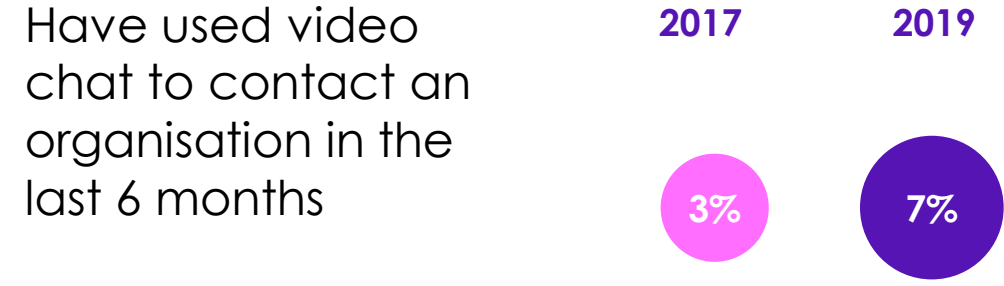
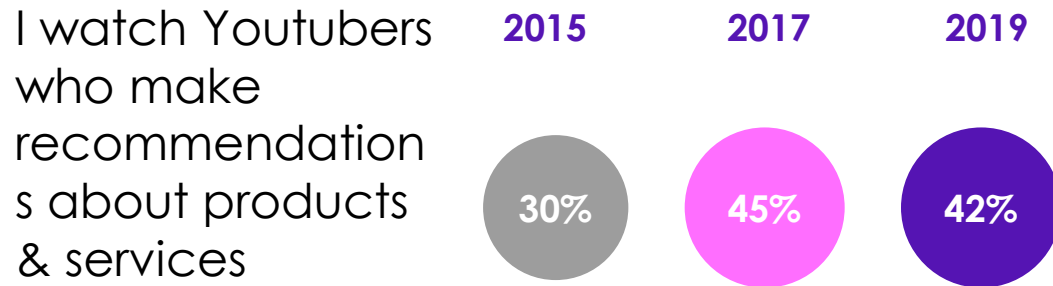
85% (90% 2017)

If there was always the option to leave feedback at the end of the call

81% (74% 2017)

If I could share my screen so the agent can help

# Video is still slow to grow but has niche applications



## Top uses of video:

1. To talk to your doctor or health professional
2. To see a product or service demonstrated
3. To discuss a financial services product with an advisor
4. To discuss queries with a product or service
5. To share experiences with other customers

Of those who would definitely use video-chat to discuss queries about a product or service:

**56%** of these use Google Hangouts once a day or more

**47%** of these use Facetime once a day or more

**27%** of these use Facebook once a day or more



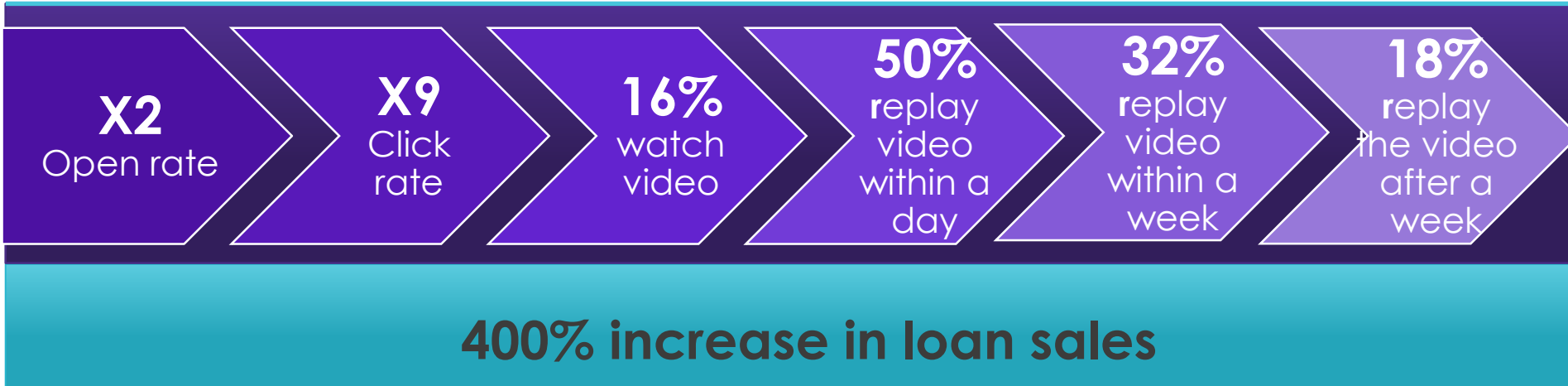
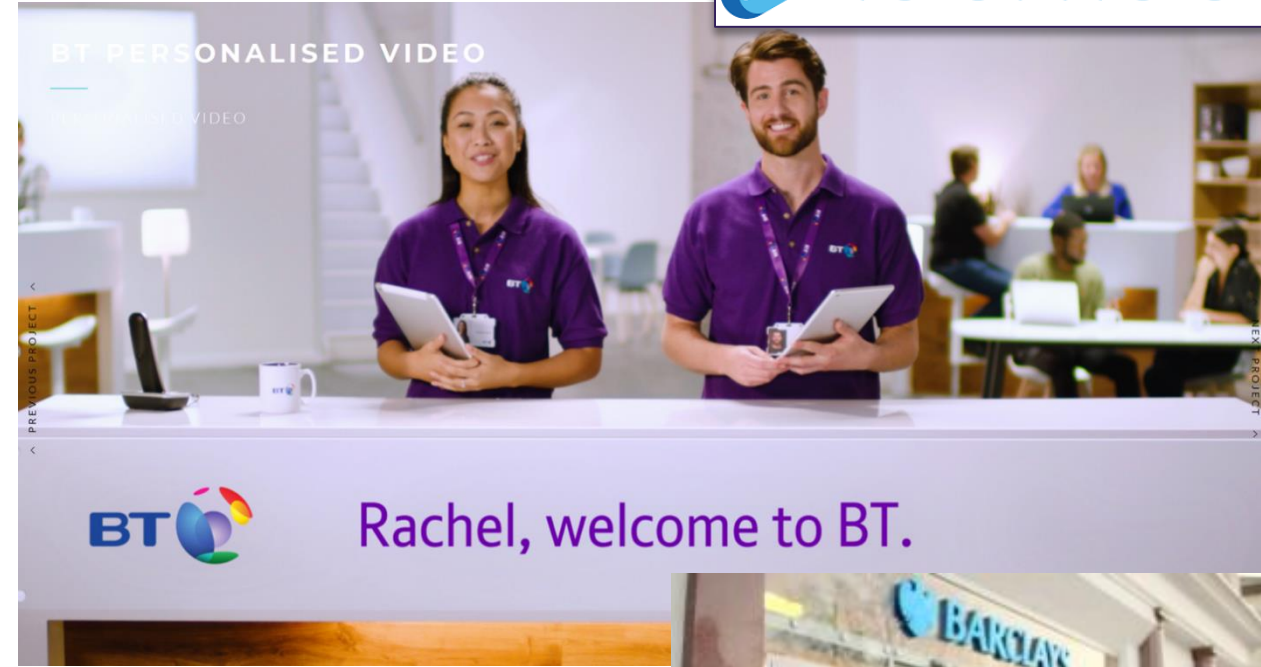
# Innovation: Personalised Video as a Service.



BT Personalised Video as a Service is like mail merge for video



Personalised, relevant and effective communication  
Improving customer service, sales, retention and loyalty



# Innovation: video enhanced interactions.



## Proposition

- Sightcall offers a simpler Customer Experience to deliver as “see what I see” experience to the customer.
- Very quickly allow the customer to share the smartphone camera to understand a home network/setup problem.
- Agent can take screen shots, annotate a video image, co-browse.



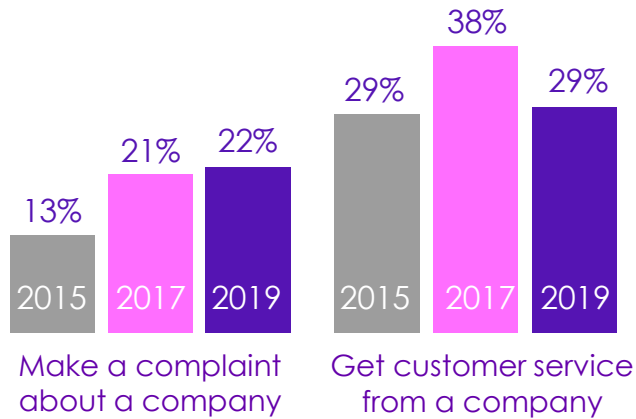
## Results

- Gives an innovative customer experience to home network and home setup issues.
- End user trials were completed in Consumer, EE, EE Stores, Openreach, Enterprise & Ventures.
- Launched last year – EE typically handle around 2000 calls a week using the Sightcall Service with a 60 – 80% reduction in the need to arrange an engineer appointment.



# The fall of social media service

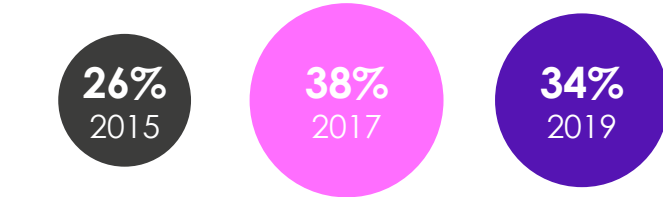
Have you ever used a social media site to?



**64%**

were extremely or very happy with the way their social media complaint to a company was handled (2017, 55%)

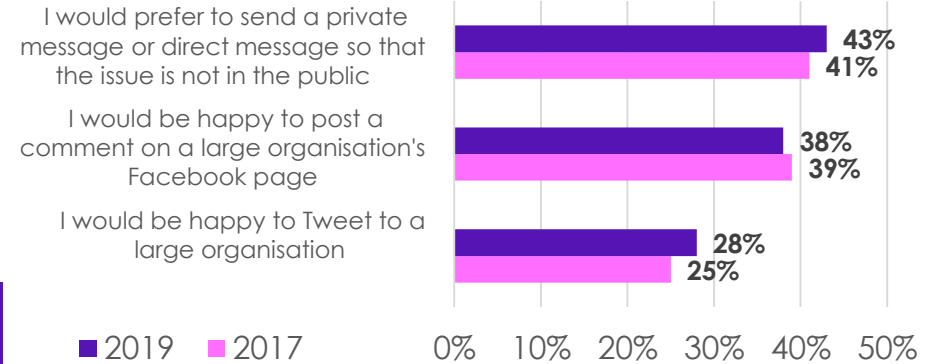
If I have an urgent issue or emergency the best way to get customer service is to use Twitter or Facebook



**71%** of those who social media to get customer service from a company have phoned a call centre in the last 6 months (average 75%)

**52%**

I wouldn't use Facebook or Twitter for customer service with an organisation as it is not secure



**85%**

would like it if I started a text based interaction with an agent on a social media platform but could then have a phone call with the same agent

Have used a social media site to...	16-34	35-54	55+	Total
Get customer service from a company	37%	30%	14%	29%

## Chat is still intriguing: but growth seems to have stalled

14%

Have used Facebook Messenger to contact organisations

Being able to look at the screen makes web chat more useful (49%, 2015)

58%

Like web chat because you have a record of the conversation (48%, 2015)

55%

57%

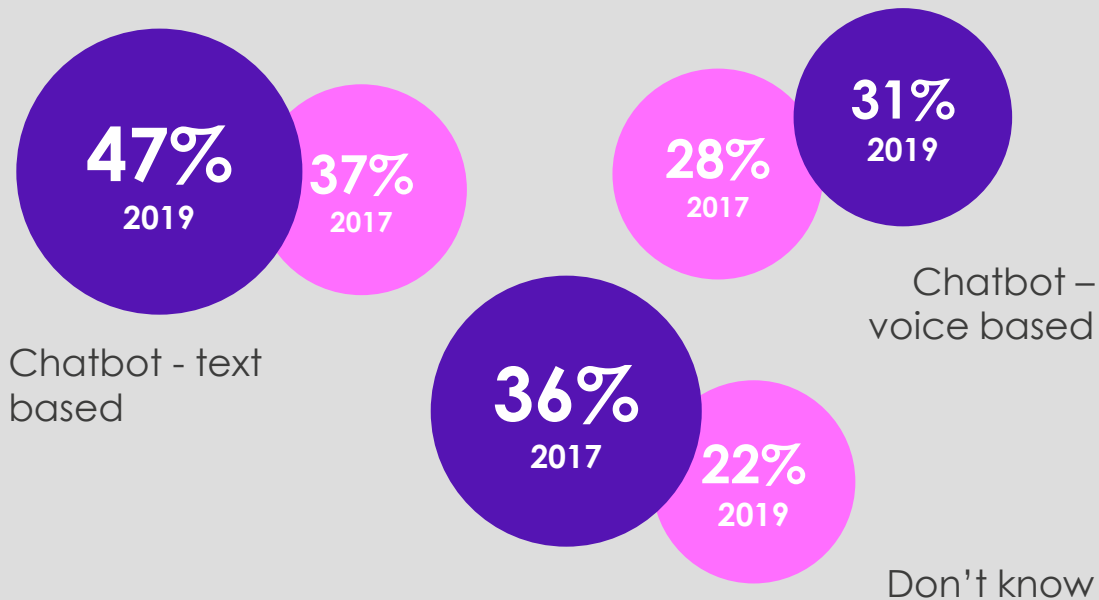
I get a quicker / more instant response with chat than when I e-mail or call the contact centre

48%

I prefer to use web-chat than the phone to contact an organisation when I'm on their website

# Chatbots: hype vs. reality

A Chatbot is a computer program which conducts a conversation via voice e.g. Siri or text methods eg messenger using artificial intelligence. Which do you think would be most effective?



**3 in 4**

The benefit of chatbots would be getting an immediate response (2017, 2 in 3)

**Overall, a 4% decline in consumer interest in chatbot applications – biggest falls**

- Giving a meter reading to a utility – **8%**
- Booking a restaurant – **6%**
- Health advice – **5%**
- Simple financial information – **5%**

**81%**

Human agents should check the more complicated responses of chatbots (2017, 74%)

**58%**

Chatbots will help companies improve their customer service (2017, 73%)

**67%**

of 25-34 year olds say chatbots will help companies improve their customer service compared to 49% of 55+

**71%**

of workers who are business decision makers say chatbots will help companies improve their customer service (47% of those not in work)





# Are chatbots 'IVR for digital'?

## Challenges...

- Works for simple queries – effectively steering the customer through the “known knowns”, i.e. GIGO.
- More difficult for complaints / complexity - if we get angry, we tend to tell long, rambling stories which are hard to parse.
- Sarcasm tends to throw algorithms: e.g. “Thanks, @TrainCo for my free sauna this morning”; “It was so good to see that your maintenance department hadn’t spoiled things by making unnecessary repairs”; “I would have cheerfully strangled them”.
- Limited ability to parse emotional context - YET!
- Intelligent routing is key to the customer experience.





# The networked experts of the future?

Sally



the 'Swiss Army knife' advisor

Paula



the problem solver

Natalie



the negotiator

Tony



the techie

Chris



the crowdsourced advisor

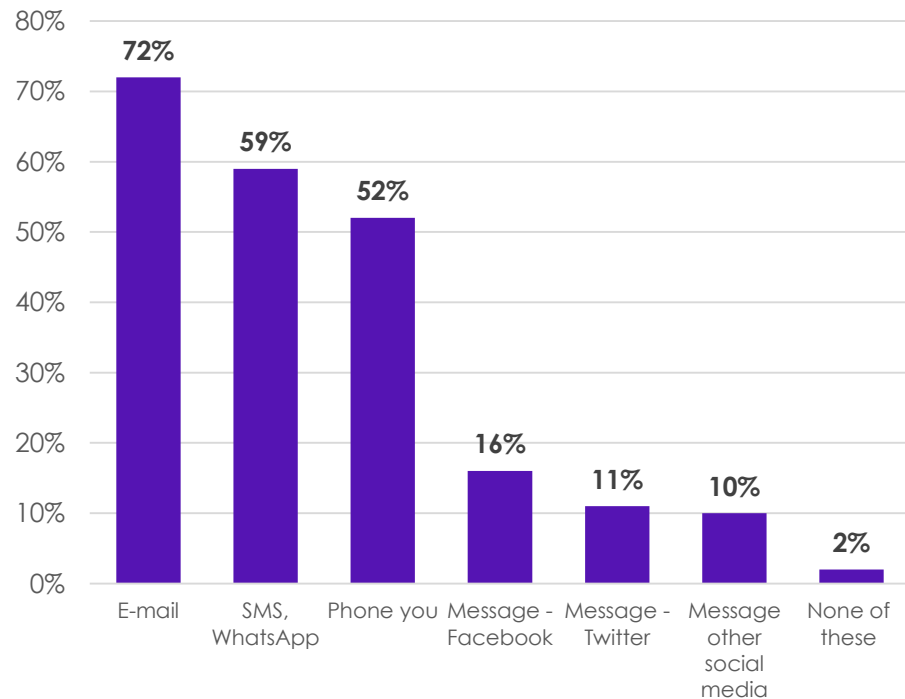


\* H. James Wilson, Paul R. Daugherty, and Nicola Morini-Bianzino (2017), The Jobs That Artificial Intelligence Will Create, MIT Sloan Review, 23<sup>rd</sup> March



# The “me”conomy grows with proactive notifications becoming more acceptable to consumers

If orgs. become aware of issues or problems (e.g. delays, faults) how should they tell you?



74%

I like it when organisations notice I have been having difficulty with a website /completing an order and contact me directly to try and help (2017, 78%)

87%

want to be informed when there is a problem with their product or service

67%

The more information I give to organisations the better the level of customer service I expect to receive

I would like a notification when...

81% My account is going below a minimum balance (79%)

84% Prices for on-going services are changing (84%)

85% My contract or tie in period is coming to an end (84%)

80% Update me when buying a new product or service (82%)

84% They have a better deal available

82% They have a better deal available (84%)

# Innovation: proactive engagement



- ContactEngine provides a customer engagement hub, enabling companies including BT to transform their contact journeys through omni-channel conversational capabilities.
- ContactEngine can reduce OpEx and improve CX by engaging customers in automatic AI-driven conversations that fulfil business objectives.

• **BT Enterprise has been using the ContactEngine engagement hub to manage its Broadband and PSTN installation journeys. With great results:**

- **Contact Response rate increased from 10% to 80%**
- **Order cancellations (customer driven) reduced by 35%**
- **PTC reduced by 20% across the provision journey**
- **13 FTE currently handle 3500 orders a week**
- **NPS increased by 34%**



Right Content



Right Channel



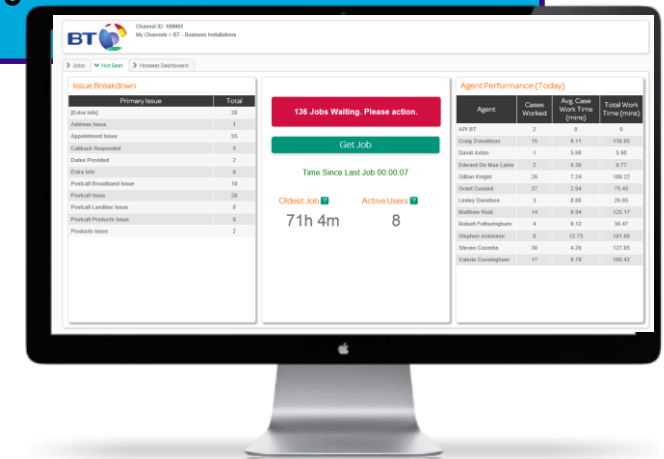
Right Time



Right Responses



Objective met & customer happy



# Thank you

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