



Resilient CX

A Field Guide to Surviving Hard Times with Customer Experience

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When times get tough, customers head for the exit. The question on every business owner's lips; *how do you convince them to stay?*

Customer experience (CX) is a strategic priority for business leaders; 81% of businesses see CX as a key competitive differentiator.¹ Yet, when the time comes to tighten the purse strings, this commitment to CX is tested. Contact centers are often seen as cost sinks, and have their budgets slashed for the purpose of recuperating from short-term losses. These short-term cost cuts have long-term consequences. In attempting to brace for the storm, you might be sabotaging your business's chances of weathering an economic downturn.



When uncertainty looms, customers begin to think critically about their spending decisions. They weigh up which services they use most and which aren't worth the money. In the financial crisis of 2008/09, 1 in 5 US consumers altered their shopping habits.² When fighting the worst impacts of an economic slowdown, how do you convince your customers that your business is worth sticking with? The key is Customer Experience.

During a period of uncertainty, just like at any other time, you're competing for customer loyalty. Except that the stakes are vastly higher. It's far easier and cheaper to retain a customer than to find a new one. Your CX could be your secret weapon for surviving a downturn, but how does this work?

¹Forbes, 50 Stats that Prove the Value of CX, ²LinkedIn, How Would A Recession Impact Your Call Center?



During the 2008 financial crisis, CX separated the winners from the losers. CX laggards—those companies who failed to invest in reliable customer support solutions—saw an average stock drop of 57%. CX leaders—those who took customer contact seriously—saw their stock rise by 6.1%, even as the market fell by 15% overall.³ These gains continued in the subsequent economic resurgence. In the decade following 2009, CX laggards saw their stock grow in value by 90%, whereas CX leaders saw theirs grow by 300%.⁴

The benefits of CX are well documented. 91% of customers are prepared to go elsewhere if they receive a poor customer experience.⁵ 73% of customers factor in experience when making a big purchasing decision.⁶ Today, customers are judging your business not on the product or service you provide, but on how you made them feel. When your customers are making tough budgetary decisions, it's these experiences that will keep them from dropping you, and preserve your bottom line.

When times are good, business leaders often neglect their CX, seeing it as unnecessary. When times are tough, they pay the price as customers leave in droves. Your business needs to be acting now to keep your customer communications at the technological cutting edge: through cloud migration, conversational Artificial Intelligence (AI), omni-channel contact, and more, are essentials in the era of digital communications. Investing in a cloud solution is a surefire way to develop resilient CX.

³ CIO, Is Your Contact Center Recession-Proof?

⁴ Watermark Consulting, The Customer Experience ROI Survey,

⁵ HBR.org, Stop Trying to Delight Your Customers,

⁶ PWC, Consumer Intelligence Series,



Your contact center needs reliability in the delivery of critical services, the ability to scale flexibly to meet demand, integrations that enhance your existing systems without entirely replacing them, and the flexibility to adapt to new AI and Internet of Things technologies.

Reliability, scalability, flexibility, and integrations; four traits of a resilient CX solution. This whitepaper will examine what these terms mean, and how you can cultivate them in your contact center. It will discuss strategies for CX resilience, and discuss the technology that makes building for resilience easy.

The Four Steps to Resilient CX

- Reliability
- Scalability
- Integrations
- Flexibility



Your customers expect you to be available 24/7, from any location, and over any channel of communication. If you can't provide customers reliable support, you risk undermining their trust, which in turn, risks defection.

In the event that one channel, such as voice, goes down, you need to offer your customers alternatives. This necessitates an omni-channel contact center. Omni-channel means that, whatever channel customers use to try and contact you, your contact center will be able to reply. Interactions from every channel of contact are brought into the single agent interface for a 'channel-agnostic' resolution. Being able to divert your customers into alternative channels when one channel is unavailable will allow to reliably answer every customer contact.

Sometimes, simply having multiple channels isn't enough. Outages are inevitable; you need to ensure they happen as little as possible. A cloud contact center, hosted in a data center, provides 99.999%+ availability. The best way to demonstrate reliability to your customers is consistent communication. If your CX infrastructure is easily accessible at all times, you'll be able to assuage customer anxieties about availability. Only 25% of customers are likely to discuss something positive about your business with their peers, whereas 65% are likely to speak negatively.⁷ Failing to assuage customer anxieties can have serious impacts on your bottom line.

Not all cloud providers are created equal. Most cloud CX providers operate through a public cloud provider. This means that these providers are dependent on third-parties. They don't own the infrastructure that underpins the solution, and have no control over outages. For maximum reliability, you should do business with a private cloud provider. These providers own their own cloud infrastructure, so they have full control in the event of an outage, and provide a single point of contact for support.

⁷HBR.org





44% of people report being annoyed, irritated or angry with a 5 to 15-minute wait time. 32% of consumers would only wait up to 5 minutes for a response from customer service.⁸ Scalability means ensuring that any volume of simultaneous contacts is processed. It involves automating identification processes to make each customer interaction as efficient as possible. It gives customers the opportunity to self-serve, allowing agents to focus only on the most complex interactions.

When your customers run into problems, they'll look to you for support. This leads to a surge in demand, as all your customers call up at once. Your priority should be to answer as many of these contacts as quickly as possible, to preserve customer good will.

With a cloud contact center, new users can be brought online at the click of a button. Contingency licenses can be reserved in advance, to be activated in the event of a demand surge. Because a cloud-based solution can be accessed from any location, new agents can be brought online from anywhere.

The cloud contact center is built with AI in mind. Automated Machine Agents, built around Large Language Models (LLMs) and leveraging Natural Language Processing (NLP); technologies that allow Machine Agents to understand and respond to unstructured text or speech in a fluent, intelligent way. These Machine Agents can support customers through self-service processes. This takes the burden off your agents, letting you answer each customer contact quickly, rather than forcing them to wait in queues.

⁸ Content Guru, 2022 Customer Experience Statistics from CCaaS Vendor Content Guru





65% of consumers report that “being passed from agent to agent” and “not receiving a resolution to my issue” are the top problems they face with contact centers.⁹ When agents don’t get the data they need, they can’t provide customers with the answers they want. To provide those answers, agents need to be empowered with customer data and to provide that, you need to break down data siloes and build IT synergy.

To support your cloud contact center, you need a Customer Data Platform (CDP). The CDP aggregates an organization’s data from multiple systems of record, and brings together Customer Relationship Management systems, customer journey mapping and knowledge management. Data can be viewed and updated within the single agent interface, no need to switch between apps or interfaces. What’s more, integrations with back-of-office collaboration tools, such as Teams and Zoom, mean that information can be shared instantly between front- and back-office, to support seamless resolutions.



When supported by customer data, agents are empowered to deliver seamless experiences. Customers aren’t forced to repeat essential information; instead, the agent has access to a full record of interaction history. From the moment the customer gets in contact, the agent knows what their issue is, and how they have interacted with the organization in the past. From there, delivering a positive outcome is easier than ever.

To ensure that your integrations are always up to date, you should do business with a provider that maintains their own integrations library. This ensures that your CX is not dependent on third-parties, who may not consistently upgrade their integrations as software updates. A reliable CX partner will offer a library of integrations, some updated consistently as high-priority, and others provided by third parties to ensure a broad range.

⁹ Ibid.

Future-Proof Flexibility: Intelligent Automation and Digital Customers



Once you have a reliable, scalable and fully integrated contact center, you can begin to prepare for the future. That requires flexibility. A flexible contact center is one that can adapt to changing customer demand and new technologies. A cloud CX solution frees you from the limitations of the traditional contact center. Cloud CX solutions are based around a modular model; letting you tailor your contact center to your needs, and pay only for what you use. This also allows you to adapt your technology stack to your needs, letting you adapt your customer journey, and adopt cutting-edge technology as soon as it becomes available.

To weather uncertainty, you need to be competitive. This means going beyond the bare minimum; you need to provide better experiences than your competitors. You need to dazzle your customers, making them feel heard and supported, whilst efficiently resolving their issues.

Digital contacts are asynchronous, meaning your contact center can achieve occupancy levels approaching 100% as agents handle multiple interactions at a time. Digital channels also make it easier to apply Intelligent Automation. Chatbots and conversational Machine Agents can be created at the click of a button to service online text chats, providing a competitive customer experience while still scaling to meet surges in demand.

When customers call up, AI-backed Natural Language Processing (NLP) intelligently routes them to the most appropriate outcome. No more, “press one for...” Machine Agents can actively monitor the call, providing live script suggestions and ensuring that obligatory statements are read. AI can be used to support scheduling, generating instant contact center schedules that factor in agent preferences whilst meeting forecasted demand.

In our increasingly connected world, more and more devices are digitally enabled. Everything from smart fridges that can order food automatically, to wearable medical devices that automatically upload vital health data to medical databases, these ‘digital customers’ will be increasingly important to the contact center in future. Machine Agents should be able to interface with these ‘Internet of Things’ devices, automatically pushing and pulling data from them, with no human intervention required.



The quality of your CX can reliably predict how well your business will fare during a period of uncertainty. Outstanding CX requires the best available tech.

Content Guru's cloud contact center solution, **storm**® boasts 99.999%+ availability, meaning you'll always be available to your customers, at any time. **storm** is hosted on a multi-tenanted private cloud, within secure, in-nation data centers. This means that Content Guru has direct control over its service availability; no third-party provider required. As a browser-based solution, **storm** is accessible through any internet-enabled device, letting you enable flexible working for your agents. When demand surges, new agents can be provisioned at the click of a button, from any location, letting you scale instantly.

storm's modular model means that you only pay for what you use, and can adopt new functionality at any moment. These modules cover every aspect of your CX ecosystem, such as **storm DR**™, providing an enterprise-grade Disaster Recovery solution. In the event of an unprecedented crisis, your contact center can be placed into Disaster Recovery instantly, via SMS.

An agile, streamlined contact center needs to have a firm grasp on its analytics. Effective customer experience measurement is about moving flexibly between metrics, KPIs, and occupancy, depending on your needs. **storm VIEW**™ brings all this data and more into a single pane of glass, allowing you to monitor your CX in real-time. Select from over 40 pre-made metrics and KPIs, or create your own with an intuitive, drag-and-drop interface.

brain® is Content Guru's AI-toolkit, putting the power of Intelligent Automation in your hands. Add **storm Machine Agents**® at the click of a button, to empower customers to self-serve, or interact automatically with Internet of Things devices.

Great CX is the number one indicator of business resiliency. **storm** keeps your CX fighting fit, preparing you for any economic climate.



Omni-channel Communications

Through a single platform and architecture, **storm** offers organizations of all sizes the ability to deliver seamless customer engagement over any channel – including voice, email, video, web chat, and social media.



Intelligent Automation

brain is Content Guru's Artificial Intelligence toolkit, fusing cutting-edge AI technology, including Natural Language Processing, Image Recognition, and automated analytics, with market-leading **storm** cloud communications.