Balancing People and Technology: Maintaining the Human Touch in Tech

Sam Fuller, Customer Success Director, Content Guru

Agenda

Introduction to Content Guru

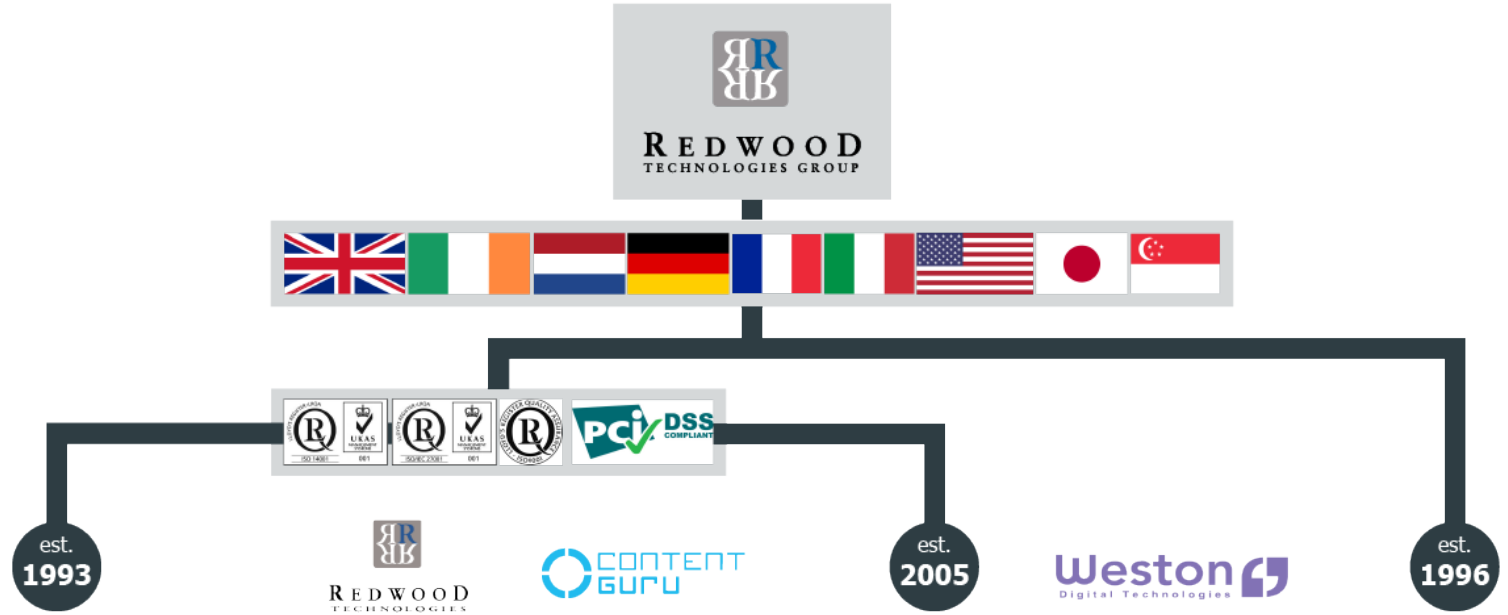
The CX Landscape: Rising Customer Expectations

The Balancing Act: Can You Automate the Human Touch?

Excellent CX: What Does Best Practice Look Like?

Introduction to Content Guru

The Redwood Family Tree



MANUFACTURE & INSTALLATION
Award-winning DNX hardware & communication software; installs secure premises-based systems

RESEARCH & DEVELOPMENT
Continual innovation within communications technology, pioneering premises-based and cloud capabilities

DEDICATED CONSULTANCY
Works directly with clients to evaluate, plan, and deliver highly complex cloud-based solutions

CONTACT CENTRE TECHNOLOGY
Multi-award winning contact centre technology; providing best-in-class customer experience solutions

PIONEERING CLOUD SERVICES
Delivers Redwood technology through a cloud model; scalable omni-channel Customer Engagement Hub services

CUSTOM INTEGRATION
Integrate with any system, application, or database to deliver fully unified communications capabilities

UNIFIED COMMUNICATIONS RECORDING AND ANALYSIS

PUBLIC SAFETY
Evidential-grade Command & Control recording including radio telephony, screen, ambient, and body-worn video

GOVERNMENT
Trusted communications recording and analysis for the public sector

BANKING & FINANCE
Scalable recording and compliance solutions

Europe's **largest** call & contact centre provider

1

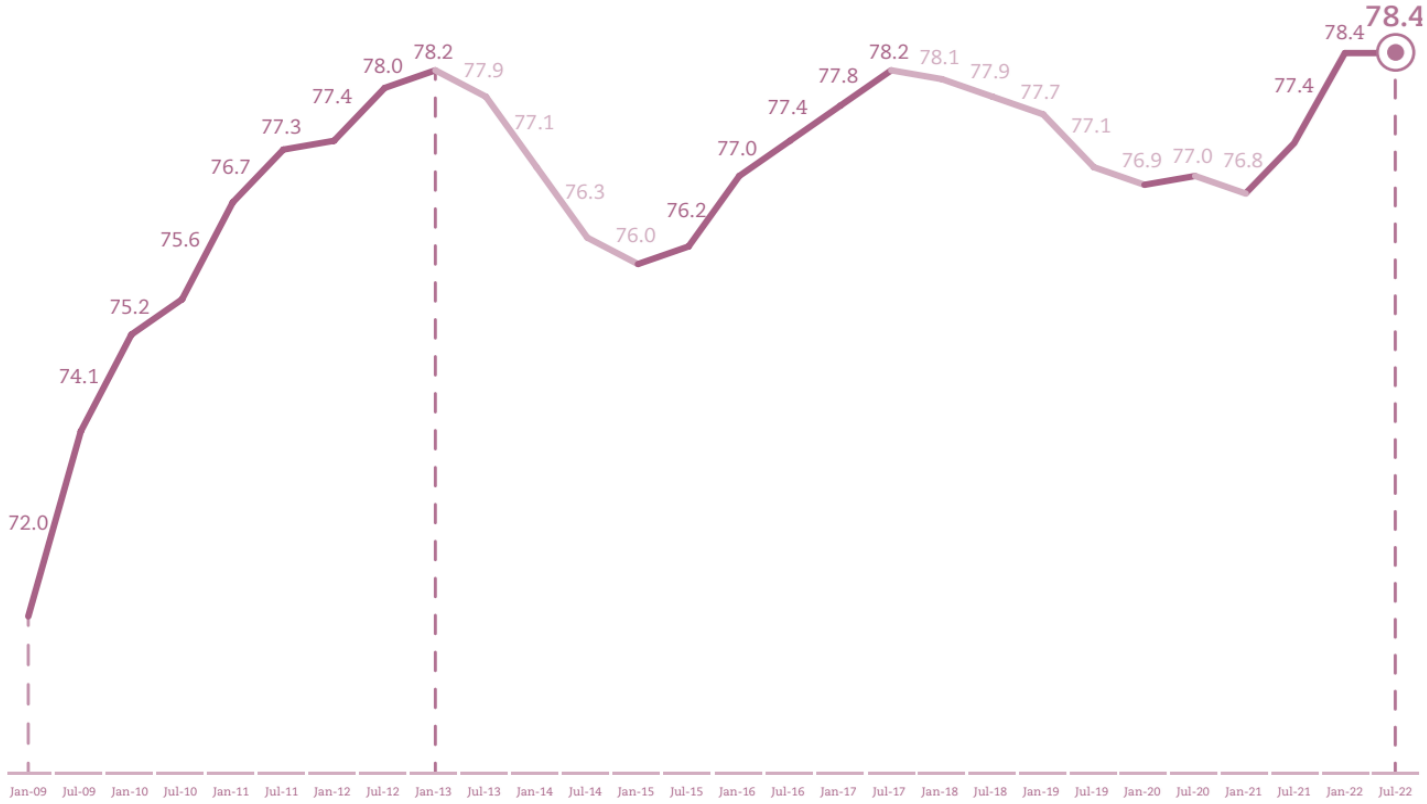
The CX Landscape: Rising Customer Expectations

The Importance of Customer Satisfaction

Customer Satisfaction (CSAT) is the most important business metric

[1]Invesp [2]Forbes

Customer Satisfaction

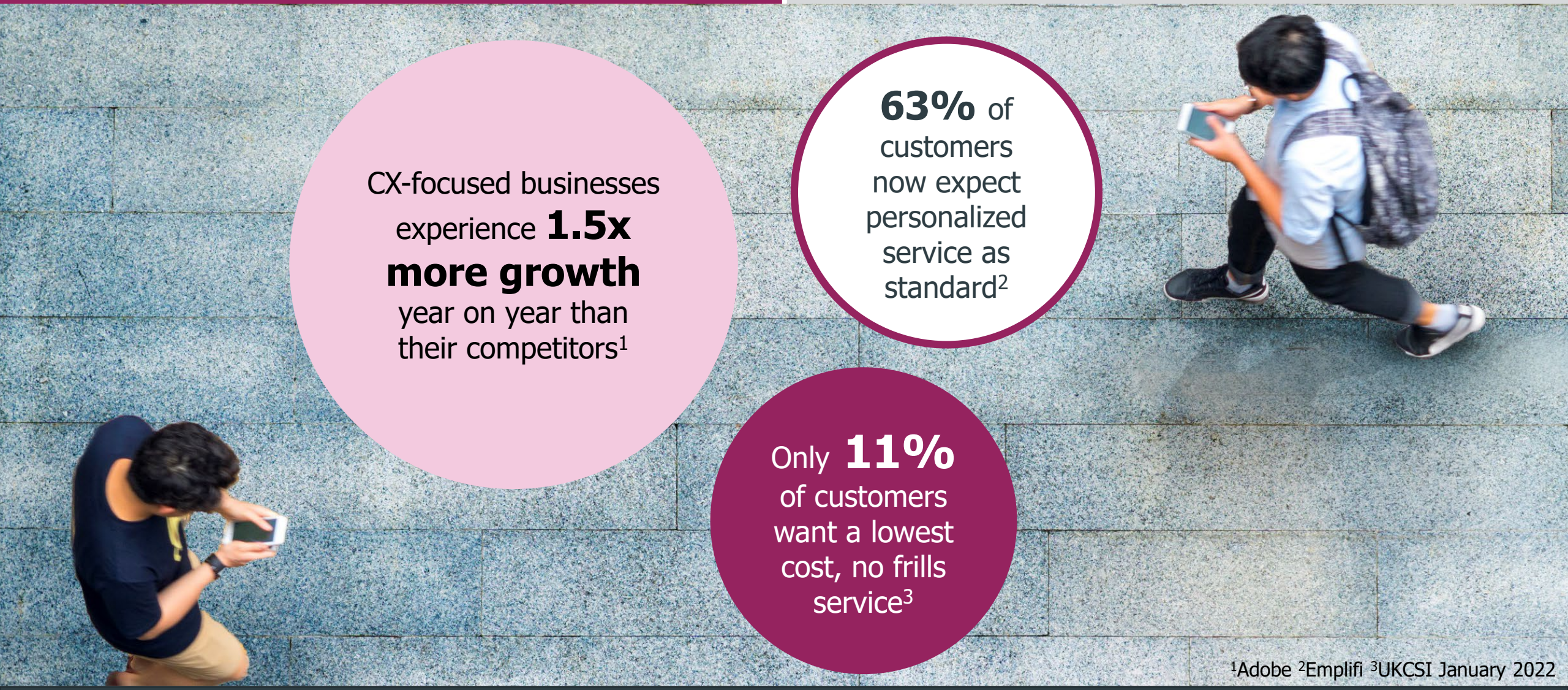


The July 2022 UK CSAT Index is at **78.4**, its highest level to date[1]

[1]UKCSI July 2022

The CX Landscape

Standards Have Been Universally Raised



CX-focused businesses experience **1.5x more growth** year on year than their competitors[1]

63% of customers now expect personalized service as standard[2]

Only **11%** of customers want a lowest cost, no frills service[3]

[1]Adobe [2]Emplifi [3]UKCSI January 2022

The CX Landscape

Standards Have Been Universally Raised

People are more willing than ever to pay for excellent customer service[1]

86% of people will leave a brand they trusted after only poor experiences[2]

93% of people are more likely to be loyal to businesses with great CX[3]

[1]UKCSI July 2022 [2]The Harris Poll [3]Hubspot

The Influence of Global Events

Under the uncertainty of recent international events, demand for digital services has increased

Investment in digital technology has skyrocketed, causing accelerated digital transformation globally

The Influence of Global Events

The top 3 age brackets for % of customers with a preference for digital channels[1]:

65-79 **80+** **55-64**

64% of businesses expect to increase investments in automation technology[2]

[1]UKCSI January 2021 [2]Inference Solutions

Current Trends in CX

Personalized Service

Customer Self-Service

Intelligent Automation

Social Media Access Channels

2

The Balancing Act: Can You Automate the Human Touch?

The Benefits of Omni-data

Resolve queries efficiently, across the globe

Provide a seamless, highly-personalized service

The Balancing Act

Automation Alone Is Not the Answer

30% say not being able to reach a real human is the most frustrating part of a bad customer service experience[1]

40% of customers still prefer talking to a real person over the phone[2]

Providing digital escape hatches allows customers to switch channels with ease

[1]Microsoft [2]American Express

By using AI to carry out intelligent routing, automation of repetitive tasks, and knowledge integration…

… customer service agents can use their empathy, decision-making skills, and friendly, human touch to deliver excellent CX. **Human Experience (HX) drives loyalty.**

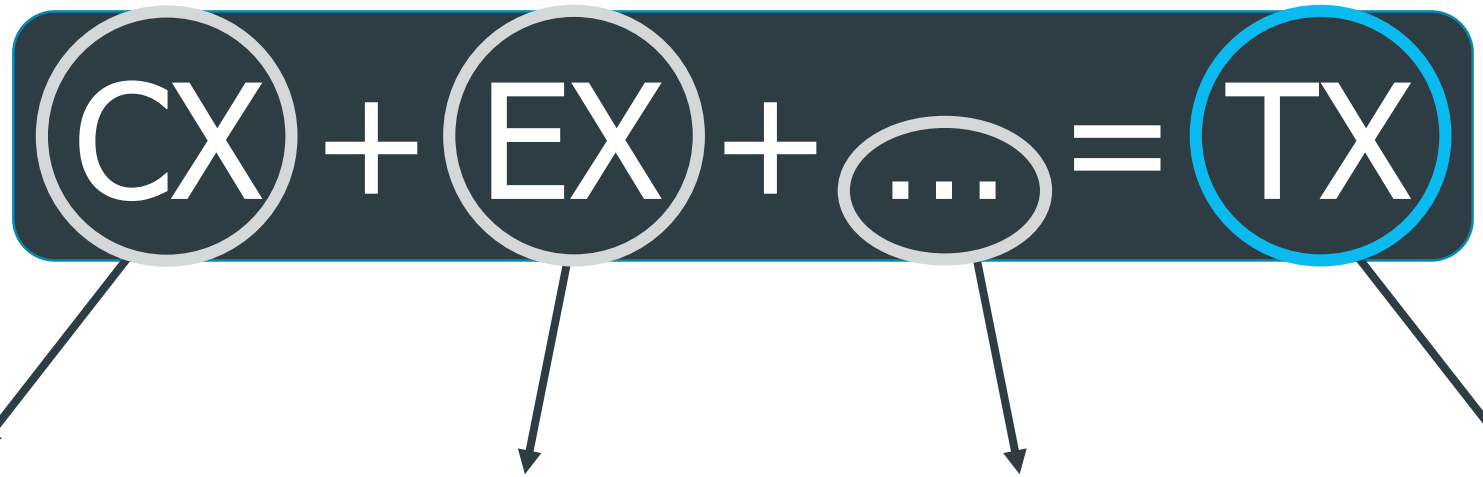
Smart devices will all eventually become digital customers with self-service ability

As automation increases, the problems left for humans will be the most challenging

It is therefore important to leverage data and AI effectively to support their roles

The Balancing Act

Total Experience



Customer Experience
Enabling choice whilst taking advantage of digital channels

Employee Experience
Seamless employee journey through one user interface

Additional
User, human & organizational experience

Total Experience
The 360°, unified view of the organization and its services

3

Excellent CX: What Does Best Practice Look Like?

Case Study: UK Power Networks

UK Power Networks

Automated resolution of **9/10** queries

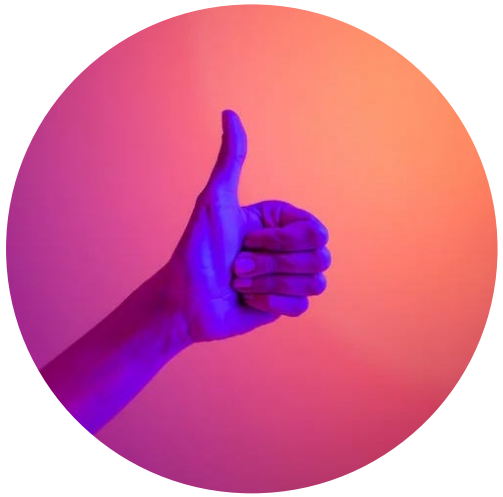
Proactive messaging reduces repeat callers by **50%**

93% CSAT score

Handle contact levels **40X** normal rate

Intelligent prioritisation of customers

Serves **33%** of the UK



Case Study: UK Power Networks

UKCSI 10 Highest rated organisations[1]

Jul-22 Rank	Organisation	Sector	Jul-22 Score
1	UK Power Networks	Utilities	86.5
2	Timpson	Services	86.4
3	John Lewis	Retail (Non-food)	86.3
4	Tesco Mobile	Telecommunications & Media	86.1
5	Suzuki	Automotive	85.9
6	M & S	Retail (Non-food)	85.9
7	Ocado	Retail (Food)	85.8
8	Waitrose	Retail (Food)	85.6
9	Apple	Retail (Non-food)	85.4
10	first direct	Banks & Building Societies	85.3

European Contact Centre & Customer Service Awards 2022

Content Guru & UKPN are joint-finalists

'Most Effective Management of Peak Demand'

[1]UKCSI July 2022

CX + EX + HX + UX

= **TX**

Thank you!
Any questions?

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