Customer Experience is broken.

Learn how to bridge CX gaps using AI.

Overview

Customers are adopting new digital platforms and interacting with businesses across channels, both online and offline. With customers taking time out to make contact, they expect brands to respond — quickly.

There is a growing appetite for curated brand experiences reflecting consumer preferences on modern channels. But are brands able to cater to this need and bridge the customer experience (CX) gap? No.

The CX gap has only widened. While **75% of consumers** expect consistent interactions across channels, **58%** feel they're not communicating with one company but with separate departments. This polarization is catalyzed because brands do not have a unified view of customers — since customer data is resting in fragmented silos across tools and teams. This maturity in customer data and context prevents companies from treating customers as one in a billion.

" 80% of customers switch brands because of poor customer experience. "

The challenge:

Understanding why CX, as you know, is broken and learning how to align your customer service strategy with modern customer expectations.

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Modern Customers in a World of Outdated CX Technology

Most customer service solutions make claims about helping brands deliver superior and personalized customer experiences. Expecting solutions to deliver omnichannel support along with social media and instant messaging has become the norm rather than a novelty.

[More than 85% of businesses](#) are set to offer live chat support by 2022. There is a strong and growing shift in customer preference, with customers flocking from traditional — phone and email — to modern channels.

And as agents return to work in a hybrid setup, companies need to look for ways to handle uncertainty with more agility and control costs while improving customer experiences.

> ## What are the core elements of a good CX?
>
> Have you ever had an unpleasant experience with a brand? It was most probably because the brand's customer support was not quite able to acknowledge or fix your problem.
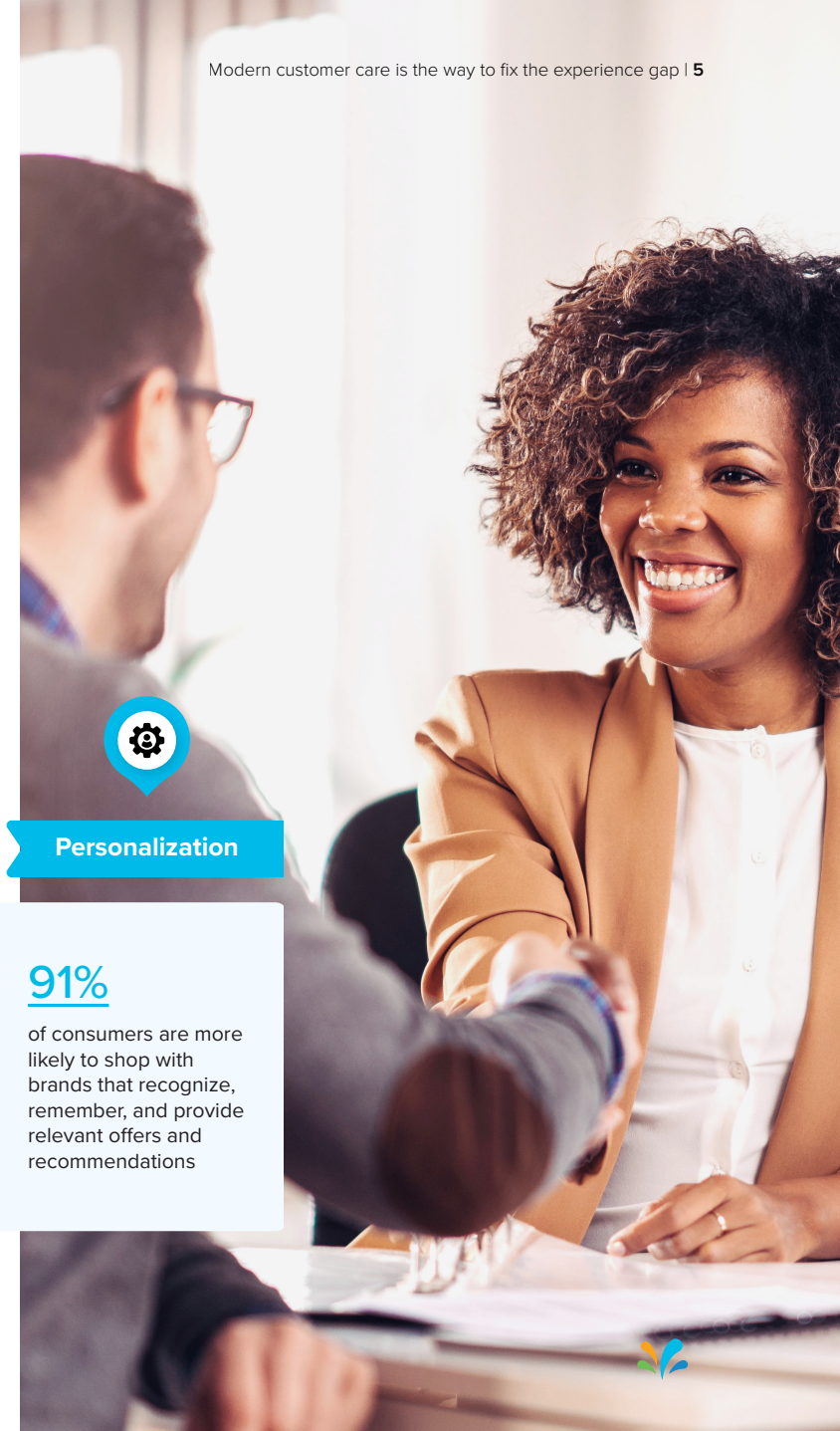
> # 81.6% of businesses agree that CX offers a competitive edge, but only 14.4% say it forms a crucial part of their organizational strategy.

Customer support is the first line of defense to fix a broken customer experience or prevent it from happening. When a customer quantifies their own experience, it greatly depends on their most recent engagement with a brand's support team.

Several emotional factors influence a customer's feelings about a brand interaction and support experience. We've narrowed it down to four key elements that make or break the customer experience:

Speed → **Convenience** → **Consistency** → **Personalization**

75%
of consumers expect a response within 5 minutes of contact

70%
of consumers believe convenience, helpful employees, and friendly service matter most for a good customer experience

69%
of U.S. adults shop more with retailers that offer consistent online and offline customer service

91%
of consumers are more likely to shop with brands that recognize, remember, and provide relevant offers and recommendations

What happens to customer experience when these CX elements are broken?

Speed, convenience, consistency, and personalization are primal consumer needs. These emotional drivers play a key role in increasing the adoption of social media for customer service. Globally, 54% of consumers prefer brands that respond to their questions and complaints on social media. Apart from voice, which has been a constant, customers have increasingly moved to digital channels for quick resolutions and easy access.

Brands that don't evolve are likely to deal with:

Slow response times and frustrated customers.

Disorganized customer engagement that doesn't provide effective resolution.

An inconsistent cross-channel presence that that confuses customers.

One-size-fits-all experience that results in more brokenness.

" **Only 26% of employees agree that the value of CX is defined and tracked in their organization.** "

Slow response times and frustrated customers.

Companies that offer substandard support don't inspire agent productivity. Agents cannot respond to customers swiftly and accurately until they have tools that allow them to give proper attention to customers. Besides, **91%** of agents struggle with switching between multiple screens.
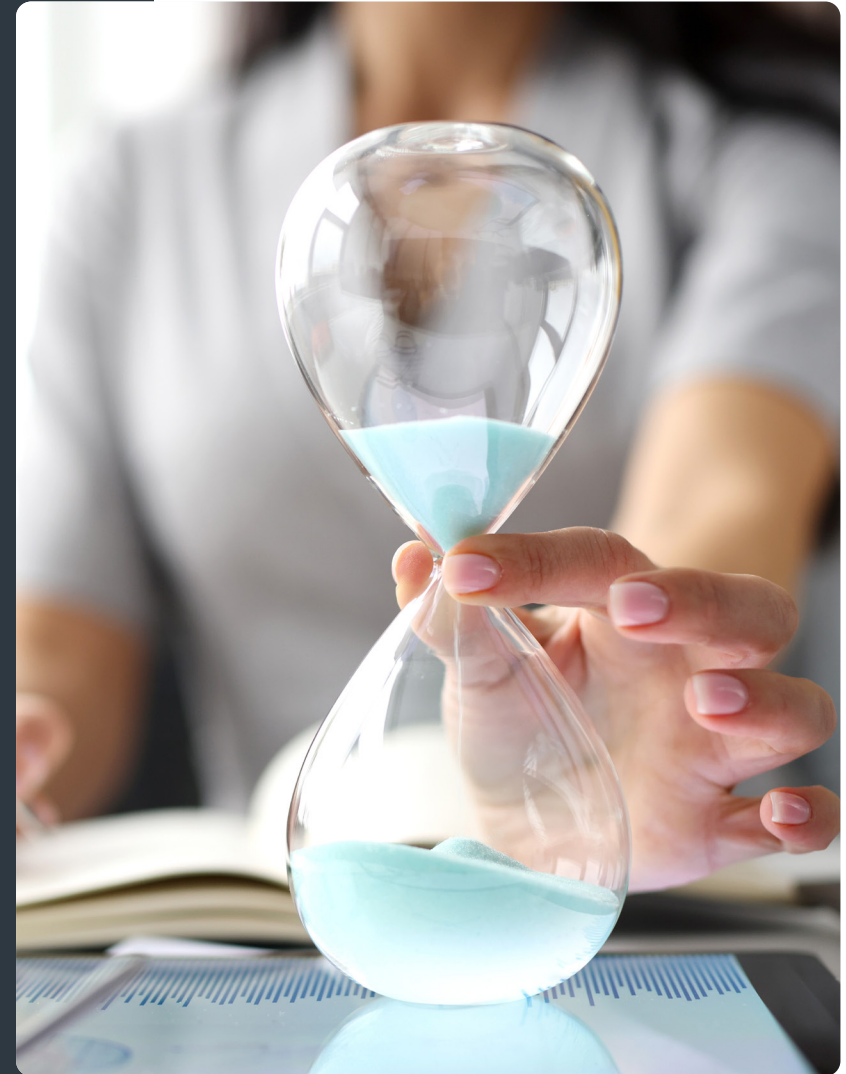
Disorganized customer engagement that doesn't provide effective resolution.

More than **80%** of today's customers are engaging with brands on social media. How do you leverage this engagement to deliver more personalized support? The solution starts with unifying silos across customer touchpoints, discovering customer expectations, and using them to transform ticket responses into **micro-moments of delight**.

An inconsistent cross-channel presence that confuses customers.

Being available on all customer-preferred channels doesn't completely solve customer problems. [Seventy-three percent of customers](#) traverse multiple channels during their buying journeys. Contact centers need to consolidate these numerous customer interactions scattered across channels so there's no loss of context regardless of when or what channel customers reach out for support.

One-size-fits-all experience that results in more brokenness.

Customers feel valued when agents interact with prior knowledge of their preferences, purchase behaviors, and conversation history. <u>Seventy-eight percent of boomers</u> get frustrated when they have to restart a conversation with a brand. Measuring and analyzing customer sentiment is a vital part of personalizing interactions. Agents often do not have the means to make an emotional connection at a ticket or conversation level, especially when there's a large volume.

Customer Service Expectations of Modern Customers

The coronavirus pandemic has impacted modern customers' expectations. About 75% of customers feel customer service during the pandemic, and the chance of getting a response to calls and emails has decreased to 50%. This was a wake-up call for companies that were compelled to ask employees to return to the office as they lacked the infrastructure for a smooth transition to remote work.

From pre-contact in the form of internet research to website engagement to direct agent contact to post-sale support and engagement, the journey needs to be seamless. Designing an experience for the modern customer requires the input of contact center stakeholders, with integrated thinking from all customer-facing functions.

Preference for frictionless self-service

Due to long wait times in support lines, customers have started trying to solve issues on their own. Almost 81% of customers attempt to solve their queries themselves before reaching out to a support agent. This is a cue for customer-centric companies to empower their customers with self-service resources for a no-contact resolution.

Quick responses and resolutions

Did you know 75% of online consumers expect a response within 5 minutes? Contact centers require AI-powered routing to speed up service by assigning the right issues to the right agents. And automation helps agents meet SLAs, deflect common customer inquiries, and managers collect contact center performance data to bolster customer experiences.

Personalized support experiences

80% of consumers are more likely to purchase from a brand that provides personalized experiences. Personalization keeps customers from being considered just another statistic, lead, or ticket. Addressing a customer's complaint with context from prior interactions shows that the brand values them and wants to build a strong relationship with them.

Give Customer Service a Human Touch — Empower your Agents with the Right Context

Deploying the right technology and integrations can enable contact centers to deliver personalized care with speed, accuracy, and limited friction. AI is becoming inevitable in customer service as a true customer service unifier. AI-enabled customer service software can break down larger organization-wide goals into smaller, achievable micro-moments that enhance agent and customer experience.

As a function, customer service operations have been among the most enthusiastic adopters of AI. Customer service analytics and contact center automation are **organizations' top AI use cases**. AI contextualizes the moving parts of a customer service team, from automation to ticket analysis to customer sentiment. It holistically drives bottom-line impact for contact centers. The right customer service technology will leverage AI to facilitate enterprise-grade insights and personalization to deliver superior experiences to customers.

Achieve higher response and resolution rates with AI bots that understand intent

Customers want quick answers to their queries. At the same time, they want customer service responses to address their unique needs. They find fast and low-effort conversational channels, such as live chat and instant messaging, convenient to get their questions and complaints across.

Being quick, live chat and messaging require a huge real-time support team. Support teams, which usually consist of overworked gig workers, find it hard to add to agents' workload or hire to keep up with the rising demand. In a recent study, **87%** of workers reported high or very high stress levels at their contact centers.
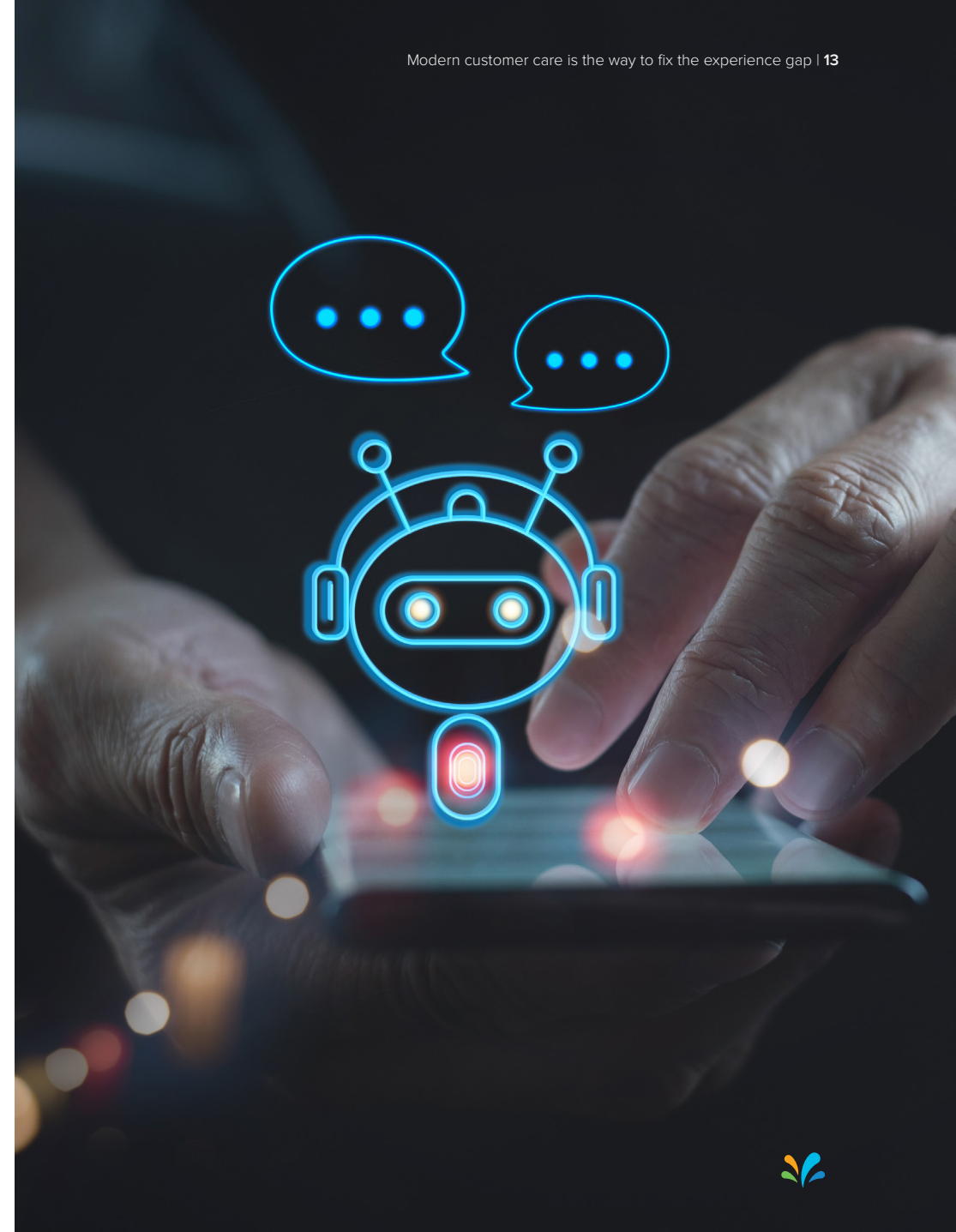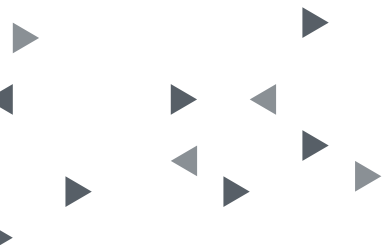
How an AI bot helps deflect the most common customer issues:

Personalization at scale

Personalize customer interactions by testing and training bots to identify message intents. Chatbots can rapidly learn from customer queries, such as refunds, bugs, and delivery, and classify them as "intents."

Real-time sentiment analysis

Sentiment switches intents midway through a conversation according to the customer sentiment. Imagine a bot-customer conversation about scheduling a meeting. If the customer changes their mind and asks a random question, the AI bot can immediately identify the new intent and trigger the corresponding workflow.

Smart responses

Offer zero-lag, relevant responses, and instant resolutions by identifying customer signals and keywords in messages. If a customer asks "how to reset my password," the bot can enable intelligent AI responses based on saved replies and suggest relevant knowledge base articles.

Intelligent routing

Facilitate a smooth handoff to a live agent if the AI bot cannot identify the customer intent. There might be situations where your bot comes across a unique customer intent that it's never encountered — in such cases, the chatbot senses and routes the issue to a human agent.

Quick platform setup and future-ready infrastructure

You spend enough time evaluating features, collecting feedback from customer-facing teams, and planning operations before zeroing in on customer service software. There's no reason why you should channel your company resources and energy on data migration uncertainties, setting up the solution, or intensive agent training to get used to the workspace.

An ideal solution should let you do all of the above and also offer:

Minimum time-to-value

Set up the platform and start supporting customers quickly, with the ability to add channels within minutes.

Enterprise-readiness

Get an agile, agent-friendly, easy-to-implement support infrastructure equipped to handle complex support workflows and operational overhauls.

Multi-channel integration

Pivot your support strategy to keep up with the evolving digital preferences and add "up and coming" customer-favorite channels to your contact center armory.
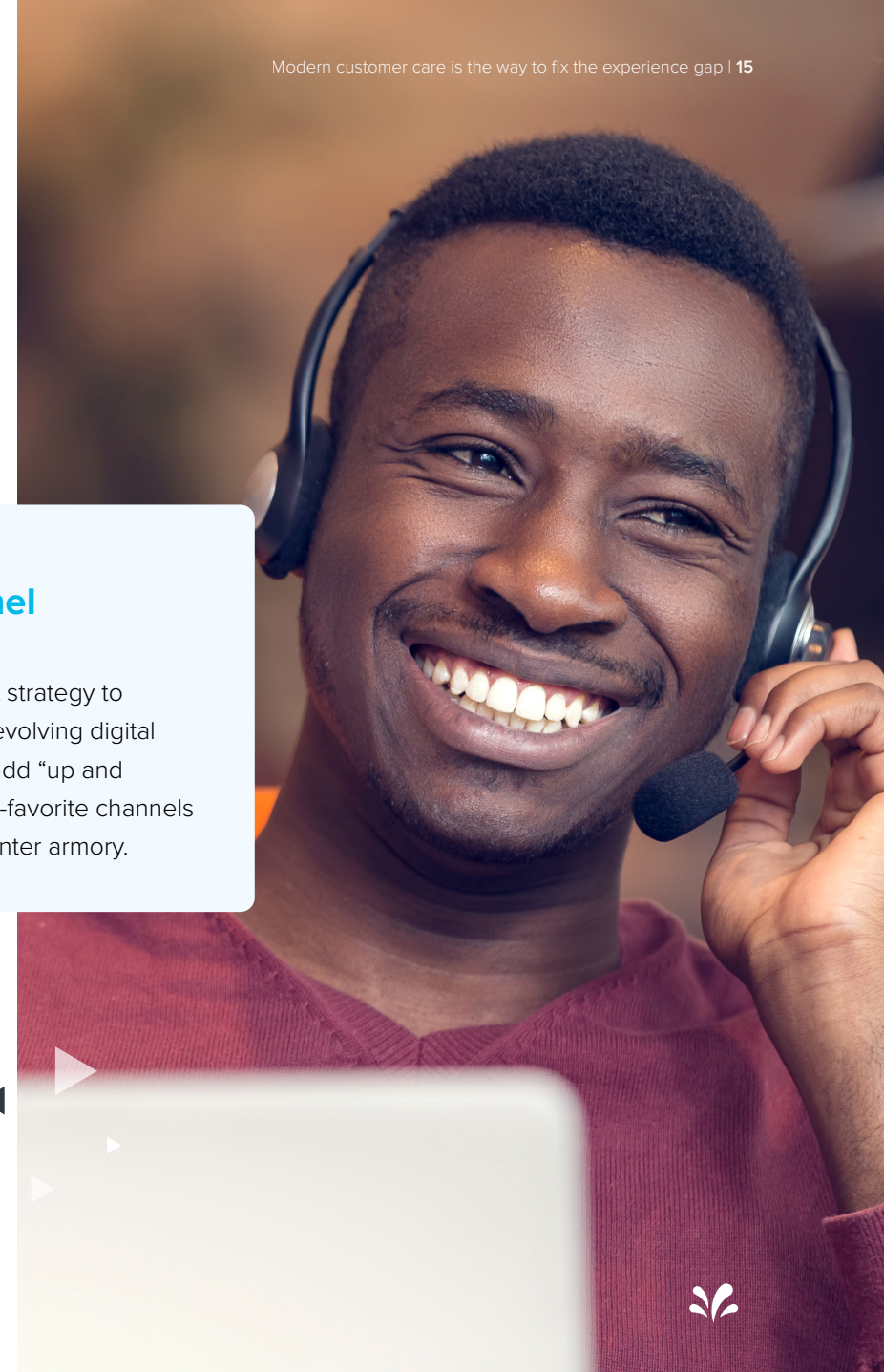
A unified solution with centralized contact center processes

Collaborating or delivering consistent support is difficult if your customer-facing teams are scattered. This is especially true for agents located across regions, timelines, products, and workspaces. More than teams, your support operations will be all over the place without a standardized flow of processes.

> ## 55% of organizations don't have a single view of all customer care interactions.

Deploying a unified customer care solution can help you manage your entire agent workspace within one platform. An AI-powered customer care solution can drive a whole support hub, from assigning tasks to evaluating contact center performance to creating customized training.

Here's how a unified customer service solution improves CX:

Preemptive support

Automatically identify the top contact drivers with AI, segment them by type, and take precautions to prevent common customer issues from happening again.

Agent monitoring

Allow contact center managers to audit agent performance at a granular level with customized reports and analyze operational gaps with AI.

Single customer view

Connect with customers deeper with an omnichannel history covering everything from channel interactions to transactional insights and an enriched 360-degree customer view on a single page.

Improved agent productivity

Remove indecisiveness by defining your agent skills and team responsibilities on-platform with AI-powered ticket routing, SLA management, and real-time agent dashboards.

Enterprise-grade AI automation and guided workflows to improve agent productivity

Maintaining agent productivity becomes an uphill battle for customer service managers amidst employee churn, evolving customer preferences, and training new hires.

Automation provides agents with much-needed breathing space by saving them from heavy workloads and routine questions. It also creates a self-sustainable customer service team that runs like clockwork, as agents concentrate their efforts on customer issues that are more complex and require human intervention.

Key benefits of an automated contact center:

Agent assist

Choose a response to a customer query from AI suggestions. Agent assist workflows use AI to gather relevant information and share it with the agent for quicker and more accurate responses.

Guided workflows

Automate all your manual tasks and boost agent productivity with guided workflows for tasks as simple as updating payment information, customer authentication, and troubleshooting.

One-click automation

Create automated workflows that can be executed with a single click. When your team receives a ticket, the platform lets you trigger a series of actions to mark a message as spam, escalate an issue to the concerned team, or tag external stakeholders with collaborative notes.

Real-time social media customer service and crisis management made scalable by AI

It is not humanly possible for agents to spend time reading and responding to every direct or indirect brand mention on social media. Even with an army of human agents, segmenting posts as spam, fan messages, customer appreciation, or under brand crisis is a never-ending, tedious process.

Social media bustles with customer-brand interactions. Nearly **80%** of customers use social media to engage with brands. And a lot of these interactions can go unnoticed unless there's a way to continuously monitor them. Here's where the AI filters scan and prioritize messages. This allows agents to respond to tickets that particularly improve CSAT and NPS while reducing future tickets.

Three of the many brilliant things an AI-powered customer care solution enables you to do in real time:

Brand tracking

AI-based keyword and brand tracking help keep tabs on direct and indirect brand mentions on social media.

PR crisis management

With smart AI alerts, maintain a healthy online brand perception and quickly detect customer issues and PR crises that may affect your brand's reputation.

Ticket management

AI-powered crisis management allows notifying agents working on tickets considered at risk and might result in escalations.

Tech checklist: here's what you need to fix a broken CX

✓ A platform that can be set up within minutes with zero complexities, a hassle-free chatbot, and automation builders that require no agent training or a single line of code

✓ Enterprise-grade AI that helps decode hidden customer frustration signals, fills gaps in customer experience, identifies contact drivers, reduces future tickets, and contextualizes raw data into actionable service insights

✓ A scalable solution that helps you pivot your strategy to meet evolving customer needs and ticket volumes with AI chatbots and self-service, plus continuous digital monitoring for brand compliance

✓ Automation capabilities that minimize manual tasks with smart ticket assignment and AI-assisted workflows to manage agent productivity and have a high first contact resolution rate

✓ A unified, omnichannel solution that fetches customer context across channels and transactional touchpoints, enabling agents to provide personalized, efficient, and human support

Modern Care Lite, our unified customer service software, ticks all the above boxes and more. Get started in less than 5 minutes and delight your customers across 15+ digital channels.

Would you like to discover how our best-in-class AI improves customer satisfaction and agent productivity?

Get in touch with us. We'll take you through every aspect of Modern Care Lite that can significantly enhance your bottom line and customer experiences.

Social Proof of Bottom-line Impact from Modern Care Lite

HONDA

Customer Name: Honda

Industry: Automobile

How Honda unified customer care in a new era of online car sales. Read full story here

AkzoNobel

Customer Name: AkzoNobel UK

Industry: Paints and coatings (Retail)

How AkzoNobel UK reduced response times and increased engagement. Read full story here

Fix your CX with Modern Care Lite – an AI-powered customer service solution

Provide customer service across 15+ channels

Delight your customers on 15+ digital channels without losing customer context.

Get started in 5 minutes

Whether it's setting up Modern Care Lite or adding a new channel, get it done in 5 minutes.

Reduce future tickets

Identify the top call drivers using AI-powered insights, gleaned from dashboards and industry reports.

Deploy AI intents in less than 10 minutes

Test, train, and deploy a new AI intent for contextual bot conversations and case-type identification.

Delight customers with zero-touch

Personalize every interaction with conversational AI, using dialog flows, decision trees, and dynamic intent.

Pair cases with agents in a smart way

Match customer requests to best-suited agents based on historical data using skill-based routing.

Try Sprinklr Modern Care Lite for free — and extend your contact center's capabilities even further

Start offering faster support and better customer experiences from today with a 30-day free trial of Modern Care Lite. Discover how Sprinklr can enable you to scale your support and deliver hyper-responsive customer delight.

START FREE TRIAL

REQUEST DEMO

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