

Customer Experience is broken

Learn how to bridge CX gaps using AI



Overview

Customers are adopting new digital platforms and engaging with businesses on several channels, both online and offline. With customers dedicating their time and effort to engage, it is only fair that they expect the brands to reciprocate. They want curated brand experiences that reflect an understanding of their preferences and needs on their favorite channels.

But are companies really able to bridge the experience gap? No.



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



The CX gap has only widened. While [75%](#) of consumers expect consistent interactions across all channels, [58%](#) feel they're not communicating with one company but with separate departments. This polarization is catalyzed by not having a unified view of customers because customer data is trapped in disconnected silos across tools and teams. And not having a unified view of customers leads to customer queries not being answered to their satisfaction or customers having to wait for long periods of time to get their complaints resolved. It also makes managing customer responses and notifying them when their issue is resolved increasingly difficult.

The challenge:

Understanding why CX, as we know, is broken and how to align your customer care strategy with the expectations of the modern customer.



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Modern customers in a world of outdated CX

Most customer service solutions make tall claims about helping brands deliver a superior and personalized experience to their customers. The expectation from these solutions to deliver omnichannel support with social media and instant messaging has now become the norm rather than a novelty. More than [85%](#) of businesses are poised to offer live chat support this year. The shift in customer preference from traditional — phone and email — to modern channels has already occurred.

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 experience.

What are the core elements that make for a good CX?

Think about your most recent unpleasant experience with a brand. Chances are that the company's customer support played a major role in not fixing or acknowledging your problems.

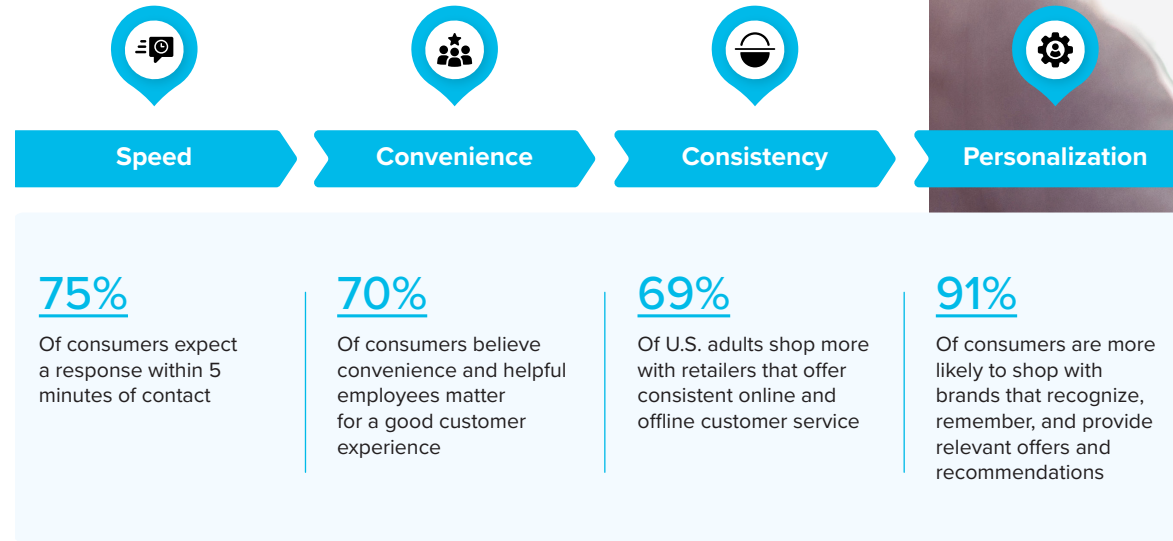




81.6% of businesses agree that CX offers a competitive edge, but only 14.4% say it forms a crucial part of the organizational strategy.



Customer support is the first line of defense to fix a broken customer experience or prevent it from happening in the first place. Quality customer support can drive business growth and increase customer satisfaction and loyalty. Therefore, customer support managers need to proactively serve customers before they reach out to support. Streamlining workflows, deploying AI and automation, and monitoring agent data and behavior are key to boosting customer experience. But do you know what elements make or break a customer's experience? We've narrowed it down to four elements:



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 the increasing adoption of social media for customer service. Globally, [54%](#) of consumers prefer brands that respond to their questions or complaints on social media. Apart from voice, which has remained a constant, customers have increasingly moved to digital channels for quick resolutions and easy access.



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



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

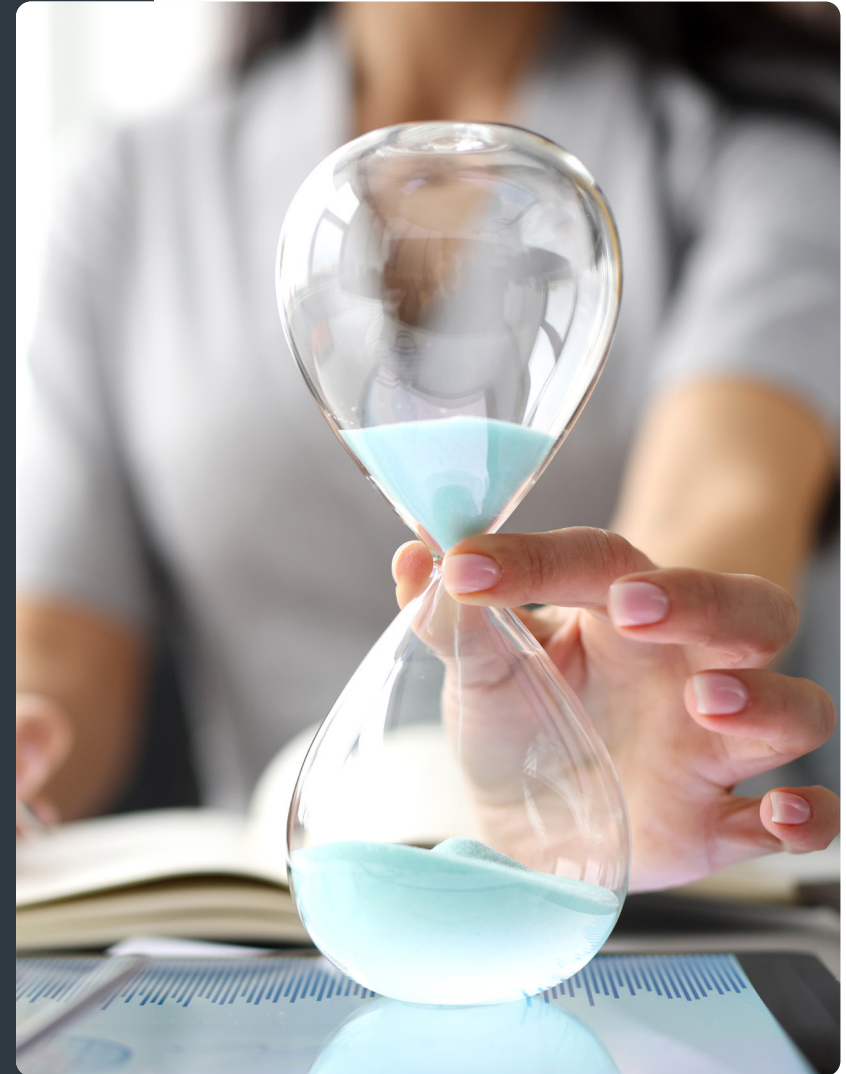
-  **Slow response times and frustrated customers.**
-  **Disorganized customer engagement that doesn't provide effective resolution.**
-  **An inconsistent cross-channel presence that throws customers for a loop.**
-  **One-size-fits-all experience that results in more brokenness.**





Slow response times and frustrated customers.

Companies with a poor support system don't inspire agent productivity. Agents can't be expected to respond to customers swiftly and accurately without proper tools that enable them to give the right attention to customers. Besides, [91%](#) of agents still struggle to switch 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 throws customers for a loop.

Being available on all customer-preferred channels doesn't solve customer problems by itself. 73% of customers traverse multiple channels during their buying or resolution journeys. Contact centers need to consolidate these customer interactions across channels, so there's no loss of context no matter 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. 78% of boomers get frustrated when they have to restart conversations with a brand. Quantifying customer sentiment is a vital part of personalizing interactions. But at scale, agents are not provided the means to make an emotional connection at a ticket or conversation level.



Customer Service Expectations of Modern Customers

The global pandemic was instrumental in pushing modern customers' expectations. About 75% of customers feel that customer service has worsened during the pandemic, and the chance of getting a response to calls and emails was down to [50%](#). This was a wake-up call for several companies, as they were compelled to send employees back to their offices due to a lack of infrastructure for making 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 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



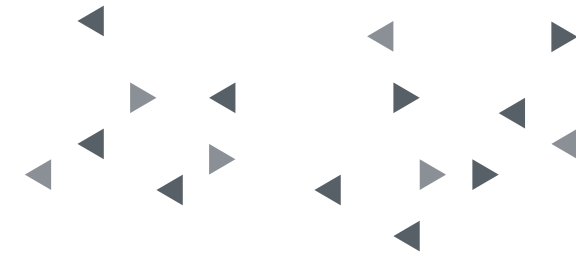
[80%](#) of consumers are more likely to purchase from a brand that provides personalized experiences. Personalization keeps customers from being considered just another statistic, lead, or a ticket. Addressing a customer's complaint with context from prior interactions shows that the brand values them 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. An AI-enabled customer service software can break down larger organization-wide goals into smaller achievable micro-moments that enhance agent and customer experience.

Customer service operations, as a function, have been one of the most enthusiastic adopters of AI. Customer service analytics and contact center automation are also the [top AI use cases](#) in organizations. AI contextualizes the moving parts of a customer service team — from automation to ticket analysis to customer sentiment — and 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. Since these are fast and low-effort, customers find conversational channels such as live chat and instant messaging convenient to get their questions or complaints across to the support team.

But because of their quick-access nature, live chat and messaging can manufacture an artificial requirement for a huge real-time support team. Support teams, having already been filled with gig workers who end up overworking themselves, can't afford to add to agents' workload or keep hiring to match the demand. In a recent study, [87%](#) of workers reported high or very high stress levels at their contact center.





Here's how an AI bot can swoop in to deflect the most common customer issues.

Personalization at scale

Personalize customer interactions by testing and training bots to identify the message intent. Chatbots can learn from a sample set of customer queries for customer problems such as refunds, bugs, and delivery to classify them as “intents.”

Real-time sentiment analysis

Switch intents midway through a conversation according to customer sentiment. Imagine a bot-customer conversation that is about to schedule a meeting. If the customer changes their mind and asks a completely disconnected question, the bot can still identify intent and trigger a corresponding AI workflow.

Smart responses

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

Intelligent routing

Facilitate a smooth handoff to a live agent if the AI bot cannot identify customer intent. There might be situations where your bot comes across a unique customer intent that it's never encountered before. In such cases, AI chatbots can sense when to involve a human agent and route the issue to them.



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 a customer service software. There's no reason why you would have to focus 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 then some.

Quick time-to-value

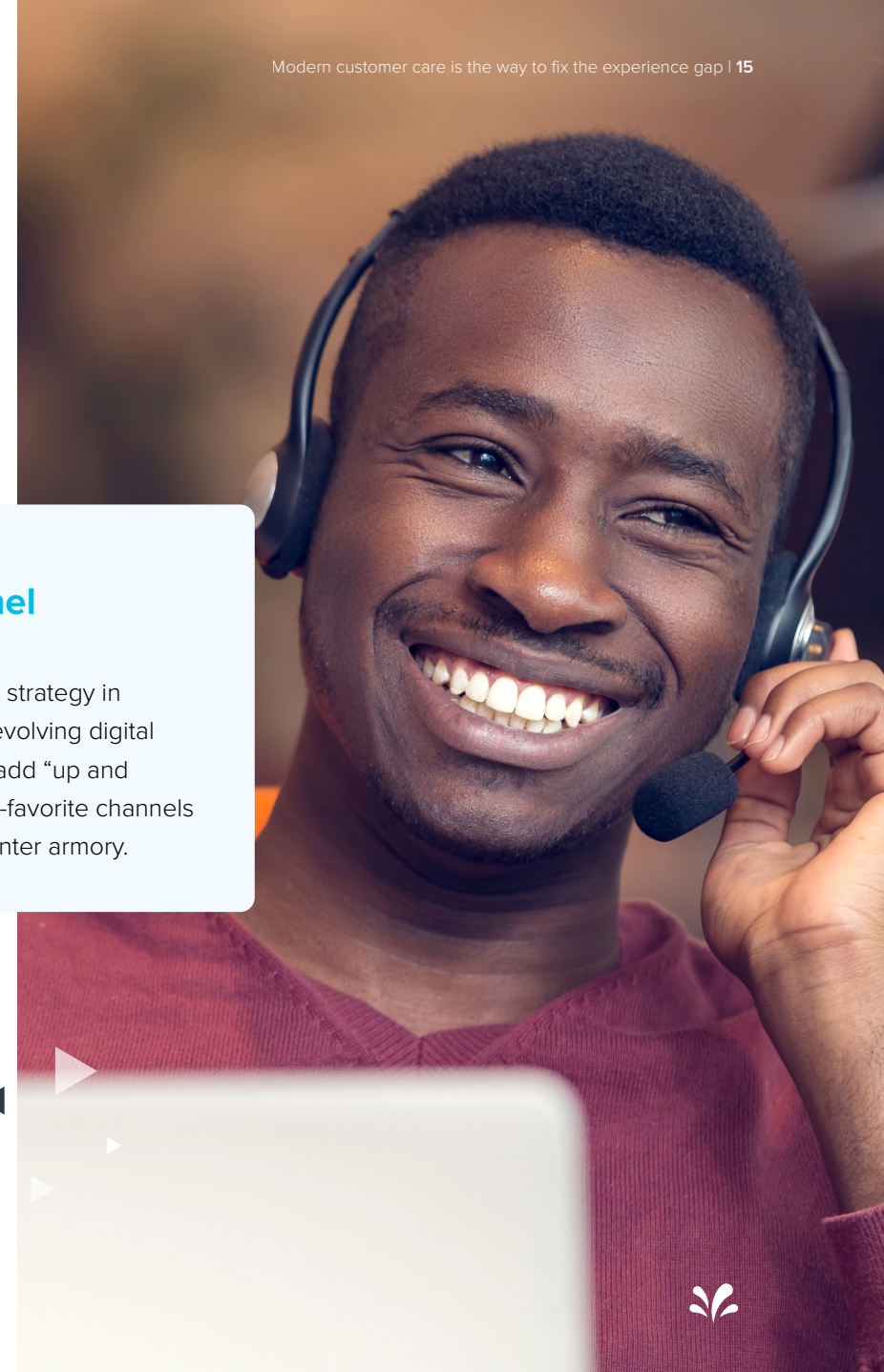
Set up the platform and start supporting customers quickly, with the ability to add channels within minutes.

Enterprise-ready

Get an agile and agent-friendly support infrastructure that is easy to implement and ready to handle complex support workflows and operational overhauls.

Multi-channel integration

Pivot your support strategy in keeping 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

If your company has scattered customer-facing teams, you must find it difficult to collaborate or deliver consistent support. This is especially true for agents spread across different regions, timelines, products, and workspaces. More than teams, it's your support operations that get scattered everywhere 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 and evaluating contact center performance to creating customized training.

Here's how a unified customer service solution can help improve CX.

Preemptive support

Identify the top contact drivers automatically 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 at a deeper level 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 task for customer service managers amidst employee churn, changing customer preferences, pivoting the team to handle new products, and training new hires.

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

Here are some of the benefits of an automated contact center.

Agent assist

Help agents choose a response to a customer query from AI suggestions. Agent assist workflows use AI to pick up relevant information and share it with an agent for quicker and more accurate responses.

Guided workflows

Automate 4x more manual tasks and multiply agent productivity with guided workflows for simple tasks such as updating payment information, customer authentication, and troubleshooting.

One-click automation

Pivot your support strategy in keeping with the evolving digital preferences, and add “up and coming” customer-favorite channels to your contact center armory.



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, scans, and prioritizes the messages, so agents can respond to tickets that truly matter to improve CSAT and NPS while reducing future tickets.

An AI-powered customer care solution can do the following and more in real-time.

Brand tracking

Keep tabs on direct and indirect brand mentions on social media by setting up AI-based keyword and brand tracking.

PR crisis management

Maintain a healthy online brand perception and foresee sensitive customer or PR issues before they affect your brand's reputation with smart AI alerts.

Ticket management

Notify agents working on tickets that are considered at-risk and might result in escalations with AI-powered crisis management.



Checklist: Things to look for in the tech needed 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 up 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 according to the evolving customer needs and ticket volumes with AI chatbots and self service; plus continuous digital monitoring for brand compliance
- ✓ Automation capabilities that deflect manual tasks with smart ticket assignment and AI-triggered workflows to manage agent productivity and deliver higher first contact resolutions
- ✓ A unified, omnichannel solution that fetches customer context across channels and transactional touchpoints, enabling agents to provide a personalized and human support experience

Modern Care Lite, our unified customer service software, ticks all the above boxes and more. You can 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 is purpose-built to raise the bar on customer satisfaction and agent productivity?

Get in touch with us. We'll take you through every aspect of Modern Care Lite that can add value to your company's customer experience and the bottom line.



Social Proof of Bottom-line Impact from Modern Care Lite



Customer Name: Honda

Industry: Automobile

How Honda unified customer care in a new era of online car sales - [Read full story here](#)



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 any 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 under 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 and 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 then extend your contact center's capabilities even further

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

[START FREE TRIAL](#)[REQUEST DEMO](#)



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