FUSION
POWER OF HUMAN CONNECT

Intelligent Technologies for
Optimized CX Management in BPO

Delivering augmented experiences to customers has become the key for businesses to drive greater customer satisfaction.

Table of Contents

Introduction

When the iPod was launched in 2001, Apple stated that its primary aim was to "put 1,000 songs in your pocket". It was considered by many to be among the greatest technological marvel of its time, providing customers the opportunity to experience music like never before.

However, as the world continues to progress toward a more technology-driven way of life, modern customer habits have also evolved, with traditional customer services no longer adequate to drive customer satisfaction. As a result, customer engagement practices in current businesses must go above and beyond simple solutions, surpassing every obstacle with technology-enabled practices to meet customer expectations with personalized resolutions at every touchpoint in the customer's journey. The need of the hour is progressive technology integration (and its potential applications in commerce) to deliver eccentric customer experiences (CX) across the board.

This paper explores how intelligent & augmented technological advancements are dictating customer engagements and how they will continue to optimize CX deliveries in the future. Furthermore, we will also discuss the following:

○ **How customer expectations have evolved due to technological innovations**

○ **Key CX initiatives & the use of technology to deliver superior-quality engagements**

○ **Key focus areas for enterprises to ensure frictionless CX deliveries**

○ **The importance of proactive customer success & the future of CX management**

Evolving customer expectations with advancing technological innovations

Customer service interactions must become more consumer-centric instead of focusing only on concerns, issues, complaints, grievances, etc., and their solutions. And as expected, technology will have a massive part to play in this transition! Artificial Intelligence (AI), Machine Learning (ML), Natural Language Processing (NLP), Robotic Process Automation (RPA), etc., have become commonplace in many of the processes implemented in modern customer support operations. The challenge, however, has been with the real-time integration of these modern technologies with human actions to ensure empathic CX deliveries. As a result, CIOs in top BPO enterprises have their work cut out for them! They must devise data-driven processes, leveraging the latest technological advancements to develop sustainable CX initiatives.

It is also important to note that the "new-age" customers are tech-savvy and prefer communicating across digital channels, often switching between mediums for more personalized and convenient interactions. Unfortunately, this often leads to inconsistencies during customer engagements and results in declining customer experiences. Hence, the responsibility falls on enterprises to create sustainable technology-driven strategies capable of frictionless transitions between communication channels. Eventually, this will contribute heavily to seamless customer engagement across service departments, support representatives, communication channels, and other aspects that directly or indirectly impact customer engagement.
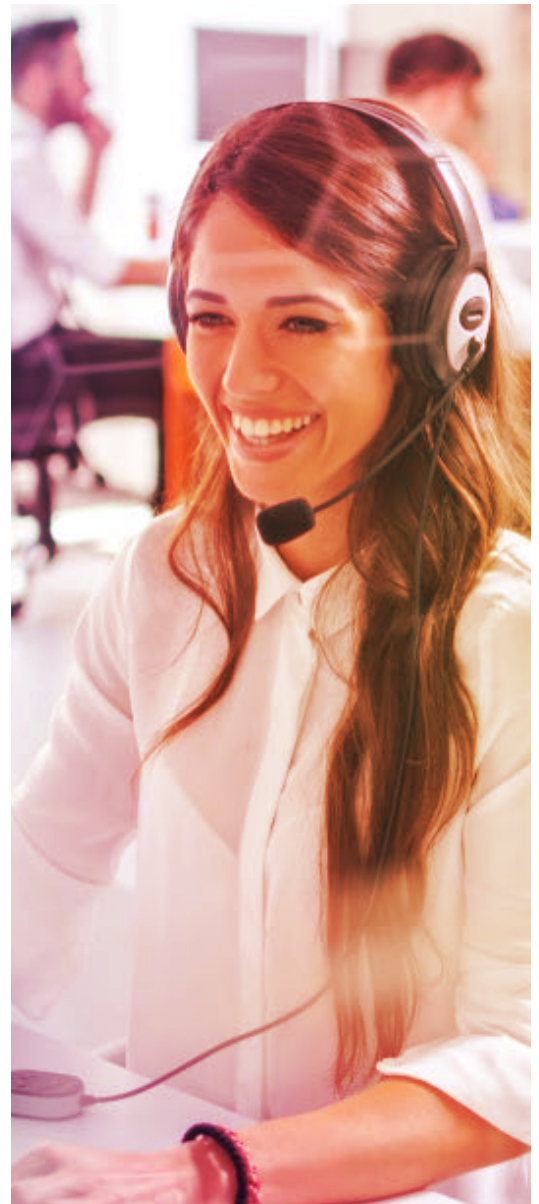
The increasing utilization of technology to cater to evolving customer expectations can be perfectly represented by the latest technological innovation from L'Oreal. The leading cosmetics & personal care company recently launched its customer-centric Yves Saint Laurent Rouge Sur Mesure that allows women to print up to 4,000 different lipstick shades, using augmented reality to generate fine-tuned colors. Users can upload a picture on the YSL mobile app, and the device will produce a shade that matches the color of the outfit in the picture. What the cosmetics company has managed to achieve with this device is much more than just incredible engineering prowess. L'Oreal has integrated advanced technology with a deep understanding of customer expectations to create personalized and augmented customer experiences.

58% of leading enterprises have scaled technology implementations to overcome customer engagement challenges, while **59% utilize** technology-driven innovations within their current setups to simultaneously reduce operating expenses and improve customer engagement.

Key CX initiatives integrated with advanced technology for superior-quality engagements

As discussed earlier, enterprises have a responsibility to deliver superior customer engagements to ensure superior CX management. In trying to do so, organizations usually focus on key CX initiatives, including:

Personalized engagement

Gone are the days when solution-based customer support was adequate to ensure customer retention. Today, customers expect convenience and are often willing to switch brands even when their slightest expectations are unmet. From the preferred communication medium to the quality of solutions offered, customers want personalization in every aspect of their association with an organization.

Digitalized conversations

The modern tech-savvy customer is mostly drawn to digital communication channels, seeking prompt responses from any platform they choose to communicate with support representatives. As a result, enterprises are forced to implement appropriate infrastructure to offer seamless data transfer from one communication medium to another and avoid disruptions in customer engagement, ensuring superior-quality CX deliveries.

Data analytics & security

Current customer engagement practices enable enterprises to collect, store, and access customer data in large volumes. With proper utilization, customer data analytics can provide valuable insights into customer preferences and empower an organization to deliver highly personalized solutions to its customers. However, utilizing this data to its maximum potential is equally important. At the same time, protecting customer data from security breaches or falling victim to malicious hacking activities is equally important.

Delivering personalized solutions to customer grievances is the need of the hour. Digitalized communication and innovative technology integration for improved data access and analytics can eventually be the best way for organizations to match the modern customer's expectations.

Key technologies that enterprises must focus on to ensure frictionless CX deliveries

There are multiple technologies that can be integrated into customer support operations to ensure effective CX optimization. Some of these technologies include:

ChatBots & VoiceBots

Implementing conversational AI and automatic voice recognition to create intelligent Speech analytics and efficient self-service platforms empowers enterprises to ensure personalized customer engagements. At the same time, automated responses can ensure speedy resolutions and improve time utilization during interactions to make customer engagement practices more efficient than ever before.

Customer experience management (CXM) systems

A Customer Relationship Management (CRM) system aims to track customer interactions across communication platforms. In contrast, a Customer Experience Management (CXM) system collects customer feedback and data from all touchpoints to help enterprises provide more personalized customer experiences. With access to valuable insights into customer preferences, organizations can remodel customer engagement practices to meet customer expectations.

Customer Data Platform (CDP)

A Customer Data Platform (CDP) is a combination of applications that generate a unified customer database easily accessible to other applications. The system accesses various sources to gather, cleanse, and merge data to create a comprehensive consumer profile. This customer profile can then be accessed and utilized by
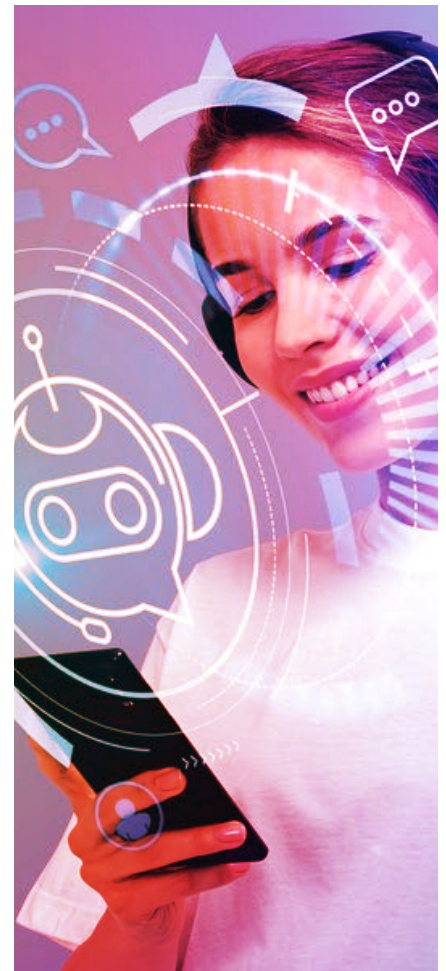
marketing platforms and customer support operations to predict customer behavior, deliver personalized services, and perform other data-driven activities.

By embracing these technologies, enterprises can:

- Automate routine operations
- Increase agent productivity
- Switch operations to ensure superior monitoring & oversight
- Reduce volumes of customer interactions reaching support representatives by using self-service resources to solve basic problems, such as generic inquiries, FAQs, etc.
- Generate a consolidated view of customer engagements for improved accessibility
- Use AI to ensure easy access to real-time data and resources

With the right technology integrated with customer support operations, enterprises can build intricate frameworks and develop efficient strategies to ensure optimized CX deliveries.

Proactive Customer Engagement: The Future of CX Management

Technological inefficiencies in modern customer engagement can lead to poor CX, resulting in high volumes of customer attrition.

Anticipating customer challenges, grievances, etc., and proactively reaching out before these challenges become major issues can massively impact customer experiences. While this primarily contributes to superior CX management, it also does a lot to reduce the workload of customer support operatives. When enterprises can broadcast prevalent issues to all customers across multiple communication channels and suggest preventative and corrective measures, customers can resolve the issues independently and do not need to contact support representatives for resolutions. Customers appreciate this proactiveness and are likely to be more loyal to their chosen brands.

Conversely, enterprises lacking the appropriate technical infrastructure are at risk of falling short of delivering sustainable customer support and are likely to fail in the future. Moreover, their inability to anticipate the needs of their customers and offer personalized solutions will definitely result in high customer attrition, negatively impacting their revenue generation and business growth. Hence, investing in customer-centric technologies and extensive data analytics to develop detailed customer profiles will pay rich dividends in building augmented strategies for superior CX management.

Final Thoughts

With technologies like AI, ML, NLP, RPA, etc., becoming increasingly integral to modern customer engagement practices, enterprises have an unprecedented opportunity to optimize their CX deliveries. This will eventually lead to increased efficiency in the way customer support teams address grievances, ensuring superior CX management across communication channels. Simultaneously, it will result in intelligent and more efficient self-service resources, reducing the volume of inquiries being brought forward to customer support teams. Instead of focusing on addressing high volumes of incoming customer interactions, support representatives can dedicate their attention to resolving the more complicated customer concerns and grievances. A technology-driven approach to customer engagement can, therefore, boost CX management through personalized interactions.