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Three Paths to an Excellent Customer Journey

Part 3 of 4: Optimize the Web Path

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Today's Speakers



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Three Paths

- A better phone experience
- The cross channel journey
- A consistent, agile approach



The Cross Channel Journey



Poll



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We Need Different Channels at Different Times

Surveyed consumers say:

- 73% used the phone
- 67% used help or frequently asked questions
- 58% used email
- 43% used chat
- 24% used SMS
- 22% used Twitter



~The Forrester Wave™: Customer Service Solutions For Enterprise Organizations, Q2 2014

When web self-service breaks down . . .



58% of online consumers are unable to complete their transaction on the web.

. . . How do you respond?

- 69% of online consumers move to another channel when online customer service fails* .
- What path must your customers navigate to get their issue resolved?



This cross channel conversation is the customer journey

The Costs Are Real

94%

of customers who find you easy to do business with, will repurchase.

\$5.44

cost of a second phone call on the same issue.

43%

drop in loyalty among surveyed customers who respond "satisfied" instead of "very satisfied."

89%

Of customers began doing business with a competitor after a bad customer experience.




Sources: Corporate Executive Board / CTMA / Strategic Contact

There IS a Better Way

Have a question?
Give us your number and we'll call you.



Contact Us

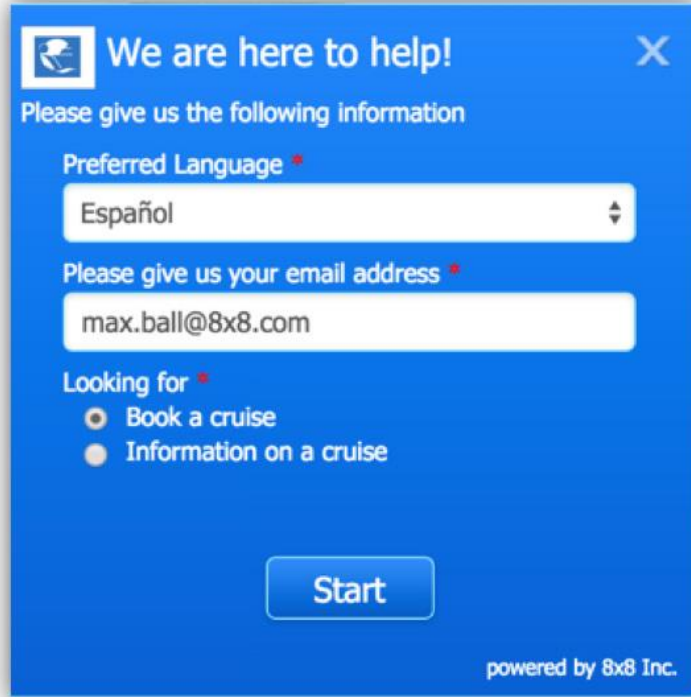
 May I help you? ✕

Ask the cruise expert about your honeymoon plans!

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A Better Way

- Efficiency conquers all
- Offer help proactively
- Use context and questions



We are here to help! ✕

Please give us the following information

Preferred Language *

Español ⬇

Please give us your email address *

max.ball@8x8.com

Looking for *

- Book a cruise
- Information on a cruise

Start

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Co-browse

- Assist customers to help close sales
- Offer a helping hand to avoid customer frustration
- Protect sensitive customer data

Checkout Delivery HELP SHOPPING CART

TRAVELSTORE

Select a page

[Home](#) > [Mid-price](#) > Florida's Gold Coast

Category: **Mid-price.**

FLORIDA'S GOLD COAST

\$38.00 **IN STOCK**

Sed ullamcorper varius fermentum. Ut commodo quam non sapien pellentesque porta. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Mauris mattis elit et neque con

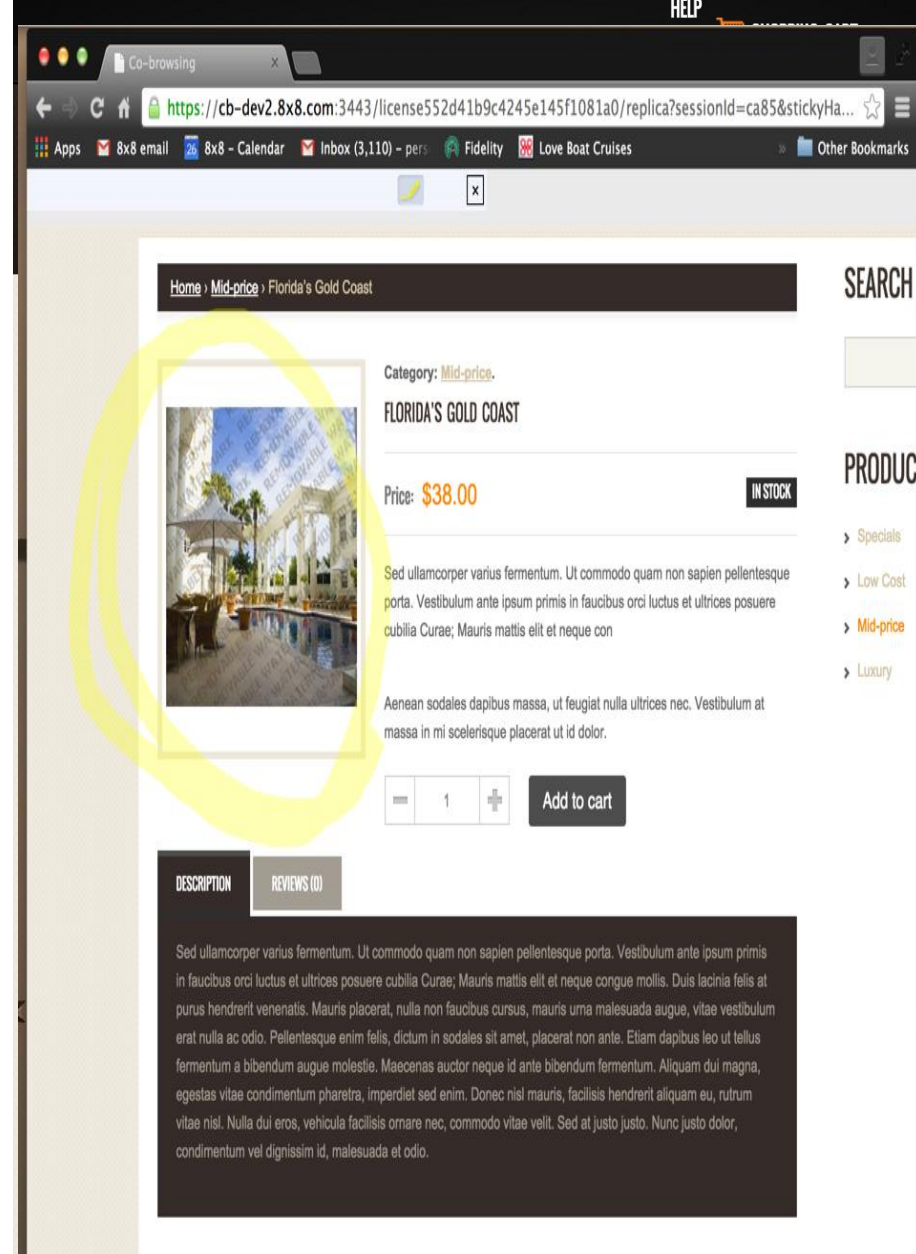
Aenean sodales dapibus massa, ut feugiat nulla ultrices nec. Vestibulum at massa in mi scelerisque placerat ut id dolor.

— 1 + **Add to cart**

Agent

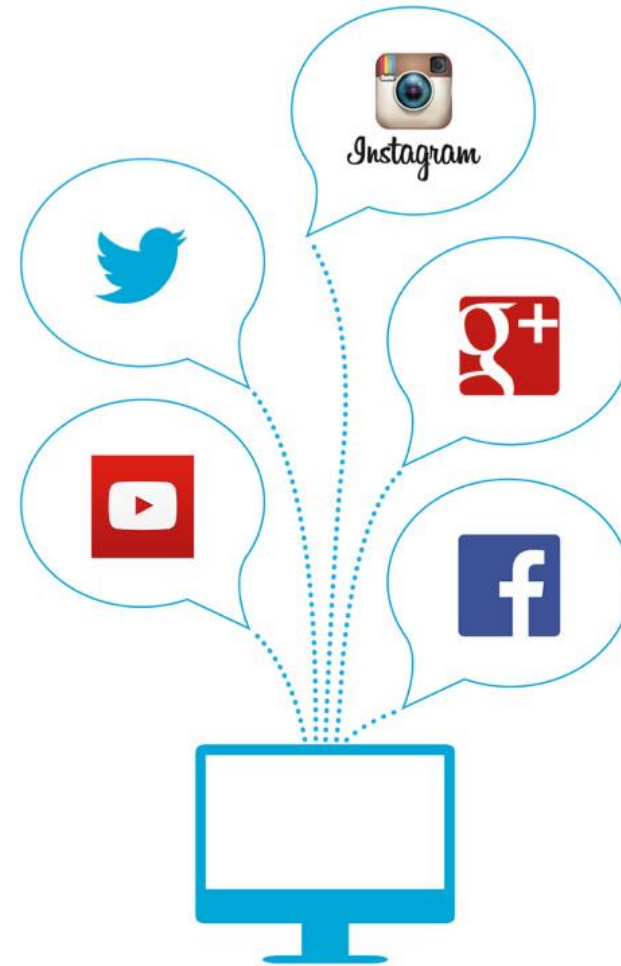
Co-browse

- Agents can assist customers on any instrumented webpage
- Customers and agents can see each other's browse
- Sensitive fields are masked from the agent
- Drawing tool, to highlight key screen areas



What About Social Media?

- Search for comments
- Understand sentiment
- Manage conversations



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Product Demonstration



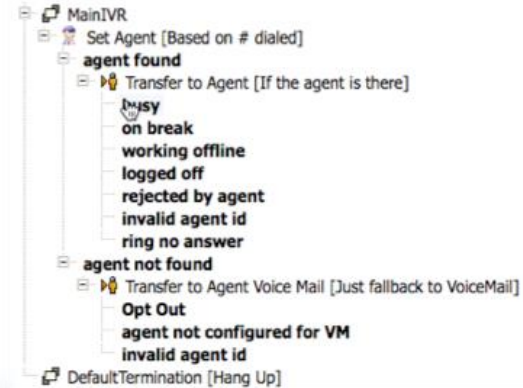
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Provide a Consistent Experience

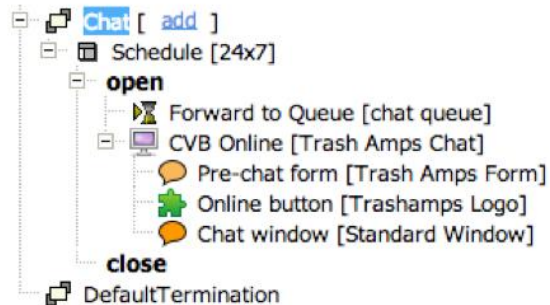
Voice – IVR Scripting



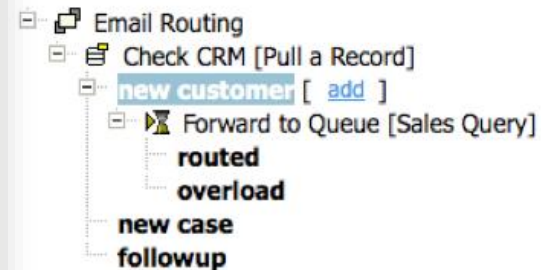
Voice – Direct Agent Connect



Chat



eMail



One tool to control the customer experience on any channel

Recommendations:

Provide a smooth escalation path from the web to support

- Consider the end-to-end customer journey, starting from the web
- Identify points of friction and how you can eliminate them
- Re-visit the process periodically



Questions?





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