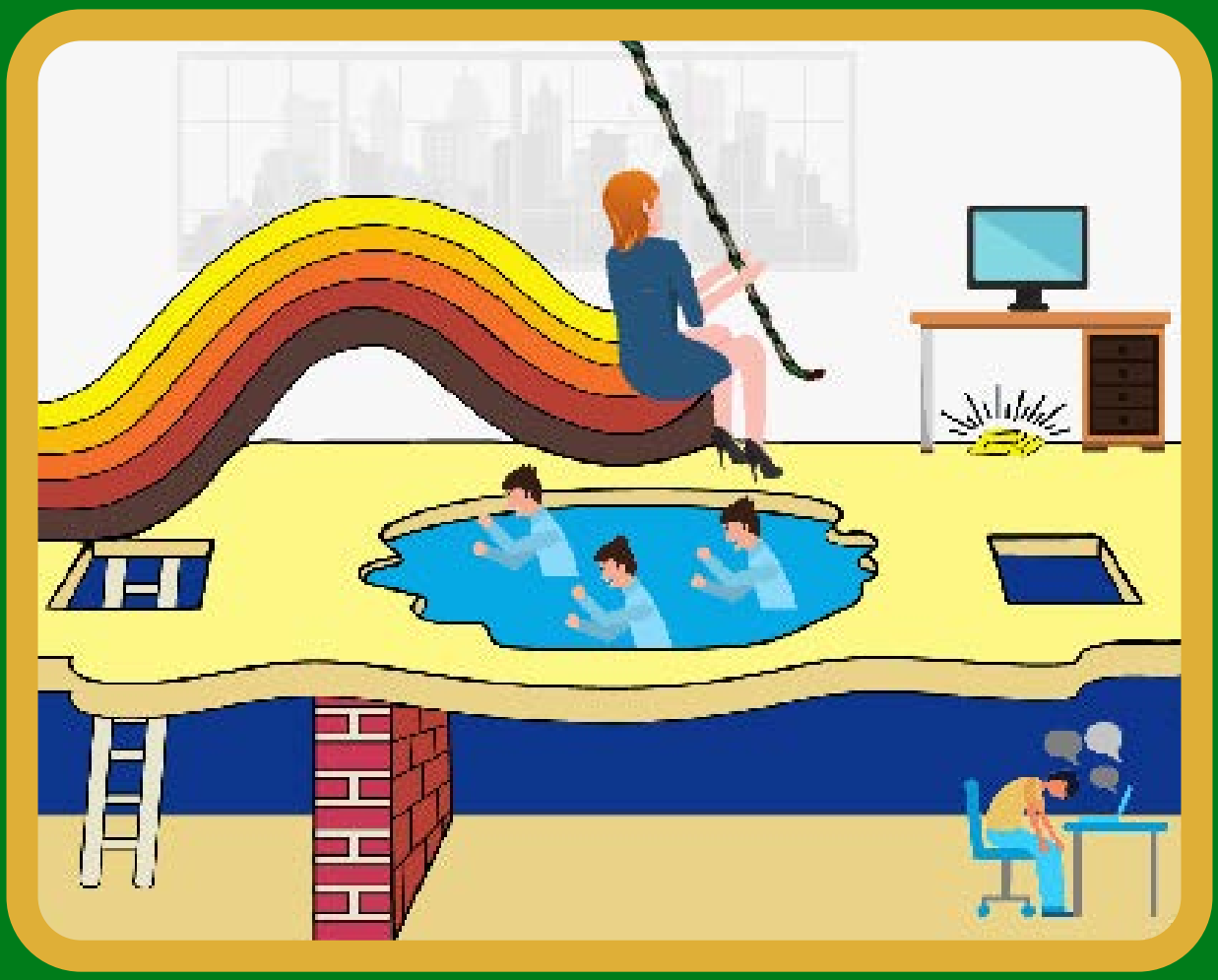
TOP 5 CX

PITFALLS!

AND HOW TO OVERCOME THEM



CUSTOMER PATIENCE IS TIMING OUT. WILL YOU WIN THE CX GAME?

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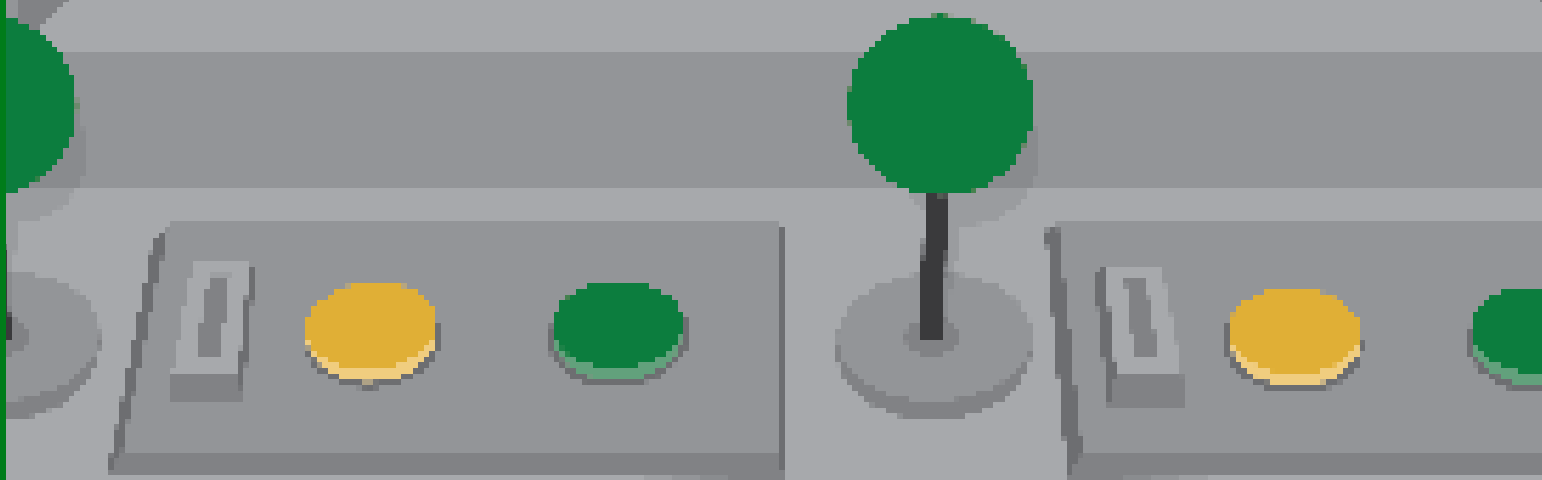

START

HURDLE CONTACT CENTER PITFALLS FASTER

When customers engage with a contact center, the last thing they want is to fall into the traps of a disjointed journey that doesn't meet their expectations. Instead of timely, complicated, or unhelpful support, customers expect personalized, quick, and effortless help from companies that anticipate their needs—both before and during an interaction. Fulfilling these expectations leads to more spending and higher loyalty. On the flipside, the slightest miscue can lead to...

GAME OVER

61%

Of customers say they stopped doing business with a brand due to poor service.[1]

There's no inserting coin and playing again if you fall into the all-too-common CX pitfalls. If your customers don't get the experience they expect in every interaction, you risk losing them and your scoreboard will suffer. So if you're struggling with customer satisfaction and loyalty, it's time to get your head in the game.

PLAY ON TO LEARN MORE.

PITFALL 1

DISPARATE TECHNOLOGY AND DATA

When your customer journey crosses many unintegrated platforms, you fall into an all too common, major pitfall. Rather than instantly gratifying customers' needs, agents scour multiple systems and information siloes, while leaders spend hours of work to get the answers they need.

- Information siloes and no consolidated source-of-truth view for all teams
- Surplus of customer data but customer journey data points disconnected
- Can't identify or push customer information across applications
- Agents use too many systems to support a customer
- Inflexible reports, manual exports and lengthy Excel sheets and pivot tables

LEVEL UP: UNIFY TECHNOLOGY

Integrate customer and performance data and technologies to ease the management and reporting challenges. With centralized data, take advantage of artificial intelligence (AI) to automatically monitor, capture, and analyze every engagement. Instantly identify opportunities for improvement and take actions.

- Integrate your workforce quality and performance management data, including automatic call distribution, interactive voice response, and more
- Unified customer analytics from every interaction across all channels help turn insights into results
- Imbedded customer information provides context to the agent instantly to decrease average handle times (AHT)
- User-friendly dashboards with prebuilt and customizable reports offer meaningful insights to every end user
- Back-office integration improves self-service journeys and agent support

Siloed data got you in a trap?

MoneyGram moved to a unified cloud solution to reduce management complexity for IT teams and provide better access to data.

"We knew we wanted a reliable cloud-based solution that was truly integrated, so we selected NICE CXone."
—Doug Klees, Head of Customer Care, MoneyGram

MoneyGram

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PITFALL 2

REACTIVITY

Whenever a need arises, customers demand effortless and instant gratification. To move at their pace, you're tasked with delivering the right answers at the right time—before or at their moment of need. Customers don't always want to speak to an agent; in fact, 81% will attempt self-service before reaching out.[2] If they escalate to an agent, their expectations have already gone unmet.

- Hold times keep already frustrated customers waiting
- Uninformed agents struggle to find the right answer
- Self-service not optimized for all customer needs
- After-the-fact coaching on agent behaviors means satisfaction has already been impacted
- Remote and on-the-go agents must log in to adjust schedules

81%

of consumers attempt self-service before reaching out to an agent.[2]

LEVEL UP: REAL-TIME ACCESS

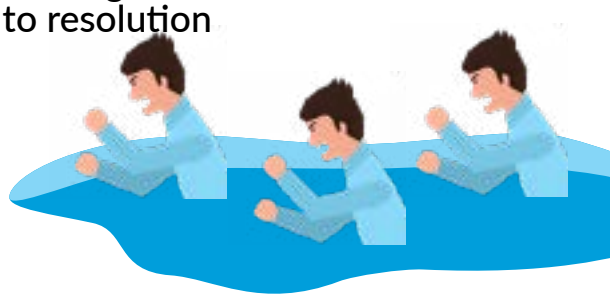
Be proactive in your CX strategy and resolve issues before the customer reaches out. Avoiding the pitfall of reactivity is not only a safeguard against issues, doing so also returns valuable time to agents, supervisors, leaders, and of course, customers.

- Strategic proactivity based on consumer data (such as purchase history, search results, and other triggers) help personalize and solve for instant resolution
- Knowledge content optimized for search engines increase self-service adoption and surface answers agents need faster
- Guide or deflect the customer to channels with the most immediate assistance
- Screen pops display crucial customer information while the interaction is en route
- In-the-moment coaching catches, corrects, and reinforces agent behaviors in the moments they most impact customer sentiment

PITFALL 3

FRICTION IN THE CUSTOMER JOURNEY

Fewer things frustrate customers more than having to repeat themselves to an agent or reauthenticate every time they enter a new channel. They expect a seamless experience; one in which agents and bots know who they are and why they're seeking support. If the journey isn't seamless, customers—and the agents potentially supporting them—don't have a clear path to resolution from the start.



- Inconsistent messaging across channels
- Repeating information at multiple touchpoints
- High-effort escalations

LEVEL UP: STRATEGIC JOURNEY ORCHESTRATION

It's crucial that you maintain a full view and control of every touchpoint, channel, and engagement in one place. By understanding the steps a customer took before, during, and after an interaction, you're able to anticipate their needs and orchestrate them through their journeys in a frictionless, proactive way.

- Knowledge management helps customers easily navigate to their needed answer without speaking to an agent
- Agent access to customer context helps them quickly pinpoint exact action or response
- Unified, omnichannel platform helps leaders and supervisors see and immediately resolve volume bottlenecks
- Omnichannel voice and screen recordings are recorded in real-time and instantly categorized for quick and easy analysis

Are your customers waiting to play?

Nine optimized its IVR to better enable instant gratification of customer needs.

"When I first joined Nine, our call transfer rate was 33%. After completely redesigning the IVR, we reduced it by 69%. That benefits our agents because they're actually handling calls rather than passing them off. It's fundamentally changed the way they feel about servicing calls."
— Rich Rose, Director of Customer Service, Nine

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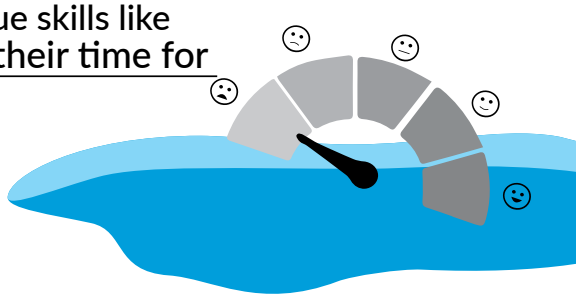
PITFALL 4

LACK OF FORMAL TRAINING

When your customers struggle clearing their obstacles, it leads to more complex emotions. Agents need critical skills like active listening and empathy to help navigate customer sentiment and win the interaction. But, only 2% of agent onboarding is spent training high-value skills like these, and supervisors are only able to dedicate 7% of their time for training, on average.[3]



- Lack of onboarding and ongoing soft-skills training
- Limited time to provide personalized, one-on-one training
- High agent turnover due to reactive management

7% of supervisor time is dedicated to coaching.[3]

LEVEL UP: UPSKILL EXISTING AGENTS

Ongoing, soft-skills driven training is an effective way of keeping agents up to speed and engaged in their work. This includes real-time coaching during customer interactions, and personalized micro-trainings during downtime.

- AI-powered tools course-correct agents by measuring sentiment and the most critical habits for successful outcomes during the interaction
- Advise agents on behaviors to improve empathy and build rapport
- Integrate knowledge articles and collaboration tools to support virtual agents during complex interactions
- Schedule embedded bite-size training during idle time
- Real-time agent-level reporting with automated coaching triggered by performance thresholds

Get more out of your most valuable resource

Formalize a training program to evolve and upskill your hybrid workforce with this handy how-to guide.

Get your guide >

PITFALL 5

DETACHED EMPLOYEES

Detached employees feel misaligned, unequipped, and unable to clear major obstacles on their own. The number one focus for agents is supporting customers, but 60% report not having the tools and technology they need to do so.[4]

- Unmotivated employees
- High turnover rate
- Low productivity rates

LEVEL UP: EMPOWER AGENTS

Empower your agents to help their customers. And do it faster than before. By incorporating the tools needed to assist their customers—including a robust knowledge management framework, non-siloed access to customer data, and real-time coaching—they'll feel more equipped and more aligned with organizational goals. By further enhancing the employee experience with incentives, rewards, and other perks, your workforce will be more empowered—and less detached—than ever.

- Give agents clear goals and immediate feedback to help them concentrate on the task at hand
- Publicly display the metrics and KPIs that drive behavior—motivating employees with an automated slideshow of rankings, awards, and achievements
- Incentivize agents with custom rewards and bonuses that align with the KPIs and metrics most important to a company's goals to influence adherence and motivation

Hurdle agent attrition to get next-level service

Agents in a hybrid workforce model supported by the right tools and technology will get you on the scoreboard permanetly.

"Another by-product of moving to a work-from-home model with increased retention rates is taht we could start executing improvements across the organization. When you have more tenured agents, the quality of service improves."

— Dale McManness, Chief Operating Officer, CustomerDirect

CustomerDirect

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REACH THE NEXT LEVEL OF CONTACT CENTER EXCELLENCE

You've cleared your understanding of the biggest CX pitfalls. And if this 8-bit-inspired guide has taught you anything, we hope it's that losing the game isn't an option.

If you're ready to insert coin and clear the CX pitfalls in your strategy, a proven partner will help you take the...

NEW HIGH SCORE

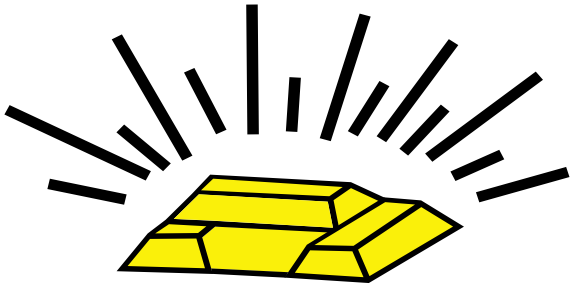
Improve your customers' experience at every touchpoint and across all channels, empowering your customers and agents to make every journey a success with NICE CXone.

- Real-time performance dashboards and wallboards
- Automated coaching tools
- Automated proficiency-based routing
- Data aggregator and business intelligence
- Surveys engage and develop agents
- Cloud-optimized
- Work aides, announcements
- Gamification and Marketplace

The treasure is yours for the taking

Watch a demo to see how NICE CXone can help you overcome your obstacles and beat the game.

Watch demo >



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SOURCES

1 Microsoft: State of Global Customer Service Report (2019)

2 Harvard Business Review: Kick-ass Customer Service (2017)

3 ICMI: State of Agent Experience and Engagement (2019)

4 Business 2 Community: 3 Tactics to Level Up Your Call Center Coaching With Speech Analytics (2021)

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NICE CXone is a worldwide leader in AI-powered self-service and agent-assisted CX software for the contact center—and beyond. Imagine the possibilities when your customers are effortlessly guided to quickly resolve their needs directly on your digital properties or matched with a well-prepared agent—every time and on every channel. Plus, with predictive analytics and embedded artificial intelligence (AI), your team can resolve issues faster, personalize each experience—and forge deeper loyalty with each customer.

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