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Engage customers with a true omnichannel experience

5 Ways that employing the right technology will improve customer satisfaction and loyalty

Sales, delivery and implementation can get customers in the door, but ongoing service and **response to customer questions and challenges** are key parts of making— or breaking—retention.

Keeping the customers you have while building your base is paramount. Customers have rising expectations and want not just an exceptional buying experience but satisfying support before, during and after transactions. Businesses that provide multiple touch points for customer service—powered by intelligent automation and insights—can deliver the responsive, personalized experience today's customers expect.

This is the essence of what many refer to as the "omnichannel customer experience," allowing customers multiple entry points for support and a variety of self-help and agent-assisted options. Enabling a digital contact center for your business is a key part of delivering that omnichannel experience today.

What is a digital contact center?

Like other areas of business, contact centers are undergoing a digital evolution to meet modern needs and challenges—such as meeting new customer expectations, safeguarding privacy and harnessing better analytics. Ideally, a digital contact center will be based in the cloud, making use of the latest analytic and predictive technologies, including artificial intelligence (AI), to deliver the customer experience less reactively and more proactively.

A fully evolved modern digital contact center gives you access to data-driven, AI-powered insights throughout the entire spectrum of the customer support journey. It allows you to handle larger numbers of interactions while also aggregating, classifying and analyzing all the data from those interactions.

Your challenge: The customer experience

Operational goals and growth are key concerns in 2023 in the customer service arena. In a recent survey by Gartner,[1] the top three aims of businesses are:

63% Improve operational excellence

58% Grow the business

53% Executive business transformations

All three factor into customer satisfaction and retention. Excellence across all areas, customer service included, makes for happier customers. Growth cannot occur if you lose too many customers. Business transformations—including digital transformations to incorporate new technologies like conversational AI—help you achieve both retention and growth.

Failing to meet and deliver on those goals—or continuously improve on them—can have catastrophic consequences:

91%
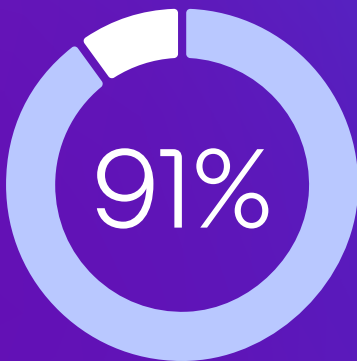
of consumers will leave without warning as a reaction to poor customer service[2]

According to research by Microsoft:[3]

90% of customers say customer service is important to brand selection and loyalty

58% will stop doing business if their expectations aren't met

55% of consumers (70% of those aged 18–34) expect better customer service year over year

Customers demand a variety of service channels:[4]

62% Email

47% Live chat

41% In person

12% Mobile app

Your solution: The omnichannel experience

Gartner identified five areas where companies are not effective or only somewhat effective in execution:[5]

> Customer data and analytics
> Knowledge, management and insight
> Digital channel effectiveness
> Self-service adoption and containment
> Multichannel, omnichannel and dynamic channel

While it is listed as one of the five areas where companies fall short, the omnichannel experience—and related areas like multichannel and dynamic channel—is a key to success in the first four areas if combined with a digital contact center.

Right now, one of your best options to implement that is with the Microsoft Digital Contact Center Platform (DCCP) along with HCLTech's expertise. Backed by that duo in your customer experience efforts, you can:

1 **Unify** customer data in a single view for a holistic approach

2 **Streamline** self-service

3 **Enhance** productivity and accelerate resolution

4 **Reach out** to customers proactively, not reactively

5 **Measure** performance to improve proactivity and efficiency

To meet expectations internally and externally, you need to provide an omnichannel customer experience.

89%

of organizations with strong omnichannel engagement retain their customers, compared to just

33%

of companies with poor omnichannel engagement.[6]

With a true omnichannel experience, you integrate your entire operation and ensure that:

 Data is shared, accessible and actionable

 Customers can get answers quicker and more easily

 Employees can fully access and use available data to help customers

 The company can fully employ data for continuous improvement

1 Unify customer data in a single view for a holistic approach

The relationship between the employee experience and customer service is synergistic. The easier it is for agents and others in your company to access data immediately, the quicker they can satisfy customers' needs.

Microsoft DCCP pulls data from multiple sources to provide a single view for agents, powered by the Microsoft technology stack of Dynamics 365, Teams and Power Platform. It also allows for new levels of authentication and fraud prevention through traditional means as well as newer technology like voice recognition—thanks to the newest member of the Microsoft family, Nuance, which brings a new level of conversational AI, security and automation to contact centers.

DCCP is focused on helping the agent, but always with a view toward satisfying the customer as the end result. With a 360-degree view of customers' information and their interactions with your organization, your team can deliver more personalized service and close the loop on the customer journey, including upselling and cross-selling.
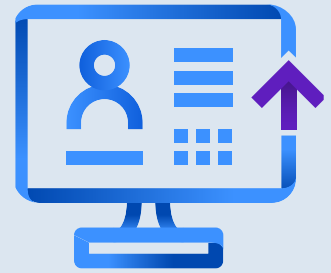
You need strong tools for agents to quickly access information

75%

of consumers expect customer service representatives to know who they are and their purchase history, yet only

21%

say agents often have this information.[7]

Human agents are your first line of contact in the customer experience


70%

of consumers still prefer human agents to AI technologies[8]

2

Streamline
self-service

Microsoft DCCP helps streamline inquiries by having chatbots handle common questions. Automating predictable and repeatable inquiries and common support issues enhances efficiency and allows agents to focus on more complex, higher-value activities.

More than that, the platform steps up the traditional chatbot experience by incorporating conversational AI for a more reliable and "human-like" experience.
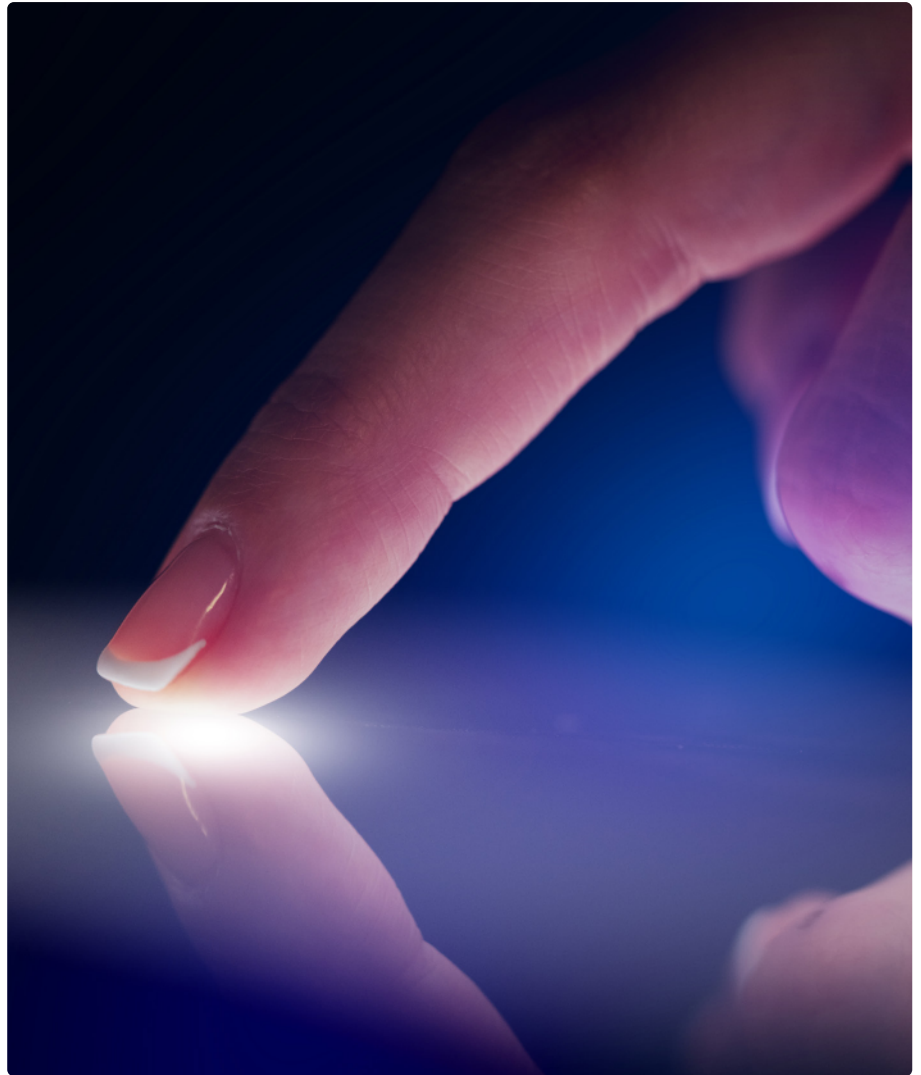
Microsoft DCCP empowers you to:

> Engage across multiple channels

> Personalize and safeguard interactions

> Improve agent productivity

> Increase acquisition and revenue

> Simplify contact center infrastructure

While customers may prefer human agents, that's not all they want:

86% of consumers expect online self-service options[9]

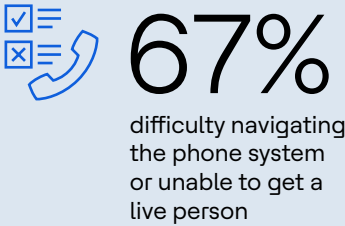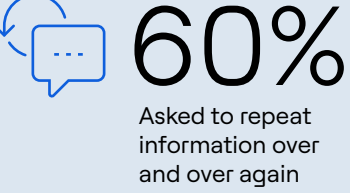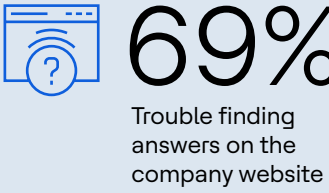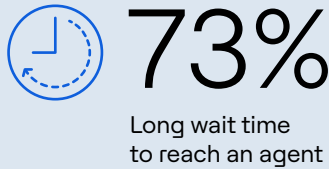**41% believe** chatbots and AI can enhance their customer experience[10]

3

Enhance productivity and accelerate resolution

Microsoft DCCP extends the power and reach of Microsoft Dynamics 365 Customer Service by connecting channels more seamlessly. Agents can manage customer requests from any channel, even while handling multiple sessions at the same time. Also, by giving agents a single and unified interface so they can access data quickly and resolve issues faster, you have happier customers and lower support costs.

The platform also empowers agents with personalized conversational intelligence, including sentiment analysis, to truly understand customer emotions and needs. In addition, next-best response and offer recommendations help create valuable upsell and cross-sell opportunities, and the platform assists agents in identifying the resolution with AI-recommended knowledge articles.

Finally, Microsoft DCCP automates the process of bringing agents and other experts together to resolve an open case through intelligent case swarming. With a single click, agents can collaborate with experts matched based on skillset and expertise.

Most common negative customer service experiences[11]

73%
Long wait time
to reach an agent

66%
Difficulty accessing
live/human
customer support

69%
Trouble finding
answers on the
company website

60%
Asked to repeat
information over
and over again

67%
difficulty navigating
the phone system
or unable to get a
live person

→ **A good digital contact center helps avoid all of these.**

4 **Reach out** to customers proactively, not reactively

Microsoft DCCP provides the AI-driven automation capabilities, robust customer data and multichannel interface capabilities that facilitate a proactive approach to customer communication.

Leverage the platform's inbuilt customer journey analytics to gain insights into how consumers interact with your brand, improving customer retention and empowering your agents to tailor personalized offers. DCCP also aims to understand why customers are calling so that the AI—or the agent—can customize the experience to anticipate customer needs immediately.

Gartner predicts that by 2025, proactive outbound calls to customers will outnumber customer-initiated inbound calls.[12]

By increasing customer engagement with self-service options, Microsoft DCCP also:

 Reduces customer effort

 Enhances loyalty

 Lowers call volume

 Delivers cost savings

Ultimately, the goal is to anticipate—when possible—the questions and needs of your customers, and prepare your agents to provide immediate and often proactive answers and service.

5

Measure performance to improve proactivity and efficiency

Using Microsoft DCCP, supervisors can leverage prebuilt dashboards for both historical and real-time analytics regarding cases, knowledge content and omnichannel conversations. Monitoring relevant KPIs—like wait and handle times, deflection rates and case volume metrics—empowers agents and management alike to take the necessary steps to proactively provide a better customer experience.

Moreover, the platform helps ensure that every part of the business can understand what the other parts are doing and how well they are delivering. Sales may drive and produce direct revenue, but customer service keeps those customers loyal. Agents need to understand what the sales professionals sell, how they sell it, how it is delivered/supplied and how best to support those products and services when customers contact them.

Gain actionable insights into your customer service data that can help improve performance and enrich the customer experience.

Customize and scale with the right insights

Data-driven insights are critical to making strategic business decisions that help the company grow. Your business may be complex, but implementing Microsoft DCCP is simple. Built-in functionality provides the foundation needed to engage customers in their preferred channels. You can start small and scale to more channels as business demands warrant.

Benefits of Microsoft Digital Contact Center Platform

Increase CSAT and resolution with hyper-personalized omnichannel engagement

Improve agent experience with AI-assist and collaboration

Build trust through biometric authentication and fraud protection

Create richer engagements with collaborative capabilities driven by AI

Boost automation through highly sophisticated conversational IVR and self-service experiences

Increase customer acquisition and revenue from upsell/cross-sell

Reduce complexity and lower TCO with a unified solution from a single vendor

Build and deploy confidently with worldwide availability and support

How Microsoft DCCP delivers exceptional customer experiences

Microsoft DCCP is an open, extensible and collaborative contact center solution designed to give customers the effortless, consistent and secure experiences they expect across any point of contact they choose. Seamless customer journeys are what will help ensure positive perception of your brand and loyalty to your company.

With Microsoft DCCP, contact centers are equipped with modern digital tools to engage customers across voice, video and other digital engagement channels—powered by Microsoft Dynamics 365, Microsoft Teams, Microsoft Power Platform and the newest member of the Microsoft family, Nuance.

The platform brings together a comprehensive yet flexible solution for contact centers, delivering best-in-class AI that powers self-service experiences, live customer engagements, collaborative agent experiences, business process automation, advanced telephony and fraud prevention capabilities.

The addition of Nuance brings a new level of conversational AI, security and automation to the contact center. This gives both customers and agents tools to resolve issues faster and with more personalized service, thus reducing resolution times while improving customer satisfaction. It also enables contact centers to offer targeted incentives to build brand loyalty and identifies upsell opportunities to boost revenue.

Microsoft DCCP empowers you to:

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As customer preferences and demands evolve, **so must technology.**

Understanding your customers' behavior and expectations plays a key role in creating a positive experience for them. By offering a true omnichannel customer experience, your business can meet your customers where they are across all channels. Microsoft DCCP helps level the playing field by helping businesses deliver exceptional customer service that reduces costs, drives revenue, enhances productivity and increases customer satisfaction and loyalty.

Find out how **HCLTech can help** you implement the Microsoft Digital Contact Center Platform so you can get the most out of it.

Visit HCLTech

Learn more

1   2023 Top Priorities for Customer Service and Support Leaders, Gartner
2   262 Key Customer Service Software Statistics: 2023 Market Share Analysis & Data, Finances Online
3   Global State of Customer Service, Microsoft
4   262 Key Customer Service Software Statistics: 2023 Market Share Analysis & Data
5   2023 Top Priorities for Customer Service and Support Leaders
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7   Global State of Customer Service
8   262 Key Customer Service Software Statistics: 2023 Market Share Analysis & Data
9   Global State of Customer Service
10 262 Key Customer Service Software Statistics: 2023 Market Share Analysis & Data
11 The State of Customer Service Experience: 2021 Business and Customer Service Trends, The Northridge Group
12 Top Customer Service and Support Predictions for 2021 and Beyond, Gartner

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