Kristyn Emenecker, Chief Product and Strategy Officer, Playvox	Lance Fried, Chief Marketing Officer, Thrio, Inc	Kelly Koelliker, Senior Director, Content Marketing, Verint

CX Megatrends to Watch in 2022

AUGUST 2021

FOUR CX MEGA-TRENDS TO WATCH IN 2022

Kristyn Emenecker, Chief Product & Strategy Officer, Playvox

01

1. The trend of the rise of employee choice

Untethered to location (or non-competes) and unwilling to compromise, signs point to 2022 as a year of unprecedented employee-led job migration. The implications for CX are huge.

REMOTE OR BUST

58%

Would look for a new job vs return to office - Flexjobs survey 2021

ENGAGEMENT IS KEY

25-59%

Less turnover among "highly-engaged employers" group - Gallup

2. The trend of CRM for CC routing

Benefitting from the pandemic-accelerated shift to digital channels, CRM vendors have expanded their live-agent CX omnichannel routing capabilities and are gaining huge traction, as not only a partner to, but increasingly as a real *alternative* to, ACD/CCaaS as the comms platform at the center of the CC world.

ZENDESK DOMINATES HELP DESK, EXPANDING TO OVERALL CC

75%

Market share in help desk, 13.8% and rapidly growing in overall CS - Datanyze

SALESFORCE LAUNCHES SERVICE CLOUD VOICE, TO COMPLETE THEIR OMNICHANNEL ROUTING

100s

Of customers signed up in the first few months - Salesforce

NOT ONLY BUSINESSES BUT ALSO CONSUMERS FLOCKED TO DIGITAL CHANNELS IN 2020

80%

Of consumers increased their use of digital customer service in 2020 - eGain

3. The trend of the Gen Z workforce

Radically different than their Millennial predecessors, Gen Z is predicted to make up nearly 20% of the workforce by 2025. Multi-tasking on digital devices and naturally intolerant of bad tech, these video-oriented collaborators are poised to change everything about CX, both as consumers and as employees.

DIGITAL NATIVES

SOCIAL VALUES, DIVERSITY, INCLUSION = FUNDAMENTAL

(DIGITAL) COLLABORATION & FLEXIBILITY AT WORK

4. The trend of location-based equity

Seeking an equitable workplace in increasingly disparate work settings, employee calls for equal access to training, development, feedback and advancement opportunities between in-office and at-home workers will emerge as a new equality battle cry for 2022, and one not easily answered. CX employers seeking to be competitive in a worker-led economy will need to start planning now.

"If a chunk of the workforce is going to continue to work from home, then leaders are going to have to continue to be explicit about the way they develop the careers of the people working for them."
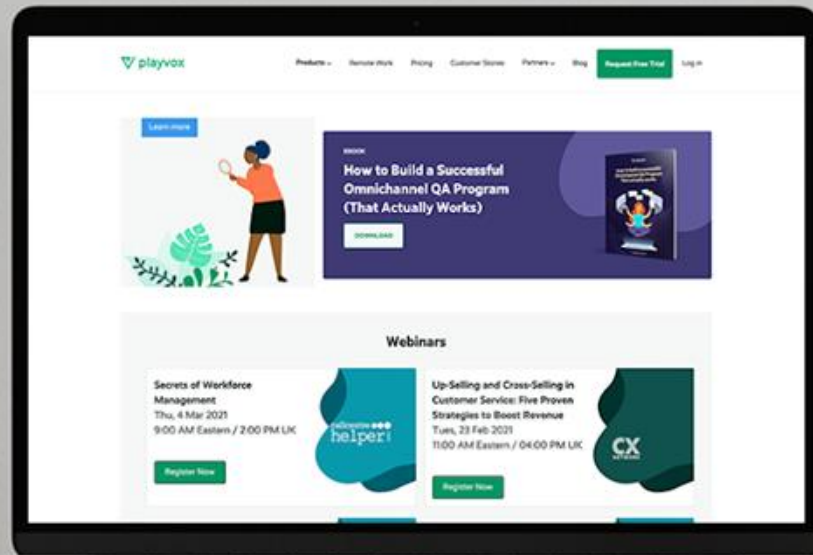
Art Markman PhD, author of Smart Thinking and Habits of Leadership, Smart Change, Brain Briefs, Bring Your Brain to Work

Introducing Playvox Workforce Engagement Management (WEM)

Quality
Easily identify and prioritize areas for skill development in your customer service teams.

Learning
Easily create and provide your customer service teams with online courses and quizzes to ensure continual skill development.

Performance
Track agent performance and measure the impact of your QA process.

Voice of the Customer
Translate customer sentiment into actionable metrics while delivering real-time feedback to your agents and team leaders.

Motivation
Recognize and reward your agents with points that they can exchange for gifts, based on their Quality, Coaching, Learning and overall Playvox results.

Workforce Management
Intelligently forecast, schedule, and monitor your workforce without the need of specialized resources or data analysts.

Coaching
Solve and improve issues in: quality, behavior, compliance, soft skills, customer experience, among many others.

playvox.com/resources

Thanks!

2022 Megatrend: Next-Generation Digital Experience

Kelly Koelliker
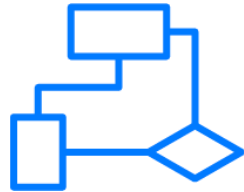Senior Director, Content Marketing

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VERINT®

Digital Engagement is Ready to Evolve

Digital service isn't new, but now that it's the dominant channel of service, your digital experience can be a competitive differentiator

Digital Experience Today

Limited channels

Disconnected experiences

Ineffective, high-effort AI

Limited to simple questions

Limited insights

Boundless Channels

Connected Engagement requires you to go all-in on every channel

- The number of engagement channels is rising, and will continue

- Few organizations are able to connect with consumers across all channels

- Private messaging conversation volume grew 87% in 2020

- 81% of consumers expect brands to engage over private messaging channels
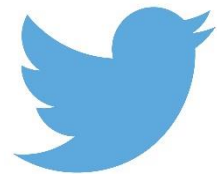
Connected Experiences

To build enduring relationships, you must support a conversational experience through digital channels

- With messaging, consumers have a single-entry point to a continuous conversation

- As customers engage across multiple channels, employees should have a unified view of the customer

- Each channel should share a connected orchestration of processes and cases

Low-Code, Practical AI Solutions

86% of executives that say AI will be a "mainstream technology" at their company by next year

80% failure rate for AI projects

Solving this disconnect requires a new approach to artificial intelligence

Low-Code

Quickly automate digital conversations built and managed by your team, for your business to deflect calls and support customers.

- Rapidly deploy automated self-service

- Build + deploy a user-friendly IVA in days

- Measure ROI and business value to meet your goals

- Prove out AI-powered technology for your needs

Answer Complex Questions with KM

Understand - *nuances in how people ask questions; what people mean not what they type*

Anticipate - *what people want; predicts what they are about to ask or might need, even before they do*

Improve - *through continued use; learn and cluster knowledge to make accessing content more efficient*

Gain Insights for Continuous Improvement

- Capture feedback in the moment wherever your customers are

- Stop playing catchup – find and fix issues faster

- Collect context around customer feedback to diagnose issues

- Track topic and sentiment of text-based conversations

- Track text-specific metrics like number of messages and idle time between messages

A Flexible Platform to Grow With

Digital Transformation is constant, it's always evolving and growing. The new game requires connecting operational silos to drive collaborative innovation and intelligence across your business today, with the flexibility to mix and match systems to meet your goals.

Verint Named Leader in 2020-2021 Evaluations

opusresearch

2021 Decision Makers' Guide to Enterprise IVAs

Recognized for processing billions of interactions and top scores for features + technology and integration + scalability.

DMG CONSULTING LLC

2020 / 2021 IVA Product & Market Report

Highest rating for customer product satisfaction, AI, and customer self-service capabilities.

Kisaco Leadership Chart

2021 Leadership Chart on IVAs

Market leader for comprehensive technical features, machine learning innovations, and open platform

AI ARTIFICIAL INTELLIGENCE EXCELLENCE AWARD 2021

AI Excellence Award
2021 Verint IVA
Natural Language Processing

GOLD 2020 STEVIE WINNER ASIA-PACIFIC STEVIE AWARDS

Gold Award Winner
Innovation in Technology Management, Planning & Implementation (Suncorp)

CCW EXCELLENCE AWARDS

2020 Automation Solution of the Year – Verint's AI Blueprint

AI BREAKTHROUGH AWARD 2020 BEST AI-BASED SOLUTION - CUSTOMER SERVICE -

Thank You

facebook.com/verint linkedin.com/company/verint twitter.com/verint youtube.com/VerintTV blog.verint.com

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Customer Demands For Digital Engagement Are Changing Across Demographics

	Silent Generation 1928 - 1945	Baby Boomers 1946 - 1964	Gen X 1965 - 1980	Millennia 1981 - 1996	Gen Z 1997 - Now
Primary	Face-to-Face	PHONE	EMAIL	TEXT	TEXT / SOCIAL
Secondary	PHONE	Face-to-Face / EMAIL / SOCIAL	TEXT / PHONE / Face-to-Face	SOCIAL / Face-to-Face	BOT / VIDEO / Face-to-Face

THRIO
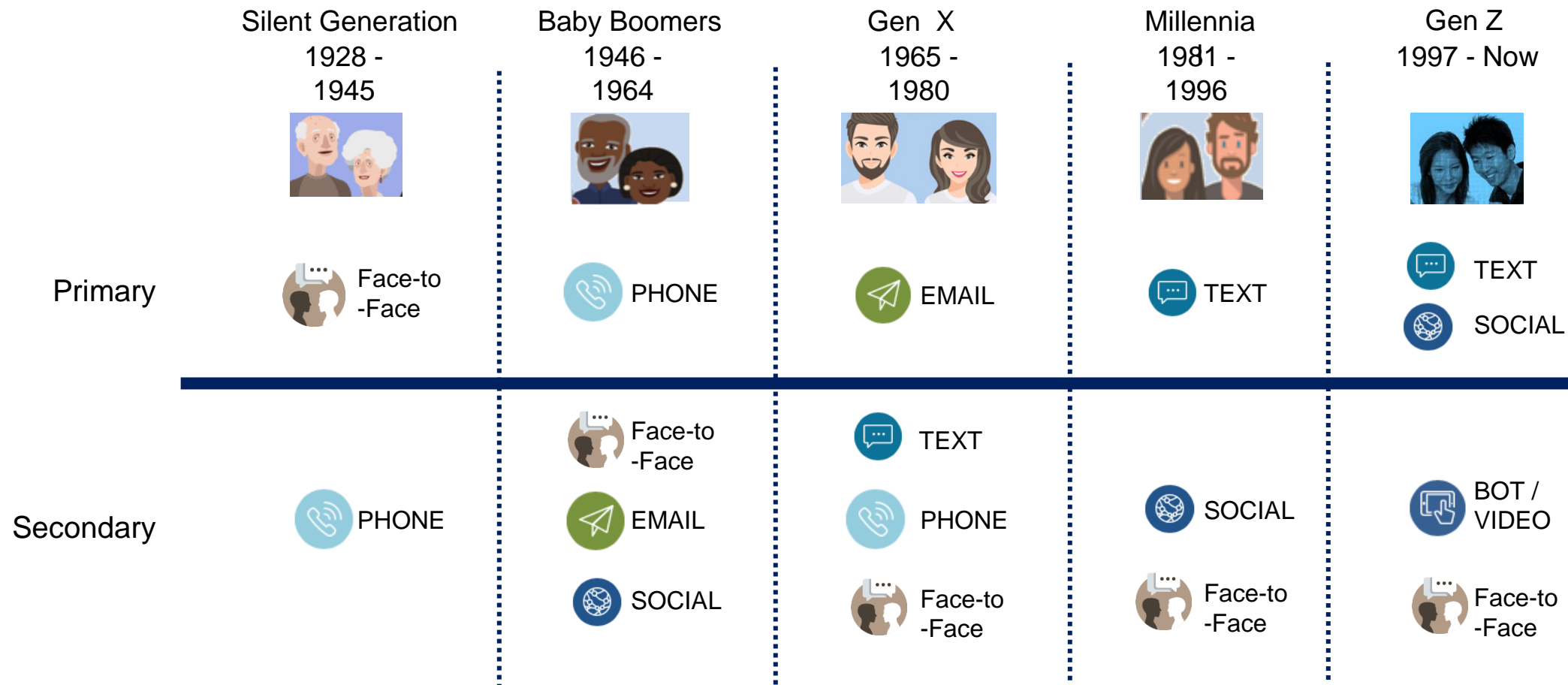
Enterprises Can No Longer Lag Behind Today's Demanding Consumer

Consumers Say:

I love getting answers

fast and easy

I hate waiting on hold

I love to have options
on how to communicate

I hate repeating my problem over and
over to different people

I hate being transferred around

Sources: Dimension Data and Baymard Institute

68%

Shopping Carts
Abandoned before
payment is made

60%

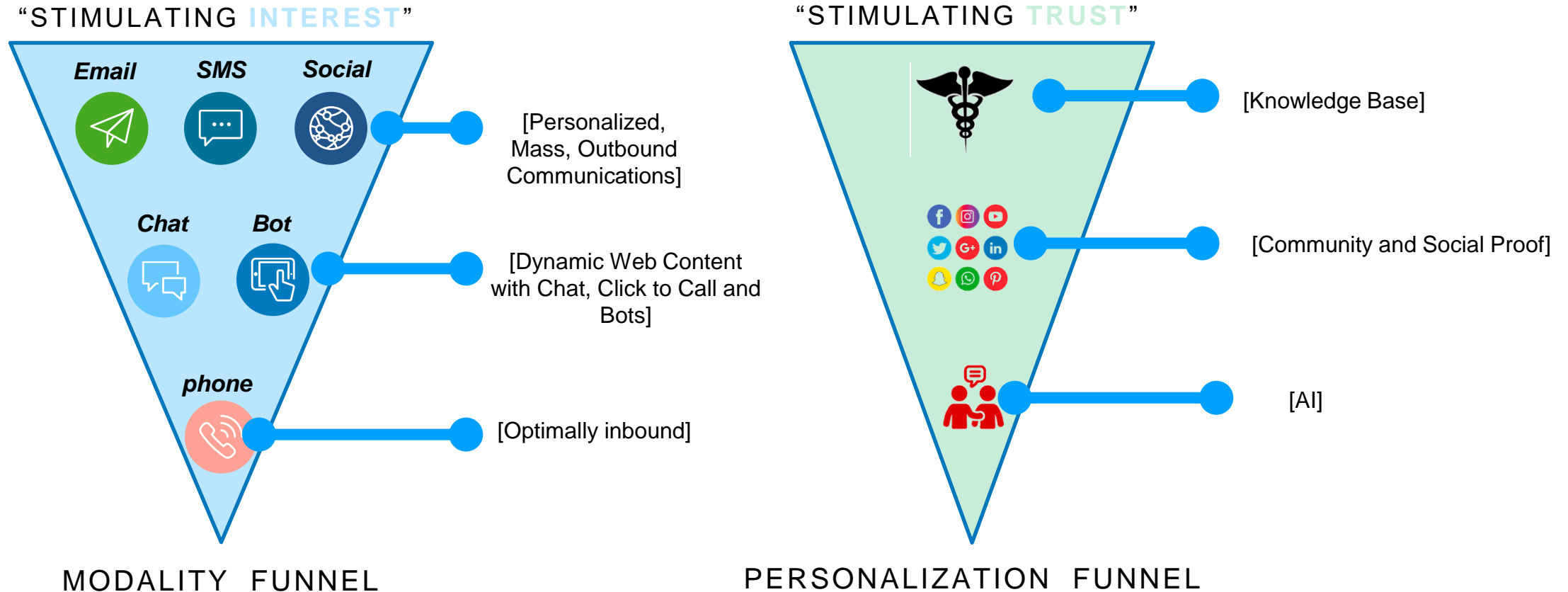of customers need to
change channels for
support

59%

will opt for mobile
customer service
as their first option

Enterprises are Feeling the Pinch:

• Pandemic concerns throws a monkey wrench
into IT planning for remote workforce

• Proliferation of new communication channels
creates friction, integration complexity

• Legacy software and systems are breaking
down, and are costly to maintain

• Most enterprises are not "learning" essential data
about customers or using that data

• Customer "churn" a major problem, harder and
harder to keep customers

2022 Consumer Engagement Funnel Perspective

"STIMULATING **INTEREST**"

Email   **SMS**   **Social**

[Personalized, Mass, Outbound Communications]

Chat   **Bot**

[Dynamic Web Content with Chat, Click to Call and Bots]

phone

[Optimally inbound]

MODALITY FUNNEL

"STIMULATING **TRUST**"

[Knowledge Base]

[Community and Social Proof]

[AI]

PERSONALIZATION FUNNEL

IIIO

Minimize Turnover With Consumer Driven Engagement: End-To-End Journey Orchestration

Historical: Dead End Silos with Lots of Friction and Centralized Agents
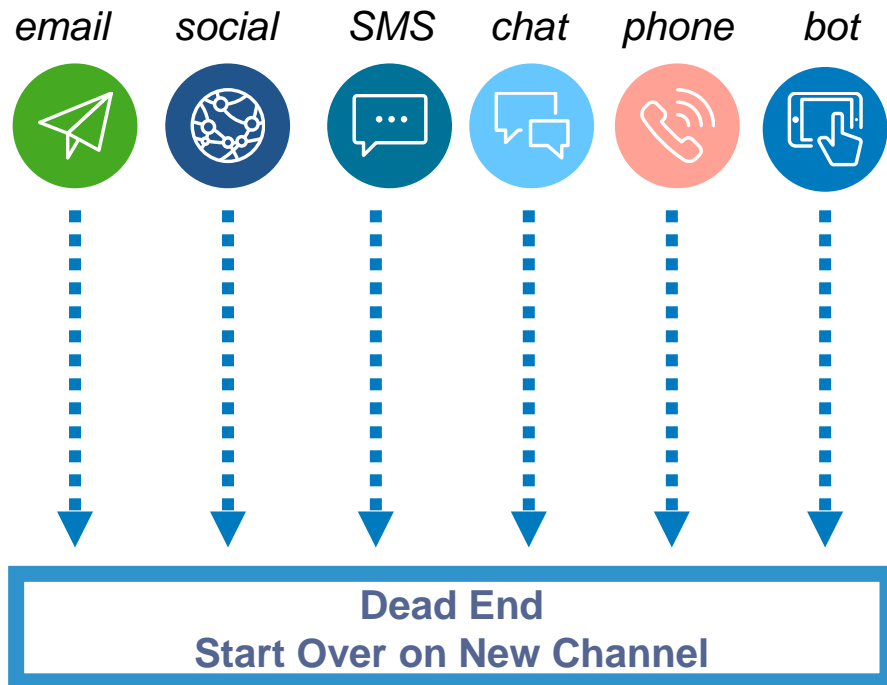
2022: Intelligent Journeys with Agents Working from Anywhere

THRIO
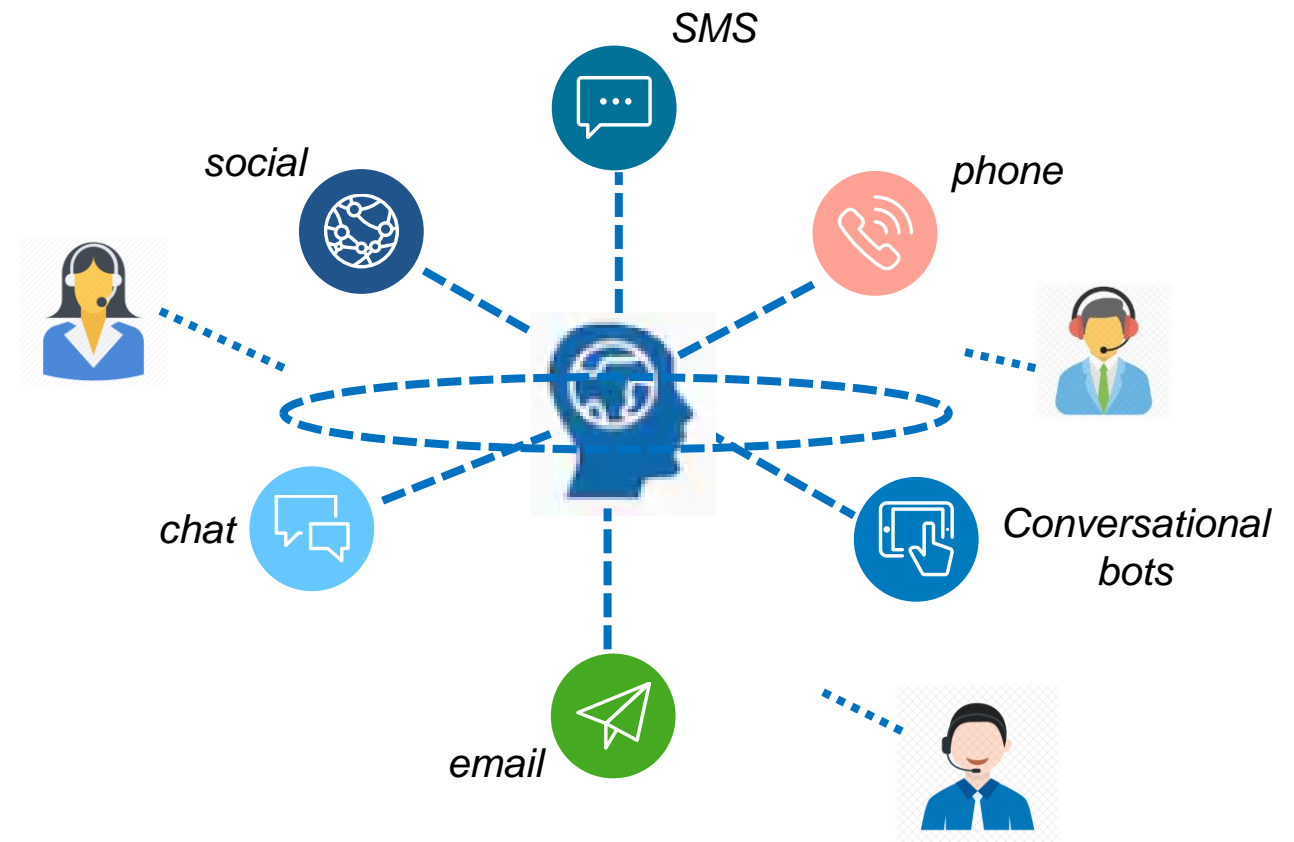
AI for Live & Conversational Bot Interactions, Sentiment, & Customer Journey

- Provide *personalized customer journeys* that adapt to the demands of each customer.

- Close the gap between customers and their favorite brands by *harnessing the power of Artificial Intelligence* (AI).

Web Forms, Bots, Voice, Chat

Social Channels, Email, SMS

2022 & Beyond

CUSTOMER

- My vendors knowing me and my story

- My vendors knowing when I need help versus when I can help myself

- My problems getting solved with much less work

- My vendors reaching out to me the way I prefer

ENTERPRISE

- Showing customers how they are truly valued

- Agents who want to stay forever and get better all the time

- Offering agents the info they need before they know they need it

- A product that gets better all the time with no more capital outlay

TECHNOLOGY

- Universal access to data – coming in and out – without complex code

- Rapid Deployments that scale effortlessly

- Business continuity & data security/compliance

- Swappable, transparent tech (vendor agnosticism)

- AI being truly accessible with no barriers to entry

Award Winning AI-powered CCaaS platform

KEYVALUE DRIVERS

- Drives Dramatic Cost Reduction
- Ensures Solid Security/Privacy
- Business Continuity/Flexibility

- Born in the cloud and built from day one with best-of-breed cloud technologies to leapfrog legacy CCaaS solutions

- REST API driven platform designed for rapid 3rd party software integrations

- Enabling swift work-from-anywhere deployments

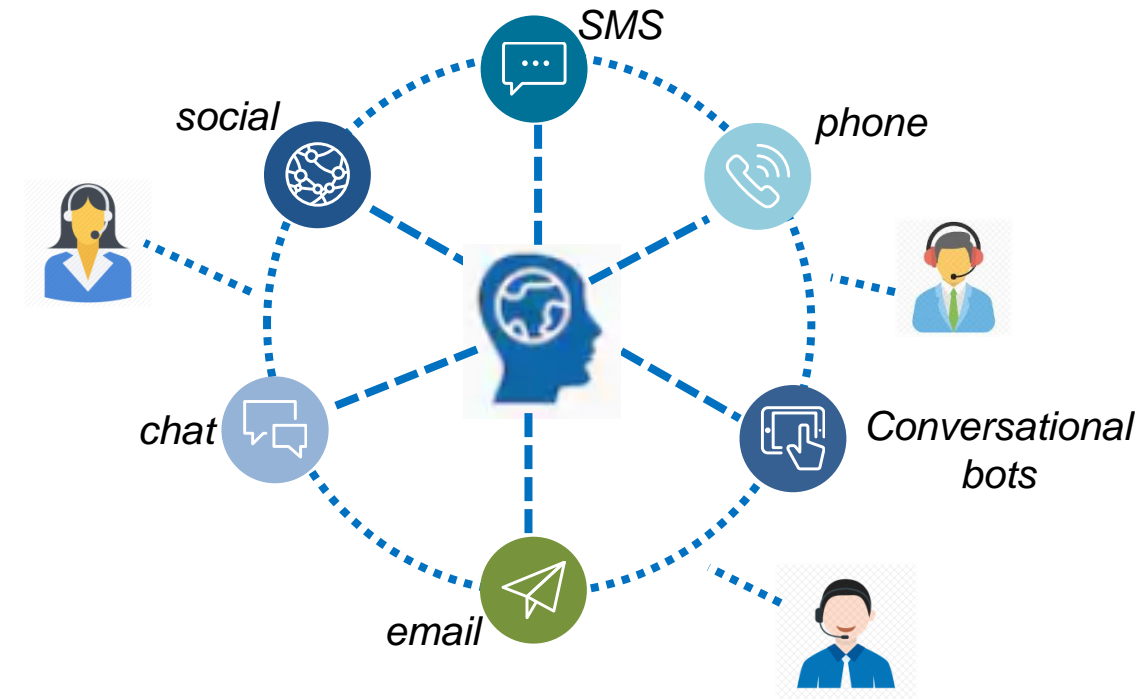- 3rd Party Security/Privacy Audits

SMS

social

phone

chat

Conversational bots

email

FLEXIBILITY. AUTOMATION. ORCHESTRATION.

Contact Information

Lance Fried
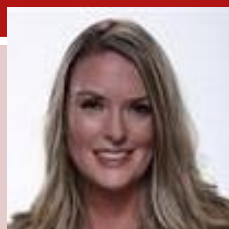Email   Lance.Fried@Thrio.com
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Q&A

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