

Maintaining Customer Experience Continuity: From Self-Service to Agent-Assisted, Hands-On Dialogues

Automated self-service is ideal for the over 70% of people who told us they want the ability to solve product and service issues by themselves. If they do need to escalate a situation to an agent, it's important to ensure their experience is seamless.

Your customers should feel rewarded for using self-service – not forced to repeat their story over again to a live agent. Here's how to ensure a seamless transition from self-service to agent assistance, even including hands-on help.

Self-Service is the Foundation

Automated, self-service conversations are the #1 choice of today's consumer, forming the foundation of a modern customer service strategy. These can take the form of any channel the customer prefers – voice, SMS, mobile apps, and social channels like Twitter.

Self-service is a simple and affordable way to provide convenient, personalized, relevant and to-the-point inbound and outbound dialogues that resolve common customer questions. Natural language understanding (NLU) supplants the frustrating “press 1” IVR menus and delivers conversational service customers appreciate.

Often, customers will be able to get the answers they need without agent assistance and within the single self-service channel of their choice. However, if a dialogue needs to cross channels, or if a dialogue requires agent assistance, it should pick up the customer's issue where self-service left off.

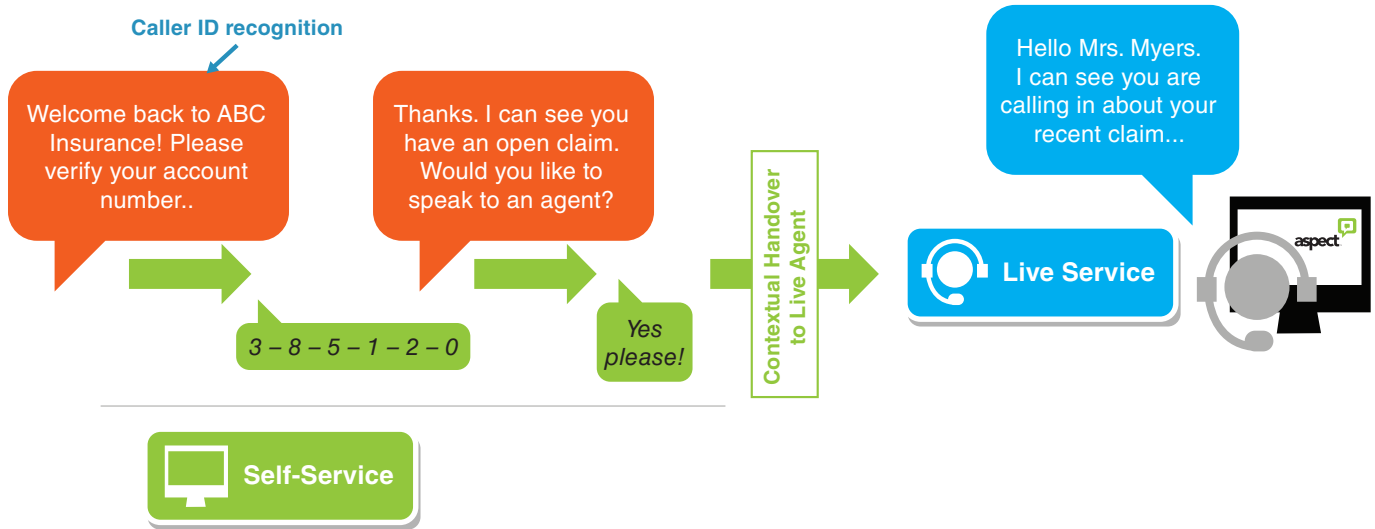
Continuity is Key

Most customers will be familiar with the frustration of transferring from IVR to the contact center, then repeating their account number and entire IVR experience to that contact center agent. This leaves them feeling like they are “back to square one” on their customer journey.

Continuity data provides customer journey information when a self-service interaction is handed off to a live agent, when changing channels or restarting a paused interaction. Information like the customer's last steps in self-service, business tasks left incomplete on their previous interaction, the last time the customer spoke with an agent and the topic of that discussion, or the most recent page of your website that the customer visited can be used to provide essential context.

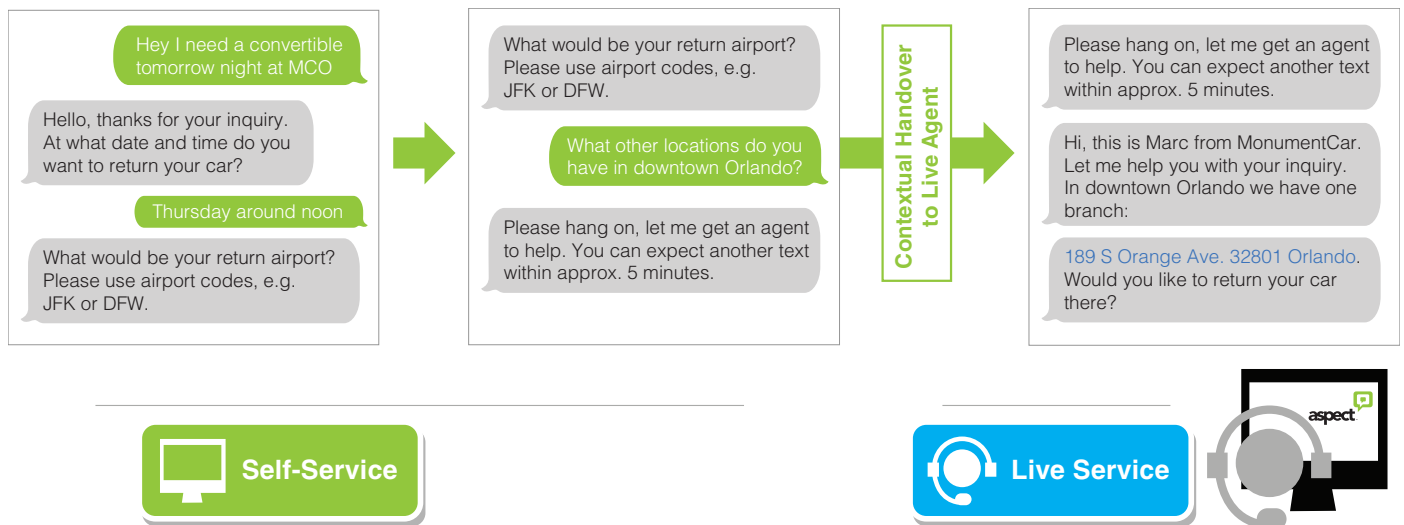
Continuity Examples

From IVR To Live Service



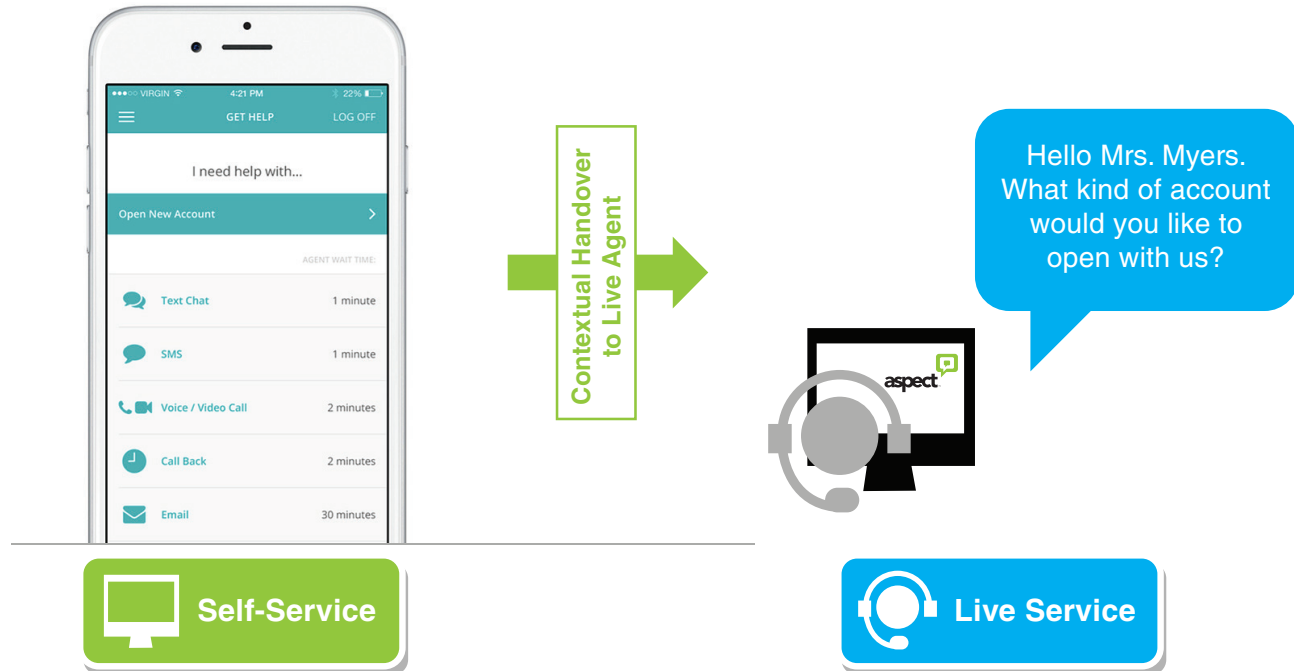
This traditional transfer from the IVR to the contact center is improved with context and continuity. First, the existence of an open claim is used to predict the nature of the customer's inquiry, allowing them to skip layers of IVR menus. Then the customer is transferred to a live agent, who already knows the customer's identity and nature of the call – no need for the customer to repeat herself.

From Automated Text to Live Service



This customer began an automated text dialogue but later posed an unexpected question. A contextual handover allowed a live agent to pick up the dialogue with the customer in the same channel, exactly where the dialogue left off.

From Mobile Apps to Live Service



This customer used a bank's mobile app to setup a new account but decides she needs further assistance. The app lets her select a topic to discuss, with live wait times displayed from the contact center. A seamless in-app transfer connects the customer to an agent, who can answer her questions and open a new account.

Rich Collaboration and Enabling Hands-On Service

For some interactions, it makes sense to incorporate audio, video, file transfers and collaboration. This can deliver a richer, more satisfying experience than a voice conversation alone.

Often, it's said "a picture is worth a thousand words". This can also be true in the contact center, when a customer can more easily show – rather than tell – an agent about a specific issue. Taking that concept one step further, customers and agents can often solve an issue faster with real-time collaboration. In conjunction with voice, text or video chat, the ability to share and jointly control a screen (co-browse), draw and annotate on screens, and push relevant content like document and videos empowers agents to provide better guidance to customers.

Aspect and Experience Continuity

Aspect has customer service solutions covered, from self-service to agent hands-on assistance. Our omni-channel self-service solutions provide robust application lifecycle management and development tools for all self-service channels. With "design once, deploy anywhere" architecture, we make it easy to develop a self-service application for one channel and extend a consistent experience to additional channels. Our Continuity Server simplifies the process of collecting data that provides a consistent experience when interactions cross channels or move from self-service to agent assistance, no matter what the channel.

Our contact center solutions provide reliable and robust platforms for efficiently routing customer calls to live agents willing and able to help with the issue on hand. And with our collaboration tools and APIs, rich customer/agent interaction in the form of file-sharing, co-browsing and screen annotation has never been easier.

Contact us to learn more about the right Aspect solutions to build your continuous customer journey.

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About Aspect

Aspect's fully-integrated solution unifies the three most important facets of modern customer engagement strategy: customer interaction management, workforce optimization, and back-office. Through a full suite of cloud, hosted and hybrid deployment options, we help the world's most demanding contact centers and back offices seamlessly align their people, processes and touch points to deliver remarkable customer experiences. For more information, visit www.aspect.com.

