5 TECH TRENDS REDEFINING THE CUSTOMER EXPERIENCE
Multimodal

Redefine the customer experience to fit this multimodal mindset. It’s all about speed, choice and a “cool factor” that’s hard to measure. Just adding another channel isn’t going to cut it. Re-invent the way information is assembled and shared. Develop new, multimodal content. Make sure customer-to-agent communication includes multiple modalities with the ability to move from one to another smoothly within the same interaction. Accelerate customer progress.

73% (of US online adults) say that valuing their time is the most important thing a company can do to provide them with good service - Forrester

The Next Big Channel “Thing”

A “thing” is not really a channel like voice, chat, email, etc.; it’s a device. However, these devices – at home, on your wrist, in the car, everywhere – are beginning to generate a ton of automated and live customer interactions. Thus, it seems healthy to think of IoT as the next major channel of communication.

Make sure you not only have the ability to detect and engage proactively, but also the ability to deliver fast, consistent and differentiated results. Prevent problems from happening with predictive analytics and automation. Fix problems before customers know there’s an issue. If they’re already aware, take immediate action – all the way through resolution – to exceed expectations and change, maybe even save, lives.

“...the number of connected devices is set to grow exponentially – by 2020 there will be over 25 billion "things" connected to the Internet." - Gartner

Effective use of data analytics will determine who survives in this new era of digital enlightenment. Winners will operationalize key insights derived from big data and math to deliver customer service that is far more proactive, timely and cognitive.

Use data science to your advantage to deliver highly differentiated and personalized customer experiences. And don’t worry, you don’t have to be a PhD to do so. Partner with cloud providers that are experts in this area and have modern, data-centric architectures. Store endless amounts of detailed operational and behavioral information. Use machine learning to detect patterns and trends that can be used to deliver the next great customer experience.
A bot is software that performs an automated task over the Internet. They have traditionally addressed more repetitive, mundane work. However, breakthroughs in artificial intelligence and machine learning are transforming bots into brilliant digital creatures.

Start thinking about how bots, supervisors and agents can join forces to better serve your customers. It’s partly about doing more with less as digital interactions increase. But don’t stop there. Dream a little. Begin to imagine how bots can use data science to gain knowledge that can impact the lives of your customers in new, refreshing ways.

Automating business processes with bots is expected to become a large opportunity for almost every enterprise. Overall, analysts expect the impact to reach more than $9 trillion and affect 230 million knowledge workers - CIO.com

Steven Hill, "The business of bots and the realities of enterprise automation," CIO.com, 2016
#5 Microservices

Time To Get A Little Exponential

Most older cloud applications are monolithic under the covers. This means they offer limited innovation, scale and reliability. A failure in one area can have a devastating impact in other areas, resulting in service outages for many or even all customers.

Invest in a modern microservice cloud architecture, where applications are divided into hundreds of independent microservices. One might handle outbound dialing while another routes incoming customer calls. A failure in one microservice has no impact on the other, providing unsurpassed reliability. Microservices are independently scaled to dynamically adjust to any area needing more resources. Cloud providers that build applications on this architecture innovate rapidly by continuously adding new individual microservices. As your business changes exponentially, so do your applications – they take you where business is going.

MONOLITHIC LAYERED
“If one fails, they all fail”

Innovation
Resiliency
Elasticity
Simplicity

MICRO SERVICES
“If one fails, another one is waiting right behind it”
Interactive Intelligence Group Inc. (Nasdaq: ININ) is a global leader of cloud services for customer engagement, communications and collaboration designed to help businesses worldwide improve service, increase productivity and reduce costs.

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