

Digital CX: The Ultimate Crisis Planning Tool


Businesses around the world are watching their costs rise and revenue drop as a result of natural disasters, disease, and other unplanned circumstances. They are confronting a sobering reality: These disruptions could be the new normal.


For example, losses from the COVID-19 outbreak could reach billions. When a crisis hits, organisations must be prepared for any eventuality.


In the customer experience space, adding a digital foundation provides a strong yet flexible backbone to maintain business continuity in uncertain times.

7 digital CX essentials ahead of business disruption

The face of disruption might change, but people still want the same things: simplicity, options, and to know that a company understands their needs. Here are 7 ways companies can weather unexpected challenges through digital transformation.

- 1**  **Create a digital transformation roadmap**

Create a plan or a map of digital initiatives and their calculated return on investments. Look at the strategic drivers of your business and voice of the customer data. Begin identifying the critical activities that will produce positive customer experience and business benefits with digital tools, such as chatbots, AI-enabled associate tools, cloud-based self-service and more. Prioritise the projects with the most significant impact on operations today and leverage those projects during a crisis.
- 2**  **Increase savings with conversational messaging**

Customers want to communicate with a brand the same way they would contact friends and family over a messaging platform quickly. Messaging is direct, immediate and reaches people with context in the moment. Consumers like messaging because they can conduct conversations with brands on messaging platforms they already use, such as Apple iMessage, Facebook Messenger and WhatsApp at their convenience. Businesses like messaging because it increases customer satisfaction and is more cost-efficient than high-touch channels like voice and live chat. Get customers comfortable with messaging with your brand now, so if there's ever a need to reach them in a crisis immediately, the communication platform is already in place.
- 3**  **Automate strategically**

Identify automation processes that reduce customer and employee effort. Let's say a crisis forces an airline to cancel hundreds of flights and passengers looking for new options flood its contact centre. A chatbot that understands customer intent, such as to rebook a flight, could gather flight data on the backend and automatically serve up the best options, so that the agent can focus on listening to the passengers with empathy, quickly rebook them, and increase customer satisfaction.

The Costs of Ignoring Digital CX

↑26%

Companies that embrace digital transformation are 26% more profitable than their peers.

2x

Price sensitivity doubles when customers experience problems and doubles again when problems recur or multiply.

9[👍] vs 16[👎]


Customers tell an average of 9 people about a positive brand experience, but they tell 16 people about a negative experience.


↓20%


A poor customer experience decreases customer loyalty by at least 20%.


15-20%

Companies that use tools like customer journey maps reduce their cost of service by 15-20%.

- 4**  **Eliminate inefficient knowledge sources**

There's no excuse for unnecessary time-consuming operations, such as requiring agents to navigate multiple screens to find the right information. Instead, set up knowledge sources that are easily accessible—for both customers and employees. For customers this could mean building FAQs with a dynamic search function and interactive reviews and ratings to bring the best answers to the top. For employees, artificial intelligence can serve agents the right information in real-time while they're assisting customers, enabling them to quickly and efficiently resolve issues.
- 5**  **Automate analysis for faster insights**

Companies need to be prepared for spikes in customer volume during a crisis. AI-powered automated analysis helps firms sort through massive amounts of data quickly and accurately. Automated analysis can identify a contact driver (e.g., a natural disaster is triggering a wave of hotel cancellations) and find effective resolutions that match customers with the best response (to match reduced demand or offer upgrades to guests who rebook rather than cancel).
- 6**  **Reimagine employee learning**

A digital transformation is only as effective as the employees who have the right skills, knowledge and training. Working with a CX partner to implement the latest digital and cloud-based learning methods and resources can get employees up to speed quickly on topics and communication channels if there's an unforeseen situation.
- 7**  **Look to the cloud for flexibility**

When widespread emergencies prevent employees from working in the office, a backup strategy that enables them to work remotely is critical. The right partner can help companies implement technology such as cloud, automation and remote VPN to maintain operations and systems remotely or provide staff that can be scaled up or down as needed.

Plan now for the unexpected future with digital solutions

TTEC is a proven partner for companies looking to add digital solutions to their CX operations without skipping a beat. We are the experts in all things customer experience and digital, ready to stand up solutions quickly with our best-in-class CX-as-a-Service platform. It's one aspect of TTEC's crisis management solutions to help through Coronavirus and beyond.

Want to learn more? www.ttec.com/emea/coronavirus

About us

TTEC Holdings, Inc. (NASDAQ: TTEC) is a leading global customer experience services provider focused on the design, implementation and delivery of tech-enabled transformative solutions for many of Europe's most iconic and disruptive brands. The Company's TTEC Digital business provides insight-driven, outcome-based and AI-enabled omnichannel cloud platforms and CX consulting solutions and its TTEC Engage business delivers operational excellence through customer care, acquisition, retention, fraud prevention and detection, and content moderation services. Founded in 1982, the Company's 48,500 employees operate on six continents across the globe and live by a set of customer-focused values that guide relationships with clients, their customers and each other. To learn more about how TTEC is bringing humanity to the customer experience, visit www.ttec.com/emea.