

A vibrant, high-angle photograph of a man and a woman high-fiving outdoors. The man, on the left, is wearing a dark blue patterned t-shirt and a grey hat, smiling broadly with his right arm raised. The woman, on the right, has curly grey hair and is wearing a light blue patterned blouse, also smiling and high-fiving the man. The background is a bright, sunny outdoor setting with green trees and a clear sky. The image is overlaid with a semi-transparent orange and red gradient on the left side.

Strategy Guide:  
Digital CX Transformation

# MASTER EFFORTLESS EXPERIENCES WITH 4 DIGITAL TRANSFORMATION STRATEGIES

ttec®



# LESS EFFORT MORE HAPPY

**By the time a customer calls your contact centre, chances are you have already failed to deliver an effortless experience.**

So what does it take to remove wasted effort? The answer is simple: **A digital-first, customer-centric approach.**

Digitally transforming your business is a key enabler of moving from effort to effortless. And it's not just about making it easier for your customers. A truly effortless experience ripples throughout an entire organisation – across strategy, people, processes, and technology.

Read this strategy guide to learn the **4 steps to move from effort to effortless experiences** and how to take advantage of the **benefits of a digital-first business.**

**96%**

of customers who have high-effort experiences have been disloyal to brands.

– Gartner

## What makes an effortless experience?



Reduce  
customer effort



Enable your  
employees



Continuously  
optimise outcomes

**Reducing customer effort and enabling employees lowers cost to serve, creates happier customers, and develops brand advocates.**

# 4 steps to effortless experiences



Design customer-centric journeys



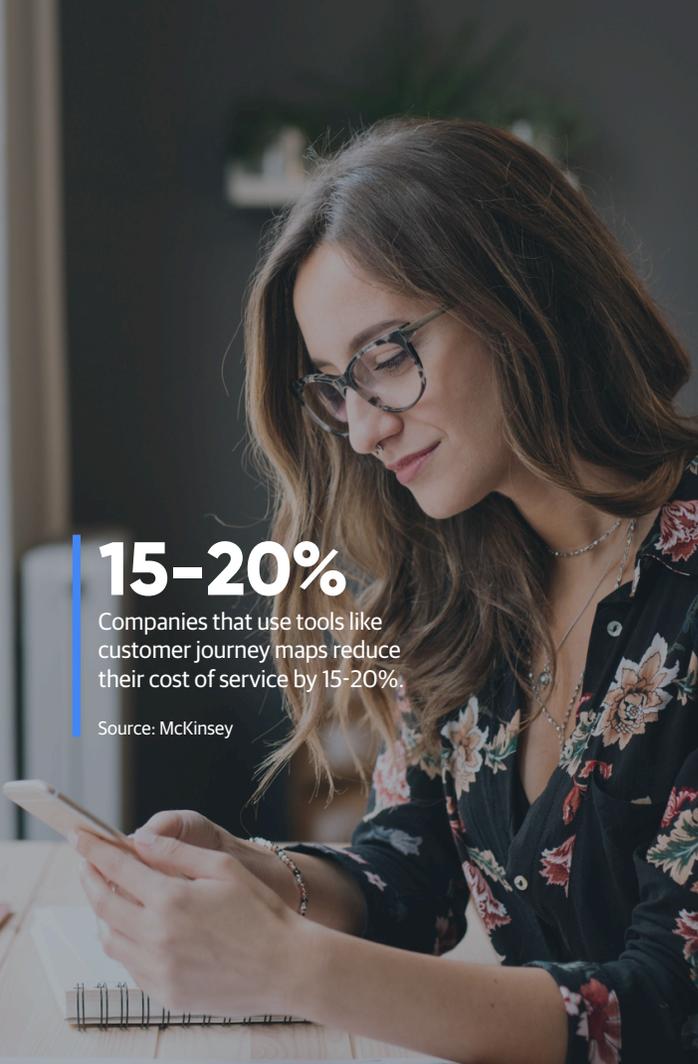
Automate to alleviate



Optimise channels and technology



Operate across the business



**15-20%**

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

Source: McKinsey

**STEP ONE**

## Design customer-centric journeys

You can't create effortless experiences without first knowing the level of effort customers must exert today. Understanding how and why different customers interact with your brand allows you to orchestrate better journeys to deliver proactive and personalised experiences to drive valuable business outcomes.



### Where to start

Start by identifying which are the most critical customer touchpoints and journeys that need improving. Rather than trying to make blanket improvements, a narrow focus can illuminate which areas will drive the most CX improvement and ROI.

Prioritise the most common call types or frustration points for customers. Use data analytics, voice-of-the-customer and voice-of-the-employee insight to focus your attention where red flags emerge.



**STEP TWO**

## Automate to alleviate

**From mundane repetitive tasks for employees, to inefficient customer self-service directories, intelligent use of automation can alleviate the effort both your employees and customers go through to get the information they need and resolve their issues.**

**40%**

By 2023, 40% of all customer interactions will be automated through AI and machine learning.

— Gartner



### **Where to start**

Look at the processes and activities eating up time for your customers and associates. Often-overlooked aspects like multiple login screens, redundant forms, and call disposition processes can be untapped opportunities for productivity and efficiency improvements.

Automate simple, repeatable tasks with robotic process and desktop automation. Introduce intelligent virtual assistants to help your customers find the information they need easily and instantly.

## STEP THREE

# Optimise channels and technology

Every single interaction a customer has with your brand should be seamless. Every ounce of effort exerted by a customer is one less ounce of satisfaction generated. Businesses must be able to proactively manage customers' preferred channels, including messaging, social media, mobile apps, and voice calls.



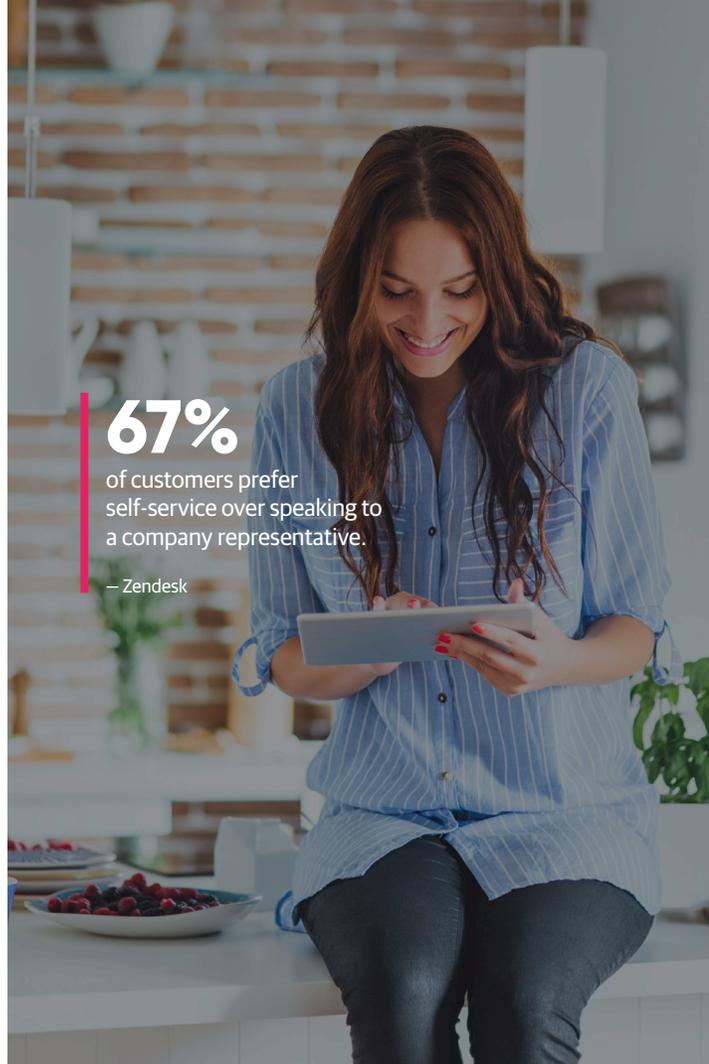
### Where to start

Connect all systems into one integrated platform that sits above the business units and legacy platforms. Shift channel focus to customer focus for a more well-rounded understanding of the customer and their value to the business. This way, relevant triggers and actions can be automated or semi-automated to enable a more cohesive, valuable experience that doesn't take years to build.

67%

of customers prefer self-service over speaking to a company representative.

— Zendesk





**STEP FOUR**

## Operate across the business

**All the hard work done to design the customer journey, apply automation, and optimise channels and technology won't achieve results if it doesn't get delivered.**

Effortless is not a destination. It's an ongoing journey that requires constant tuning and improvements over time. Successfully managing and scaling operations across your entire ecosystem drives governance, superior customer experiences and growth.



### Where to start

Get buy in from the top and ripple that throughout the entire organisation. With a customer focus, traditional siloes can be overcome with a collaborative, cohesive organisation that embraces customer centricity and shares goals around delivering effortless interactions.

**89%**

Firms with digital customer engagement strategies retain on average 89% of their customers.

— Aberdeen Group

# Effortless experiences deliver eye-popping results

One company radically reduced calls to its contact centre and improved its customer experience

## Design

Detailed analysis of customer interactions determined root causes of inbound calls and monitored critical customer journeys to reveal friction points.

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**15-point**  
NPS increase

## Automate

Impactful dashboards with call volumes, trends, and valuable customer insights were automatically disseminated to decision makers in near real-time.

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**\$4.4M**  
cost reduction

## Optimise

Robust call interaction detail and customer-level insights were integrated in a cloud-based reporting platform.

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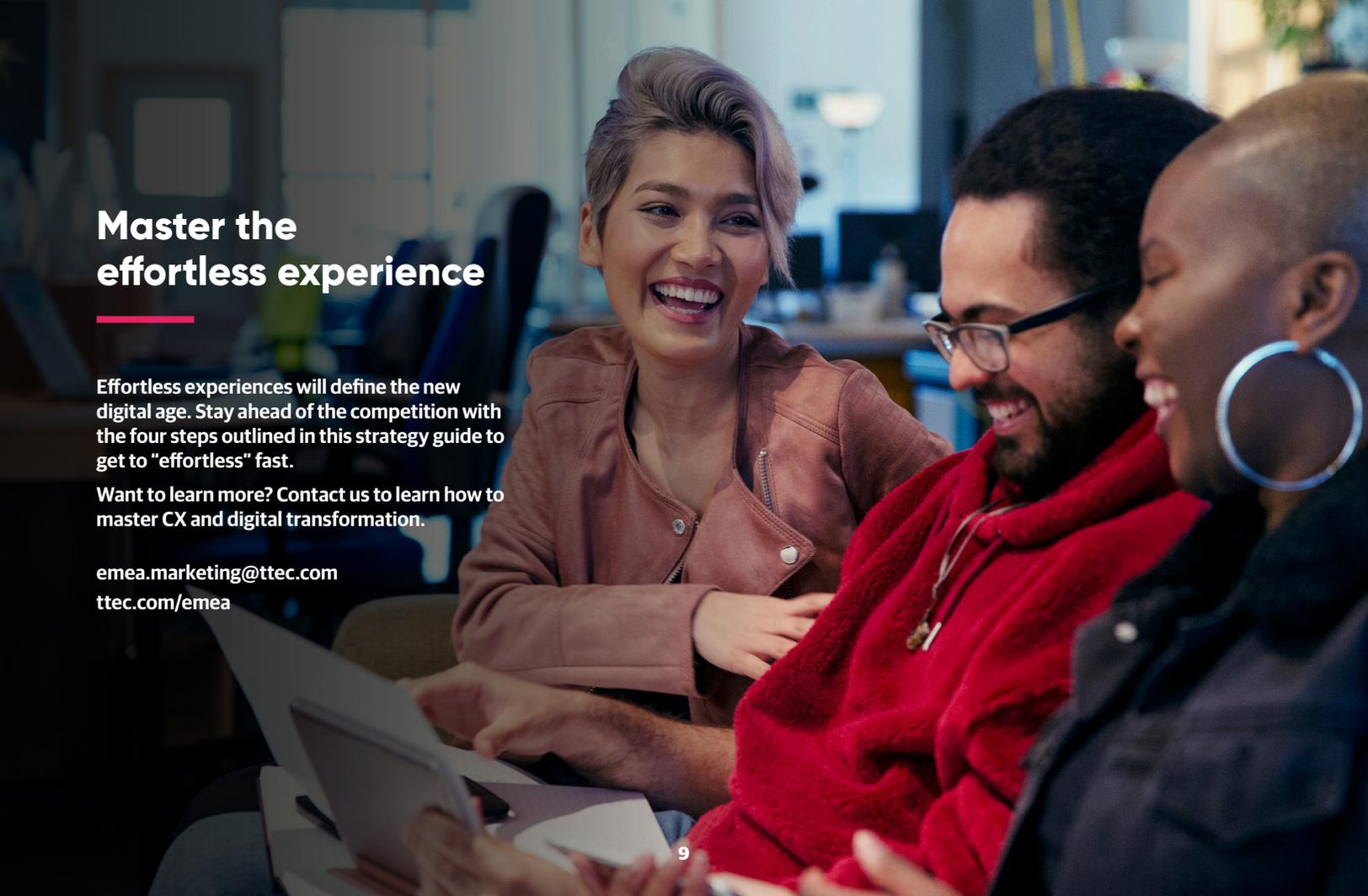
**500%+**  
ROI

## Operate

Swift call deflection initiatives and strategies like product enhancements, self-service options, updates to documentation and training, and revisions to FAQs simplified the experience.

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**Award-winning**  
training program



## Master the effortless experience

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Effortless experiences will define the new digital age. Stay ahead of the competition with the four steps outlined in this strategy guide to get to "effortless" fast.

Want to learn more? Contact us to learn how to master CX and digital transformation.

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## About TTEC:

TTEC Holdings, Inc. (NASDAQ: TTEC) is a leading global customer experience technology and services company focused on the design, implementation and delivery of transformative customer experience for many of the world's most iconic and disruptive brands. TTEC Digital delivers outcome-based, human-centric, tech-enabled, insight-driven customer experience solutions. TTEC Engage operates customer acquisition, care, fraud prevention and detection, and content moderation services. These two offerings combined deliver flexible and extensible customer experience solutions at scale. Founded in 1982, with nearly 50K employees and offices on six continents across the globe, the company and its employees are proud to 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 [ttec.com/emea](https://ttec.com/emea).

