

NOW INTERACT



MEASURING CONTACT CHANNEL MATURITY

HOW MATURE ARE YOUR CONTACT CHANNELS?

Personalization works. Consumers want bespoke, tailor-made customer experiences. Companies know that they need to provide them. But getting there isn't always straightforward. Many companies take the first step by investing in an array of contact channels. But are these contact channels delivering the mature, personalized experiences that visitors want?

Assessing how well your contact channels are supporting your company's objectives is a critical concern. If the channels are just sitting on a website, indiscriminately reaching out to different visitor types regardless of their shopping intent, then it's likely that there will be high levels of abandonment. If they are only made visible to the right visitors, at the right time, then you will see a higher return.

But how do you assess the maturity of your contact channels? We've outlined five of the main questions that you need to ask about your company. Bringing in real-world examples, this booklet will help to align your priorities and gain a better view of your maturity level.

THE FIVE QUESTIONS YOU SHOULD ASK ABOUT DIGITAL MATURITY



1

WHY HAVE YOU INVESTED IN CONTACT CHANNELS?

This question will have an obvious answer. You want to provide a rich experience for your web visitors. And you want to be in the best possible position to sell more. But these blanket concerns are more nuanced when you think about why you chose to invest in each contact channel.

You wouldn't have developed a smart FAQ purely for sales, for example. Just like you wouldn't have brought in video chat if you knew it would attract visitors who were unlikely to convert.

Each contact channel has a different purpose. Insurer Centraal Beheer understood this. That's why they decided to work with Now Interact. By personalizing its contact channel display, it achieved a 42.5% conversion in consumer markets. And it also won the insurer a Silver award for Best Multi-Channel Customer Service at the ECCCSAs in 2016.



2

WHY DO PEOPLE VISIT YOUR WEBSITE?

Again, this should be a simple question. People either go online to browse, buy or to resolve a service issue. These are three overarching sections under which many different visitor types live.

Despite this, many websites take a one-size-fits-all approach to their contact channel strategy. At least three distinct customer types, but only one contact channel treatment. Something's not adding up.

By personalizing its contact channels, Swedish telco Comviq improved the online experience for its sales and service customers. It made sure that its service visitors made use of the FAQ. At the same time, sales visitors likely to abandon were given VIP access to an advisor in the call center. Comviq's contacts through Now Interact are 6 times more profitable than the sales calls generated by static phone numbers on their website.



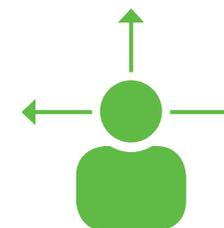
3

HOW DID YOU DECIDE YOUR CONTACT CHANNEL STRATEGY?

A developing digital world is as chaotic as it is exciting. The sum of your digital whole is probably made up of a lot of smaller decisions. The decision to invest in chat. The decision to flesh out your FAQ.

Sometimes these decisions are made by different stakeholders in different departments. Is your company siloed? Are all departments working towards a common aim? Have you decided what this common aim is? How does your contact channel strategy affect each department within your organization?

Dutch telco Simpel wanted to answer these questions. So it audited its contact channel strategy with Now Interact's Omnichannel Insights program. As a result, it now has a roadmap to follow which will help to reduce its abandonment from 89%. Calls from service contacts have already gone down by 32% as a result of the project.



4

HOW MUCH DO YOU KNOW ABOUT CROSS-CHANNEL JOURNEYS?

Customer journeys are rarely linear. Consumers might start in-store before browsing on their phone. Then they might go home and check the FAQ, or start a conversation with an advisor on chat, before choosing to pick up the phone. Is your company making sure that data collected at each stage is carried forward? Are you doing enough to provide your customers with the ideal browsing experience?

Online journeys are often lost when the visitor reaches the call center. The customer may have to repeat steps already taken online in the IVR. They are also routed towards agents who have no visibility of the caller's digital journey. This negatively impacts the customer experience.

Working with a leading U.S. based triple play provider, Now Interact's data-driven predictive routing proved to be 73% more accurate than the customer's own IVR choice. And when compared to a 30% close rate through traditional IVR based routing, Now Interact's prediction-based routing closed 52% of sales.



5

ARE YOU NEGLECTING YOUR ANONYMOUS VISITORS?

Acknowledging online journeys is critical to success. It's easier to track the journeys of known, logged in visitors. But what about the masses of visitors on your website who are unknown? What are you doing to ensure that their online journey previous to picking up the phone isn't forgotten? What information do the advisors in your call center have about these visitors?

Giving advisors in the call center information about these online journeys leads to a better customer experience and higher conversion. Three UK knows this. By using Now Interact's Agent Empowerment tool, it has been able to leverage information about callers from online during calls.

While its regular inbound sales team sees conversion of around 15%, the conversion for the team using Now Interact's technology averages at 25%.



OMNICHANNEL INSIGHTS

Now Interact's Omnichannel Insights records the on- to offline flow on a company website. It identifies the unique state-of-mind of each individual visitor. It knows whether a visitor has no product interest, is window shopping, is considering a sale or has buying intent. It then determines whether these visitors completed their journey as intended. Through use of behavioral data, it has a clear picture of the complete customer journey.

It helps you to identify how mature your contact channels are and pinpoints exactly what needs to happen to deliver a next-level customer experience. A mature digital approach will increase profitability, reduce cost-to-serve and improve the customer experience.

This booklet won't be able to answer all your questions. Book a consultation with one of our industry specialists to gain a better view of your current contact channel situation. Improve your digital operations today.

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