5 QUESTIONS TO ASK ABOUT YOUR WEB VISITORS

WHAT DO YOU KNOW ABOUT YOUR WEB VISITORS?

The digital revolution has its winners and losers. The winners are the companies that fully embrace digital change. They're the companies that are either replacing old business processes, or are using technology to boost their existing practices. The losers are the companies who are either refusing to keep pace, or are struggling to get a foothold.

It's undeniable that the internet has changed the game for both businesses and consumers. Over the last 10 years, ⅔ of consumers say that they have significantly increased the number of companies or brands that they consider for purchase (Accenture). Consumers have more options at their immediate disposal and they're not afraid to explore them. The amount of detailed information about price, product and service at their fingers has turned the consumer into an imposing power figure.

The losers are the companies who don't recognize and react to this shifting relationship between company and consumer. They're they companies that fail to make the customer experience (CX) a central player in all of their key strategies. And they're the firms which are failing to make enough of an investment in technology, and in leadership, to ensure that they're able to become CX champions.

The basic options to foster growth can appear stark; cut or invest. Either cut costs to attract new business in the short term, or invest in improving CX and building a dynamic digital infrastructure in the hope that it will bring longer term gains. Both choices involve different levels of risk but only one has the possibility of delivering sufficient reward. For the winners, investing in CX is an obvious choice.

This is only just starting to register for most businesses. In 2015, an Oracle-Forbes survey of 400 executives discovered that only 38% listed customer service as an organization-wide strategic goal. Further, only 15% determined that customer service was a key component of their company's marketing message or brand; the assumption here is that the executives viewed CX as a "post-purchase function".

Since the release of that survey, the tides have been turning in favor of CX. Companies are now more focused on improving their CX capabilities. And they're are finding it easier to boost profits when working with a CX-first approach. The financial benefits are clearer. The risks have been identified, and they're being outweighed by some obvious opportunities.

As the digital revolution has rumbled on, customer journey mapping has become more complex. According to Forrester, "customer journey mapping is an essential practice for understanding and anticipating customer needs as they move across touchpoints." More than that, the way that the practice is moving makes it an invaluable proposition for forward-thinking business leaders.

As CX becomes more personalized, and more concentrated on micro interactions on web pages, businesses have more opportunities to make a real impact at every stage of the real-time customer journey.

There are more opportunities to create meaningful and valuable connections with online visitors than ever before. It's not just an exciting time in terms of digital change; it's also a perfect opportunity to generate a real competitive advantage. A recent study by the Massachusetts Institute of Technology highlights the financial benefits of effective digital transformation; it found that the companies that combined appropriate investment in tech with the right leadership are 26% more profitable than their industry competitors.

Understanding who your web visitors are and knowing what they want is the key to unlocking higher profits. Which begs the question; how much do you actually know about your web visitors?

In this brochure, we outline the five questions that every business leader should ask about their approach to visitor journey mapping. Bringing in working examples, it highlights the need to better respond to each visitor's unique real-time customer journey. By asking the right questions, you'll be able to reach the right answers.

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1. HOW MANY ONLINE CONTACTS ARE MADE IN A DAY?

Knowing how many visitors are on your site every day is simple; all you have to do is check your Google Analytics. But if you stick to skimming data, you're only going to get basic returns. There's only so much insight that can gleaned from looking at exit points, bounce rates and dwell times.

While it's easy to see exactly how many visitors were on your site in any given day, and to see base usage of your contact channels, it's much more difficult to understand why they chose to interact with the channel.

To get an accurate picture of who each of your online visitors are, it's necessary to stop making assumptions about the quality of traffic and to start diving deep into data.

Visitor journey mapping has developed significantly since its creation as an outside-in business technique. The basic principles of breaking down silos within organizations to create one single joined-up approach to CX management remains the same, but the technology available to map journeys has become far more compelling.

Technology at the forefront of visitor journey mapping doesn't use retrospective data to determine general demographic patterns; it uses Artificial Intelligence to track and respond to each individual customer journey in real-time. This is technology which learns from user behavior to influence

Thanks to these technological advancements, it's now easier than ever to make sense of data. It's easier to understand why each visitor is online, and act on this information in real-time.

So easy, in fact, that the now attractive (and lucrative) proposition of becoming a data science genius is now apparently under threat of being wiped out by the very AI that the data scientists developing.

This means it's easier than ever to understand the complexity of each customer journey. Which is critical if you're interested in offering your online visitors the relevant and personalized experiences that they value when browsing online. .

When you go beyond understanding how many contacts are made in a day and towards knowing exactly why each contact is being made then you're putting your business in a real power position.

Insurer Centraal Beheer knew that there were a lot of visitors on its website, and a lot of contact being made with its channels. But it wanted to better discern which visitors were making which contacts, and to make sure that the relevant visitors were being shown the relevant channels. So it decided to dynamically split the way that it offered contact channels. As a result, their conversion on new SMEs increased to 57%.

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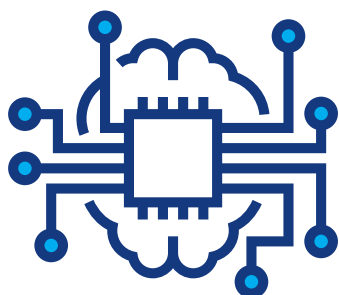
2. HOW MANY UNKNOWN VISITORS END UP IN THE CALL CENTER?

Reducing call load from online (and offline) contacts is a primary concern for many businesses. The fewer calls they need to take, the less cost incurred. It's simple. But understanding why so many consumers choose to pick up the phone instead of trying to self-serve isn't quite so simple.

After seeing how many online visitors end up the call center, ask yourself if you know how many of those were unknown to your company before they initiated contact. And then ask yourself what you know about these callers that could have prevented them from picking up the phone.

The thing is, it can be difficult to know anything about unknown visitors. They're anonymous for a reason. And, besides looking at general traffic patterns, it's almost impossible to build a picture of these anonymous journeys without the support of Artificial Intelligence that tracks, and responds to, each individual web journey.

If you want to reduce call load from online visitors, you first need to understand why they're calling. Artificial Intelligence tools give you this understanding. Because they these tools learn from user behavior, they know where, why and how a visitor decides to abandon

their online journey in favor of reaching out to the call center. They lift the lid on anonymous visitor behavior for the first time.

With the right insight, you can finally identify how many visitors are calling who could have easily self-served. And, after seeing how big the problem really is for your business, you need to work out why it is that they're not converting online or using the FAQ.

Because service contacts should be encouraged to go through the FAQ before picking up the phone. how does your business differentiate sales and service visitors? How are service journeys optimized to ensure that the customer is able to receive appropriate assistance through self-serve channels?

The first step towards reducing costs is to understand the purpose of each web visit. Without doing this, it's impossible to develop meaningful personalization.

By establishing different contact channel strategies for service and sales customers, Swedish triple play telco ComHem has been able to improve its customer experience. Its new laser focused approach has also led to a sizable uplift in sales; over the first two months of activation, it enjoyed a 100% increase in online orders.

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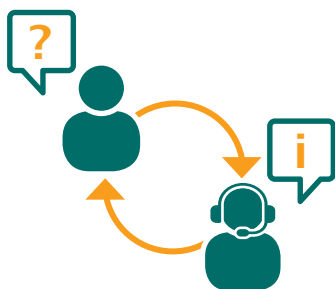
3. HOW DOES BEHAVIOUR DIFFER BETWEEN KNOWN AND UNKNOWN VISITORS?

Known and unknown visitors have different priorities. Known visitors have already bought into a company's ethos; unknown visitors may be browsing with or without any intention to buy. From looking at the data that you have to hand, are you able to differentiate between the two?

It's likely that the answer to that is 'no'. An Adobe report found that 63% of businesses don't have the right tools in place to capture quality data online. The quality of data available is improving, exponentially. The tools used to capture data are becoming ever more powerful. The onus is on businesses to take advantage of this opportunity.

Companies now have the ability to track user journeys with a startling degree of accuracy. They have the ability to know exactly how behavior differs between known and unknown visitors. With the right tools, they're able to know exactly how behavior differs between every single visitor on their website, as they browse. This knowledge isn't just powerful; it's also becoming necessary for success.

The winners in the digital age know which content and contact channels work for each customer type because they're tracking behavior. More than that, they're using dynamic personalization tools to ensure that the right visitors are shown the right content and the right contact channels. Different customer types have different needs; knowing this, it just doesn't make sense to treat all visitors the same. Personalization works.

But more often than not all visitors see the exact same content, and are offered the same contact channels, as everyone else. It happens without knowing about their unique state-of-mind. Tarring all visitors with the same brush, and failing to acknowledge their actual reasons for visiting, is a CX failure.

There are also so many sales opportunities being missed just because there's no understanding of each visitor's state-of-mind. By understanding each visitor's unique purchase intent and responding appropriately, you're putting yourself in a far better position to ensure conversion.

Energy firm Essent recognised the need to face this problem head on. So it personalized its contact channel offering to make it relevant for each individual visitor. By offering a proactive call back dialogue to visitors on the brink of abandonment, Essent was able to increase its conversion to 61%.

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4. WHY DO THEY FEEL COMPELLED TO CALL?

Many companies face the same problem. They want to lower costs by reducing the number of contacts picking up the phone to reach out to the call center. Before this can happen, it's essential to understand why customers are calling in the first place.

A basic, and unavoidable, truth is that people still prefer to talk to humans. There's a lot of noise around the development of chat-bots (there are now upwards of 45,000 developers using Facebook's Wit.ai chat-bot building tool to create bots for Messenger) and there's no doubt that they will play an incredibly valuable role for many consumer-facing businesses.

But it's also undeniable that the human touch and the human voice will still hold a core value for consumers. A recent survey showed that 62% of consumers far prefer face-to-face or voice contact with advisors in complex or emotive situations like making a complaint or correcting a complicated problem. It's unlikely that this percentage is going to drop any time soon.

It's reductive and inaccurate to say that everyone's calling in because they want to talk to someone. That's not going to be the case for many callers. In a lot of cases, it's more likely that they've picked up the phone because the number to call in was immediately accessible. It's more likely that they want a quick resolution, so they reach for the most immediately accessible contact channel.

They pick up the phone without knowing whether it's actually the quickest route to resolution. It's probable that they could have self-served. They may have even preferred to have been able to self-serve. But when they're confronted with a prominent phone number, the natural inclination is to hammer in the digits and wait to speak to an advisor in the call center.

Of course, this advisor probably won't know anything about the caller's previous online journey. So the caller will then have to repeat all of the steps already taken over the phone. Which is hardly ideal for both business and consumer.

It's critical to identify the people who would actually benefit from talking to a customer service representative and to prioritize their entry to the call center. The only way to do that is by using Artificial Intelligence technology that understands visitor behavior. Without this, it's impossible to intuitively channel relevant visitors towards self-serve channels. Adopting technology which understands behavior is the best way stop masses of web visitors from picking up the phone.

In order to increase profitability, reduce costs and become digital transformation winners, firms need to invest in technology which ensures that only the right customers reach the call center. TELE2 did just that. The telco discovered that a large percentage of its calls were made up of service contacts. After using Artificial Intelligence to encourage FAQ usage for relevant customers, it was able to make a 29% global reduction in calls generated from online visitors. This had no negative impact on CSAT scores.

5. ARE THEIR ONLINE JOURNEYS ACKNOWLEDGED IN THE CALL CENTER?

When visitors end up in the call center, it's important to acknowledge their online journey. They've invested time and effort into reaching a resolution and, ideally, they want the advisors that they talk with to understand the steps that they've already taken.

A recent Accenture study revealed that more than half of online consumers look for the purchase process to happen as fast as possible with as little effort as possible. So it's not ideal when they're made to repeat all of the steps that they have already taken online in the call center.

And it's possible that they could have spent a significant time online before calling. The same Accenture study showed that 88% of consumers use at least one online channel when prospecting, with 40% wanting even more digital interactions than those currently provided by companies.

This significant online input is often all but lost when the visitor starts talking to a call center agent. Add this frustration to the pressure placed on many agents to shorten conversation time and increase efficiencies and it's easy to see why calls aren't as effective as they could be.

Companies should be thinking about what could be done to make the CX run smoother. They should be thinking about how to reduce customer effort; it won't just alleviate consumer frustrations but will also develop some true loyalty. Demonstrate that you value your customers' time and they're far more likely to leave the contact feeling happy.

The truth is that call center agents could be put in a far better position to achieve quick and painless resolutions over the phone. All they need is access to clear information about the caller's previous online journey.

The data's there, ready to be seen. And the technology exists which can bridge the on- and offline gap. Investing in technology which enables that gap to close is the best way to reduce customer frustration, increase sales and enable a best-in-class CX.

Joining up on- and offline operations, and using data gathered during online journeys to educate advisors about visitor intent, caused Three UK to rethink the way that it handles callers from online. Increased conversion and profits led to the telco reallocating resource towards omnichannel enquiries and ringfencing a dedicated web team.

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HOW CHANNEL OPTIMIZATION CAN DELIVER A ROADMAP TO CX SUCCESS

Digital now plays a substantial role in the omnichannel journey. Online visitors move from the website to call center channels, and back again. And the brands serving them want to shift sales and service online. At the same time, these brands want to increase sales and improve customer experience.

Now Interact has discovered the secret to achieving all of this and more. Now Interact was the first company to identify the role that every channel plays in the omnichannel journey. And we were the first to find smarter ways to make these channels work seamlessly together.

We give each and every one of your visitors a personalized omnichannel journey. The results? Superb customer service, an accelerated shift to digital sales and service, and increased sales.

Now Interact's channel- and tool-agnostic solution helps companies meet the needs of omnichannel customers. It's the only solution which will enable your business to:

- Find and remove online barriers to purchase
- Understand the behavior of your anonymous visitors
- Deliver powerfully personalized contact channel experiences
- Increase sales online and offline
- Reduce your cost-to-serve
- Stop driving unnecessary calls from the website to the call center (cannibalization)

Our machine-learning algorithms enhance existing CRM and personalization software, helping to deliver an end-to-end personalized experience to every one of your visitors.

Our algorithms use detailed online behavioral data to understand and interpret each individual website visitor's intentions and needs. The solution can then encourage the visitor to self-serve, or it selects the contact channel which generates the best customer experience for that specific need and is most profitable for the business.

This is all done in real-time with Now Interact working with existing contact center and personalization software.

Our technology respects the individuality of each unique visitor. We use AI to understand more about the millions of anonymous visitors who browse every day—each one a person with unique perspectives and priorities.

We help brands understand each visitor's unique digital footprint. We improve every single web visit. We deliver results.

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A leader in accelerating digital transformation, Now Interact offers a contact channel optimization platform that helps companies including Sky, Vodafone, MediacomCable and Three to increase sales, decrease cost-to-serve, and drive digitalization.

We are an experienced team with data science at the heart. We have a passion for creating Artificial Intelligence applications that use real-time omnichannel data to drive personalized customer journeys and accelerate digitalization.

Key facts

Founded
2010

Employees
40

Offices
**Amsterdam
Hamburg
London
Los Angeles
Stockholm**

Investors
**Industrifonden
Inventure
SEB**

Let's have a conversation

Now Interact helps leading enterprise B2C brands to digitalize sales and service faster. Interested in how we can help grow your business? We would love to hear from you.

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