



**NICE** · CX<sup>one</sup>

# THE FOUR SECRETS TO NEXT-GEN CX

Taking Customer Experience to the Next Level



# CONTENT

<b>Secret 1: We're all in this together .....</b>	<b>5</b>
<b>Secret 2: Go native or go home .....</b>	<b>7</b>
<b>Secret 3: It's not about the destination; it's the effortless journey .....</b>	<b>10</b>
<b>Secret 4: Put your artificial intelligence to work in real time .....</b>	<b>12</b>
<b>Talk to us about next-gen CX. Talk to us about CXone. ....</b>	<b>16</b>

# IT'S NO SECRET.

Extraordinary CX is no longer just a competitive edge — it's necessary for business survival.

As a result of the pandemic, customers of every generation have become digital natives. They have turned to self-service and agent-assisted digital channels to conduct, sustain, and enrich their lives, including SMS, chat, branded mobile apps, social media, and virtual meeting platforms. Driven by accelerating digital adoption, heightened expectations for instant resolution are impacting every business and every consumer on some level.

Digital transformation is changing everything — for your customers, team members, organization, and you.

With consumers growing increasingly impatient with brands that don't deliver on their digital self-service expectations, patching together your old call center with a hodgepodge of applications is simply not the answer. In fact, smart businesses are now beginning to move far beyond the contact center to meet customers where they are in the virtual universe — on all the digital channels they prefer. In fact, the entire customer relationship is becoming increasingly digital.

In this context, imagine if two-thirds of customers left tomorrow. That could happen after one bad experience.

So, when it comes to customer experiences, “almost” is not good enough. The digital-first era of CX has arrived. If you are still trying to attract digital-first customers with your first-gen call center, it's time to upgrade your contact center platform and gain a competitive advantage.

*“CX is still recognized as a clear differentiator (by 81.6% of organizations) and the number one indicator of strategic performance ... yet only 12.1% say customers rate their CX at a promoter level.”<sup>2</sup>*



61%

of customers report they have stopped dealing with a business after a poor service experience.



59%

of customers surveyed say they have higher expectations for customer support than a year ago.<sup>1</sup>



73%

of consumers say a differentiated experience is what inspires their loyalty.<sup>3</sup>



# PREFACE: SO, WHERE DO YOU START AND WHAT IS NEXT-GEN CX ANYWAY?

Next-gen is more than just a platform or a futuristic buzzword. It means making it easy and natural for customers to effortlessly get answers or resolve other needs at the very start of their journey — whether that's via an internet search, webpage visit, mobile app integration, or social message. It means being proactive about resolving issues before they happen — or at least, predicting customers' intents and guiding them to the best possible resolution paths, whether smart self-service or agent-assisted. And it means using artificial intelligence (AI) and data to drive complete performance improvements for faster service that makes both customers and agents feel great in the process.

**But how do you get there?**

**Well, read on to learn the secrets to next-gen success.**

Here's where you'll learn the secrets to next-gen CX today to deliver a differentiated digital-first experience that will drive greater customer satisfaction and loyalty.

## NEXT-GEN MAKES IT EASY TO GET ANSWERS OR RESOLVE NEEDS STARTING WITH



internet search



webpage visit



mobile app integration



social media

# SECRET 1: WE'RE ALL IN THIS TOGETHER

Leverage a complete suite of applications to deliver digital-first CX.

In crafting customer experience, the whole is greater than the sum of the parts. CX requires a complete and holistic approach, from guiding customers the instant they have a need to resolving that need in an AI-empowered interaction. The possibilities are limitless.

With the next-gen power of machine and deep learning to customize the customer experience through conversational automation in real time. The good news is this technology is accessible to companies of all sizes. With a complete platform and a robust suite of tools, you can:

- Monitor keywords and search queries to provide proactive service
- Seize every opportunity to convert prospective customers who are searching
- Automatically update your knowledge base
- Integrate data insights with conversational bots
- Accommodate every need in seconds — from the simplest query to the most complicated issue
- Capture, manage, deliver, and optimize content to enhance customer experience
- Increase agent productivity
- Streamline operational efficiencies
- Reduce costs

As we focus our operations on the customer, the lines between marketing and customer service begin to blur.

By integrating customer data across the journey and into a streamlined view on agents' desktops, you can deliver a personalized customer service experience across every channel that significantly reduces customer (and agent) effort.

Your data is the fuel, and your next-gen cloud platform is the engine. Together, they can turbocharge customer experience, empower workforce productivity, and drive organizational success.



94%

want seamless access to a customer service agent even if they use self-service.<sup>4</sup>



83%

say if they use a chatbot they expect to switch to chat, text or phone in the same interaction.<sup>5</sup>



96%

of customers surveyed expect companies to make inquiries easy without the need to repeat information.<sup>6</sup>



76%

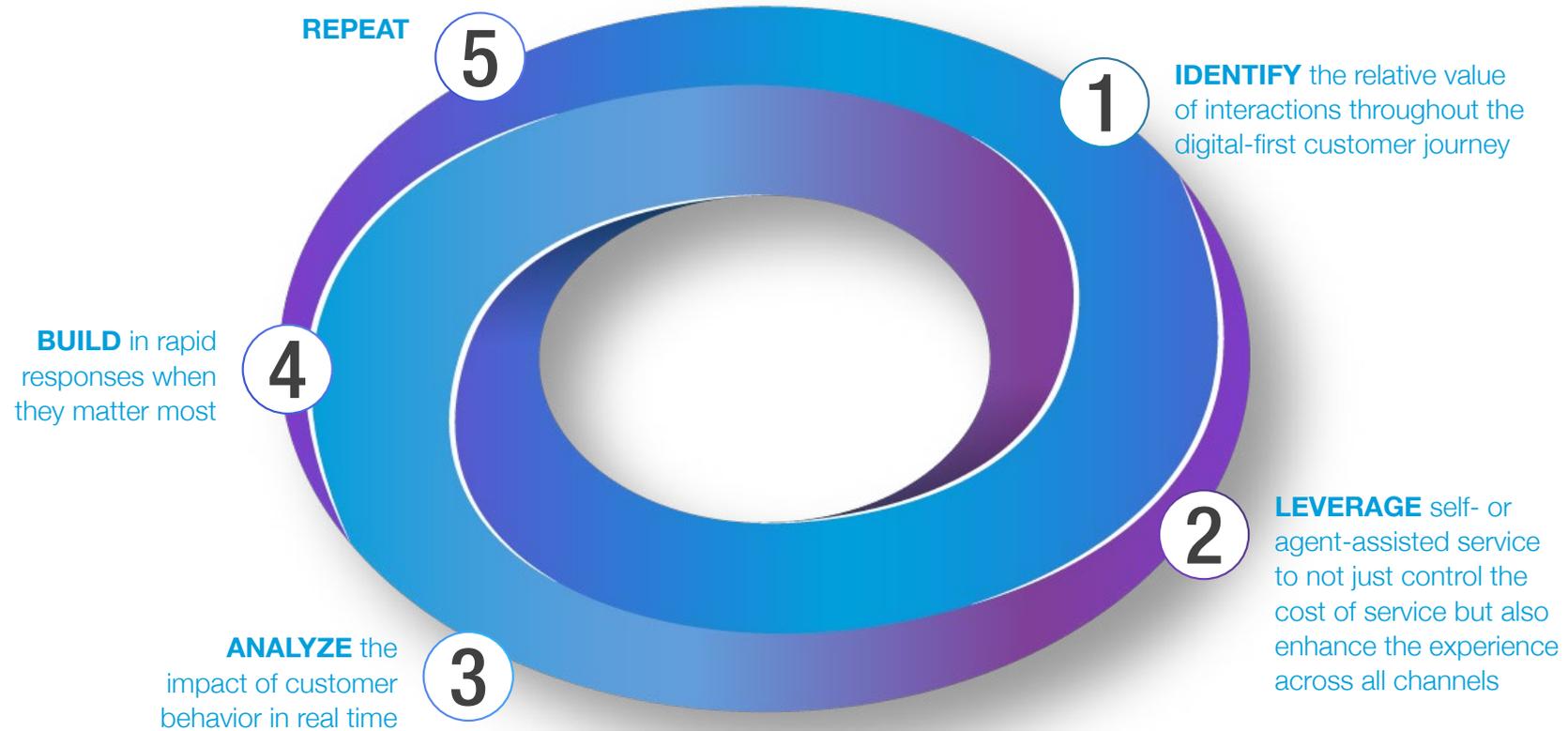
of customers expect consistent interactions across channels, but more than half report that's not the case.<sup>7</sup>



*“Are you missing the right tools to make your CX extraordinary?”*

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# BUILDING A 360° EXPERIENCE



The customer experience is constantly changing, and the migration process can feel overwhelming with everything from smart self-service to expert knowledge management. But with the right strategy and the right tools all in one place, you can transform your contact center into a value center that forges customer relationships for life.

## THE CX TRANSFORMATION

Outdated, disjointed  
WEM applications



One smart and complete CX platform for all  
employees, no matter where they are

# SECRET 2: GO NATIVE OR GO HOME

Navigate all the needs of your customers – no matter where they are.

Digital transformation is never complete. It's always iterating, and that's why an enterprise-grade cloud-native platform is the necessary foundation — a flexible digital ecosystem that delivers full elasticity, rapid turn-up, easy upgrades, seamless integrations, and agile program implementations. This gives you the next-gen springboard you need to support continuous transformation and seamless experience.

Hyper-personalization combines AI and real-time data to deliver relevant content that is specifically designed to address a specific customer's need event when it happens. Therefore, the ultimate achievement in hyper-personalization is the shift in CX mindset from reactivity to proactivity — predicting or anticipating customer desires and behaviors, instead of responding to inbound requests. It's the power of data (and harnessing it wisely) to read the mind of the customer.

The secret is designing digital environments that synthesize data to offer up the most relevant, personalized content across every channel. The use of AI, real-time natural language processing, machine learning, deep learning, and predictive analytics consolidates and automates this process — from search to resolution. Whether it's order management, service requests, medical appointments, or financial transactions, proactive CX minimizes customer effort, friction, and frustration and can empower brand evangelists with sharable stories.



*“Give your customers the guidance they need, no matter where they are.”*

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*“The key is leveraging your data to analyze where customers get stuck. Then, design the customer experience around them to address the issue directly with the perfect solution, including proactive support in those highest intensity moments.”*

JEANNIE WALTERS, CCXP AND  
CONTACT CENTER CONSULTANT

## CX STORY:

# DRIVING DIGITAL BEYOND

In our digital-first economy, companies like Amazon, Netflix, Uber, and other disruptors are making frictionless digital commerce the new normal. And there's no better example of this than **Carvana**, the transportation company that has redefined the entire car-buying experience — in the most complete way imaginable. Carvana is a contained digital buying experience — seamless and effortless. No more trudging around, dealing with pushing salespeople. It's a new frontier, enabled by digital CX. Determine your current car's trade-in value on the app, research your ideal new car, choose the perfect fit, and order it. Have your old car retrieved and your new car delivered after being dispensed from a digitally powered car-sized vending machine. **Car buying, transformed by digital CX.**

# TRACKING THE CUSTOMER JOURNEY IS NOT ENOUGH

We are changing the way we contextualize CX. The secret sauce is fluidity. It's the ability to orchestrate the customer's seamless digital dance with the brand across digital channels and platforms, as needed, in a contained, fully functional, secure branded environment. CX success is no longer measured in discrete transactions and their associated KPIs. It's about need-event resolution, regardless of what that might require.

For instance, the need may start out as a traditional call to find out about health insurance plans, then elevate to smart self-service for detail, then to a customized "expert content site," then to a personal document page, and so on. Working faster, smarter, and better is about having the right technology to scale and adapt in constant changes, expectations, and opportunities — to give you the bandwidth to anticipate better as you constantly innovate.



89%

of IT leaders say integration challenges slow or hinder their digital transformation.<sup>8</sup>



80%

of customers expect the same level of service regardless of where they engage.<sup>9</sup>



67%

In 2020, 67% of consumers surveyed reported using AI for customer service — up from 46% in 2019.<sup>10</sup>

*Next-gen CX is the result of an automated convergence of multiple applications at work in real time — functioning in perfect sync to deliver digital-first experience on demand — everywhere, anywhere. When it comes to extraordinary CX, "almost" is just not good enough.*

# NEXT-GEN BENEFITS

A cloud-native platform is the launchpad you need to propel your CX to the next-gen level and beyond to fuel a complete digital ecosystem.



## ENGAGE SMARTER

Power personalized connections with AI to improve CX with every interaction.



## CONNECT BETTER

Create effortless digitally fluent journeys for the experience generation.



## SCALE EASIER

Satisfy digital-first customers with scalable next-gen cloud-native CX.



## RESOLVE FASTER

Increase CSAT and decrease costs with a complete, end-to-end cloud solution.

A holistic interactive approach leads to innovation and more innovation — particularly in an agile development environment. Speed and digital personalization are the most coveted differentiators. Communicate authentically and gather the data you need to make the real-time enhancements that position you to connect every decision to customer bliss.

## CX STORY:

# BECOMING THE DIGITAL SHERPA

The most recent advancements in CX are not inside the contact center. Instead, innovative brands are projecting answers to customer needs at the very beginning of their journey. Most often, this starts with an internet search. **Whirlpool** has embraced this powerful strategy, reimagining their service experience. Across all brands, Whirlpool's digital journey begins with content served up with the first Google search. First, their customer sees brand-generated, "improved search results" that perfectly align with their needs and then, an automatically consolidated list of troubleshooting steps. The links lead them to an "expert site" with customized content associated with that search. This digital experience then guides each customer to connect with an intelligent bot, then a repair scheduler, and, if necessary, a live agent who is fully equipped with the details of the entire journey and all the necessary knowledge to resolve the issue. Finally, all the data generated is harvested to make future interactions even smarter and more streamlined.



# 50%

More than 50% of customers engage with 3 to 5 channels during each journey they take toward making a purchase or resolving a request.<sup>12</sup>

# SECRET 3: IT'S NOT ABOUT THE DESTINATION; IT'S THE EFFORTLESS JOURNEY

Deliver effortless customer experience with the only digitally fluent platform.

It's time to rethink CX. As we have addressed in other sections, reactive customer service just isn't enough. With a customer-centric focus, the objective is for your brand to become technically ubiquitous — integrating every touchpoint from need to resolution. Customers expect you to know where they have been, where they are going, and what they want 24/7 regardless of channel. With full digital fluency, you can support personalized data-driven journeys, as opposed to series of individual interactions.

## Asynchronous Power

The other dimension of digital fluency is conversation alignment — asynchronous versus synchronous. Voice will not completely disappear, but voice interactions will continue to decrease in favor of text, email, and social media channels for millennials, Gen X, Gen Y, and Gen Z<sup>11</sup> (who would rather go to the dentist than make a voice call).

We are transitioning from the synchronous format — a real-time voice call or chat session that has a beginning, middle, and end — to the asynchronous back-and-forth journey — with no discernable ending. It's more like an open-ended, digital cha-cha-cha that may cross channels, events, transactions, milestones, time, and space. Digital fluency enables this kind of multi-faceted, non-linear customer flow that can range from buying a car loan to applying for a mortgage. With a next-gen platform, that means you can:

- Deflect more calls out of the IVR to resolve more quickly and cost-efficiently
- Move more interactions from analog to digital through QR codes and easy access to rich media
- Migrate more conversations to branded and/or business apps seamlessly to contain all activities in encrypted, authenticated environments

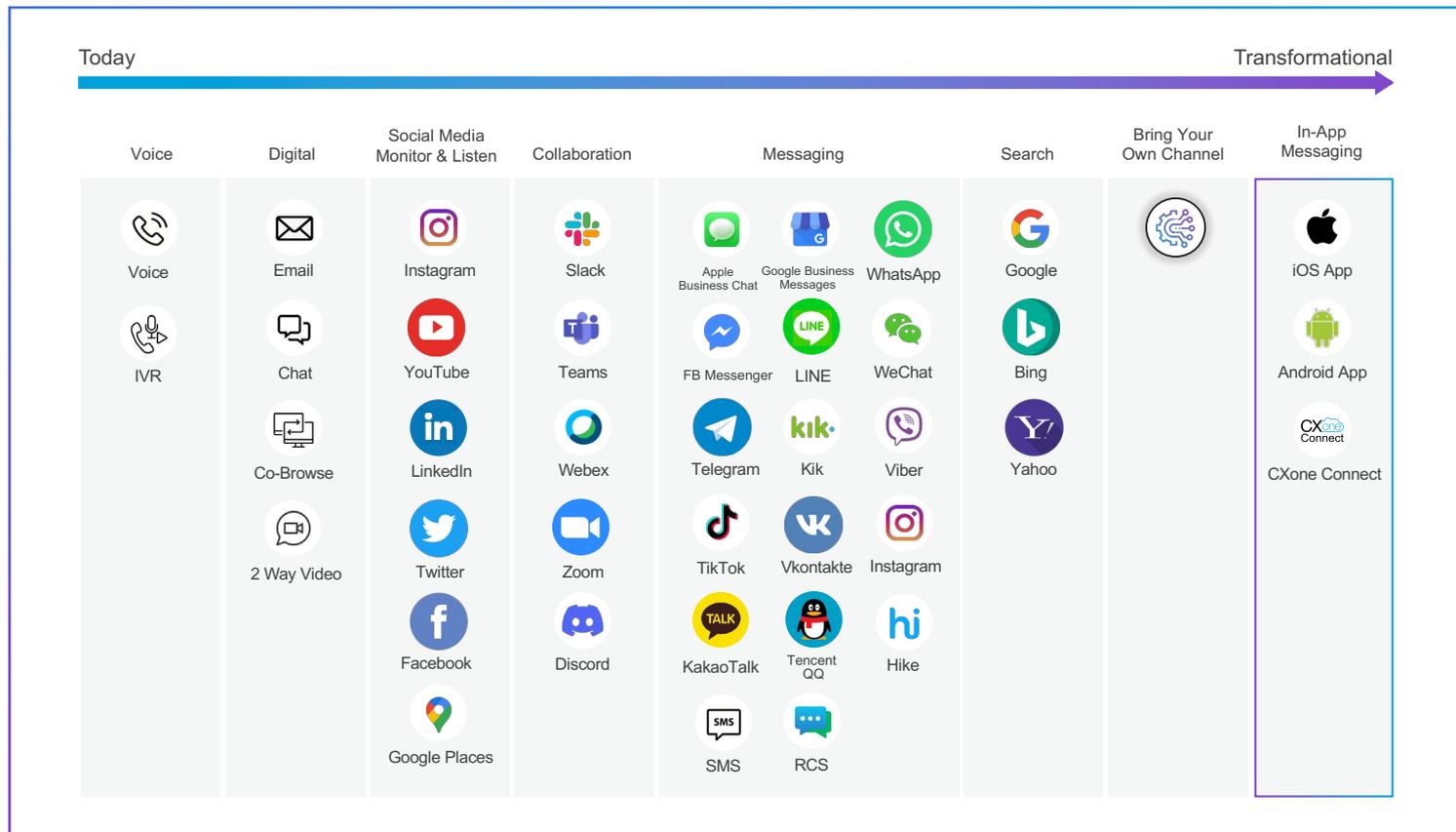


*"A hodgepodge of devices will never give you seamless CX."*

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# 30+ DIGITAL CHANNELS AND COUNTING

As we know, the digital frontier requires an agile strategy. Think chat, self-service AI, and a plethora of ever-changing apps and new, trendy channels. Some, you may have never heard of, but that's why it's essential to choose a proven technology partner who knows the space intimately and can easily integrate all channels in one place — now and forever. So, the challenge becomes achieving the most effective balance between smart self-service and agent interaction along the way.



**What does all of this mean? Clearly, almost is not good enough.**

Patching together a hodgepodge of applications and platforms in your call center is not the answer. The first step is a fully integrated next-gen CX platform that empowers your entire enterprise to deliver seamless customer experiences. Granted, today's consumers do not think of themselves as digital, but it's the reality. And instant resolution is expected.

## THE CX TRANSFORMATION

Frustrating, costly patchwork digital approach



Seamless digital fluency across all interactions

## CX STORY:

# DIGITALLY FLUENT STYLE

**Nordstrom** is an example of harnessing the power of a fully integrated digital platform to reimagine the overall retail shopping experience. Its “Closer to You” initiative combines the accessibility of its “Rack” division with digital shopping opportunities across channels, virtual personal shoppers, and small-formatted stores, designed for convenience. Powered by a digital-first strategy, Nordstrom is using deep data insights to personalize the customer experience — offering more choices and hyper-personalized service in a smaller footprint designed to **deliver seamless, interconnected, and personal experiences** — no matter how or where customers like to shop.<sup>13</sup>



# 90%

of businesses believe chatbots and virtual agents need to get smarter before consumers are willing to use them regularly.<sup>14</sup>

## SECRET 4: PUT YOUR ARTIFICIAL INTELLIGENCE TO WORK IN REAL TIME

Discover the power of AI that gets smarter with every interaction.

AI is no longer bleeding-edge technology, only accessible to a select few. It's the fuel that turns real-time data into next-gen experiences. And it's available today. Now, you can harness the power of proven real-time data for smarter self-service that gets smarter with every interaction — across every channel. With AI-powered smart self-service, you drive better customer experience by identifying customer intents, training phrases, and problem-solving behaviors in real time. Imagine how you can use **NICE Enlighten AI** to harness the power of your customer conversation data to build the right self-service flows faster and to better prepare your agents to personalize and quickly resolve all customer needs events.

And the more interaction data you have, the smarter your AI becomes. Just imagine how a proprietary storehouse of more than a trillion customer interactions could transform your CX. The most powerful AI-infused solution is an all-in-one platform that seamlessly integrates terabytes of data to make your self-service smarter and your customers happier from day one.



*“Stop hitting the wall with your outdated CX.”*

[WATCH NOW >>](#)

# EMPOWER YOUR DATA TO REPLACE FIRST-GEN GUESSWORK WITH NEXT-GEN INSIGHTS

Leveraging predictive and prescriptive analytic tools, you can put AI to work now using actionable data from all your business sectors to project future scenarios more accurately. Capture and integrate success metrics automatically, including:

- Customer satisfaction
- Return on investment (ROI)
- Reduced operational costs
- Net Promoter Score (NPS), and more

As you navigate this new AI frontier, you may have many questions, and you are not alone. Think of it as the “brain” for all customer experience engagement. It informs and customizes all functionality across your enterprise to improve CX, optimize productivity, and create meaningful engagement. Key benefits include:

- Deploying the right agent with the right talent at the right time to serve the right customer through agile workforce optimization
- Enriching all digital customer connections to maximize moments of satisfaction
- Orchestrating omnichannel routing effectively
- Delivering the ease, flexibility, and efficiency of an open cloud platform

An integrated AI “brain” generates the next-gen power needed to securely scale and continuously innovate industry-leading personalized customer experiences across all channels.

## THE CX TRANSFORMATION

Generic, disjointed AI  
and automation

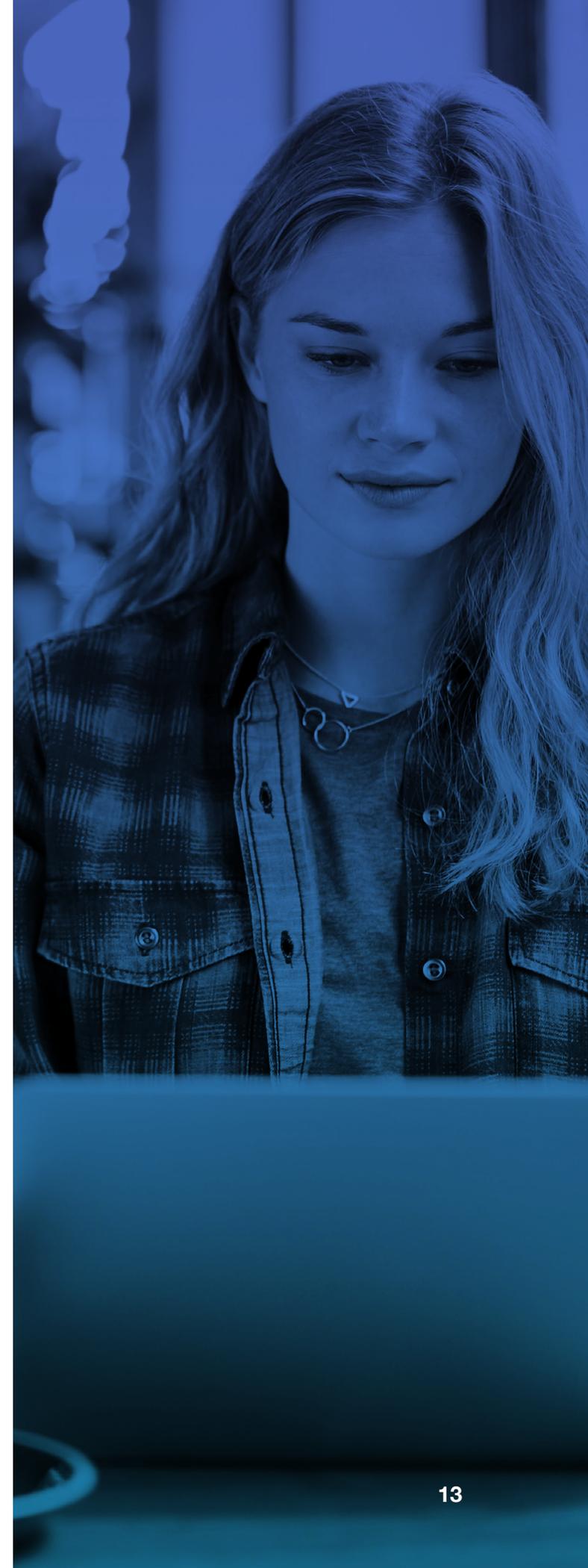


Smart AI empowering  
entire application suite

Self-service guesswork



Smarter self-service  
that works every time



## CX STORY:

# TRANSFORMING FITNESS

Digital CX is more than adding a channel or a chatbot. As a result of the pandemic, digital expectations are radically changing how smart companies do business. An example is the fitness industry, traditionally, an in-person, face-to-face, in-class, on-site business. Today, the most innovative fitness brands are rethinking what it is to workout with hybrid and at-home approaches powered by personalized digital products and services. Tech has merged with fitness. For example, **Orangetheory** provides personalized heartrate monitors that display on studio screens and phone apps. They leverage AI data to deliver customized reminders to exercise — wherever a client might be. **The CX experience is now the product experience** — enriched and even driven by the digital experience.<sup>15</sup>

# SMARTER CUSTOMER EXPERIENCE STARTS WITH THE CUSTOMER

Sounds simple, right? Or *does* it? Canadian literary critic Northrup Frye once said, “The simplest questions are hardest to answer.” In this case, he might have a point. When you take a closer look, you’ll find that most enterprises are mosaics of functional siloes — all designed to operate efficiently within themselves but not necessarily collaborate, share data, or make the customer’s life easier. Next-gen customer experience starts with your organization’s realignment around the customer — including structure, culture, and data governance. It’s not limited to the people hired to “provide service.”

A true next-gen solution helps you replace costly chatbot guesswork with the unrivaled AI insights. It allows you to continuously translate the voice of the customer into intelligent automation for high customer adoption and satisfaction. And, when conversations need to be elevated to an agent, it empowers them to pursue the best resolution paths with the highest sentiment. AI integrated across your enterprise can:

## Improve Self-Service Customer Experience

- Increase self-service engagement by providing options across all digital channels
- Resolve more complex issues and satisfy more customers the first time with smarter chatbots

## Integrate Data from Live Interactions to Improve Self-Service Channels

- Replace costly guesswork around topics and intents and automate with data-driven precision to build the right self-service flows faster with an agile, data-driven digital customer experience strategy
- Discover and leverage data from human-assisted interactions

## Enhance Self-Service Continuously

- Respond more quickly to customers’ evolving and shifting needs
- Optimize self-service channels with a continuous, automated feedback loop

# MAKE SELF-SERVICE SMARTER AND CX BETTER

Today, smart self-service can supercharge CX, because that's the experience the customer expects as they prefer helping themselves. That includes a robust and sophisticated knowledge management resource that makes the right content available at the right time. Here's a helpful checklist to make your self-service even smarter.



Optimize responsive mobile content to contain experience in the device where a customer engages



Recognize where the user is coming from, and direct your customer accordingly



Hyper-personalize experiences with only the most relevant content based on customer intents



Serve up contextually related content at the right time and place to provide context for the suggested solution



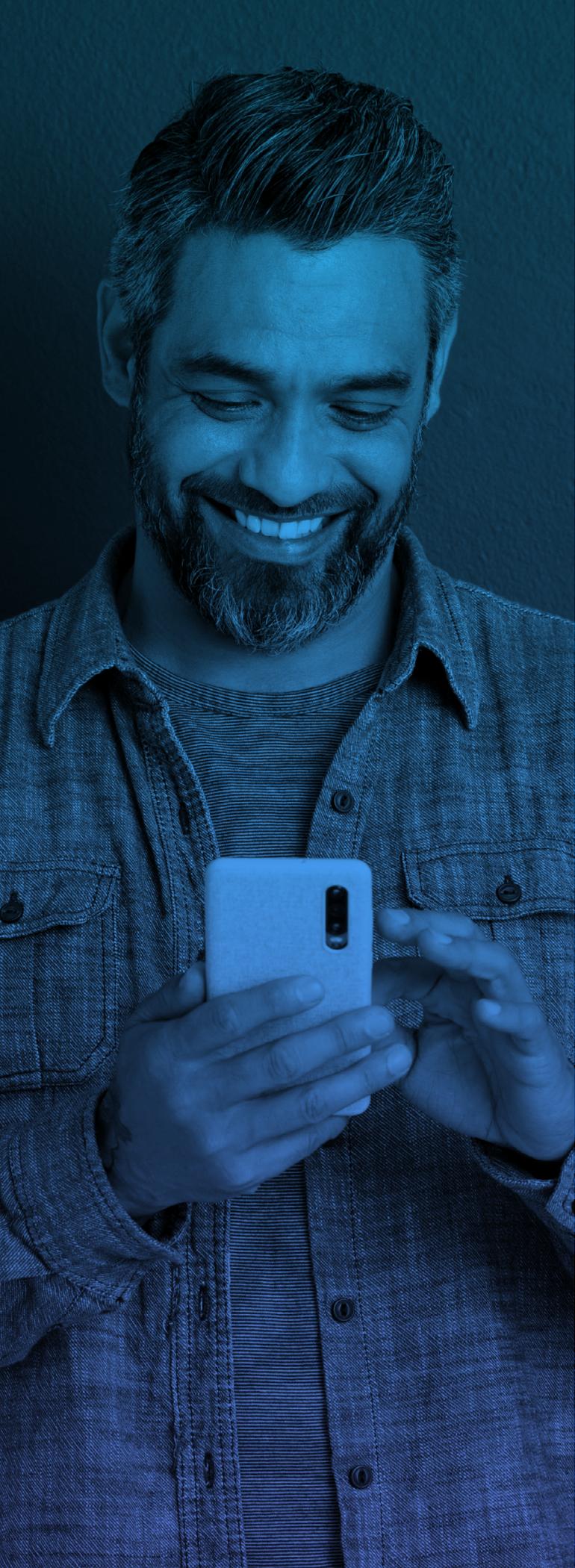
Proactively meet customers at all your digital doorsteps 24/7 — as they search for and access information they need in channels and locations they prefer



Offer the right self-service answers at the right time with knowledge management that's always up-to-date and written in the voice of the customer



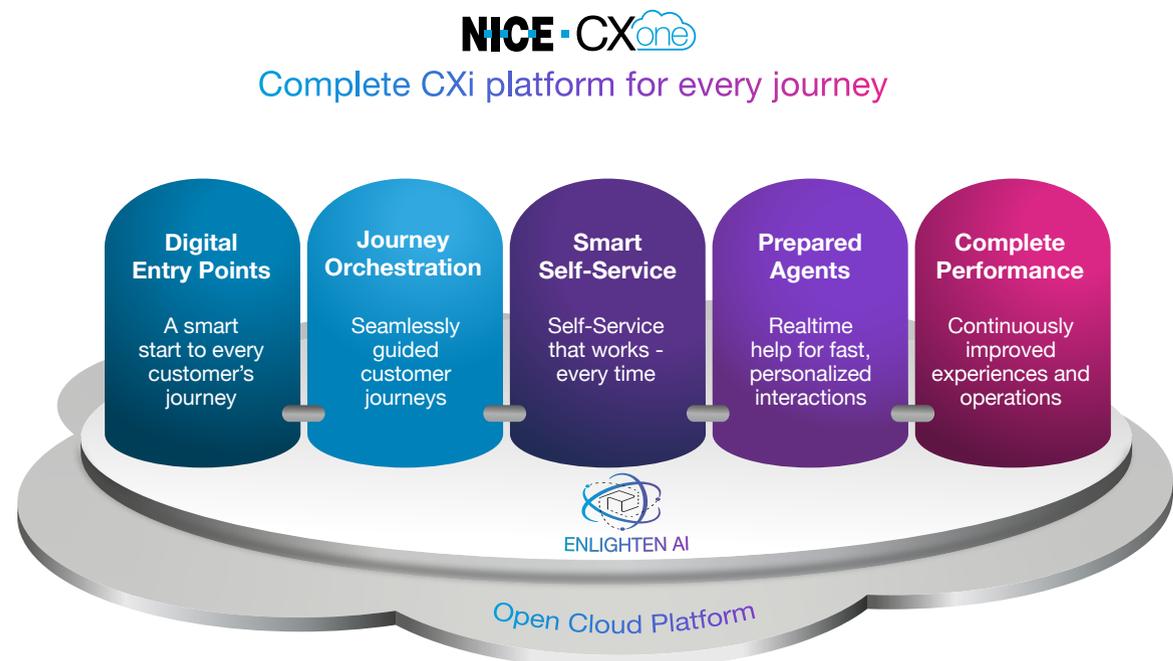
Identify when self-service has reached its limit and elevate automatically to the best agent match and path of resolution



# TALK TO US ABOUT NEXT-GEN CX. TALK TO US ABOUT CXONE.

Now that the secrets have been revealed, are you ready to take your CX to the next level and meet your customers at their digital doorsteps?

[Watch our demo to discover how NICE CXone can help or speak with a CXpert now >>](#)



## ABOUT NICE

With NICE (Nasdaq: NICE), it's never been easier for organizations of all sizes around the globe to create extraordinary customer experiences while meeting key business metrics. Featuring the world's #1 cloud-native customer experience platform, CXone, NICE is a worldwide leader in AI-powered contact center software. Over 25,000 organizations in more than 150 countries, including over 85 of the Fortune 100 companies, partner with NICE to transform — and elevate — every customer interaction.

[www.niceincontact.com](http://www.niceincontact.com)

# RESOURCES

- <sup>1</sup> Microsoft: [Global State of Customer Service \(2019\)](#)
- <sup>2</sup> NTT, Ltd: [2020 Global Customer Experience Benchmarking Report \(2020\)](#)
- <sup>3</sup> IDC: [The Future of Customers and Consumers: Creating Loyalty through Digital Transformation \(2020\)](#)
- <sup>4</sup> NICE CXone: [CX Transformation Benchmark \(2020\)](#)
- <sup>5</sup> NICE CXone: [CX Transformation Benchmark \(2020\)](#)
- <sup>6</sup> NICE CXone: [CX Transformation Benchmark \(2020\)](#)
- <sup>7</sup> Salesforce: [State of Service, 4th Edition \(2020\)\]](#)
- <sup>8</sup> Salesforce: [Trends in Integrated Customer Experience \(2020\)](#)
- <sup>9</sup> Salesforce: [Trends in Integrated Customer Experience \(2020\)](#)
- <sup>10</sup> NICE CXone: [CX Transformation Benchmark \(2020\)](#)
- <sup>11</sup> NICE: [CXone Transformation Benchmark, Consumer Wave \(2020\)](#)
- <sup>12</sup> McKinsey: [Redefine the Omnichannel Approach: Focus on What Really Matters \(2020\)](#)
- <sup>13</sup> Retail TouchPoints: [Nordstrom to Focus on Rack Concept, Small-Format and Digital \(2021\)](#)
- <sup>14</sup> NICE CXone: [CX Transformation Benchmark \(2020\)](#)
- <sup>15</sup> VentureBeat: [Orangetheory Sees AI Data Governance as a 'Force Multiplier' \(2021\)](#)

