Executive summary

Everywhere All At Once: How personalized, proactive customer service creates next-generation customer experiences

The evolution to AI-driven CX is accelerating, according to new research.

The traditional, reactive customer experience (CX) is dead. Taking its place is a proactive CX approach, infused with artificial intelligence (AI) and using cloud computing and sophisticated business analytics to enable delivery of personalized, consistent experiences across channels and platforms.

Growing customer expectations demand an outstanding experience every time a customer interacts with your brand. Unfortunately, the customer's experience with the contact center—where many initial customer engagements with the brand occur—is too often a poor one. That's because siloed data prevents applications and your workforce from accessing the rich, analytics-based insights needed to provide informed, consistently excellent experiences that generate revenue and retention.

To learn how business and IT leaders are responding to their CX challenges, Verizon commissioned research into the topic. Key findings are presented here.

Leaders focus on applying AI and marketing intelligence.

CX begins at the very first interaction a customer has with the organization. Asked what their top priorities for CX were, IT and business professionals named applying AI and marketing intelligence to uncover customer insights and drive decisions as a key goal, along with delivering more personalized customer experiences and improving self-service capabilities, and improving or enhancing customer analytics to empower sales and marketing.[1]

Web presence is a key area for CX enhancement.

Most respondents to a 2023 Enterprise Strategy Group survey said their organizations were still in the early to basic stages of CX strategy and development. Asked about key areas for improvement, 56% of respondents identified their organization's web presence as a target for CX enhancement, followed by channels such as call center, email, chat and text.[1]

Barriers must be overcome.

Survey respondents reported technology adoption and usage (23%) as well as a skills gap among their internal teams (20%) as two primary things holding them back. Additionally, they identified compiling customer data from all touch points (42%) and increasing customer retention and renewal rates (34%) as their toughest data management challenges.[1] These barriers must be overcome for organizations to deliver proactive CX.

It starts with the contact center.

How then does an organization modernize its approach to CX? For many, it starts with updating the contact center with AI and machine learning, automation, data analytics, and advanced collaboration tools. As parts of the overarching CX data strategy, these technologies can work together to enable proactive customer service personalized to each individual. Asked to rate the most important outcomes for or improvements to their organization's contact center technologies, respondents said improving cross-department collaboration (33%), followed by improving first call resolution and average handle time (29%) and capturing and analyzing customer feedback throughout the customer journey (28%).[1]

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1 Enterprise Strategy Group Research Report, Customer Experience Strategies and Technology Frameworks, June 2023 https://research.esg-global.com/reportaction/515201617/Marketing

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