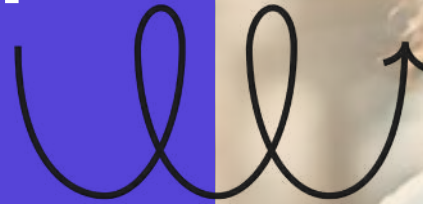




# Reconnecting the Customer Experience



3 Ways to Catapult Your  
Customer Service in 2022

Dixa CX Insights





## We've gotten disconnected.

The customer service technology space is growing rapidly. As it develops, the quality and success of customer service should be improving along with it. But in reality, delivering exceptional support continues to become even more frustrating, tedious, and expensive for agents and companies. While for the consumer, the outlook isn't much better, with service experiences that are often cold and impersonal at best, and miserable and exhausting at worst.

Companies are investing more than ever in their CX tech stack but both customer and service agent churn remain major challenges for even the leading companies. What are the disconnects that are causing the gap between CX technology and CX success? We surveyed both agents and consumers to find the answers in this Dixa CX Insights report.

**We'll be delving into three areas that we've identified as key CX disconnects, and offering practical strategies for reconnecting the customer experience.**



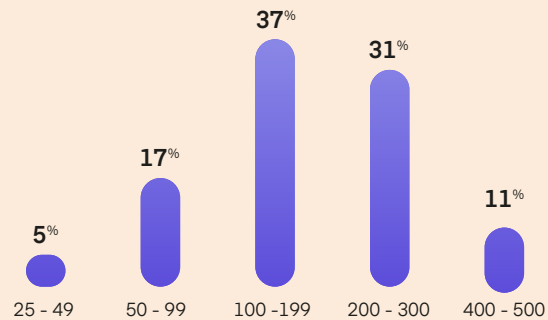


# Let's get the facts straight.

Dixa commissioned international research firm, Global Surveyz, to invite consumers who interacted with customer service in the past 12 months, as well as customer service agents themselves, to participate in a comprehensive online survey.

## 1,500 customer service agents

Number of service agents in company



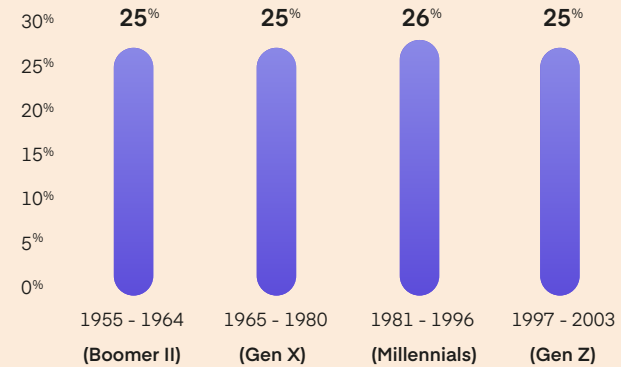
### COUNTRY

80% USA  
20% United Kingdom

### INDUSTRY

11% Retail                      8% E-commerce  
10% Food                        6% IT  
8% Health & Wellness      57% Other

## 3,000 consumers



### COUNTRY

80% USA  
20% United Kingdom

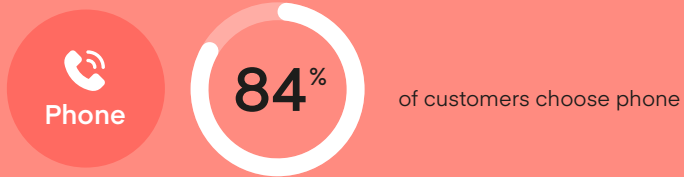
Journey



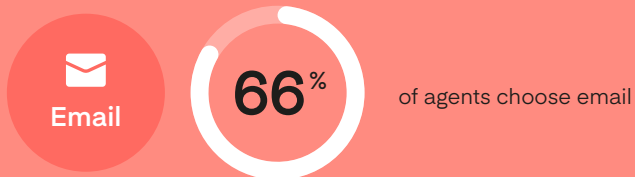


# Don't underestimate the channel of choice.

Where do most customers want to meet you?



Where do most agents want to meet?



Do customers expect support through digital channels?



## Reconnect

The journey begins with a customer's need to communicate with you about your product or service. This first touch-point must be extremely easy to find and access for the customer. A worst case scenario would be a customer that is so frustrated just trying to reach you, that they decide to leave you.

Phone continues to far outweigh any other channel as a consumer preference, while most agents prefer email. A growing number of consumers expect digital channel support - especially in a post-COVID world. So how can you make sure your support channels are ready to exceed expectations?

The consumer preference for phone indicates that connecting through other channels hasn't yet become easier than picking up the phone. This underscores that many companies' digital offering simply isn't up to snuff. Do you offer live chat? What about in-app support? Any company hoping to meet, let alone surpass customer expectations in 2022, needs to offer a consistent experience across all channels, and now is the time to explore the ones that your competitors aren't yet utilizing.

Customers want an easy phone experience - so make sure that your service platform includes phone seamlessly (for both agents and customers), but the companies that invest now in expanding and improving their digital channels, will reap the benefits of increased customer engagement. In short, meet your customers where they are, but lead them to greener pastures by balancing new channels with old, and making sure that they are equally strong.

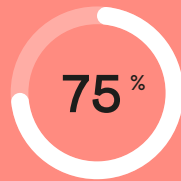


## Make me a match.

How do agents choose which customer inquiry to solve?



inquiries are served to them automatically



browse through the inquiries and choose which to solve

How does routing affect a company's CSAT score?



that have automated routing get a CSAT of 5



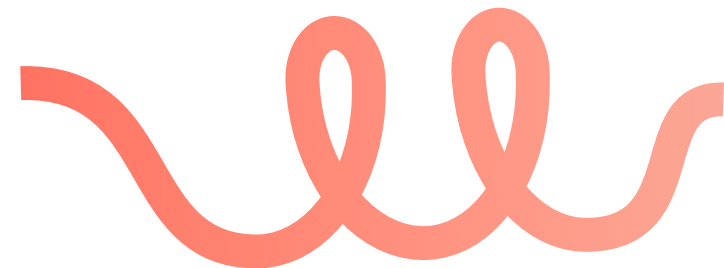
that don't have automated routing get a CSAT of 5

## Reconnect

Your agents have enough on their plate without having to sort through endless customer questions to decide which one to answer first. And, truth be told, when agents do have the ability to self-select, often the easiest questions get answered first, and the most complicated, and generally most important, inquiries often get left for last. This adds fuel to the f(ire) and makes for a frustrating customer experience.

With automatic routing, you no longer need to worry about agents cherry-picking questions, with inquiries automatically served to your team based on rules you set. So you ensure customer inquiries go to the right agent at the right time, based on priority, previous interaction history, agent skill set, and more. And with 63% of companies with the highest possible CSAT score taking advantage of this, you know what to do.

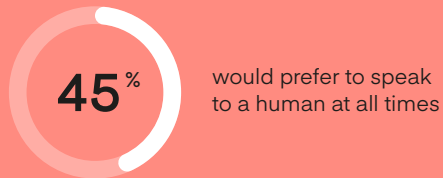
**Automated routing is a must-have in the CX tool box for 2022.**





# DIY or Die: Is self-service always best?

How do customers feel about self-service?



How many customers rate an automated process or chatbot as a top frustration with customer service interactions?



## Reconnect

Chatbots and other self-service features are extremely useful, but they need to be used strategically, hand-in-hand with live agents, and not as a replacement for agents across-the-board. Self-service has been put on a (rather high) pedestal, but using it at the wrong time is a huge turn-off for customers. By encouraging deflection and avoiding customer interaction at all costs, you'll also discourage customer engagement.



When done right, chatbots can improve your customer experience in a major way. They can take care of repetitive, low-value questions like refund or order status requests and give your agents more time to focus on complex issues that require empathetic human responses. The number one rule for introducing a chatbot to your support suite is to always have an agent available to take over from the bot, just in case the customer needs to speak to a human. Chatbots shouldn't replace live agents, but they can act as excellent additions to your team when introduced in a strategic and thoughtful manner."

Tue Sørtrup, CCXE, Dixa

**Context**

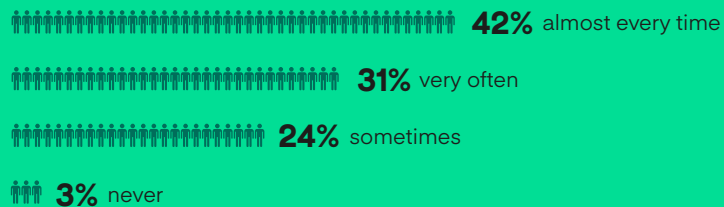




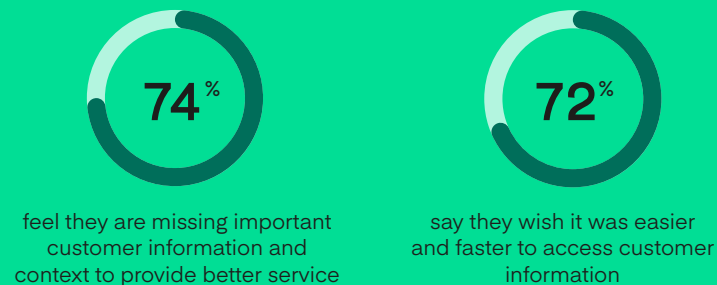


# “Don’t make me say it again.”

How often do customers need to repeat information to resolve one inquiry?



How do service agents feel customer context is impacting their service?



## Reconnect

By the time a customer reaches a service agent, chances are they are already frustrated, and the last thing they want to do is repeat basic information like their name, order number, or who they spoke to yesterday. Your service agents should be ready to jump right into problem-solving, empowered by technology that gives them all the context they need to provide a positive and personalized experience.

This context should include conversation history—ensuring agents are always up-to-date on a customer’s previous interactions with the company, as well as any issues they’ve encountered—without having to ask. Context should also include the customer’s order/subscription history, their location, and any other information that could help the service agent solve the customer’s question as quickly and effortlessly as possible.

**Just as important as providing customer context is making sure that the information is easily available and accessible to your agents.**


If they need to open different apps or search through multiple tabs mid-conversation, they are likely to either skip this altogether or get the facts wrong. And as we all know, there’s nothing less appealing than when a service agent says your name wrong or clearly doesn’t know who you are and what you need.



# More knowledge, please.

How do service agents find the answers to customer questions?




  
in files located in other applications



  
google it



  
ask other service agents

How many service agents feel they are lacking the knowledge they need?



lack the knowledge to provide better service

## Reconnect

Agents are faced with countless inquiries every day, and expecting them to dig through folders and rely on Google to find the answers simply doesn't cut it anymore. Plus, ensuring your agents are armed with the most up-to-date and accurate information is essential for building trust and establishing stronger connections with your customers.

**Implementing a centralized knowledge base saves your agents precious time and makes for quick and easy answer-finding.**

And if you really want to up your game, choose a knowledge base solution powered by machine learning. Not only will this encourage accuracy, by prompting agents to update knowledge articles as they go, but will also act as a virtual assistant of sorts, suggesting answers based on keywords in customer questions. Remember, building knowledge-sharing into your support organization, and, critically, making this knowledge easy to access is non-negotiable when it comes to providing a seamless customer experience in 2022.

**Connection**



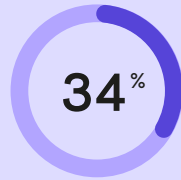


# Human-centric service works better.

Do service agents actually care about helping customers?



feel it's very important that they are truly helping customers



feel it's important to be helping customers

How important is empathy to your customers during a support interaction?

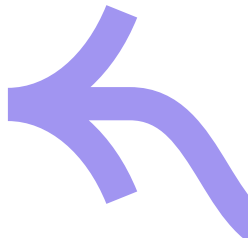


feel it's very important

## Reconnect

If there's one thing we've learned since COVID hit, it's that technology can and should enhance human interactions, not replace them. Customer service agents are no exception—their primary role is to interact with other human beings, after all—so their experience is essential to maintaining motivation. Agents that feel like their work is meaningless, that are unable to help customers, and are constantly faced with failure and frustration, are not going to provide a friendly, helpful, or engaging customer experience. They will likely be short, rushed, and cold. And, let's be real, they most likely won't stick around on your team for long.

**Cultivating a human-centric service culture is dependent on the right technology and the right leadership.**



Your CX leadership needs visibility into how their agents are working in order to give positive feedback, help support agents that are struggling, and bridge the gap between agents and the information that they need to solve customer problems. Agents are depending on their customer service platform to support them and set them up for success. Make sure they aren't limited by outdated ticketing systems and a lack of context and knowledge. Most of all, support them, value them, and respect them.



# Every conversation counts.

Do customers continue to buy from a brand after a bad customer service experience?



Do customers spend more money with a company after a positive customer service experience?



Do customers share their customer service experience with others?

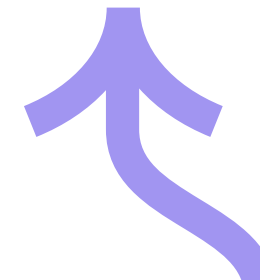


## Reconnect

Gone are the days of brands getting away with subpar service and disappointed customers. Negative experiences can be instantly shared in online forums and on review sites, not to mention amplified on social media. And while positive experiences are shared by nearly half of all customers, negative experiences make a particularly lasting impact with 95% of customers spreading the word when something goes badly. Poor word-of-mouth is just one of the consequences you'll face when an interaction goes south, with the immediate loss of your customer, something that is likely to happen after just one bad experience, hitting you where it hurts right away.

The era of customer-centric service has ended and the dawn of human-centric service is upon us. Modern-minded business leaders will make the necessary changes and investments now, before their competitors catch on and grab the low-hanging customer-revenue fruit dangling in front of them.

**Every single service interaction has the potential to make a massive impact. Make sure that impact is positive and not negative by empowering your agents and service leaders to **reconnect**.**





## Do it right with Dixa.

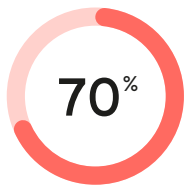
We've now broken down the three key CX disconnects that are undermining even the most successful companies. To summarize, your customer experience strategy for 2022 needs to focus on reconnecting:

- **Journey**
- **Context**
- **Connection**

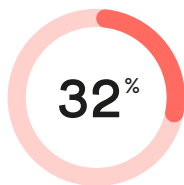
Is there one solution that addresses all three of these gaps and enables a truly human-centric approach to customer service? Yes, there is.

Dixa is the only customer service platform that anticipates customer needs and empowers you to meet them.

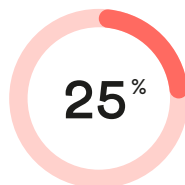
After switching to Dixa, companies see up to:



faster live chat response time



increase in customer satisfaction



decrease in average wait time

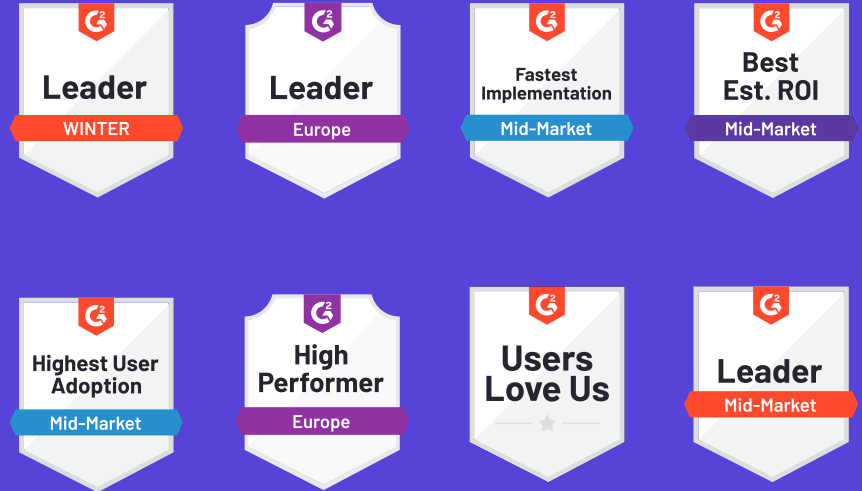




Dixa enables companies to deliver customer service as it is meant to be. We help customer service leaders to create effortless experiences for customers and teams that unlock loyalty. Dixa's Conversational Customer Service Platform combines powerful AI with a human touch to deliver a highly-personalized service experience that scales as your business grows.

Teams and their customers benefit from greater satisfaction while automation helps increase service efficiency and effectiveness, which ultimately delivers real business value.

Our dedicated customer success team ensures you are up and running quickly and partners with you on your journey to achieving what we call Customer Friendship™. Dixa powers more than 30 million conversations a year and is trusted by leading brands such as Interflora, On, Wise, Deezer, Rapha, Too Good to Go, Hello Print, and Wistia. Learn more by visiting [dixa.com](https://dixa.com).



## Ready to learn more?

Schedule a Demo Today



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