

CTAM Think Recap March 14, 2019 | Philadelphia



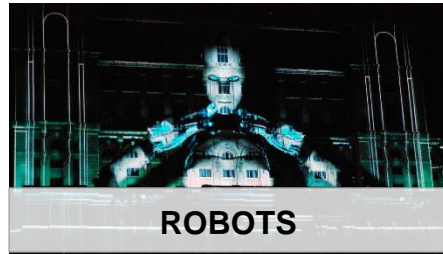
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Humans vs. Machines: The Critical Balance Between Digital CX Solutions and the Human Touch



HUMANS

VS.



ROBOTS

- With the increased attention on customer experience, companies tend to invest in technology and digital transformation initiatives
- But customers continue to place a high value on human interaction

When companies default to digital or technology-only solutions for their CX challenges, they risk driving a wedge between them and their customers.

The Importance of Human Touch

Characteristics of Customer Experience Leaders

- Out-perform the market by **40%**
- Grow faster and are more profitable **\$\$\$**
- **80%** more likely to retain customers
- Benefit from much higher customer spending (up to **140%** higher)

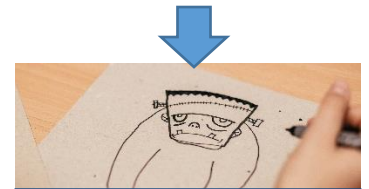
Too much reliance on digital technologies has given rise to “human-less” customer service

Often technology comes first, but is this tech needed?

How does it contribute to the customer experience?

Voice Assistants

- Intelligent voice assistant use is exploding, particularly Amazon smart speakers, as Alexa skills are developing very quickly
- Number of assistants is expanding, market getting more complicated
- Applications can be cool, some a little scary



Avoid creating Frankenstein experiences

Case Studies



A case study on using voice technology (Alexa Echo) to assist museum visitors.

- Built in a new “skill” to answer questions related to the art at MoMA.

Directions

Exhibit Info

Artist Info

Learnings:

- English language only (major limitation)
- Natural “conversations” are still evolving



Molli

Mediacom's Recently Launched, Virtual Assistant Molli

- Giving voice a personalized approach - - will "chit-chat" with you
- Currently available via SMS, but coming to chat soon with plans to integrate with Facebook, Google Home, Amazon Alexa, etc.

Key:

“ The biggest thing for a virtual assistant to work is it's got to be good at intent recognition. When someone messages Molli, they might ask a question a hundred different ways. ” Jonathan Coscia, Group VP, Customer Service, Mediacom

Results:

Through training Molli side-by-side with Mediacom agents, the early results are extremely promising.

- Handling **70%-75%** of the conversations
- **Only 25%** need to get agents involved
- Molli is doing about **2,000 to 3,000 transactions per day** via a two-way text care, SMS care

Voice as Another Channel Platform

- With customer service, experience and discoverability, voice is its own new platform, creating new vehicles and consequences not originally intended.

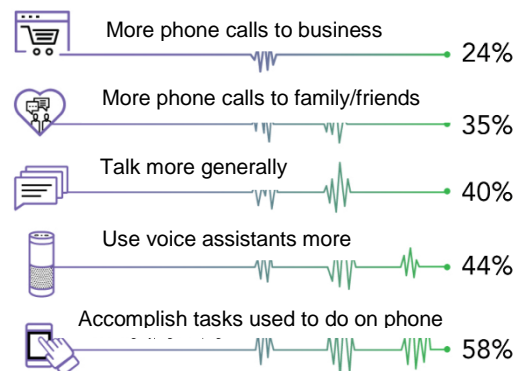
Unintended Consequences:

The growth of voice assistance is helping **renew our familiarity with talking to each other.**

- **58%** using voice assistants to accomplish tasks they used to do on their phones.
- About half (**49%**) of Millennials said they were looking at their phone **less** and using voice assistant services instead.
- **24%** said that since getting voice assistance they were making more calls to businesses
- **35%** said they were making more calls to friends and family.

AS VOICE ASSISTANTS GROW, PEOPLE USE THEIR VOICES MORE

As people get accustomed to using their voices to accomplish tasks with their assistant, they are speaking more and clicking less.



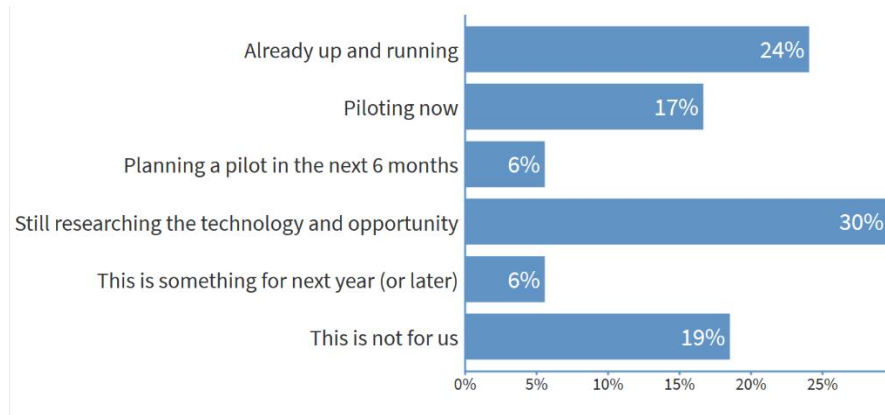
Will Voice Assistants Cause the Death of Multi-Screening?

- Multi-screen research doesn't suggest any drop off in advertising impact (e.g. brand recall) with multi-screen use; however, now voice assistants are replacing use of these additional screens
- Are voice search ads next?
- Customers are frustrated with unconnected experiences - - most of the problems happen in the gaps

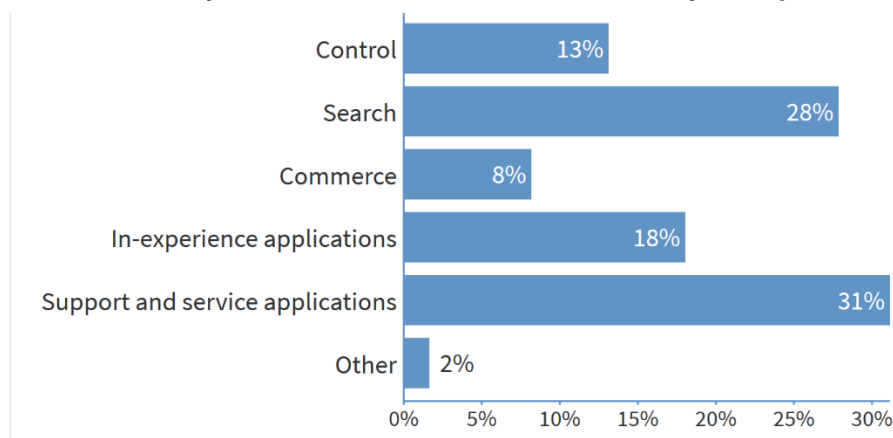
Understanding and managing the transitions from simple to complex requests is key.

Polling Questions at CTAM Think Among Executive Attendees

Which situation describes where you are in regard to using intelligence voice assistants as part of your customer experience?



Which area are you most interested in? Please select your top choice.



Where to Start with Voice

- Start with the end goal in mind
- The simpler the experience, the better