

From customer service to superior customer experience

The acceleration to a world based on digital exchanges is motivating organisations (private and public) to rethink their strategies around the customer experience, taking into account new communication habits, as well as digital media and social networks.

This new digital communications era is challenging organisations to optimise resources and budgets, prioritise quick response and first-call resolution, as well as include the entire workforce in the customer service strategy to deliver a superior customer experience.

Optimise resources and budgets to deliver world-class customer service

67%

of customers prefer self-service rather than speaking with a company representative.¹



54%

of organisations are using some form of chatbot, VCA or other conversational AI platform for customer-facing applications according to Gartner.²



89%

Approximately **89%** of customers say they expect access to a self-service portal when dealing with everyday problems.³



Business outcomes

Chatbots and voicebots enable self-service to take place outside of open hours. Today's voice recognition capabilities are humanising interactions without replacing dialogue capabilities. And, for customers requiring a human interaction, intelligent routing and AI ensure world-class service.

To learn more, download our eBook: ["Improving the customer experience in the digital communications era."](#)

Make quick response and first-call resolution a priority

90%

of customers say an 'immediate' response is important or very important, when they have a service question.⁴



2.4X

Customers are **2.4 times** more likely to stick with a brand when their problems are quickly resolved.⁵



Business outcomes

The response it takes to answer customers inquiries is a major criteria customers use to measure businesses. Responding quickly and accurately is a key priority for any organisation if they want to retain customers and attract new ones, differentiate, increase opportunities and ensure business continuity.

Read more about first-call resolution in our eBook: ["Improving the customer experience in the digital communications era."](#)

Onboard the entire workforce with a global customer service strategy

60%

By 2026, **60%** of large enterprises will use total experience to transform their business models to achieve world-class customer and employee advocacy levels.⁶



85%

of customers expect consistent interactions across departments.⁷



71%

of customers say company employees have a significant impact on their experience.⁸



Business outcomes

To manage spikes in business, it's important to involve the entire workforce, to ensure that customer satisfaction is maximised at all times. Business leaders must make it a priority to ensure the customer satisfaction strategy is shared, understood and accepted by all employees.

Read more in our eBook: ["Improving the customer experience in the digital communications era"](#)

Manage multi-generational engagement preferences

95%

of adults between the ages of 18-34 are likely to follow a brand through social media channels.⁹



97%

of Gen Z consumers say they now use social media as their top source of shopping inspiration.¹⁰



\$1,298 billion

According to Statista, global sales within social apps will reach \$1,298 billion by the end of 2023.¹¹



Business outcomes

Managing end-customer relationships requires an omnichannel strategy, to retain existing customers and attract new ones such as the millennials who regularly use digital channels.

Read more about omnichannel strategies in our eBook: ["Improving the customer experience in the digital communications era."](#)

Summary

Digital transformation acceleration and innovative technology are breathing new life into the customer experience arena.

Organisations that choose to transform will be well positioned to turn their customer service centres into customer satisfaction centres.

[Visit our web page](#) and learn how Alcatel-Lucent Customer Service solutions are helping organisations offer a next-level customer experience.

Sources

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