

RingCentral

Exploring CX strategy and technology adoption: A decision-maker's chart

Introduction

Thirty-eight percent of B2C and twenty-five percent of B2B companies consider customer experience (CX) their primary competitive differentiator.

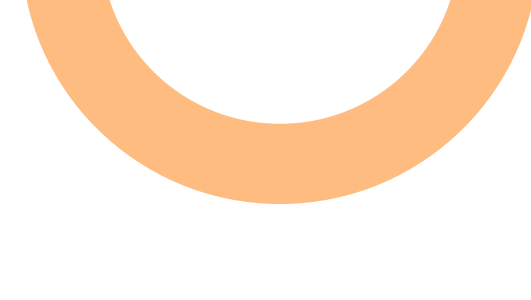
A high-quality customer experience creates loyal customers for years to come and makes for an easy win against businesses that are competing on other factors like price and quality.

But trying to build an internal customer-centric culture doesn't always translate into action. We partnered with ContactBabel to uncover the biggest hurdles businesses face when trying to improve CX and offer practical suggestions to overcome them.

PROBLEM 1

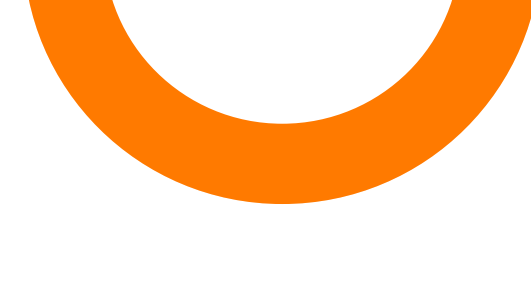
Lack of organizational support for CX initiatives

Poor support for CX initiatives from senior management



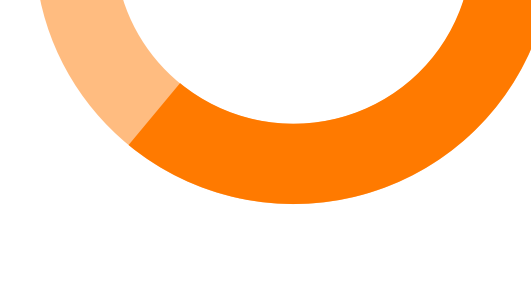
Nearly 1 in 10 survey respondents rated board-level support as poor. And 19% of participants rated it average.

The struggle with budget and resources



100% of small organizations (revenue less than \$1M) rated their resources as average. But this is a problem for large enterprises too. Only 6% of respondents at companies with over \$1B in revenue reported having excellent resources.

CX tech is missing the mark



61% of respondents at mid-sized companies rated the level of CX tech as poor or average—a sentiment that's true for even those without a contact center.

SOLUTIONS

Build strong and ongoing support for CX initiatives

Support for CX change needs to come from the top. Here are a few ways to turn leadership into CX champions:

Create buy-in at the top by sharing goals and insights

Link any results to improvements with business performance

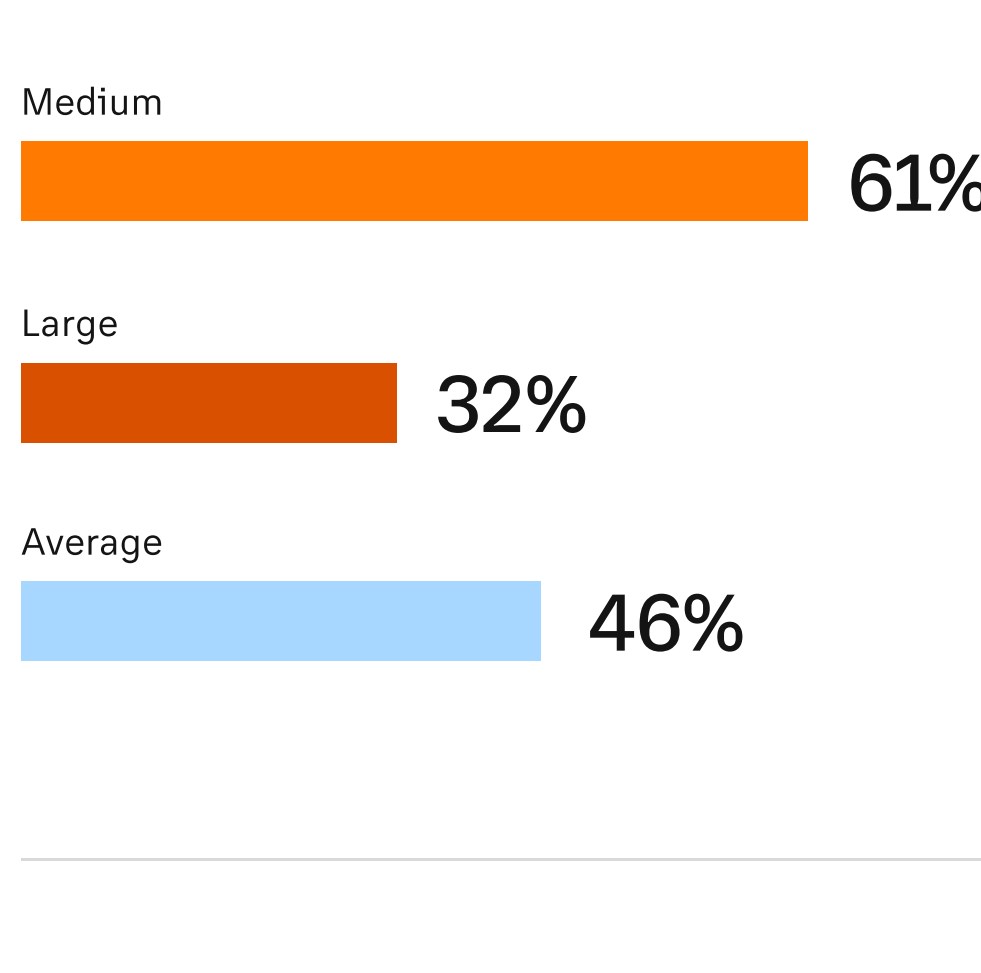
Advocate to include more CX professionals at the board level

Allocate budget and resources to the right channels, especially telephony

PROBLEM 2

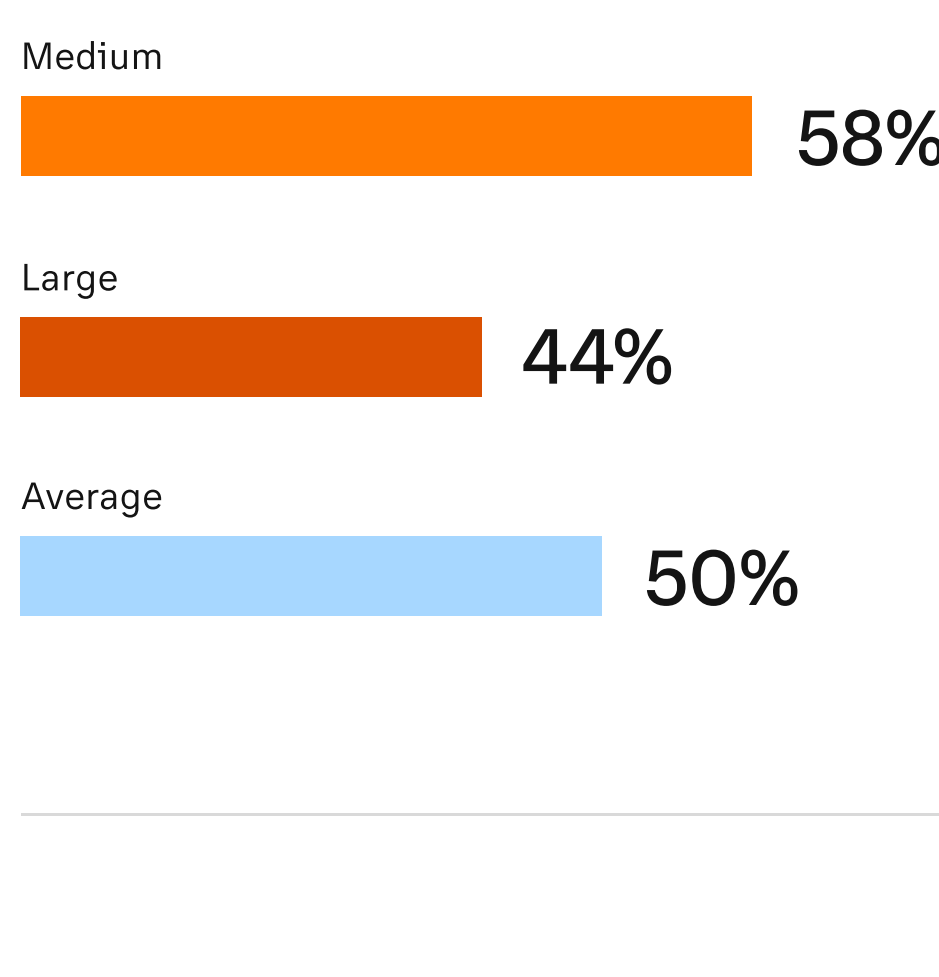
Tech issues negatively impact customer experience

Legacy tech is a hindrance to CX



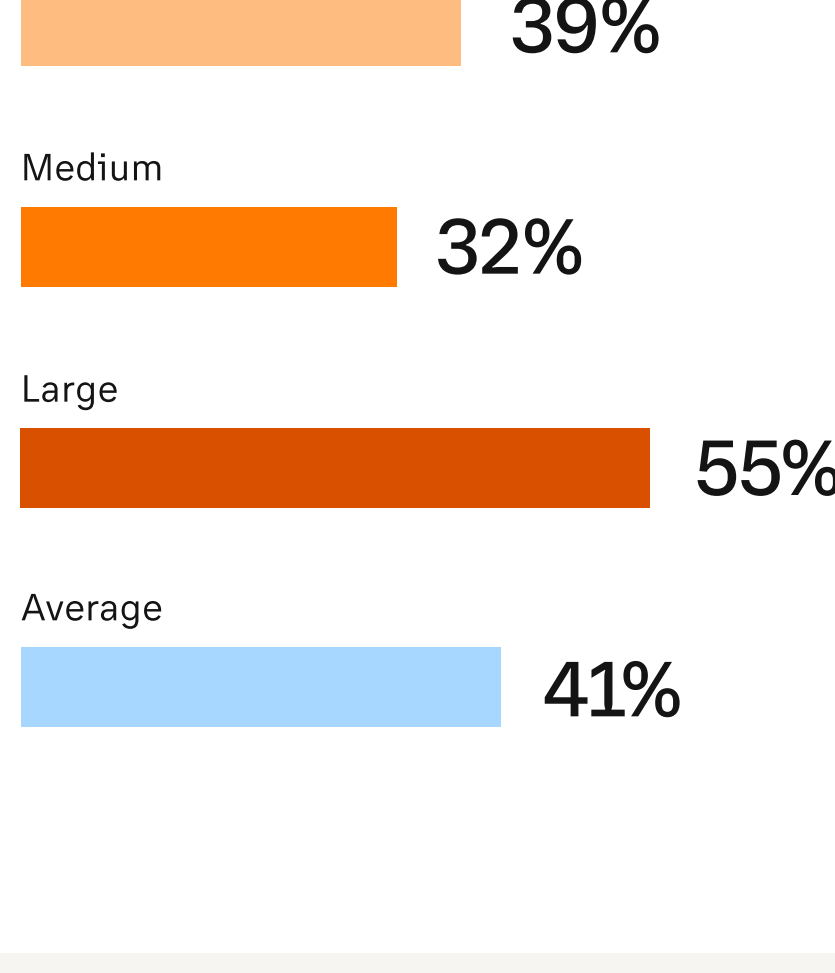
Forty-six percent of survey respondents reported legacy tech to be a major problem, with those with 50- to 200-seat contact centers complaining about this issue more frequently. While companies are moving to cloud-based solutions, they still have a long road ahead.

Lack of a single customer view prevents omnichannel success



Without a unified customer view, the full benefit of omnichannel engagement cannot be achieved. Customers have to spend unnecessary time and effort explaining their issues to every agent they interact with, which is a frustrating experience for everyone involved. People in mid-sized organizations were the most likely to identify this as a major problem.

IT resources and budget are insufficient



Insufficient IT resources and budget make for a less-than-stellar customer experience—a significant pain point for large organizations.

SOLUTIONS

Go cloud-based + omnichannel to create a consistent experience

Here are three ways to upgrade your CX tech

Make a complete shift to off-premises, cloud-based solutions

Ditch multiple loosely-stitched apps for a unified agent desktop to achieve true omnichannel

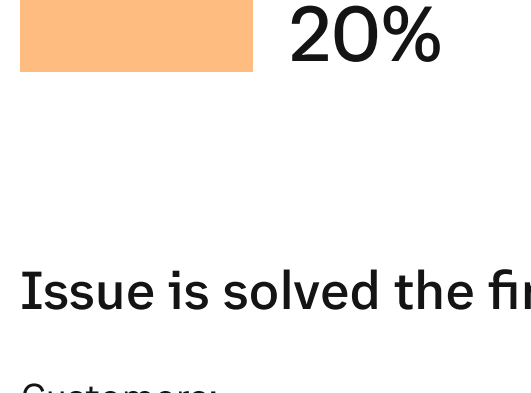
Use interaction analytics and web chat to cut costs and reallocate them to IT

PROBLEM 3

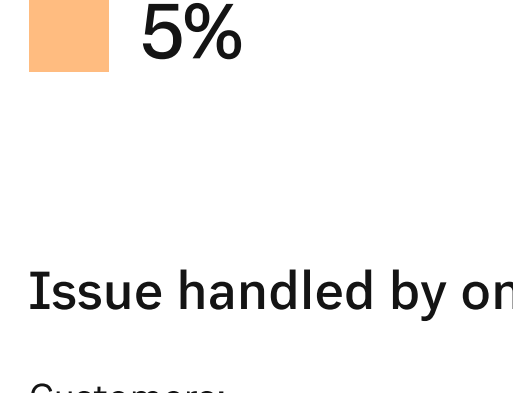
Businesses don't know what their customers really want

What customers care about vs. what businesses believe

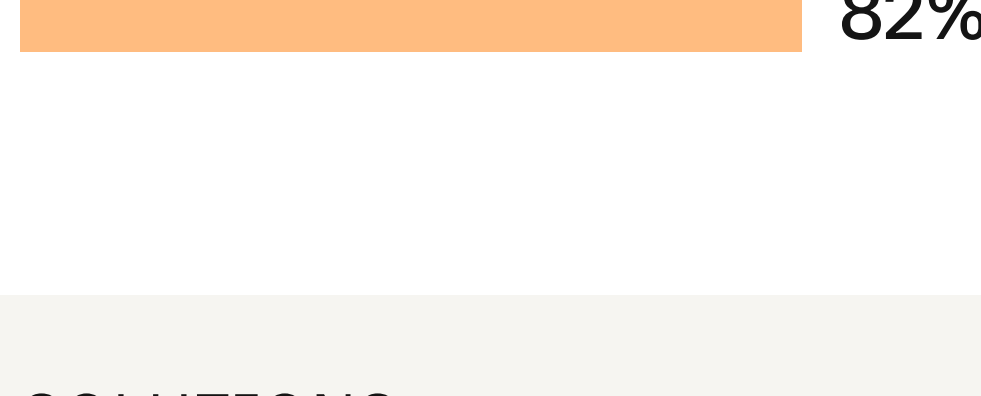
US-based employees



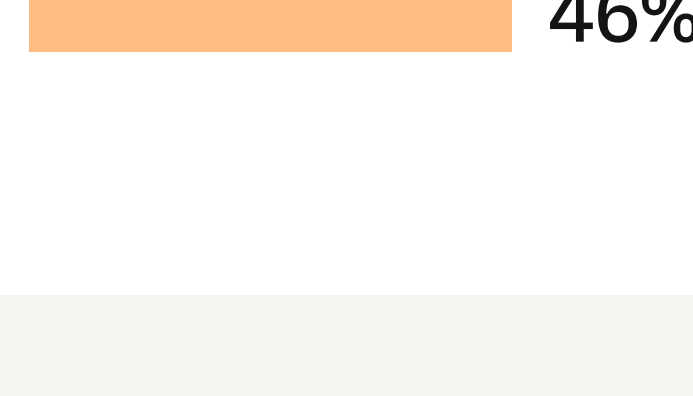
Long opening hours



Issue is solved the first time



Issue handled by one employee



SOLUTIONS

Implement changes that address your customers' concerns

Customers and organizations share some common ground, but there are significant differences in opinion. Prioritize these steps to start better serving your customers today:

Focus on first call resolution (FCR) and customer retention

Implement Voice of Customer (VoC) programs

Set up real-time reporting and insights

Reward employees for customer retention rates or FCR

The Decision Maker's Checklist to Improve CX

Use this checklist to improve customer retention rates and individual customer profitability while keeping service costs low.

- Build organizational support for CX initiatives**
 - Improve support from senior management:
 - Create more buy-in at the top by sharing goals and insights
 - Link any results to CX improvements with business performance
 - Advocate to include more CX professionals at the board level
 - Re-evaluate budget and resources:
 - Audit your existing budget and resources
 - Measure the impact of an increase in budget and resources
 - Invest in the right channels, especially telephony
- Invest in better CX tech**
 - Make a complete move to off-premises, cloud-based solutions
 - Reallocate IT budget and resources that were spent solving legacy tech issues
 - Ditch multiple apps for CX and adopt a unified desktop for true omnichannel
- Figure out what customers want**
 - Focus on the right benchmarks (ranked by usefulness):
 - First contact resolution rate
 - Customer retention rate
 - Customer effort score
 - Net Promoter Score [Average NPS across verticals: 46]
 - Agent quality score
 - CSAT score
- Future-proof your CX strategy**
 - Instead of investing in digital channels, focus on telephony. Live telephony is still the largest communication channel used by customers.
 - Solve for organizational inertia and a lack of resources while improving CX tech
 - Consider what customers want:
 - To contact you at any time that suits them
 - Live agent interactions—specifically with U.S.-based employees—over automation, even if it's done well
 - The ability to communicate via multiple channels, like live telephony, email, and web self-service
 - Learn which channels your customers like—significant differences in channel preferences occur when you factor in age and income
 - Start measuring interaction analytics to collect CX data
 - Invest in personalization—an important development in CX over the next two years
 - Reward employees for good customer retention rates and FCR

It's time to make a strategic shift to improve CX in a way that generates revenue.

Start your journey by booking a [RingCentral Contact Center demo](#).