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Beyond the Buzz: Setting the foundations for Future CX Success

78% of CX leaders say we're experiencing the largest CX transformation in half a century.

78%

AI Channels

QA - Take Control

Employee Experience

Dreams vs Reality

Zendesk - Vice President, Enterprise Sales

Eric Jorgensen

Route 101 - Head of Zendesk Practice

James Hewitt

Route101

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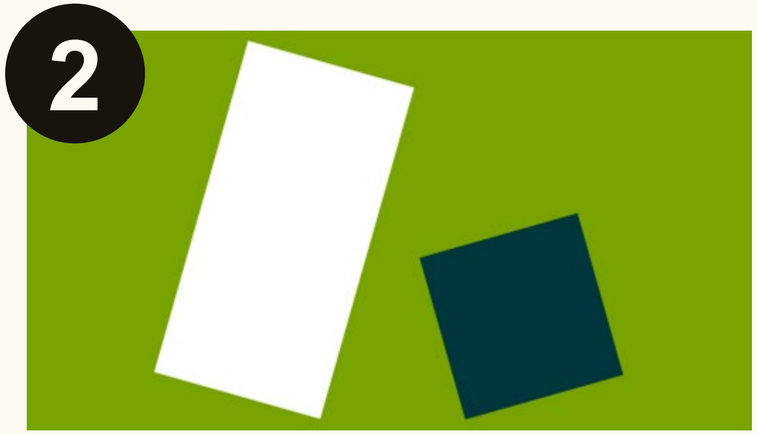
AI Channels

The Evolution of AI

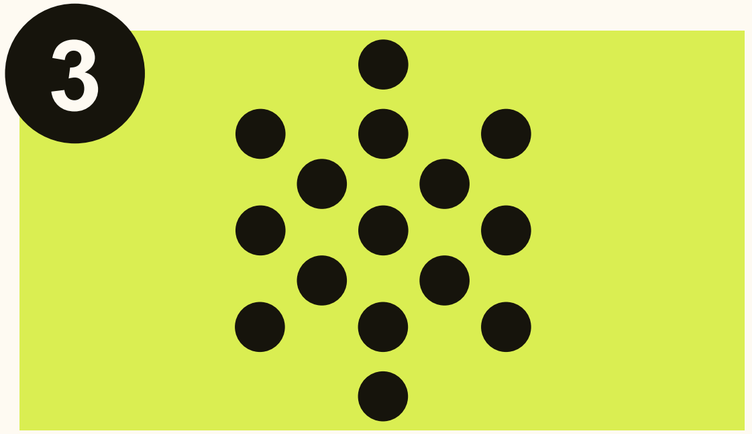
Chat

- First channel to deploy AI
- ChatGPT raised awareness
- Learnings from poor performance
- Upto 80% agent chat reduction



Email

- Still a large channel volume
- Customers starting to add AI bot's
- AI Co-Pilot very impactful in this channel
- Upto 50% agent email reduction



Voice

- Big advances in 2024
- Important channel that's critical for complex issues / customer loyalty
- Upto 50% agent calls reduction

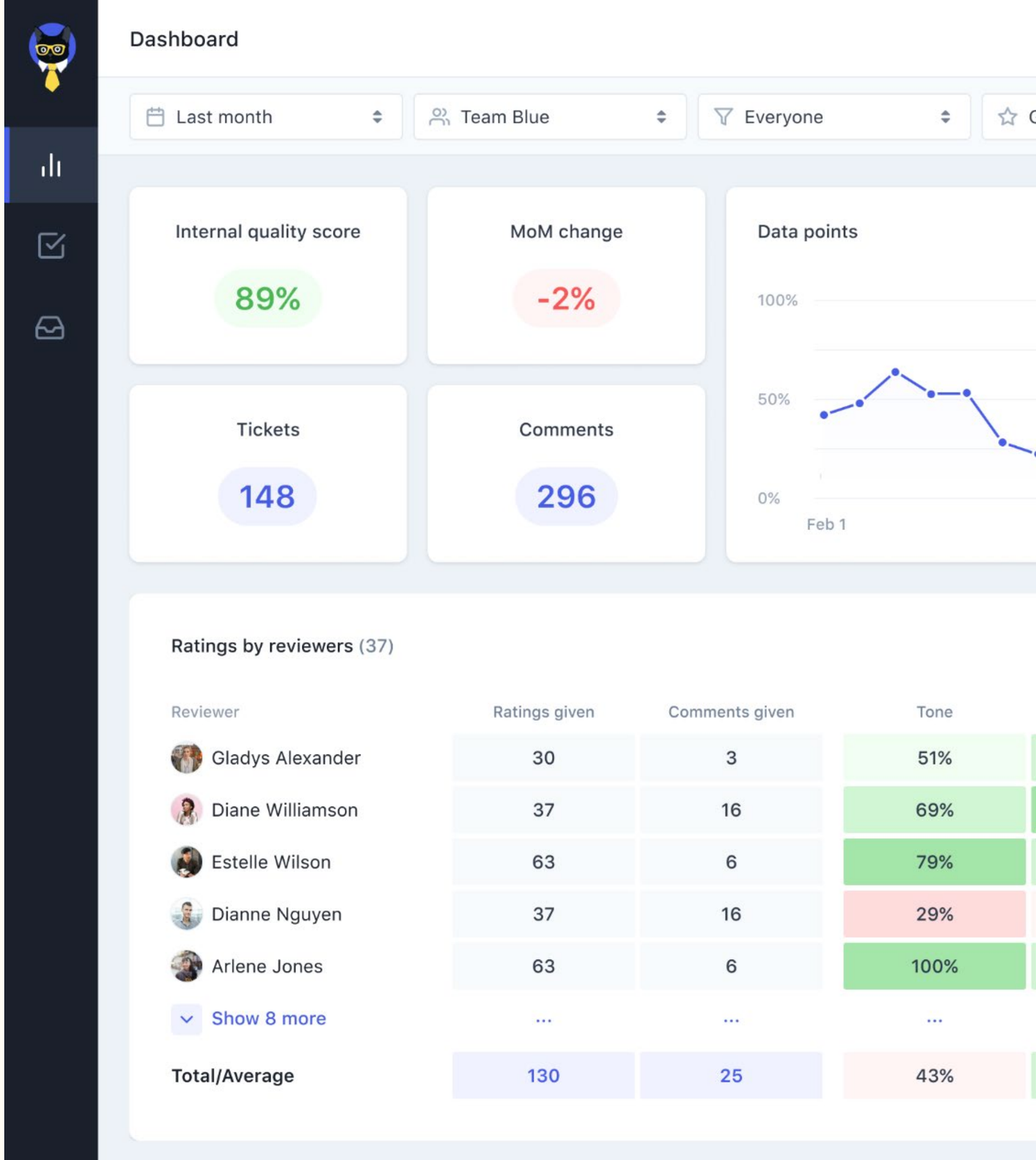
QA - Take Control

Yesterday

- Sampled data
- Manual Effort
- Slow
- Inconsistent
- Tools not fit for purpose

Today

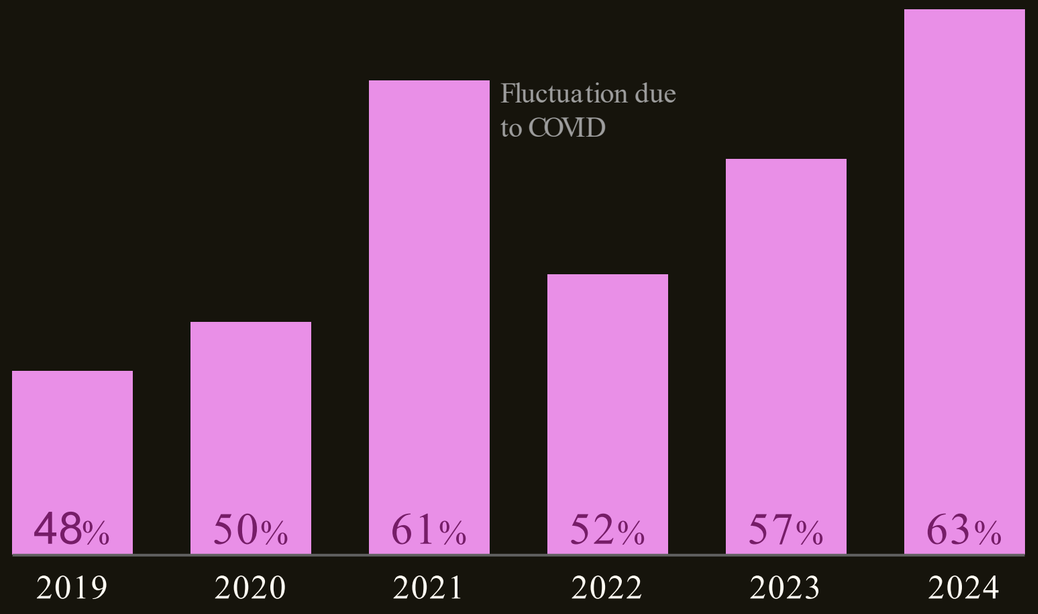
- 100% Coverage
- Targeted human interaction
- Rapid feedback
- Consistent scoring
- Comprehensive reporting

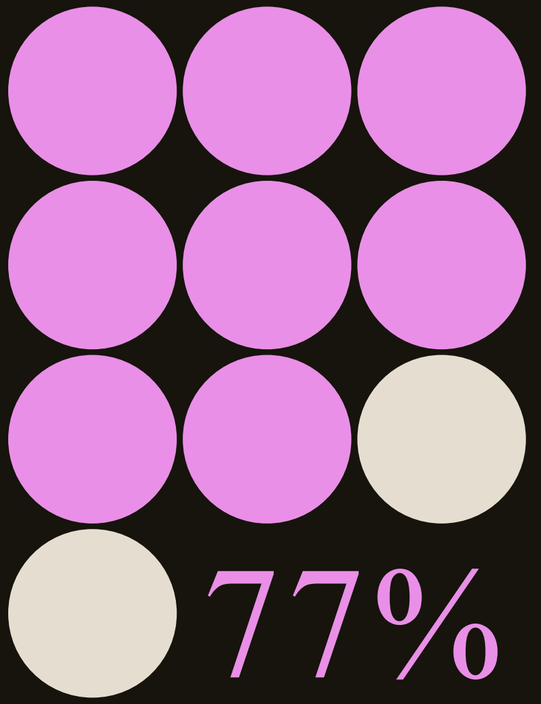


Employee Experience

Record number of customers won't forgive a bad service experience

Percent of customers who would switch after ONE bad customer service experience



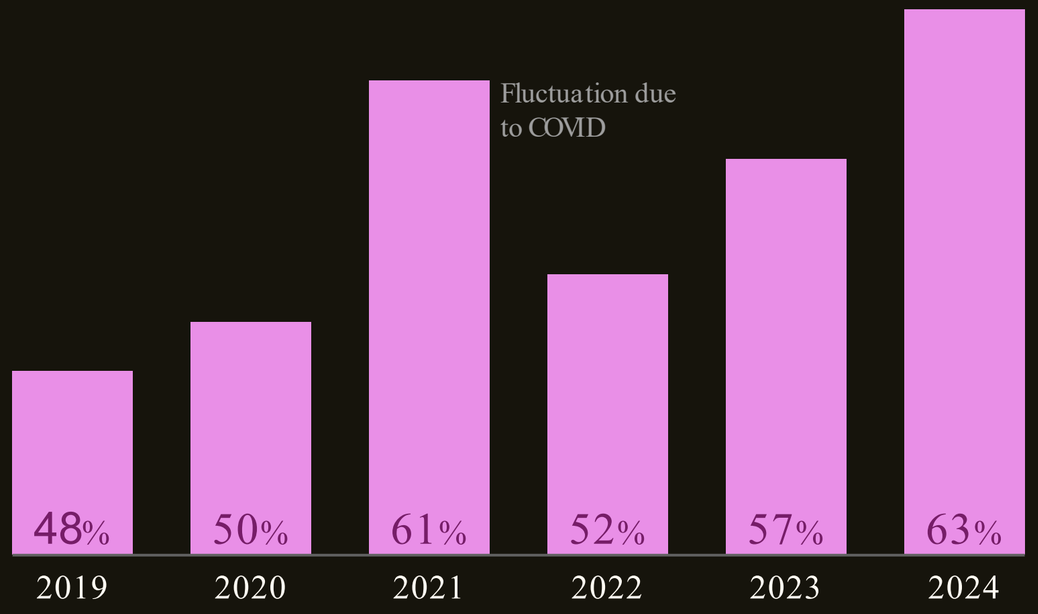


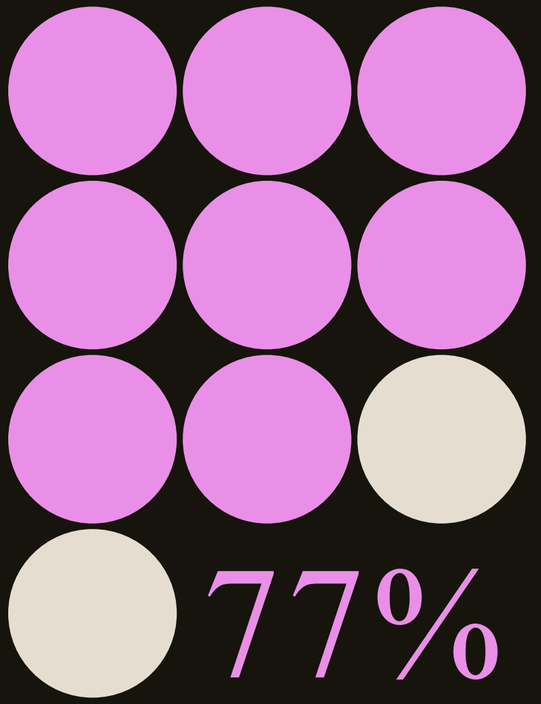
77%

of agents report that consumers are showing less brand loyalty.

Record number of ~~customers~~ *colleagues* won't forgive a bad service experience

Percent of customers who would switch after ONE bad customer service experience





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Conclusion

Beyond the Buzz: Setting the foundations for Future CX Success

- Leverage systems and platforms to allow bots to do their job
- Be realistic about the journey
- Lay the foundations

Any Questions?

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