Customer experience is driving the contact center sector—but technology is enabling it. Here are five key technologies shaping the trends, from the customer service experts at Genesys:

1. Pick up where you left off

2. The contact center is heading skyward...

3. ...and your new customer service agent isn’t human

4. Customers want self-serve, not soft-serve

5. Know today what they’ll want tomorrow

Three things you need to build an ecosystem for customer service, not a fragile ‘frankenstack’

5 ways technology is shaping the future of retail contact centers

References:
1. https://www.thinkwithgoogle.com/marketing-resources/shift-to-constant-connectivity/

A decade back you funneled everyone to your helpdesk number. Today, you need to be where they are, on the device they want, when they want you.

The warmest, friendliest, most empathetic agent interaction counts for nothing if it takes more time than the customer has.

Contact Center as a Service (CCaaS) in the cloud is the way to go.

Collecting stats isn’t a rear-view mirror; it’s a road ahead. Combing data for patterns and insights lets you anticipate and predict customer behavior.

Speech recognition. Chatbots. Machines that learn. AI is hitting its stride and virtual agents are a reality. Some day, customers will prefer an AI to a human agent … and that day is closer than you think.

Over-extended capacity, specialized functions, even whole teams of agents are dialed-in as needed. Inhouse-only is starting to sound as dated as “dialing in.”

The best service and experience is when you know what the customer needs before they do. And predictive analytics (PA) is helping more contact centers do it, every year.

Today, omnichannel technologies are connecting the customer experience across devices. Each picking up where the last left off, for a single, unified conversation. It’s changing everything.

Self-service apps are today’s ATMs. Often, customers don’t want to talk to anybody. To keep up, look at every opportunity to let customers self-serve …. by connecting all data sources together and presenting a simple user interface (UI) to the customer.

Two-thirds of contact center IT managers expect to make investments in analytics this year

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— Google Research
— Microsoft
— UCT Today
— Capterra
— IBM Watson

Access the eGuide

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