



ORCHESTRATING DIGITAL EXPERIENCES

STEPS TO MINIMIZE CUSTOMER EFFORT & MAXIMIZE EMPLOYEE PRODUCTIVITY

Serving today's digital-native consumer requires brands to masterfully orchestrate digital consumer conversations managed by both human employees and chatbots, across all channels. How does your digital experience strategy align with the requirements for success?

CHALLENGES

Customer experience programs have become increasingly complex.

Brands must overcome the following challenges to reduce this complexity and succeed in today's market.



innovation

Innovate to differentiate from competitors through unique and effective use of digital channels.



customer effort

Minimize the consumer effort by simplifying business interactions.



experiences

Ensure that the consumer experience stays consistent and personalized across all digital channels..



demographics

Keep up with how consumer demographic changes influence digital conversations.

51% of brands use at least 10 channels to serve their customers.



What channels do you use? What are your challenges?

BENEFITS

Compared to brands that struggle orchestrating digital experiences, savvy brands that overcome the above challenges enjoy:



BUILDING BLOCKS

Aberdeen's research shows that savvy brands orchestrating customer experiences across all digital channels use a set of building blocks more widely than their peers that struggle meeting the needs of digital-native consumers. Below is a list of those building blocks and their respective adoption rates by firms that seamlessly manage digital experiences:



channel preferences

74%

incorporate customer messaging with:
- text messaging
- third-party messaging applications within their social customer service programs:

WhatsApp | Facebook Messenger | Twitter DM



self-service

92%

continuously analyze common service issues to identify opportunities for automation through chatbots. They also integrate self-service with assisted service to ensure seamless consumer experiences.



single view of insights

84%

establish a single view of consumer insights by integrating data captured across all channels.

Brands have more channels to interact with their customers than ever before. This presents unique opportunities to find innovative ways to meet and exceed consumer expectations. If you struggle improving your customer experience results and your employees are challenged with lack of information to help customers, we highly recommend that you adopt the activities above. This will help alleviate your problems and transform your results by making you a master at orchestrating consumer experiences across all digital channels.

Learn how Sparkcentral can help ▶