

Key Digital Trends in the Contact Centre for 2024

1 The Importance of Digital Conversations

Customers are dissatisfied with disjointed experiences across channels. Digital assistants can improve consistency and enhance satisfaction. Well-designed systems can resolve issues quickly, reduce friction, and lower costs. The future of customer service lies with digital assistants.



94%

Percentage of consumers frustrated by disjointed encounters with organisations.

Source: Enterprise Times

Messaging as a Primary Service Channel

2

Messaging is a popular and underutilised channel for customer service. By combining messaging with digital conversation capabilities, organisations can enhance customer engagement, satisfaction, and operational efficiency. Asynchronous messaging allows customers to control the conversation, reducing agent workload and improving overall service.



- 87% of UK adults own a smartphone (*Ofcom*)
- The top 3 uses of mobile phones in 2022 were Messaging, Email and Phone Calls (*DataReportal*)
- 82% of UK adults use WhatsApp and 71% use Facebook Messenger (*DataReportal*)
- 70% of UK consumers feel more connected to businesses they can message (*The Independent*)
- Mobile calls accounted for 84% of UK call minutes in 2022 (*Statista*)

3 Service Simplification

Omnichannel is no longer the ultimate goal for customer service. Simplicity and customer preference are taking priority. Organisations should focus on providing personalised and effortless experiences through channels that customers actually use.



4 Increased Personalisation

4

Customers value personalised experiences and are willing to repurchase from brands that provide them. Organisations can leverage data to tailor their offerings, acknowledge past interactions, and communicate directly with customers. This reduces service effort and fosters customer loyalty.



78%

Percentage of consumers that express an intention to repurchase and recommend organisations that deliver personalised experiences.

Source: McKinsey & Company

5 Uncovering Customer Insights with Interaction Analytics

Conventional customer insight and quality assurance methods are ineffective. Organisations should combine various data sources to derive valuable insights. Advances in natural language processing and data analytics tools empower business users to analyse data autonomously, eliminating the need for specialised teams. This expedites and enhances insight generation. By automating analysis and identifying trends, organisations can approach 100% quality assurance, flagging potential issues for expert review.



6 Advanced Machine Learning for Forecasting and Scheduling

Conventional workforce management tools are outdated and ineffective in today's dynamic environment. Organisations need to leverage advanced machine learning algorithms and predictive analytics to forecast demand, optimise schedules, and adapt to real-time fluctuations. Workforce Management vendors are incorporating AI capabilities, making these advanced solutions accessible to businesses without specialised data science teams.



7 Generative AI will Power an RPA Revolution

Robotic Process Automation (RPA) has become less effective as businesses shift towards more complex operations. Generative AI and RPA can be combined to automate a broader range of tasks, enhancing efficiency, accuracy, and quality. Natural language commands make these technologies easier to use.



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