

Strategy Guide

How to Energize & Strengthen Your Customer Interactions

4 Strategies to Help You Exceed Expectations and Drive Efficiencies Throughout Your Contact Center



Reflect, Reenergize, Refocus

Over the last few years, businesses across all industries have adapted their operations out of necessity, making swift investments and strategic moves to stay afloat in the post-pandemic economy. But now, organizations have the opportunity to catch their breath and refocus their energy toward being more proactive versus reactive.

In this TTEC Digital strategy guide, **How to Energize & Strengthen Customer Interactions**, we present proactive strategies and operational sophistications your organization should adopt as you look to reset and reenergize your plans for meeting the expectations and demands of your customers, agents, and markets.



Strategy 1

Become More Agile and Adaptive



Strategy 2

Embrace Omnichannel



Strategy 3

Amplify the Agent Experience



Strategy 4

Harvest More Digital Exhaust

Strategy #1

Become More Agile and Adaptive

Today's customers have set a high bar for the experiences they expect to receive when engaging with a business. These expectations are only going to continue to expand. Businesses are now faced with figuring out how to keep delivering on their customers' requests, while simultaneously navigating additional external factors impacting the business – such as technology, market, and economic shifts. Combined, all of this presents a growing pressure for businesses to adopt agile CX strategies and operations that enable your business to continue meeting customer expectations – no matter what comes.



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Strategy #2
Embrace Omnichannel

What's Driving the Need to Be Agile and Adaptive

There are various factors driving the need to prioritize agility and adaptability in your customer interaction strategies and operations. These are the top three:

Factor #1: High Customer Expectations

Experience expectations are higher than they've ever been. Customers today expect you to know who they are and what they need, and they expect you to deliver on those needs without having to forego much information or effort. This is true across consumers of all industries, localities, and demographics.

52%

52% of customers report that they will switch to a competitor after one bad experience with a business

Source: ZenDesk

Factor #2: Technology Fatigue

Many companies face "technology fatigue" – the accumulation of outdated or unwanted technology investments. These organizations are often burdened with figuring out how to get the most out of tools that are no longer serving much value for business, which ends up pulling time, energy, and dollars away from developing tools and strategies that can better address and adapt to the current needs of customers.

43%

43% of professionals say their CX technology is too complex and not user-friendly, damaging the quality of customer experience

Source: SugarCRM

Factor #3: Future Unknowns

While we can make projections about future trends, consumer behaviors, and market shifts, it is impossible to know with 100% certainty what's to come or how those coming changes will impact business operations. The best thing next to owning a crystal ball is investing in solutions that enable easier, faster adaptability – no matter what comes.

63%

63% of leaders say COVID-19 made their organizations embrace digital transformation sooner than expected

Source: Clarity

How to Be Agile and Adaptive

While it is true that customer expectations and market demands are constantly expanding and evolving, technologies have also expanded and evolved to allow for easier, quicker adaptability to these shifts. It has never been easier to curate agile, adaptive experiences that not only meet, but exceed customer expectations – even if something unexpected threatens to disrupt operations.

Adopting agile, adaptive tools and strategies will reduce friction, annoyance, and disappointment in the customer experience, leading to as much as 72% growth in customer loyalty.

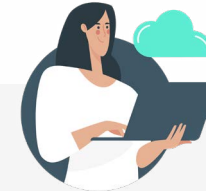
Source: Forrester



Pillar One

Flexible Business Methodology

Gone are the days of needing to set aside massive time, dollars, and resources reinventing your technologies to meet market demands. An Agile methodology allows for a continuous stream of improvements to your customer care capabilities. This shortens the time-to-value for emerging patterns within your customer base and workforce. Responding to changing customer and employee needs is no longer just a nice-to-have: an agile methodology enables you to evolve quickly, and with far more ease.



Pillar Two

Cloud-Based Technology

Cloud technology is by nature agile and adaptive. Unlike infrastructure-based systems, cloud-based systems reduce the need for frequent maintenance and patching, freeing-up more time and resources to focus on the unique, higher-value needs of the business. Cloud-based offerings further enable agility by fueling a spirit of experimentation, allowing companies to quickly react to new demands and experiment with technologies without investing capital resources for an outcome that may not be guaranteed.



Pillar Three

Intelligent Automation with AI

There has been a recent explosion of innovation in automation capabilities, where what's possible today was not possible even just a year ago. Businesses today can use intelligent, automated technologies that learn and evolve in step with the evolving needs of your business and customers. Investing in these capabilities, especially in your contact center, will power-up your ability to remain adaptive, so you can exceed expectations and outcomes in every customer interaction.

How TTEC Digital Empowers Agility and Adaptability

Whether you're looking for help running an experimentation and design workshop, or are struggling with the limitations of your CX toolset, TTEC Digital offers a variety of consultative engagements to help your organization become an agile, adaptive business – and will arm you with the dedicated support and innovative tools to guide you on this journey.

With their unique consumption-based pricing model and Agile methodology, AWS' cloud-based contact center innovations present a unique opportunity for our clients to test and experiment with new tools, allowing your business to execute on strategic enhancements and continue adapting – with minimal disruption to your bottom line and operations. And, as the premier partner of Amazon Connect, AWS's omnichannel cloud contact center solution, we're virtually unmatched in our experience designing and deploying AWS solutions to meet today's toughest CX challenges.

Our unique combination of deep AWS toolkit prowess, broad contact center experience, and extensive CX know-how empowers us to continuously improve and innovate the end-to-end interaction experience — from strategy to maintenance — making TTEC Digital the most trustworthy choice for implementing and supporting your AWS-powered digital transformation.

In other words, TTEC Digital will help you build an agile customer experience solution that adapts alongside market and consumer shifts, so you can continue to exceed expectations and remain competitive, no matter what comes.



Strategy #2

Embrace Omnichannel

The culmination of a customer's interaction with a brand guides their impression of and loyalty to that brand, making it more important than ever to deliver a consistent, high-value experience across every channel in the interaction journey. The best way to achieve this is by approaching customer engagements through an omnichannel lens: connecting every touchpoint and channel into a unified and consistent experience.



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Strategy #3
Amplify the Agent Experience

What's Driving the Need to Embrace Omnichannel

Here are the most notable factors driving the need to embrace omnichannel as a core component of your customer interaction strategies and operations:

Factor #1: Omnichannel Arms Race

More and more companies are making investments in their omnichannel strategies and tools, becoming more sophisticated in their ability to deliver a hyper-personalized, hyper-connected experience throughout every channel. This is elevating the multi-channel expectations of your customers and putting pressure on your organization to deliver this same kind of experience – or risk delivering a subpar experience that drives-down customer retention, referrals, and revenue for your business.

80%

The number of companies investing in the omnichannel experience has jumped from 20% to more than 80%

Source: PWC

Factor #2: Competing with Yourself

Customers want to receive a consistent experience with your brand across every channel. The experience you deliver in one channel should match the experience you deliver in another channel, or else the overall experience becomes confusing or disjointed. Any one interaction has the ability to drive customers away – so you have to make sure every single channel and touchpoint in your interaction journey isn't the weak link in the chain.

90%

90% of customers expect consistent interactions across channels

Source: SDL

Factor #3: Channel Expansion

The types of channels a customer can use to interact with a business have expanded significantly. Today customers can connect with your brand in person or via SMS, live chat, phone, mobile app, social media, email, smart speaker, and more. While this channel expansion lights up more opportunities for customers to connect with your business, it also intensifies the need to bring these channels together to optimize interactions and outcomes.

51%

51% of companies today use at least eight channels to interact with customers

Source: Aberdeen

How to Embrace Omnichannel

It wasn't that long ago that customers merely wanted access to digital channels for interacting and transacting with your business, and offering these new channels was enough to meet their expectations. But this is no longer the case. Customer expectations have evolved from 'multi-channel' to 'omnichannel' – or even 'channel-less' – wanting their needs to be easily and quickly addressed on whatever channel they choose, while also expecting to be able to effortlessly move between these channels without stops and starts. This is the omnichannel experience delivery companies of all types and sizes need to embrace today.

Businesses that adopt omnichannel strategies see 91% higher year-over-year customer retention rates compared to businesses that don't

Source: Aberdeen Strategy & Research



Pillar One

Customer Journey Mapping & Research

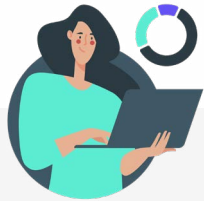
Consistency, connectivity, and ease is the name of the game in omnichannel experience delivery. To ensure you are delivering these experience qualities, you'll first need to do some digging to uncover where you are succeeding and where you need to make improvements. Looking at your contact center data is an invaluable resource for getting this information; the more connected your contact center operations and data, the easier to report and analyze this data for quicker insights and easier application.



Pillar Two

Single-Engine Connectivity

The most impactful omnichannel interactions facilitate a continuous conversation with the customer that has no breaks or stops – no matter what interaction channels they use, how many they use, or how often they move back and forth between channels supports. This fluid omnichannel experience delivery can only be achieved by connecting all your contact center systems and data into a single engine. This single-engine connectivity will also present a more holistic view of your customers' interactions – expanding your ability to make more data-backed decisions and empowering your business and agents to deliver more curated interaction experiences to every customer.



Pillar Three

Customer-Centric Data Capabilities

Your customers expect their interactions with a brand to be both hyper-personalized and hyper-connected. The adoption of more sophisticated data capabilities supports this high-value experience delivery by identifying what the customer needs and getting the information to them, exactly when and how they want it. More advanced data automations also enable the replacement of 'call routing' with 'persona routing' interaction and call flows, where information about the customer is used to determine where they are routed next, versus moving every customer through the same, pre-determined journey – which results in making your customer feel like a name, rather than a number.

How TTEC Digital Enables Omnichannel Experiences

TTEC Digital can help you understand the existing needs and gaps in your customers' experiences with a customer journey map, and then fill those gaps with an AWS-powered omnichannel experience.

Through our cloud-based contact center capabilities, we will enable your business to deliver a connected, high-value omnichannel experience that reduces friction and adds value throughout the customer journey, at every touchpoint and across every channel.

With decades of CX consultation experience and know-how, the award-winning digital interaction technologies powered by AWS, and our world-class Humanify® insights automation platform, TTEC Digital is unrivaled in our ability to curate streamlined, simplistic CX engines that churn-out exceptional interactions to every customer, across the omnichannel customer journey.



Strategy #3

Amplify the Agent Experience

It has always been true that the agent experience plays a large role in a customer's perception of your brand. A great agent interaction can lead to more business and referrals, while a poor experience can break-up your relationship with even your most loyal customers. But the agent's job has changed quite a bit from what it once was. This fact, coupled with an increasingly competitive job market, is elevating the need for businesses to invest new attention and energy into strengthening the tools, expectations, and experiences of these key players in your customer experience delivery.



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Strategy #4
Harvest More Digital Exhaust

What is Driving the Need to Amplify the Agent Experience

Here are the most notable factors driving the need to strengthen the agent experience:

Factor #1: The Great Resignation

With the explosion of new jobs and job seekers resulting from the Great Resignation, companies across industries have leveled-up what they are doing to retain and attract the best talent. This has raised the bar in employee experience expectations, presenting an opportunity for workers to be pickier about their job must-haves and putting your employee offerings and experience strategies under the microscope unlike ever before.

50%

50% of America's working population was actively searching or monitoring job opportunities during the Great Resignation

Source: Gallup

Factor #2: Tool Complexity

Many businesses are still suffering from outdated, disconnected contact center operations that create unnecessary complexity for agents. These antiquated technologies often result in the need for agents to spend valuable time and energy looking for the right tools or information, which leads to friction and frustration on both sides of the interaction. As such, complex operations such as these inevitably lead to growing discontent and attrition among your agents and customers, alike.

20%

20% the volume of customer interactions agents handle increased by 20%

Source: Genesys Customer Advisory Board

Factor #3: Role Transformation

The job of a contact center agent has changed immensely in the last few years with the growing emergence of AI, chatbots, and self-service capabilities. It used to be that an agent was involved in nearly every service request. That is no longer the case. Today, an agent's interaction with a customer often involves the more complex or unusual requests that couldn't be resolved by a bot or self-service. Many companies have yet to adapt their contact center operations to account for these shifting expectations and duties.

9%

Virtual Assistant Technology in the contact center led to 9% improvements in employee satisfaction scores

Source: IBM's Business Value Institute

How to Amplify the Agent Experience

Contact center agents are deeply involved in the customer journey, often being one of the first touchpoints in a customer interaction, and they can make or break customers' perceptions of your experience delivery. Just one bad interaction can push a customer away from your brand, and often for good. Building frictionless, high-value experiences for your agents is the key to enabling and empowering them to deliver frictionless, high-value experiences to your customers.

The average annual turnover rate for agents in US contact centers ranges between 30% and 45%, resulting in approximately \$15,000 in turnover costs per agent departure

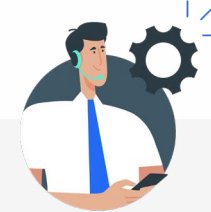
Source: Customer Contact Week Digital



Pillar One

Agent-Centric Experience Strategies

Contact centers have a higher churn rate than most industries, so keeping the top talent is not an easy feat. In today's competitive marketplace, companies must offer their contact center agents an engaging and rewarding on-the-job experience. This of course requires offering competitive benefits, pay, as well as training and growth opportunities. But beyond that, it involves modernizing how you track and measure agent performance, so you more appropriately recognize and reward your best agents.



Pillar Two

Application Optimization

Optimizing your agent applications means reducing the amount and complexity of your agents' tools and data systems. The best way to go about this is by housing all tools, data, and processes within a unified, easy-to-use interface, so it is easier for agents to get the exact information they need, at the exact moment they need it. Cloud-enabled contact center solutions are paramount to presenting this operational clarity, simplicity, and optimization to your agents.



Pillar Three

Streamline and Automate Processes

AI, machine learning, and automation capabilities streamline and simplify your agents' processes, reducing time-intensive and repetitive tasks, while also driving efficiencies across the interaction experience. Investing in these process automation, robotics, and intelligent tools will cut back on time spent navigating complex tasks, enabling agents to redirect their energy toward the experience delivery and amplifying their ability to provide engaging, empathetic experiences that will keep customers returning.

How TTEC Digital Amplifies the Agent Experience

TTEC Digital can help streamline and amplify your contact center agents' jobs by arming them with technology solutions and services that make their work easier, empowering them to deliver exceptional experiences to your customers. We work with our clients to uncover opportunities for improving your contact center process and experiences from within, thinking about how to double-down on opportunities to empower your agents to infuse value, simplicity, and humanity into every interaction they are involved with.



Through strategic consultation and expert-application of AWS' AI and machine learning tools, TTEC Digital's team makes it easier than ever to build agent-centric tools and strategies into your CX operations, fueling your ability to retain the best talent and optimize both the agent and customer experience.

Strategy #4

Harvest More Digital Exhaust

When leveraged properly, data offers a deeper look into your customers and operations – proactively informing decision-making, uncovering real-time CX challenges and opportunities, and fueling interactions and touchpoints throughout the customer engagement lifecycle.

It isn't just about collecting enough data, it is about collecting the right data. But even more than that, it is about establishing ways to unlock the full power of your data. In other words, better data can strengthen your business operations and drive more meaningful relationships with your customers.



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How TTEC Digital Builds Strength and Energy into Every Customer Interaction

What is Driving the Need to Harvest More Digital Exhaust?

Data has been a growing priority for every business. Here are the top three factors driving this need today:

Factor #1: Personalized Experiences

Customers today expect hyper-curated experiences that are tailored to address their unique preferences and individualized needs, no matter how, when, or where they are interacting with your brand – and their relationship with your brand is heavily impacted by how adept you are at delivering this individualized value. Data is the digital exhaust that fuels this customer-centricity and personalization, powering the engine behind every engagement and interaction.

80%

80% of consumers are more likely to make a purchase when brands offer personalized experiences

Source: Epsilon

Factor #2: AI & Intelligent Automation

AI is no longer a foreign concept – it is a powerful tool being used by many of your competitors to get more out of their data. More businesses are realizing how to apply data intelligence tools to improve the agent and customer experience – and their larger CX business strategies – and, thus, are elevating customer experience expectations across industries.

66%

66% of customers expect companies to understand their needs, and customer-centric companies are 60% more profitable than companies that aren't

Source: HubSpot

Factor #3: Channel Expansion

Bringing it full circle, the evolving expectations of your customers and future market unknowns drive the need for agility and adaptability in your contact center operations and customer interactions. Real-time data is foundational to protecting your business's ability to adapt to every customer's unique needs throughout the omnichannel journey, no matter what the future holds.

76%

76% of customers say they're frustrated if brands don't deliver a tailored experience

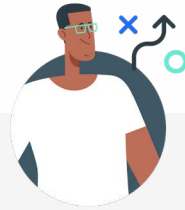
Source: McKinsey

How to Harvest More Digital Exhaust

Data is the digital exhaust fueling experience delivery. It is at the core of any customer experience strategy. It informs every decision about creating the best possible experience and building engagement for both customers and employees. Harvesting better, more actionable data will amplify real-time decision-making and feed your all-up experience delivery.

90% of global executives who use data and analytics report that they improved their ability to deliver a great experience

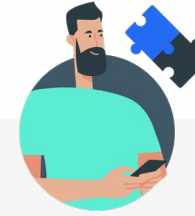
Source: Forbes



Pillar One

Proactive Data Strategies

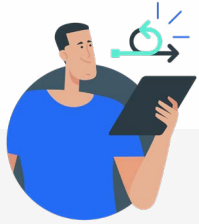
Data should sit at the core of your contact center and CX operations. With the evolution in AI and self-service, businesses have access to direct information about each customer's individualized needs and behaviors. The most successful businesses are converting these deepened data points into actionable insights to optimize CX. With the right tools and strategies, data can diagnose challenges and opportunities in your interaction experience and inform strategic decision-making – empowering your ability to deliver a high-value, customer-centric experience in every interaction, throughout the omnichannel journey.



Pillar Two

Data Unification

Disparate systems and data make it far more challenging for your business and agents to deliver an omnichannel experience to your customers. Often, disjointed data results in disjointed interactions, marred by complexity, friction, and frustration. On the flip side, connecting your data across business functions and interaction channels will lead to a more seamless and comprehensive experience for all involved. Cloud-based applications make data unification a far easier feat for businesses to accomplish.



Pillar Three

Data Automation & Intelligence

Becoming more adept and sophisticated with your data is part strategy, part orchestration. You can figure out ways to make better use of the tools and capabilities you already have to get more out of your data – but without smarter data solutions like AI, machine learning, predictive and conversational analytics, or intelligent automation, your data strategies are likely going to fall short of the competition. It is more important than ever before to consider these innovative, agile data solutions to successfully meet your customers' expectations – now and in the future.

How TTEC Digital Harvests More Digital Exhaust

TTEC Digital organizes previously unstructured customer data like call recordings and transforms contact center data into actionable insights, helping you deliver a data-driven, digitally optimized experience that drives more customer loyalty and business.

The unrivaled depth and breadth of AWS' data intelligence, automation, and machine learning capabilities, combined with our deep contact center and CX expertise, provides our clients an unmatched ability to unlock the full potential of their customer data – amplifying their ability to make more strategic decisions that enhance customer experience operations and delivery.



About TTEC Digital

TTEC Digital is a global leader in customer experience orchestration, combining technology and empathy at the point of conversation. With decades of innovation experience across the world's leading contact center technology platforms — plus in-house expertise in CX strategy, data and analytics, AI and more — TTEC Digital delivers an unmatched skillset for organizations looking to forge deeper customer relationships and drive better business outcomes.

Learn more at ttecdigital.com.

Results TTEC Digital has delivered to clients:

53%

53% increase in agent productivity

-News Corp

+20 NPS

20-point increase in NPS

-John Hancock

20%

20% decrease in average handle time and an 83% first call resolution

-Deliveroo

