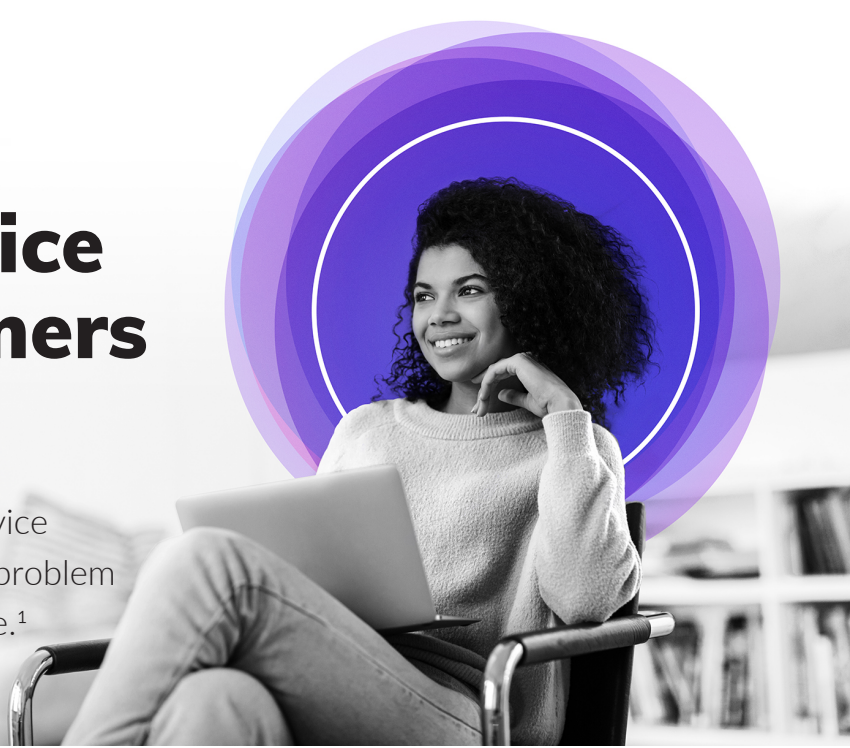


Smarter self-service helps your customers help themselves

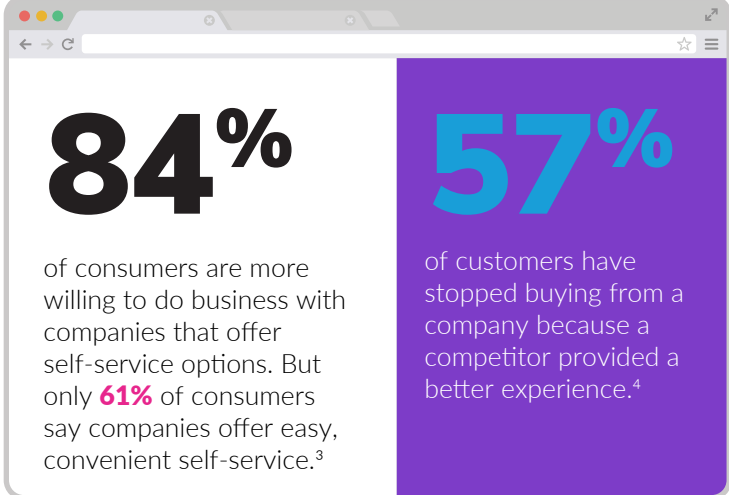
Gartner found 70% of customers use self-service channels during their resolution journey. The problem is, only 9% are wholly contained in self-service.¹



Your customers' ability to successfully, easily and quickly self-service is one of the largest opportunities to increase customer experience and decrease cost. Low-effort experiences reduce costs by decreasing up to **40%** of repeat calls, **50%** of escalations and **54%** of channel switching.² **So how do you decrease their effort?**

Help your customers help themselves using intelligent AI-powered technology across self-service channels

Website Email Chatbot Digital Channels SMS Mobile Apps IVR



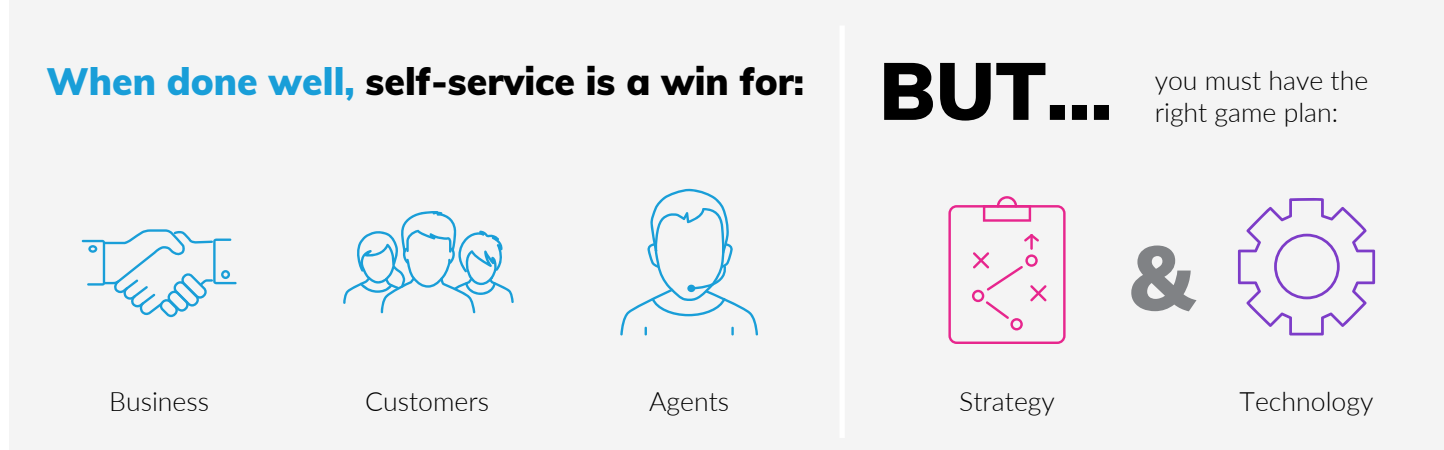
Intelligent self-service benefits extend beyond the customer.

Companies can save at least £4 per contact on self-service.²²

Voice: £4.55 | Telephony Self-Service: 42p | Web Self-Service: 12p

Aberdeen research indicates self-service provides:⁵

3.3% reduction in service costs
3.4% improvement in revenue⁶



Agents need to be equipped with the context on every customer contact—whether it happens in a self- or assisted-channel

1/2 of consumers who begin with self-service channels are transferred to a live agent⁷

Self-service systems need to be accurate, effective and capable of seamlessly moving customers to an agent when necessary

96% of customers expect companies to make it easy without the need to repeat information⁸

Smart self-service is shifting customer behaviors



46% of businesses are offering chatbots.⁹
43% of businesses are offering conversational IVR.¹⁰



66% of customers use a search engine like Google to find solutions to issues.¹¹



73% of customers prefer to visit a company's website before contacting customer service.¹²
68% of customers would rather use self-service channels—like knowledge bases or customer portals—for simple questions or issues.¹³

Intelligent, AI-powered self-service is revolutionising CX. Users of AI have already seen significant impact:

7.2% higher YoY customer satisfaction¹⁴

7.3% higher YoY customer retention¹⁵

3.5% higher First Call Resolution (FCR)¹⁶

4.3% higher YoY Agent Productivity¹⁷

With increasingly accessible AI-powered technologies, the future of effortless self-service is even brighter:



67%

By 2022 two-thirds of organisations will have enhanced their Voice of the Customer (VoC) data analytics beyond surveys, to AI/ML analysis of spoken recordings and text interactions.¹⁸



7 in 10

By 2024, 7 in 10 customer interactions will occur with a combination of automated conversational self-service and live agents, reducing costs, time and enabling agents to focus on high-value interactions.¹⁹

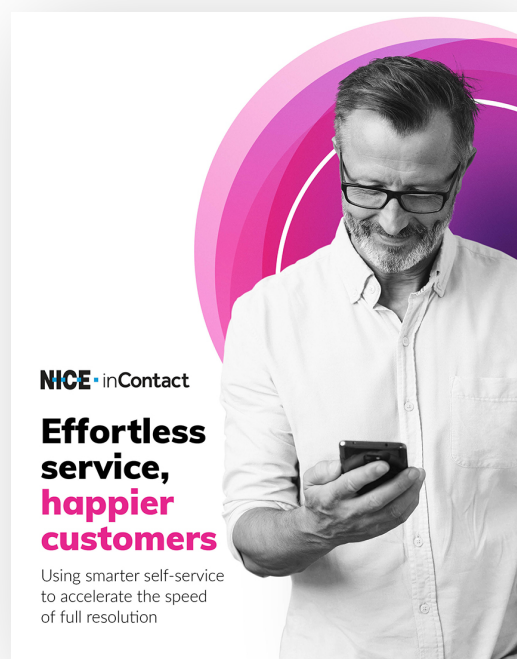
50%

Through 2024, more than one-half of inside sales organisations will utilise AI to recommend engagement models for potential buyers using consistent and repeatable playbooks to maximise lead-to-opportunity conversion.²⁰



69%

of decisions made during a customer engagement will be completed by smart machines.²¹



NICE inContact
Effortless service, happier customers
Using smarter self-service to accelerate the speed of full resolution

Use AI-enriched self-service to accelerate the speed of full resolution.

Don't leave any interaction to chance. Explore the role self-service plays in enabling your CX in the eBook "Effortless Service, Happier Customers."

Download Your Copy Now!

¹ Gartner: Does Your Digital Customer Service Strategy Deliver? (2020)
² Smarter With Gartner: How to Measure and Interpret Customer Effort Score (CES) February 2020
³ NICE inContact: 2020 Customer Experience (CX) Transformation Benchmark
⁴ NICE inContact: 2020 Customer Experience (CX) Transformation Benchmark
⁵ Gartner: Does Your Digital Customer Service Strategy Deliver? 2020
⁶ Aberdeen: State of the Contact Center 2020
⁷ NICE inContact: 2020 Customer Experience (CX) Transformation Benchmark
⁸ NICE inContact: 2020 Customer Experience (CX) Transformation Benchmark
⁹ NICE inContact: 2020 Customer Experience (CX) Transformation Benchmark
¹⁰ NICE inContact: 2020 Customer Experience (CX) Transformation Benchmark
¹¹ Accenture: Next Generation Customer Service

¹² Accenture: Next Generation Customer Service
¹³ Salesforce: State of the Connected Customer Report 2019
¹⁴ Aberdeen: Best Practices for AI in the Contact Center
¹⁵ Aberdeen: Best Practices for AI in the Contact Center
¹⁶ Aberdeen: Best Practices for AI in the Contact Center
¹⁷ Aberdeen: Best Practices for AI in the Contact Center
¹⁸ Ventana Research: 2021 Voice of the Customer Market Assertion
¹⁹ Ventana Research: 2021 Voice of the Customer Market Assertion
²⁰ SAS: Customer Experience 2030
²¹ SAS: Customer Experience 2030
²² ContactBabel: The Inner Circle. Guide to AI, Chatbots and Machine Learning (2021)