

WHY DIGITAL TRANSFORMATION AND CUSTOMER CARE GO IN PAIR

COMPANIES LOOK AT DIGITAL TRANSFORMATION AND INNOVATION AS MEANS TO REMAIN COMPETITIVE AND IMPROVE THEIR BRAND IMAGE. WHILE THESE CHANGES IMPACT EVERY ASPECT OF THE ORGANIZATION, EVERYTHING STARTS WITH THE CUSTOMER CARE DEPARTMENT.



3 questions

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WHAT DOES DIGITAL TRANSFORMATION MEAN FOR CUSTOMER CARE?

The major customer care trend this year is the growth of messaging as a communication channel for customers to connect with companies. Studies show that 91% of teenagers use messaging apps on a daily basis while the phone as a communication channel has dropped from 67% to 56% between 2015 and 2017. With younger generations being digital native, this trend accelerates and forces companies to undergo major structural changes to

remain competitive. To digitalize their image and the perception customers may have, companies must start their transformation with the customer care department, main interface between them and their customers. Integrating new digital channels to be available where their customers are and need them is the first step of a long journey.

CUSTOMER CARE AND DIGITAL TRANSFORMATION. WHERE TO START?

Customers' expectations have changed. Not only do they need more speed, they also look for more convenience. Nowadays, people no longer want to follow companies' processes: it is for companies to adapt to users' expectations and 58% of consumers are frustrated with inconsistent experiences between channels. Customers expect to be able to contact companies on channels of their own choosing while enjoying the same level of customer service. For companies, having one team responding to emails, another one for Social Media, a third one for Live-Chat, etc. only creates more disparity in terms of customer experience. Overcoming this difficult challenge

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requires a major change in terms of company structure: technological silos are in the way of a seamless customer experience across all channels. Regrouping teams around a single objective and a single tool allows a more homogeneous level of service. At Dimelo we believe in omni-digital: a unique experience, regardless of the channel selected by the customer. At the end of the day, this change, however painful, is very much beneficial to the company as well: this customer-centric approach means less training, a better management of processes and resources and a more acute control of response quality.

HOW DO YOU SEE THE FUTURE OF OMNI-DIGITAL CUSTOMER CARE?

89% of customers feel frustrated by having to repeat their issues multiple times. To reach their customer satisfaction goals, companies will need to have a better vision of who their customers are and need. They already own such information, but it is usually dispersed across multiple tools. The future of omni-digital customer care lies in the concept of open platform: the ability to easily connect and integrate the various tools that constitute a customer care department (digital interactions platform, CRM, chatbot, call solution, BI, BPM, etc.) so the information could easily flow and enrich the customer's experience. You can view it as independent bricks that interlock to become a larger, more robust structure you can build your strategy upon. At Dimelo, we acknowledge that no solution can do-it-all: it isn't about finding one tool to do everything, but about finding tools that perfectly communicate to fluidify the work of the customer care agents and ultimately improve the customer experience. ■