

Customer Experience

Today, online consumers are willing to pay a premium for an enhanced experience and conversely are quick to seek a competitor when they have a negative customer experience.

DIGITAL ENGAGEMENT		COMPANIES	APPROACHES	MATURITY	VC INVESTMENT
PROBLEM	Customers want to interact whenever, wherever and using whatever digital channel they choose, yet traditional engagement platforms cannot deliver a seamless digital engagement.				
SOLUTION	A digital engagement model that controls, monitors, and analyzes customer interactions across all digital channels to maximize the overall customer experience.				
RESULT	<ul style="list-style-type: none"> Reduced churn Lower operational costs Increased customer satisfaction 				

"Customers don't measure you on how hard you tried. They measure you on how hard you deliver."

- Steve Jobs

CUSTOMER ENGAGEMENT		COMPANIES	APPROACHES	MATURITY	VC INVESTMENT
PROBLEM	Customers trying to resolve an issue are tired of one-dimensional chatbots and call center agents who can only triage problems and not resolve them without escalation.				
SOLUTION	A smart front-line virtual agent that can verify identity, collect information, triage and resolve the problem, and if necessary, hand off to a back-line agent assisted by a virtual coach.				
RESULT	<ul style="list-style-type: none"> Decreased operational costs Decreased resolution time Increased customer satisfaction 				

"We see our customers as invited guests to a party, and we are the hosts. It's our job every day to make every important aspect of the customer experience a little bit better."

- Jeff Bezos, CEO, Amazon

CX ANALYTICS		COMPANIES	APPROACHES	MATURITY	VC INVESTMENT
PROBLEM	As enterprises transform from being digitally delayed to digitally driven, many cannot derive insights from the sea of information as it is being filled by a constant stream of new customer data.				
SOLUTION	A customer experience data analytics platform that continuously collects, analyzes, and visualizes customer behavioral data across all channels.				
RESULT	<ul style="list-style-type: none"> Increased response rates Greater ROI Tailored and tuned workflows Increased customer satisfaction 				

"We are surrounded by data but starved for insights."

- Jay Baer, Marketing and Customer Experience Expert

CX OPERATIONS		COMPANIES	APPROACHES	MATURITY	VC INVESTMENT
PROBLEM	Today's companies are struggling to control, tune and automate customer interactions across various back-end systems while protecting customer data privacy.				
SOLUTION	A CX operations platform that automates routine processes, verifies the optimal customer experience and protects customer data privacy.				
RESULT	<ul style="list-style-type: none"> Increased customer loyalty Increased customer confidence Increased resolution rates Increased customer satisfaction 				

"Our research says that 50% of the activities that we pay people to do can be automated by adapting currently demonstrated technologies."

- Michael Chiu, Partner, McKinsey Global Institute

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