

CONNECTING THE DATA

# Customer Experience + Customer Service: Breaking Silos to Unify CX

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Learn how your brand can build an innovative and unified customer experience management program that puts you a step ahead of the competition in a constantly changing world.

**VERINT**®

## Introduction

Customers are choosing digital first at an accelerated pace, and many prefer self-service and social channels. However, they still expect informed, relevant, streamlined, and authentic interactions—including human interaction when they want it. Simply put, customer journeys are complex.

That only makes it more difficult for organizations when customer experience and customer service data still live in silos.



## The Cost of Disconnect

Your organization is collecting customer experience data across a host of channels and touchpoints, including digital, contact center, brick-and-mortar, and more. Meanwhile, your contact center is also using tools like workforce management, case management, performance management, and more.

Your teams want access to each other's data, but they don't have it. When the tech stack lives in silos, you risk:

- Losing sight of critical context across both the customer and employee journeys
- Business unit leaders being left in the dark about data in other silos that could improve their own results
- Confusing survey workflows that put undue burden on customers
- Duplicating work and effort across groups
- Colliding KPIs
- Inability to capture real-time insights that allow for immediate action
- Limited information that leads to sluggish decision-making

## What Do Data Silos Look Like at Your Organization?

Silos can exist everywhere within your organization. Do any of these scenarios sound familiar to you?



### CROSS-CHANNEL IMPACTS

Let's look to the banking industry as an example. Customers start pre-approvals for loan applications online and are directed to a local branch to complete the process. Customers use the website to provide feedback on the overall journey, so the digital team knows that loan applicants often end up calling the contact center when the local loan officer can't help them. But there's a disconnect with no quick and easy way for the digital team to share these insights.



### WHAT METRICS MATTER?

Jordan is a contact center agent who scores well on metrics like average call time and first-call resolution. But how is she making customers feel? Are customers more or less likely to recommend the company after an interaction with her? Are they more or less likely to purchase new services? Traditional contact center metrics don't provide a holistic view of agent performance that takes the customer into account. They don't provide a balanced scorecard to evaluate and coach agents.



### DUPLICATING EFFORTS

The mobile and desktop teams both have important initiatives underway. They want to get customer feedback to help inform these projects. But customers who use both the mobile app and the desktop website get multiple, poorly timed surveys that collide to create a frustrating customer experience.



### SILOED INSIGHTS

The contact center knows that a huge volume of calls come in because there is a lack of clarity on the website's promotions page. The diagnosis and solution for this problem lives in three silos: promotions, digital, and contact center. Imagine how quickly this could be corrected and how many more customers could use self-service functionality if all three silos were integrated, and everyone had access to each other's data.

**“Organizations trying to become customer obsessed must make a significant shift—from being data driven to becoming insights driven. Data-driven organizations get signals from their data, but insights-driven organizations turn those signals into actions (actionable insights) and bake insights into software to drive tangible business outcomes, at scale.” — Forrester<sup>1</sup>**

# Connecting Customer Experience and Customer Service

As customer expectations grow and organizational resources stay the same—or decrease—the landscape is becoming more difficult to navigate:

- Journeys are more complex as interactions increase and channels expand.
- Expectations around self-service, speed, and engagement authenticity get higher all the time.
- Striking the right balance between automation and human touch is a challenge.
- Internal teams and budgets are stagnant as external demands increase.

## SO, WHERE ARE THE OPPORTUNITIES?

1

### Maximize Your Data

With a flood of information always coming in, make sure you're not leaving valuable data on the table—especially unstructured speech data from the call center.

2

### Prioritize the Best Actions

Finding problems is the easy part—but you need to identify fixes, changes, and strategies that move the needle on business outcomes.

3

### Analyze Data in Real Time

When you connect data streams, pulling actionable insights from your existing customer experience and customer service programs becomes possible.

4

### Make a Commitment

—and make it across the organization by connecting your teams and insights.

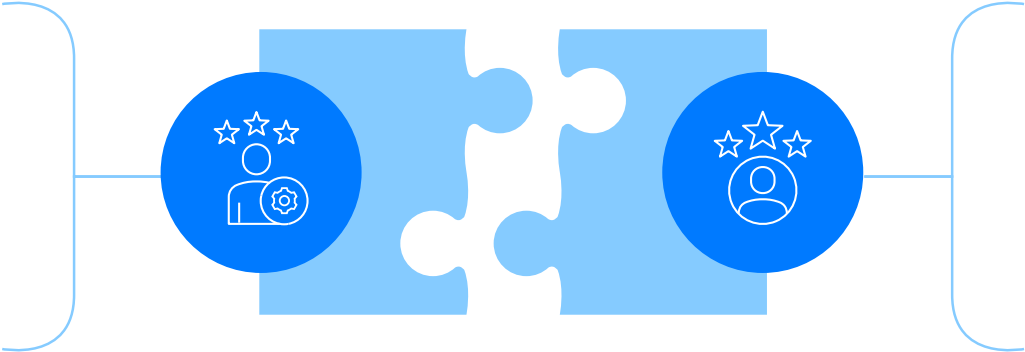
Connecting customer experience and customer service isn't a box you can check. It must be an essential part of doing business and an organizational mandate if you want to compete and win. These interconnected functions can't be siloed. Insights from different channels, sources, and touchpoints must remain visible to leaders across business units and the contact center.

## THE POWER OF ONE

A HOLISTIC FULLY INTEGRATED PROGRAM

### CUSTOMER EXPERIENCE

- Surveys
- Text Analytics
- Digital Feedback
- Social Media
- CX/VoC Solutions
- Digital Behavior Analytics



### CUSTOMER SERVICE

- Enterprise Recording
- Automated Quality
- Performance Management
- Workforce Management
- Speech Analytics
- Desktop & Process Analytics

By integrating customer experience and customer service data and insights, you can better manage three things:



**Close visibility gaps** by connecting vital customer feedback with operational call center data.

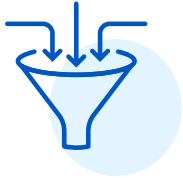


**Quickly arm teams with the insight** they need to innovate and solve problems across both the customer and employee journey.



**Improve customer interactions and employee experience,** and then connect these changes to strategic business goals.

The benefits of integrating customer experience and customer service are broad and deep:



All customer and employee **feedback lives in one place.**



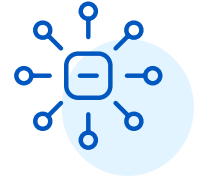
Integrated omnichannel **insights give visibility into specific interactions** with the ability to drill down to individual customer call and paths (complete with alerts and triggers).



**Data is encrypted,** secure, and in real time.



You can **identify themes and trends** that require cross-channel visibility for customer types, journeys, and interaction touchpoints.



You're able to **quickly disseminate insights and speed decision-making** at all levels of your organization, giving you the ability to conduct real-time customer recovery.



## How are Other Companies Connecting the Data?

To determine how your organization can change its behaviors and outcomes by integrating customer experience and customer service, look to these real-world examples for insight:



A multinational health insurance company **ties customer feedback to contact center interactions and speech analytics in a unified platform to deliver insights throughout the organization.**

Real-time triggers, alerts, and case management are routed to the relevant business owners for immediate analysis and timely action.



The head of ecommerce for a large retailer consolidates cross-channel data to triage digital issues, handle surging online orders, and overcome pandemic-related shipping and contact center challenges. Seeing the same data across digital, QA, customer service, and executive teams **enables the retailer to coordinate and respond to improve experiences and drive positive impact to sales.**



A customer service leader at a natural gas and electric power utility aggregates customer insights across the contact center and website to tie customer feedback scores to agent performance and prioritize customer experience improvements. **Sharing data across teams uncovers improvement opportunities around payment processes that reduce customer frustration and contact center calls.**

## Evolve your Customer Experience Management Program

If you're ready to integrate customer experience and customer service, it's time to evolve your customer experience program. While surveys are an important part of the strategy, they aren't the only focus. To compete today, you also need insights from unstructured and unsolicited feedback.

### You need to take a holistic approach to customer experience.

By connecting existing programs across contact center operations and customer experience management, you can create a holistic view of the customer—and employee—journey to:

- improve experiences;
- take action in real time; and
- realize business results.



### WHAT IS UNSTRUCTURED DATA?

Unstructured data is typically collected via text, audio, or video. Your unstructured data can live in several buckets including:

- Phone call transcripts or recordings
- Chat logs
- Emails
- Social media comments
- Online customer reviews
- Case management data
- Live call interactions

Speech and text analytics can quickly mine data from all of these channels to look for important customer experience trends. These insights can then help you to drive better business decisions.

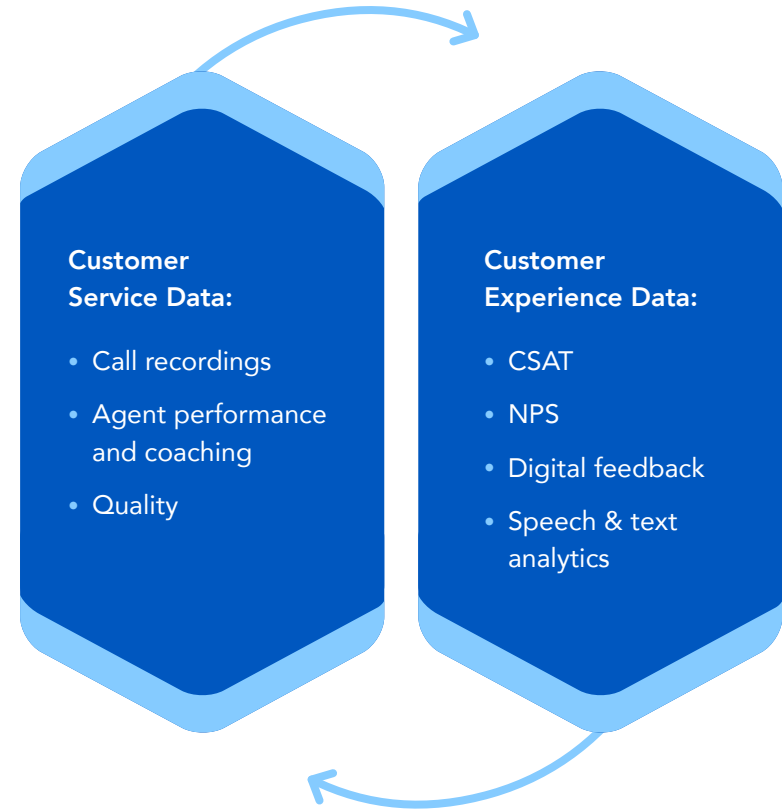
## Unifying the Customer Experience

Your organization is likely already collecting customer experience and customer service insights.

### Connection is what's missing.

You need a unified approach to data integration, analysis, and visualization. This framework must include the inputs from all your channels—behavioral, attitudinal, and inferred—from your physical locations, digital, and contact center engagements.

For a truly holistic, real-time decision-making framework, you must integrate customer service and customer experience data.



## Industry Experts Agree: Unify & Integrate for True Business and Customer Benefits

We're not the only ones who know a holistic customer experience management program is good for business. [Industry analysts and thought leaders agree that customer experience and customer service need to be integrated—driven by leadership.](#)

“The decisions about how to improve the [customer] experience must find their way back into the systems that **automate the experience and the systems that support employees working directly with customers.** ... Closing this loop takes a partnership between customer experience functions, business leaders, and IT.”

— Forrester<sup>2</sup>

“...delighting customers may create ‘feel good’ moments, but doing so has low impact on loyalty or repeat business. Instead, customers really want you to make it easy to do business with them. Gartner found that **96% of customers who had high-effort experiences reported being disloyal, compared to only 9% of customers with low-effort experience.**”

— Gartner<sup>3</sup>

# Unlock The Power of Connected Data with Verint

**Customer experience and customer service data already exist in your organization.**

Uncovering the power of connecting these interrelated functions becomes possible when you integrate all of your data through the right framework.

**Listen everywhere.**

**Close visibility gaps.**

**Automate analysis.**

**Prioritize actions.**

**Think big.**

**About Verint**

**Experience Management**

Verint® Experience Management™ solutions help you process and analyze data, automate and speed decision-making, and operationalize improvements across the organization—so you can compete on better customer experience.

Ready to get started or level up your current experience management program? Reach out to us at

**[XM@VERINT.COM](mailto:XM@VERINT.COM)**

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## SOURCES

<sup>1</sup>**Forrester**, [The Forrester Tech Tide™: Enterprise Business Insights And Analytics, Q1 2021](#)

<sup>2</sup>**Forrester**, [The Technology Imperative For Customer Experience Leaders](#)

<sup>3</sup>**Gartner**, [Transcend Omnichannel Thinking and Embrace Multiexperience for Improved Customer Experience](#), Jason Wong, Don Scheibenreif, Gene Phifer, 17 February 2020

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