

# Do You Know How to Close the Engagement Capacity Gap™?

Consumer behavior has changed a lot.

Now more than ever, people reward organizations that meet them where and when they want to research, buy, and interact.

Behavior Change  
**60%**

global consumers say behavior and preferences changed in 2020

(McKinsey)

Channel Switch  
**60%**

preference of digital-first self-service channels

(American Express)

Interactions and channel growth are way up. So are expectations. But resources aren't changing to meet these new challenges.

This has created an **Engagement Capacity Gap** that puts pressure on customer experience. And there's widespread agreement about the problem.

**82%** of surveyed business leaders say that **Engagement Capacity Gap** challenges are increasing.\*

Interactions & Channel Growth

Expectations

Workforce Dynamics

Budget & Resources

\*From Verint's forthcoming Engagement Capacity Gap Study

Brands are ill-equipped to close the gap because most options don't go far enough.

Increased resource allocation



- Budget overruns
- Talent shortages
- Scale limitations

Limited survey tools



- Siloed data
- Survey fatigue
- After-the-fact data

Limited call center tools



- Post-support purchase
- Agent/managed locations
- Slow to scale

And it's made worse by disconnected data and departmental silos.

## So, How Do You Close the Gap?

You need an open customer engagement platform, powered by AI and analytics, that allows your organization to:

Power Today's Workforce

Balance Automation & Human Touch

Listen Deeply

Connect What Matters

Drive Real Business Outcomes

Good things happen when you connect work, data, and experiences across the enterprise. We call it

## Boundless Customer Engagement™.

With the Verint Customer Engagement Cloud Platform, you can build enduring relationships at scale across dozens of channels, many diverse customer journeys, and millions of consumer interactions.



Deliver relevant, frictionless experiences



Easily align with new behaviors and technologies



Scale as needed without breaking budgets

## Prepare for Boundless Possibilities

Connect with Verint to assess your approach to closing the Engagement Capacity Gap and learn how to deliver Boundless Customer Engagement.

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