

Customer experience #5

Make it easier for your customers. Discover the customer experience (CX) trends of the future.

Delivering a more integrated and streamlined customer experience is mission-critical for companies of all sizes.

Our experts discuss and explore the trends in customer experience that will define 2019 so your business can stay ahead of the curve.

Creating an integrated customer experience journey



Five customer experience trends to prepare for in 2019

One

Conversational AI is giving speech a voice again

Conversational and voice-based AI is increasing its ubiquity and will become a key target for companies to prioritise.



42% of consumers already use digital assistants, while 72% of business executives and 53% of millennials use them.¹



By 2020, 30% of web browsing sessions are predicted to be done without a screen, instead utilising voice first interactions.²



50% of all searches will be voice searches by 2020.³

Two

Robotic process automation is reshaping customer experience

Robotic process automation (RPA) technology is set to grow exponentially over the coming years, which will redefine the customer experience.



72% of customer interactions in 2022 will be facilitated through emerging technologies; RPA, machine learning applications, chatbots and mobile messaging. Phone-based communication will drop from 41% to 12%.⁴



Customer self-service is expected to grow to 64% by 2022. Meanwhile, agent-based interaction will reduce to 15% by 2022, with a further 21% being agent-assisted self-service.⁵



RPA will provide assistance to agents, enhancing their productivity and allowing more time for them to focus on customer experience.⁶

Three

Data management is becoming an issue in its own right

Data management is set to become increasingly complex for organisations, pitting the significant increase in large data sets against a shortage of data scientists capable of processing it.



68% of organisations believe that increasing the overall volume of data makes it difficult to meet their regulatory requirements.⁷



Depending on the source, only 3-12% of data will be physically storable by 2025, due to the exponential increase in raw data.⁸



The lack of data science talent was cited as the second biggest issue by companies.⁹

Four

Omnichannel is evolving into customer journey management

The term 'omnichannel' will decrease in use, gradually becoming replaced as the industry begins to discuss an alternative 'customer journey management', reflecting a more mature development of strategy and a sharper focus on value.



An integrated customer management strategy requires tracking and describing the customer experience at each stage of the journey, which allows the company to develop more compelling propositions and deliver more streamlined products and services.¹⁰



Companies with the strongest omnichannel customer engagement strategies retain an average of 89% of their customers, as compared to 33% for companies with weak omnichannel strategies.¹¹



Companies with a formal customer journey management program see a 54% greater return on marketing investment, reduced costs of customer service and 3.2 times greater revenue from customer referrals.¹²

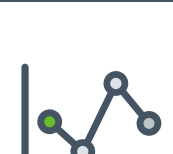
Five

Cloud customer experience is scaling onto enterprise-grade hybrid platforms

Cloud-based contact centre customer experiences will involve larger, more complex deployments moving onto more mature hybrid cloud environments.



Combining separate cloud environments into a unified hybrid platform increases the efficiency of the organisation; eliminating duplication of efforts and potential security risks.¹³



The hybrid cloud market is predicted to grow to USD 91.74 billion by 2021. This is up from USD 33.28 billion in 2016.¹⁴



The hybrid cloud is becoming the ideal tool for organisations that need to respond quickly to changing customer expectations.¹⁵

Our customer experience expert



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Provide better CX every time And give your customers what they really want

These CX trends are just the first step to creating more engaging customer experiences. To find out how you can incorporate globally leading CX practices in your organisation, contact Dimension Data today.

¹ <https://www.pwc.com/us/en/industry/entertainment-media/publications/consumer-intelligence-series/assets/pwc-botme-booklet.pdf> - ² <https://www.gartner.com/smarterwithgartner/gartner-predicts-a-virtual-world-of-exponential-change/> - ³ <https://www.campaignlive.co.uk/article/just-say-it-future-search-voice-personal-digital-assistants/1392459> - ⁴ <https://www.cmo.com.au/article/642649/gartner-why-humans-will-still-core-great-cx/> - ⁵ <https://www.cmo.com.au/article/642649/gartner-why-humans-will-still-core-great-cx/> - ⁶ <https://www.newswire.ca/news-releases/the-top-10-customer-experience-trends-in-2018-669579843.html> - ⁷ <https://www.edq.com/uk/blog/what-are-the-top-data-management-trends-for-2018/> - ⁸ <https://www.seagate.com/content/our-story/trends/files/Seagate-WP-DataAge2025-March-2017.pdf> - ⁹ <http://businessoverbroadway.com/top-10-challenges-to-practicing-data-science-at-work/> - ¹⁰ <https://www.b2binternational.com/publications/customer-journey-mapping/> - ¹¹ <https://www.clicktale.com/resources/blog/31-customer-experience-stats-and-quotes-for-2018/> - ¹² <https://www.mcorp.com/customer-journey-mapping-lead-the-way-to-advocacy-lp> - ¹³ <https://www.networkworld.com/article/3233132/cloud-computing/what-is-hybrid-cloud-computing.html> - ¹⁴ <https://www.comparethecloud.net/articles/hybrid-cloud-year-2018/> - ¹⁵ <https://www.forbes.com/sites/ibm/2017/02/06/how-to-transform-your-business-quickly-try-a-hybrid-cloud-solution/>