

# EngageOne Communicate

Reducing Customer Effort with Augmented Help Increases Customer Acquisition and Retention

## Introduction

According to Gartner, low effort customer service is key to growth for service providers such as banks, and insurance companies as well as for telecom and utilities providers.

It's therefore shocking that customers are four times more likely to leave a service interaction less loyal than when they entered. 94% of customers that experienced a low effort service interaction, expressed an intention to repurchase. 88% said they would increase their spending, and of those reporting a high effort, a massive 81% reported an intention to spread negative word of mouth. Furthermore, 61% said they intend to stop purchasing from these companies entirely! A lot is on the line.

**94%**

of customers reporting low effort during a service interaction expressed an intention to repurchase

An Amazon-like experience has become most peoples' expectation and customers now expect similar omnichannel experiences from all their service providers. This has led many businesses to increase the channels on which they engage customers, often implementing new solutions for each new channel. Customers expect interactions across all channels to be consistent. However, it's challenging to deliver seamless and relevant customer communications throughout each customers' journey, if you're using a different solution to support each communication channel!

**81%**

of customers reporting high effort during a service interaction reported an intention to spread negative word of mouth

[EngageOne Communicate](#) is the only solution empowering non-technical users to deliver seamless and personalized customer engagements across email, mobile, chat, video and PDF using a [single unified SaaS platform!](#)

**90%**

of customers expect interactions across all channels to be consistent

## Augmenting Customer Engagement with Contextual Help

Customers get frustrated if their questions are not answered fast. A global study, by research firm Savanta, found that more than half of customer service agents (51%) do not feel they've been given the training they need to operate as the 'voice' of their organization and be a true brand ambassador. Almost half (43%) said they had not received sufficient training to search relevant knowledge spaces on behalf of customers to be able to find the answers to their questions. Meanwhile, more than one in three (36%) contact center workers report a lack of training is also responsible for the second largest cited customer frustration – contact center staff being unable to provide the best, most empathetic responses.

The difficulty giving customers the right level of service in their moment of need is exacerbated by customer service jobs having one of the largest turnovers of any job category. Furthermore, the great resignation is adding to the challenge.

**51%**

of customer service agents don't feel trained to operate as the 'voice' of their organization

In most organizations, the 80/20 rule applies to their customer service. That is, 20% of the questions make up 80% of the total enquiry volume.

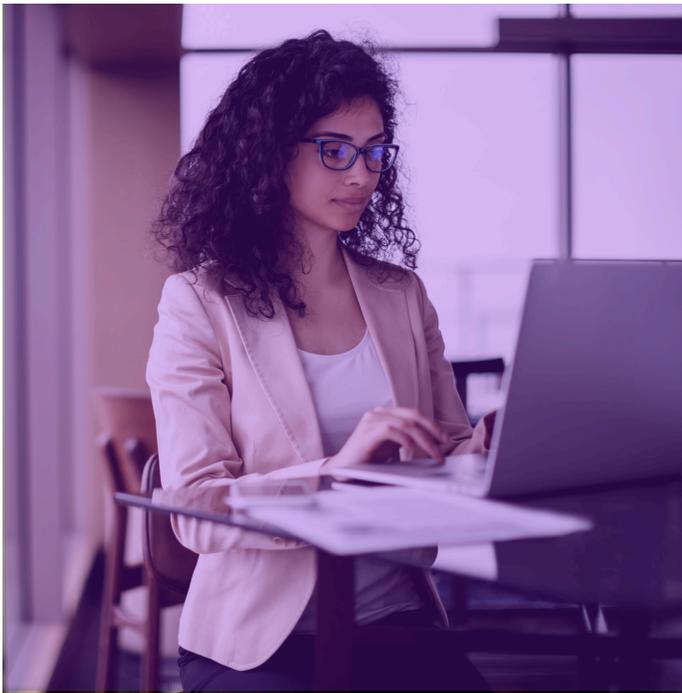
# 80/20

20% of customer questions generate 80% of the call volume

Imagine if 80% of customer enquiries could be answered immediately with the best answer every time. How would your customer satisfaction and retention be impacted if every enquiry was handled by your most skilled and experienced customer service agent? And, what if your customers could receive this help without needing to call?

Delivering this type of service is possible today with contextual help. Contextual help is automated and personalized help delivered via chat or video. What makes contextual help powerful is that even before it is launched it:

- Knows what your customer just read
- Knows the most asked questions about what they read
- Has access to the most effective answer to each of these questions
- Can personalize these answers on the fly using customer data
- And can access recent interaction data to maximize the relevance of each chat or video experience



How would customer satisfaction and retention be impacted if 80% of enquiries were handled by your most skilled and experienced customer service agent?

You can place contextual help links throughout each customer communication and give customers immediate access to the best answers to their questions.

Depending on a customer's preferences, the nature of their question and the most effective format for answering that question, the same contextual link can either launch a personalized chat or video session. Both sessions have access to the same underlying customer data and use it to deliver the most relevant and concise answers.

If based on a customer's preferences a session is initiated on one channel, say chat, but part way through it is determined that video is a more effective medium for helping the customer further then the chat service can offer to launch a personalized and interactive video experience that further helps your customer understand the information she needs to know. Similarly, a video can launch a chat experience if rules suggest that chat is a more effective way of answering your customer's current question.

When the chat service cannot automatically answer a question, it seamlessly hands the session to a live agent. Details of the current interaction are automatically presented to the agent giving him the context he needs to efficiently help your customer and not have to ask questions that your customer has already answered!

With analytic insights into each step of a customer's journey, including what events led to questions requiring help from a live agent these questions can be answered automatically in the future too.

The barrier to automating the resolution for most customer enquiries has never been lower. Now non-technical users can design, manage, and optimize automated workflows to resolve commonly asked questions throughout a customer's journey. Automated workflows that understand your customer's context and use personalized chat and video to delight your customers with just the information they need when they need it and in their preferred format.

## EngageOne Communicate in Action

Below are links to industry specific use case demos of EngageOne Communicate in action. Each link connects to a demo episode player that allows you to skip and rewatch each part of the demo as you wish.

- [Financial Services Onboarding](#)
- [Financial Services Payment Holiday](#)
- [Public Sector Subsidy & Benefits Applications](#)
- [Healthcare Onboarding](#)
- [Insurance Claims Processing](#)
- [Insurance Onboarding](#)
- [Retail - Better Service & Increased Sales](#)
- [Telecom Customer Onboarding](#)
- [Utilities Arrears Collection](#)
- [Utilities Customer Acquisition & Onboarding](#)

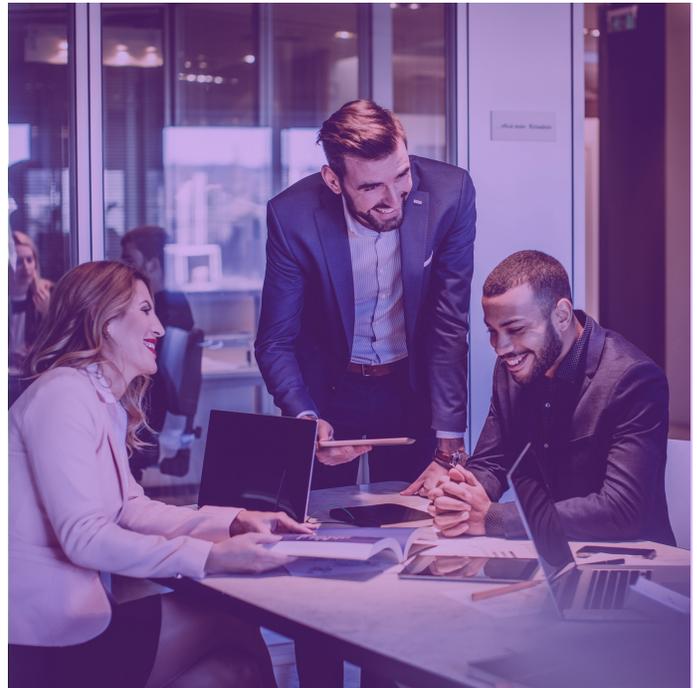
## Conclusion

[EngageOne Communicate](#) is the only solution empowering non-technical users to deliver seamless customer engagements that are personalized across email, mobile, chat, video and PDF, all using a unified SaaS platform!

The future of delivering personalized and automated help to 80% of your customer inquiries is here today. With EngageOne Communicate you give your customers exactly the information they need via personalized and interactive chat and video, answering their questions with minimum effort.

According to Gartner, low effort customer service is key to growth for service providers such as banks, and insurance companies as well as for telecom and utilities providers.

We would welcome the opportunity to discuss your requirements. Please use [this link](#) if you would like to schedule a conversation.





## **About Precisely**

Precisely is the global leader in data integrity, providing accuracy and consistency in data for 12,000 customers in more than 100 countries, including 99 of the Fortune 100. Precisely's data integration, data quality, data governance, location intelligence, and data enrichment products power better business decisions to create better outcomes.

Learn more at [www.precisely.com](http://www.precisely.com).