

DISCOVERY DEMO

3 Strategies for Empowering Digital Self-Service & Minimizing Call Volume



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How can I help you?



Welcome to the webinar!



This webinar is being recorded. You will receive the recording via email.



To ensure clarity with the speakers, all attendees are on mute. Submit questions in the Q&A box.



On the top right-hand side of your screen, please feel free to check out resources related to this webinar.



Let's get started!



Medallia EXPERIENCE

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**Do you know how your
customer's digital
experiences are impacting
your contact center
volume?**

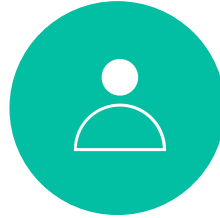


The **true cost** of serving customers in your contact center



Operational Costs

Poor customer experiences in the contact center costs about **\$75 billion annually, in the USA alone**



Customer Lifetime

2/3 of customers hang up before completing their task after having to repeat themselves to an automated system



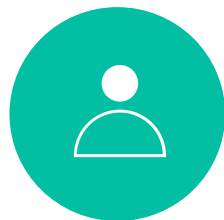
Agent Attrition

Increased workload, especially without warning, can lead to attrition with an **average cost of 42-63k to replace 1 agent**

The **true cost** of serving customers in your contact center

Has the lowest impact
short-term, but the
highest impact
long-term

Studies show **37% of
customers won't
come back to the
brand** after a poor
contact center
experience

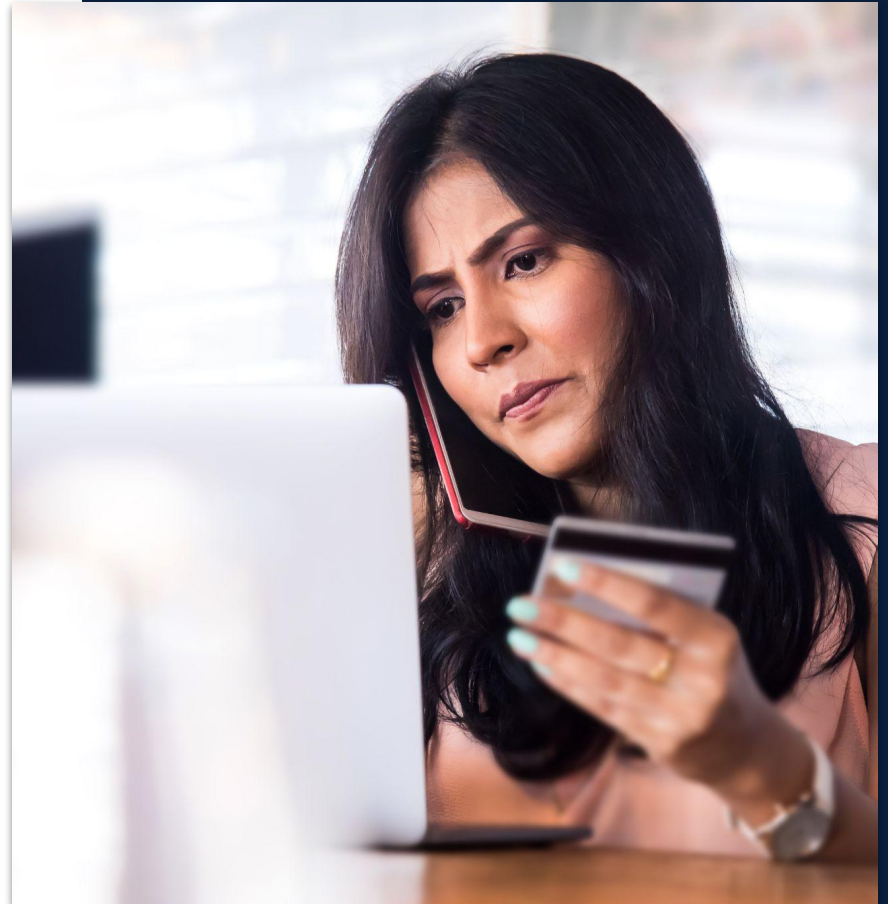


Customer Lifetime

**2/3 of customers hang
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Customers consistently prefer digital-first brands

- 89% of consumers **expect self-service capabilities** on a company's website
- 60% of US consumers say **digital is their go-to channel** for simple inquiries
- 40% of customers **prefer online self-service** to human contact



The answer?

Keep your
customers
online
whenever
possible



So why do people leave your digital channel?

#1: Non-intuitive digital journeys

Common customer journeys include:

- Updating their plan / subscription
- Purchasing / returning an item
- Checking the status
- Creating a new account

Studies show that **after 6-10 minutes, 43% of customers will abandon** the online channel and seek a solution elsewhere.

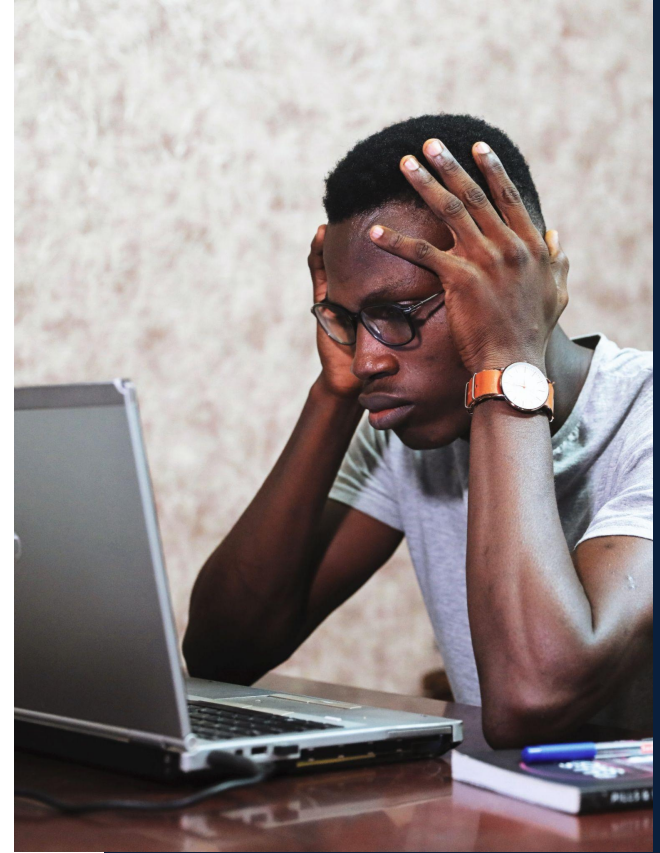


So why do people leave your digital channel?

#2: Lack of expected functionality

Customers want to do things online, including:

- Updating a subscription
- Exchanging a product for another
- Updating personal information

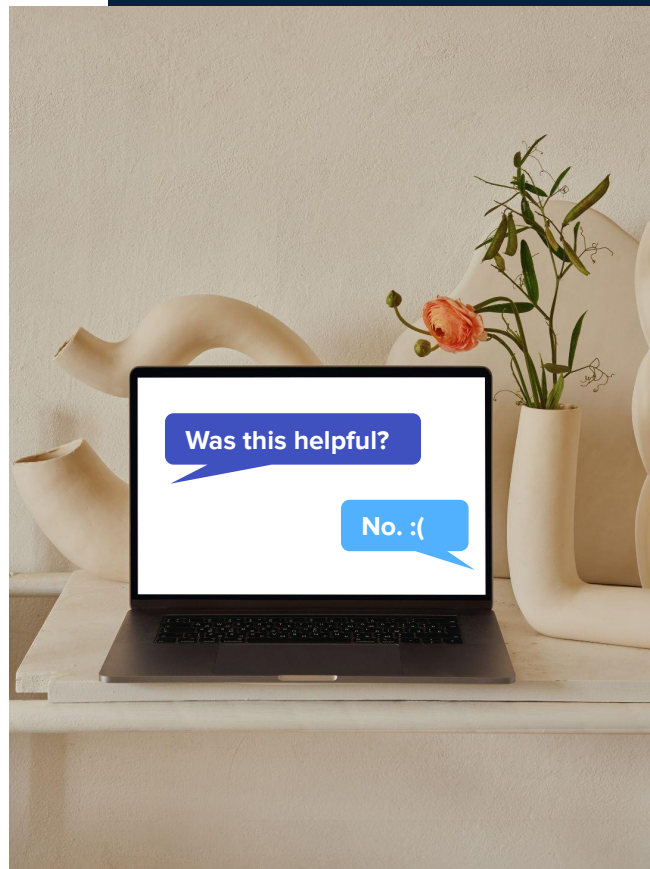


So why do people leave your digital channel?

#3: Unclear or incomplete help information

Common problems with help pages include:

- Lack of complete information
- Inability to search by type of problem
- “Dead ends” - no option to get deeper help





**So: what are experience leaders
doing to fix these problems?**

What you'll learn in today's demo:

- How to uncover why your customers are leaving the digital channel for your contact center
- What opportunities for self-service exist that can keep your customers online
- How satisfied your customers are with existing self-service opportunities, and how to improve

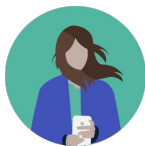


Demo

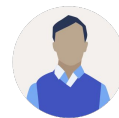


So: how can you address these
problems, **starting today?**

What you can do today: **start making connections**



Head of Contact Center



Head of Product

I care about...	Identifying reasons for calls into the contact center Improving agent performance	Creating digital products that are intuitive and easy to use Increasing adoption and repeat usage of products
	Giving me direct visibility into why certain cohorts are calling in Helping me engage other stakeholders	Showing me how customers are perceiving my product today Concrete, customer-driven suggestions for my roadmap

What you can do today: **take a journey-oriented approach**

ANTICIPATE WHAT PARTICULAR JOURNEYS REQUIRE

What experience makes sense within the context of this journey flow?

LEVERAGE EXISTING CUSTOMER DATA

How can you put everything you know about your customers to work?



UNDERSTAND WHAT HAPPENS IN THE MOMENT

What is the customer's immediate experience?

DELIVER THE RIGHT EXPERIENCE AT THE RIGHT TIME

How can you offer up the next best experience for that customer?

What you can do today: **understand your content effectiveness**

How satisfied are customers with this content?

How relevant is this content to their journey?

How accessible is this content to customers?

How helpful is this content to the customer?

How are we doing overall? >

Key Scores

View By

Digital Property

	Digital Experience Score (DXS)	Content Satisfaction	Content Relevance	Content Navigation	Content Helpfulness
Android App	6.9	8.5	5.4	4.6	5.8
iOS App	6.9	8.7	5.7	5.4	4.9

The Value of Medallia Contact Center & Digital

How our customers are realizing value across experiences

IMPROVE CX & KPIs

Provide data to the teams who can drive change

Perform root cause analysis and context around the change

Average 10% reduction in AHT, 10% increase in FCR

REDUCE INTERACTIONS & COSTS

Utilize best-in-class digital feedback & experience analytics to drive next-best action and identify online self-service opportunities to reduce call volumes

Average 20% call reduction

INCREASE FRONTLINE EFFICIENCY

Deliver meaningful feedback directly to agents in near real-time to increase sales, reduce abandonment and drive next-best action

Reduce abandonment rate by 28%

IDENTIFY SELF-SERVICE OPPORTUNITIES

Identify where self-service failures are occurring and send that data to the person who can take action

Average 12% decrease in call volume



Thank You