



Customer Experience

**Evolving Customer Expectations
in the New CX Landscape**

Daniela Illuminati

- Dublin Site Lead @Voxpro powered by TELUS International

A more holistic view of CX



The Evolution of Customer Experience

Harnessing the Voice of the Customer

BPOs are set to become *key partners* in creating a beautiful CX:

- **70%** of the companies surveyed* are going to outsource more in the upcoming years
- **35%** of them plan to do so significantly
- **84%** of service providers expect the outsourcing industry to grow
- More **functions** are going to be outsourced
- The size of the global Business Process Outsourcing is expected to reach **\$220B** by 2020

= An increasing amount of customer touchpoints will reside within BPOs

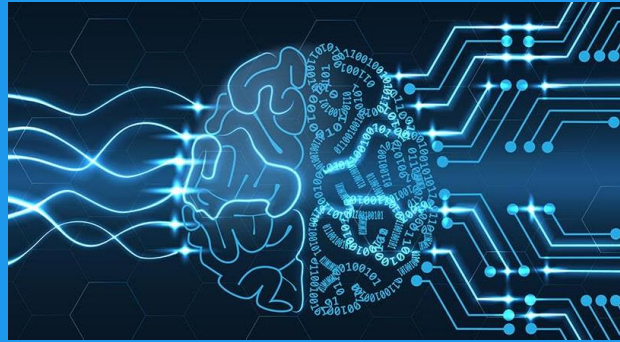
*GSA report 'Outsourcing in 2020'



**Customer
Journey Maps**

A one-fits-all CX solution is no longer enough

Data and AI need to be leveraged by businesses to better *understand* their customers



Personalised Customer Experience
Reduced friction in the Customer Journey

The Effortless Experience

Delight doesn't pay - the customer experience needs to be easy

- “Delight” only happens **16%** of the time and increases operating costs by **10-20%***
- **96%** who had high-effort experiences reported being disloyal, compared to only **9%** of customers with low-effort experience

How can customer effort be reduced?

- Empowering customers to *self-solve*
- *Predictive* service



Food for Thought

- Everyone in an organisation owns CX, therefore it requires a x-functional company strategy
- Use the power of Data & AI internally to create a personalised Customer Experience and eliminate friction from the customer journey
- Make the customer experience *easy* and *convenient* at each step of the customer journey



Thank You!