Accelerating the journey to proactive, AI-infused customer experiences

A recent Verizon-commissioned white paper explores how business leaders are addressing their customer experience (CX) challenges. We present a selection of those findings here. To access this and other resources, visit verizon.com/cxsolutions.

What leaders care about

Too often, customer interactions with the contact center are reactive, disjointed and unable to effectively leverage customer data and insights. Adopting a personalized, proactive model that's driven by artificial intelligence (AI) in both the contact center and across channels offers a path to competitive differentiation.
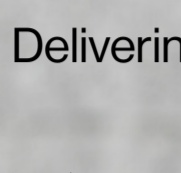
Top priorities for IT and business professionals involved with CX technology include[1]:
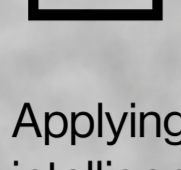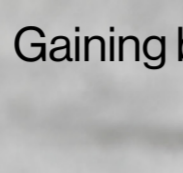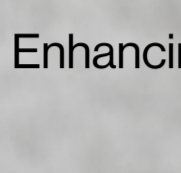
- Applying AI and marketing intelligence
- Integrating customer data platforms
- Delivering more personalized CX
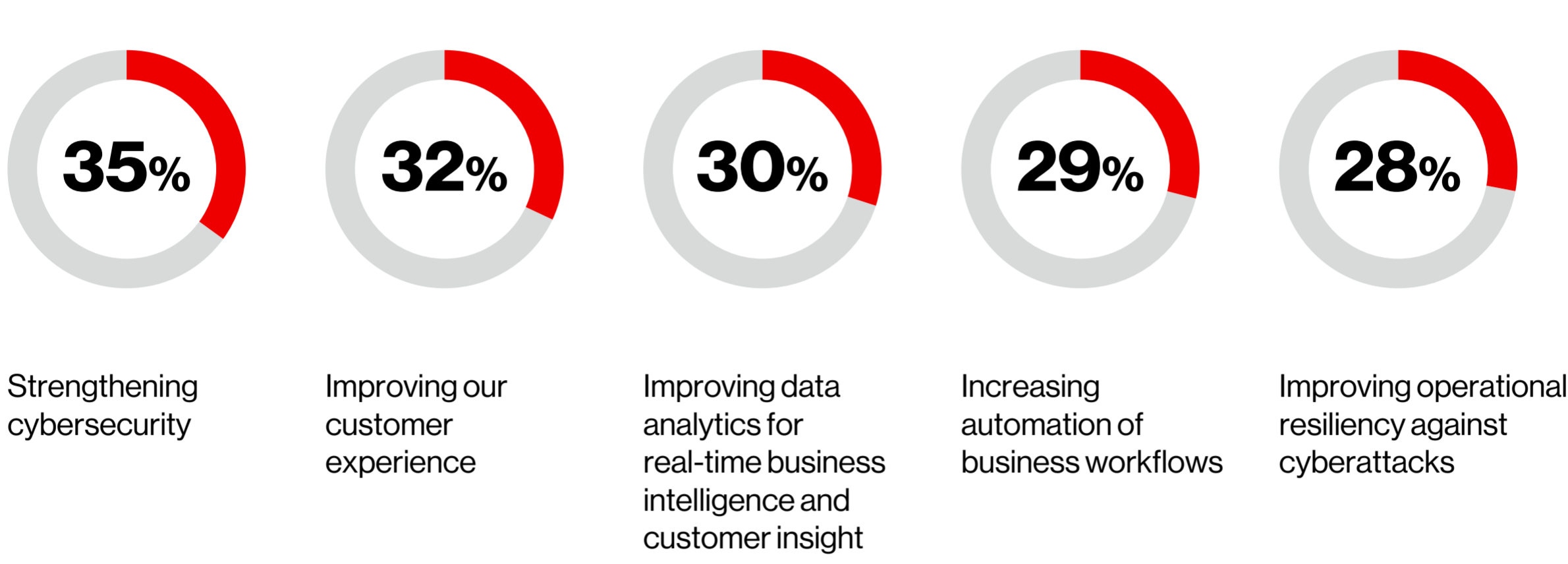- Gaining better customer insights
- Enhancing customer analytics

Where leaders see CX making the most difference

Asked, "Which of the following business initiatives do you believe will drive the most technology spending in your organization over the next 12 months," respondents offered these top five answers[2]:

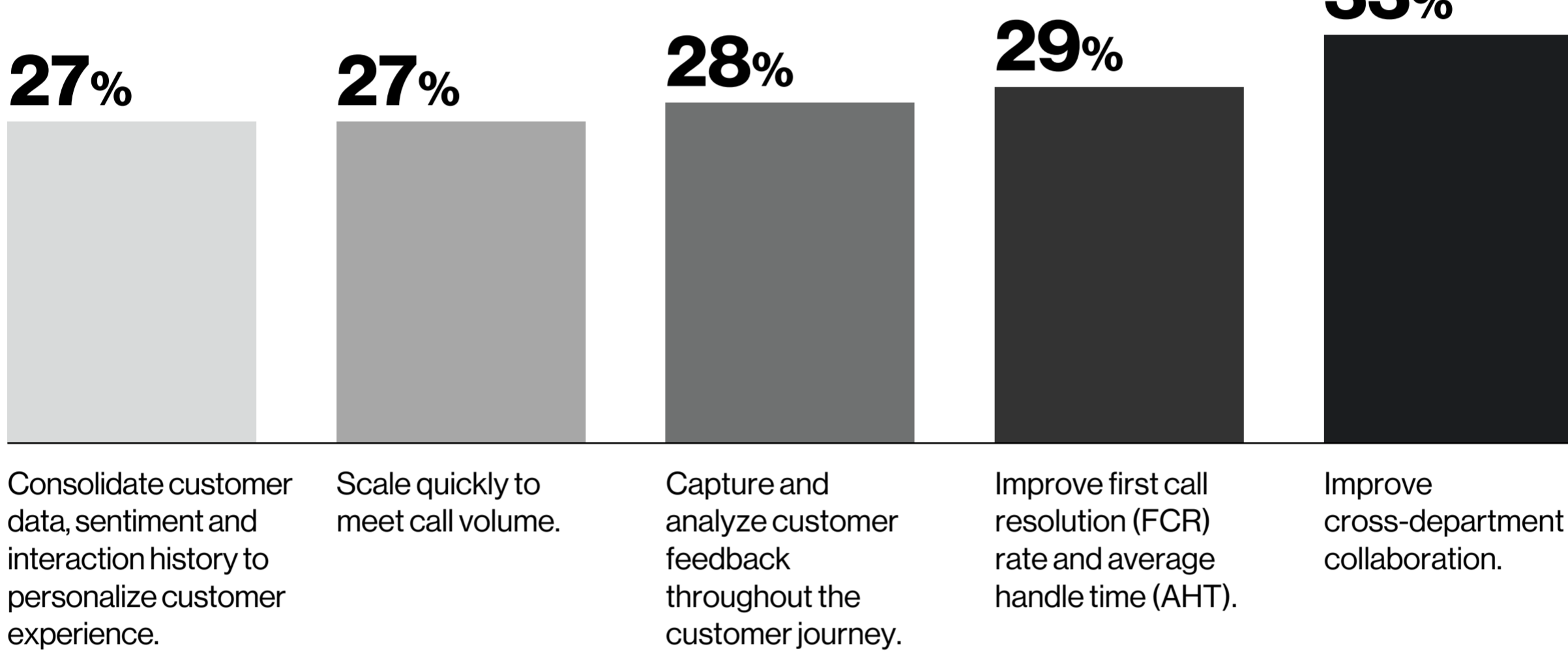| 35%	32%	30%	29%	28%
Strengthening cybersecurity	Improving our customer experience	Improving data analytics for real-time business intelligence and customer insight	Increasing automation of business workflows	Improving operational resiliency against cyberattacks

Improving interactions across channels

56% of respondents to a 2023 Enterprise Strategy Group survey indicated that their organization's web presence was their top area for CX improvement, followed by channels such as call center, email, chat and text.[3]

What leaders are looking for

Asked, "What are the most important outcomes for or improvements to your organization's call/contact center technology that it hopes to achieve," respondents' top answers were[4]:

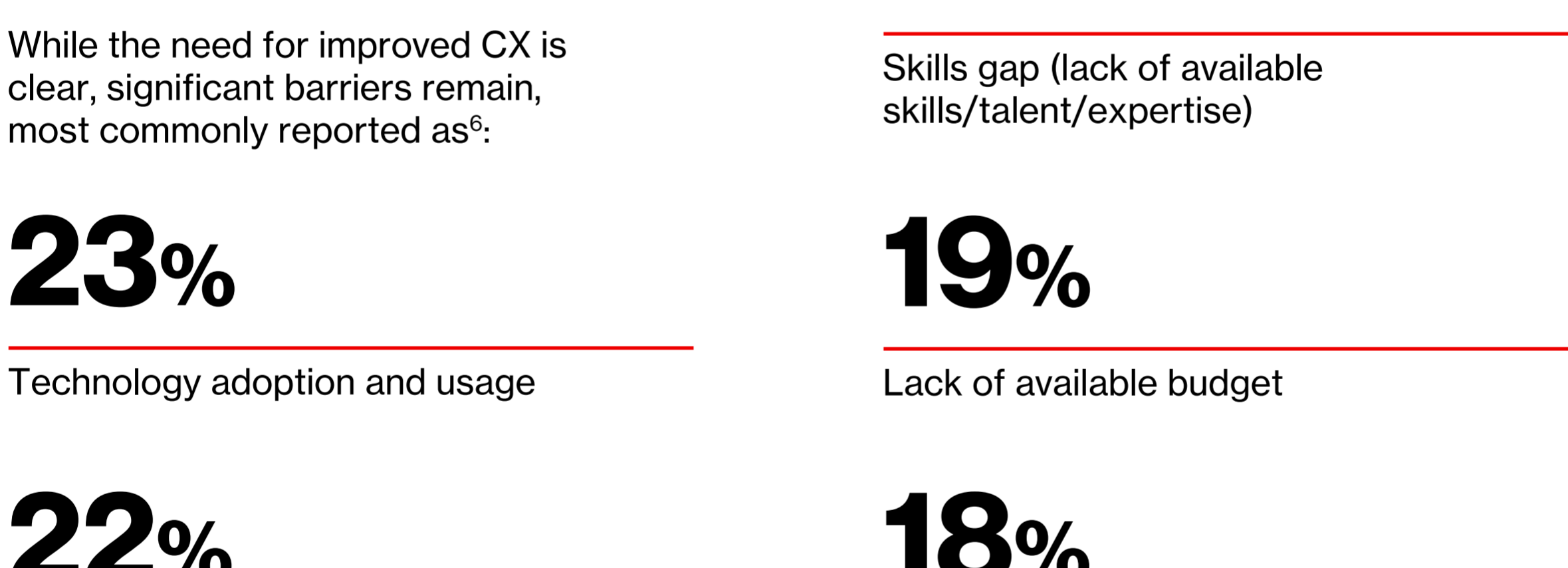| 27%	27%	28%	29%	33%
Consolidate customer data, sentiment and interaction history to personalize customer experience.	Scale quickly to meet call volume.	Capture and analyze customer feedback throughout the customer journey.	Improve first call resolution (FCR) rate and average handle time (AHT).	Improve cross-department collaboration.

Evolving from reactive to proactive CX

Applying the right CX strategy in next-generation contact centers can help you deliver proactive, differentiating CX. Key capabilities and attributes of proactive CX include[5]:

- Artificial intelligence
- Data analytics
- Highly personalized experiences
- Self-service
- Agile human interaction and collaboration
- Automation
- Security

Barriers to proactive CX

While the need for improved CX is clear, significant barriers remain, most commonly reported as[6]:

- **23%** Technology adoption and usage
- **22%** Security concerns
- **20%** Skills gap (lack of available skills/talent/expertise)
- **19%** Lack of available budget
- **18%** Lagging technology infrastructure

Technology challenges

Respondents identified three key technology challenges that must be overcome to deliver next-generation CX. These are[7]:

- Cloud migration, which requires currently siloed customer data to be moved to the cloud for greater agility across applications and channels
- Lack of omnichannel support, which prevents delivery of proactive CX through websites and chatbots—often the first point of customer contact
- Data challenges, such as the inability to share data across applications in real time, that hinder actionable insights

Evolve to next-generation CX

Organizations adopting a proactive service strategy share common traits. They are:

- Deploying cloud-based contact centers
- Delivering real-time personalization
- Leveraging AI, machine learning and other technology innovations
- Supporting omnichannel routing of customer communications
- Building customer journey maps

How Verizon can help

Verizon Consulting Services experts offer strategy, design, integration and implementation services to help customers modernize, adopt emerging technologies and transform their business.

Verizon cloud contact center and CX solutions integrate all customer touch points through innovations such as AI, machine learning, self-service, automation and data analytics to create a seamless connection that empowers customers and employees.

To explore more resources, please visit verizon.com/cxsolutions, or contact your local Verizon representative to learn more.

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