Deliver the experiences your customers are looking for.

The five technologies that can help you differentiate your brand

Today’s customer expectations are forcing you to transform your business.

Every touch point that reinforces your brand—mobile, digital, online, live agents, in person—can be enhanced with these technologies:

- **Cloud-based contact centers**
- **Artificial intelligence (AI) and machine learning (ML)**
- **Omnichannel access**
- **Data analytics**
- **Speech and text recognition**

Do you have the right tools, insights and expertise to provide next-gen customer experiences? Consider these five tools.

The model of a controlled, hardware-based contact center was already on its way out, but it was totally blown up by COVID-19. Cloud-based centers are more flexible and agile, allowing you to manage your workforce more easily and add capabilities and features with just a few keystrokes and clicks.

Businesses have terabytes of data about customer behavior stored on their servers. Distilling that data into actionable insights is a job for AI and ML. When machine-generated insights meet process efficiencies, the result is a personalized and contextual customer experience. Customers benefit with more self-service options and faster, more personalized and more accurate responses through contact centers and social media.

Customers who interact with your brand don’t differentiate between brick-and-mortar, web or mobile app channels. They expect a unified experience and level of service from all of them, and they expect that every channel will have the same information about them as every other channel. That requires your systems and software to be flexible enough to deal with customers the same way, no matter which door they come through.

Every touch with a customer gives you more data about their needs and desires. The more information you have, the better you can anticipate their needs and desires. Data can tell you how each customer wants to be contacted, how often and what kind of offers they respond to. You can recognize the phone numbers they call, when they call them and build response trees that take into account their individual histories or even anticipate why they’re calling and offer help before they need to ask for it.

Increasingly sophisticated voice recognition systems and chatbots can take the weight off level 1 support staff while giving customers direct access to information they need. Customers and other wearer, tenant, and contact center employees can be trained and deployed quickly and run with it—without having to manage the interaction.

Don’t forget the human factor.

For all this technology, never forget: The best customer service doesn’t give up the human element. A study by Longitude for Verizon found that “being unable to speak to a real person (34%) or to find a telephone number (21%) would prompt many consumers to switch” to another brand. Use technology to improve human-to-human experiences, helping customers solve problems quickly and in innovative ways. These five tools can help you serve customers better, build brand relationships and differentiate your brand.