



RYAN STRATEGIC ADVISORY

Mind the reality gap – *What vendors promise and their clients achieve*

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Presentation Structure

- Introduction
- CX and Automation – buyer overview
- The advantages to CX automation
- Key automation CX concerns
- Making the right automation choices

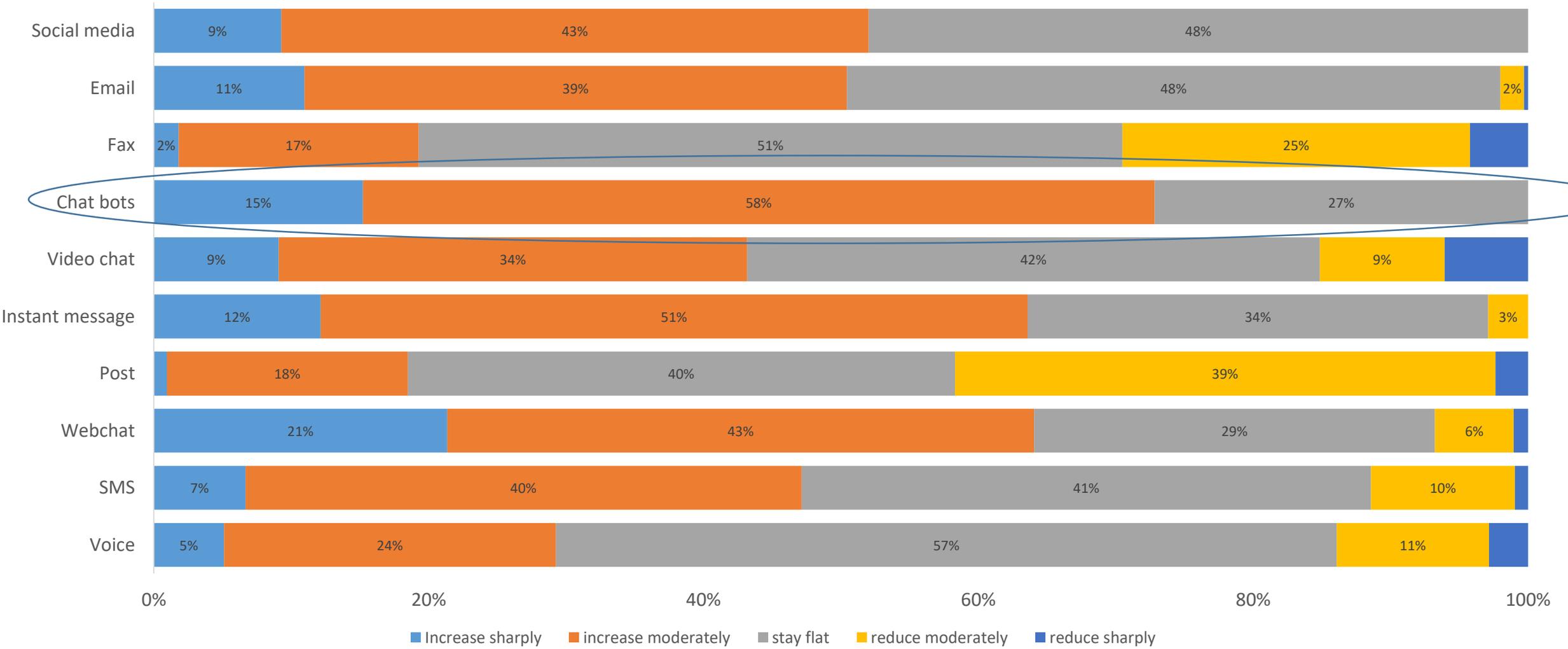
Introduction

- There is growing demand for automated solutions in today's contact centers
- Indeed, the numerous advantages are clear
- Providers of automation need to be pragmatic in what they offer the market
 - Practical solutions are key
 - Overselling will not cut it
- Ultimate responsibility is the buyers'
 - Know the need
 - Know the solutions to choose from

CX and Automation – Buyer Overview

Chat bot traffic growing aggressively

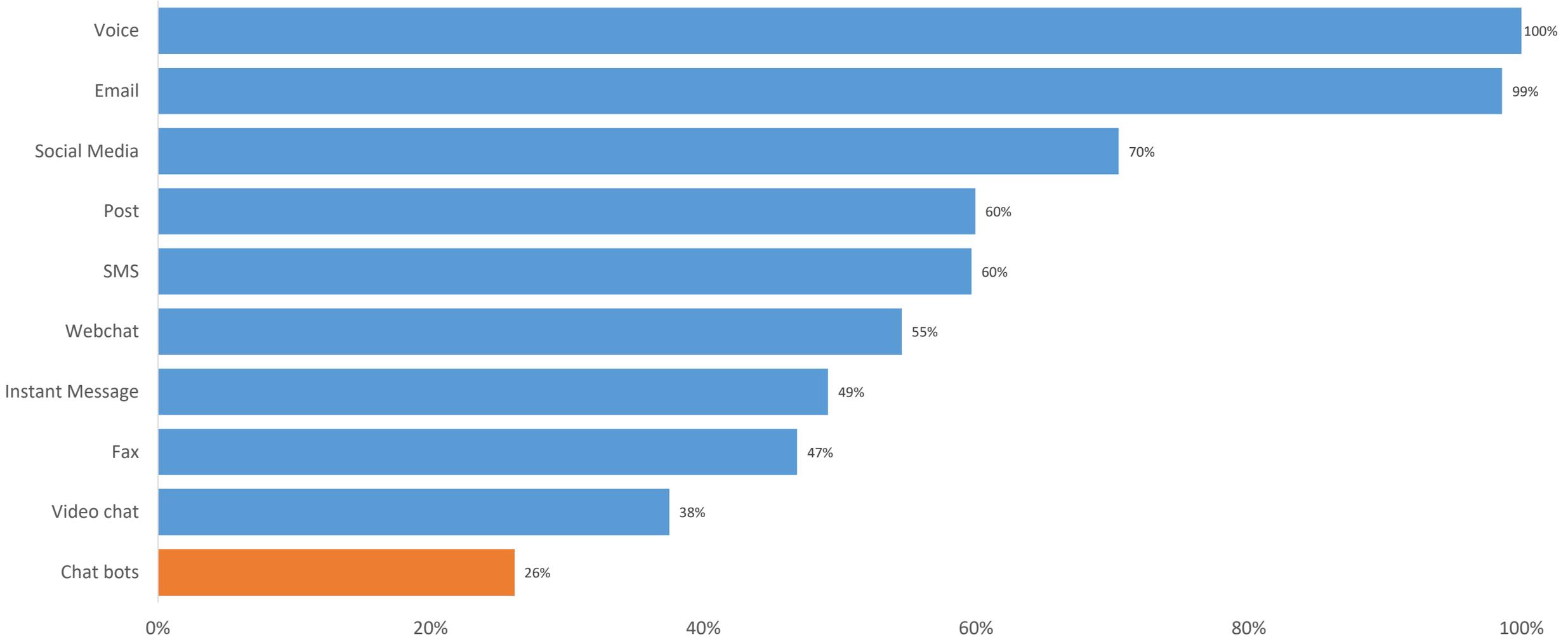
For each channel identified, please indicate how you feel interactions will evolve in the next 12 months (Increase sharply, increase moderately, stay flat, reduce moderately, reduce sharply)



Automation on the front end of contact centers is set to increase sharply through 2019

Channel usage – major contact center markets

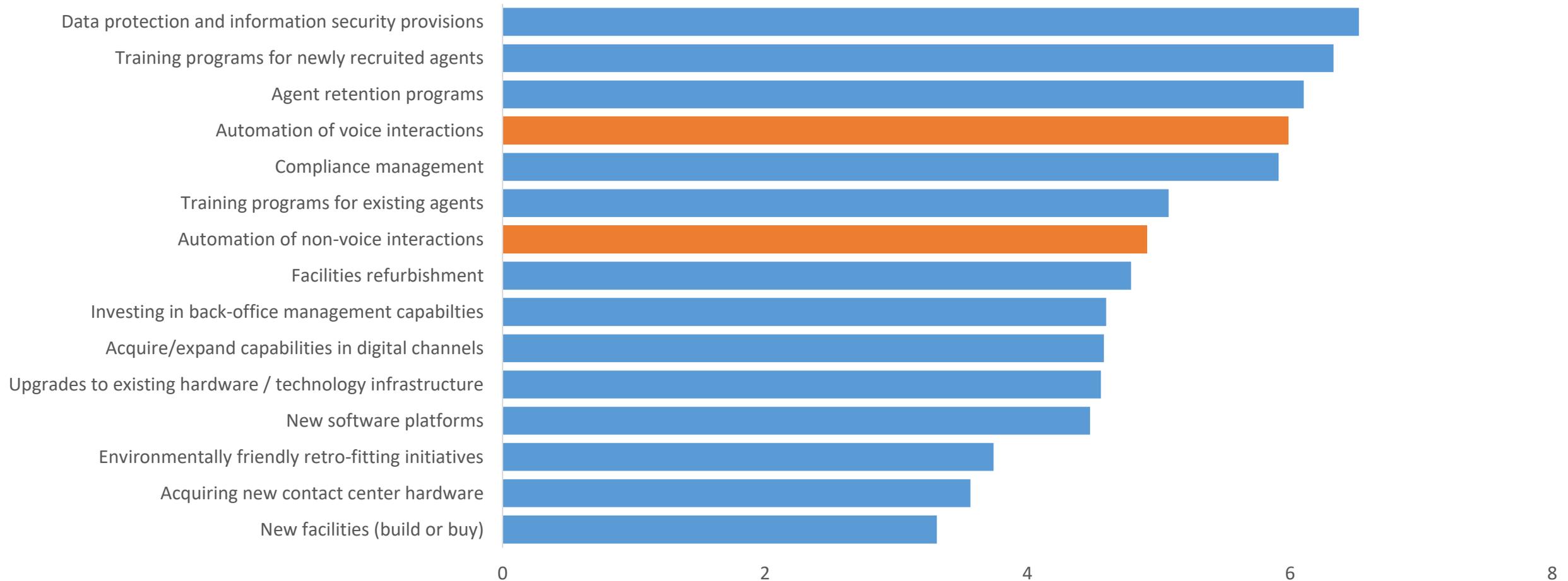
Contact channels being deployed to support end-users



More than one-quarter of companies using automation in digital end-user interfacing

Investment priorities – major contact center markets

On a scale of 1 – 8 (1 being not important, 8 being very important), what areas of your in-house contact center operations are the most pressing investment priorities for your organization?



Automation a growing investment priority in today's contact center

The Advantages to CX Automation

Why automate CX capabilities?

- Reduce agent costs
 - *Recruitment*
 - *Retention*
 - *Training*
 - *Supervision*
 - *Attrition*
- Cut risk of data infringements
 - *Robots will not steal end-user information*
- Managing customer experience
 - *Faster*
 - *Precision*

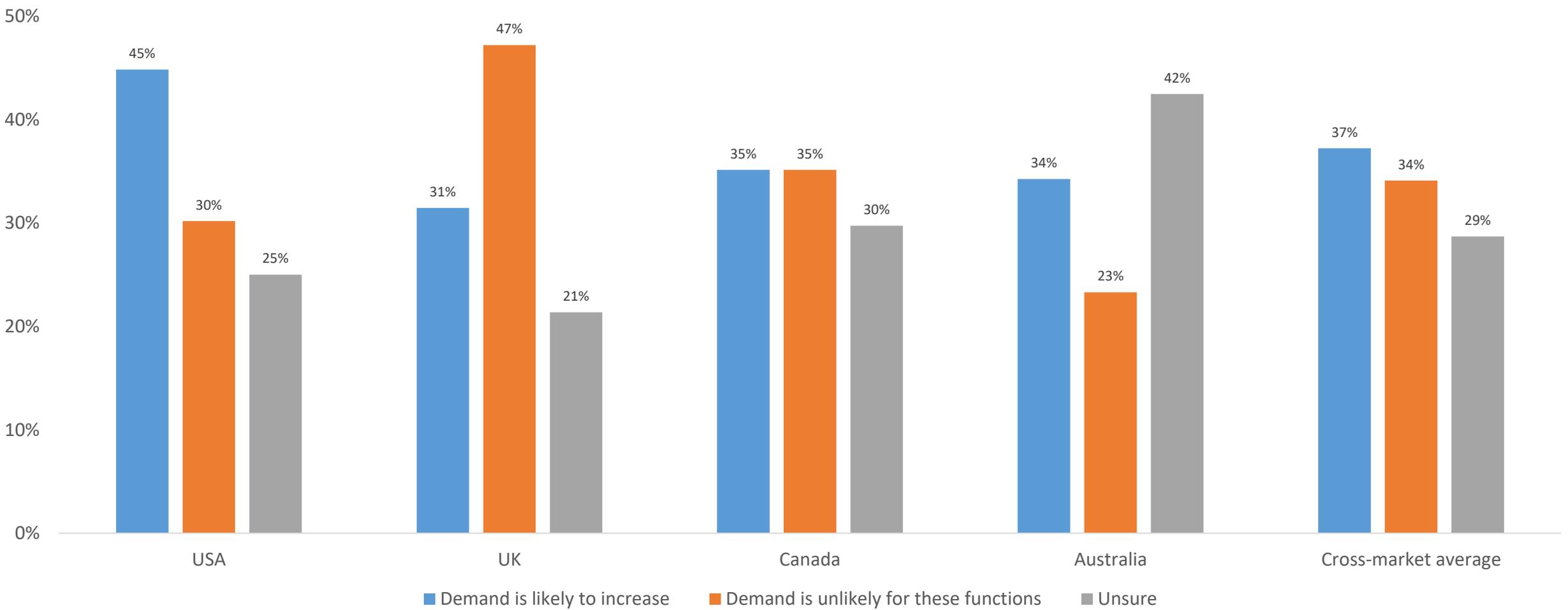
What are the largest challenges in your in-house contact center operations? Scale of 1 (not a challenge) – 8 (very heavy challenge)



Key Automation CX Concerns

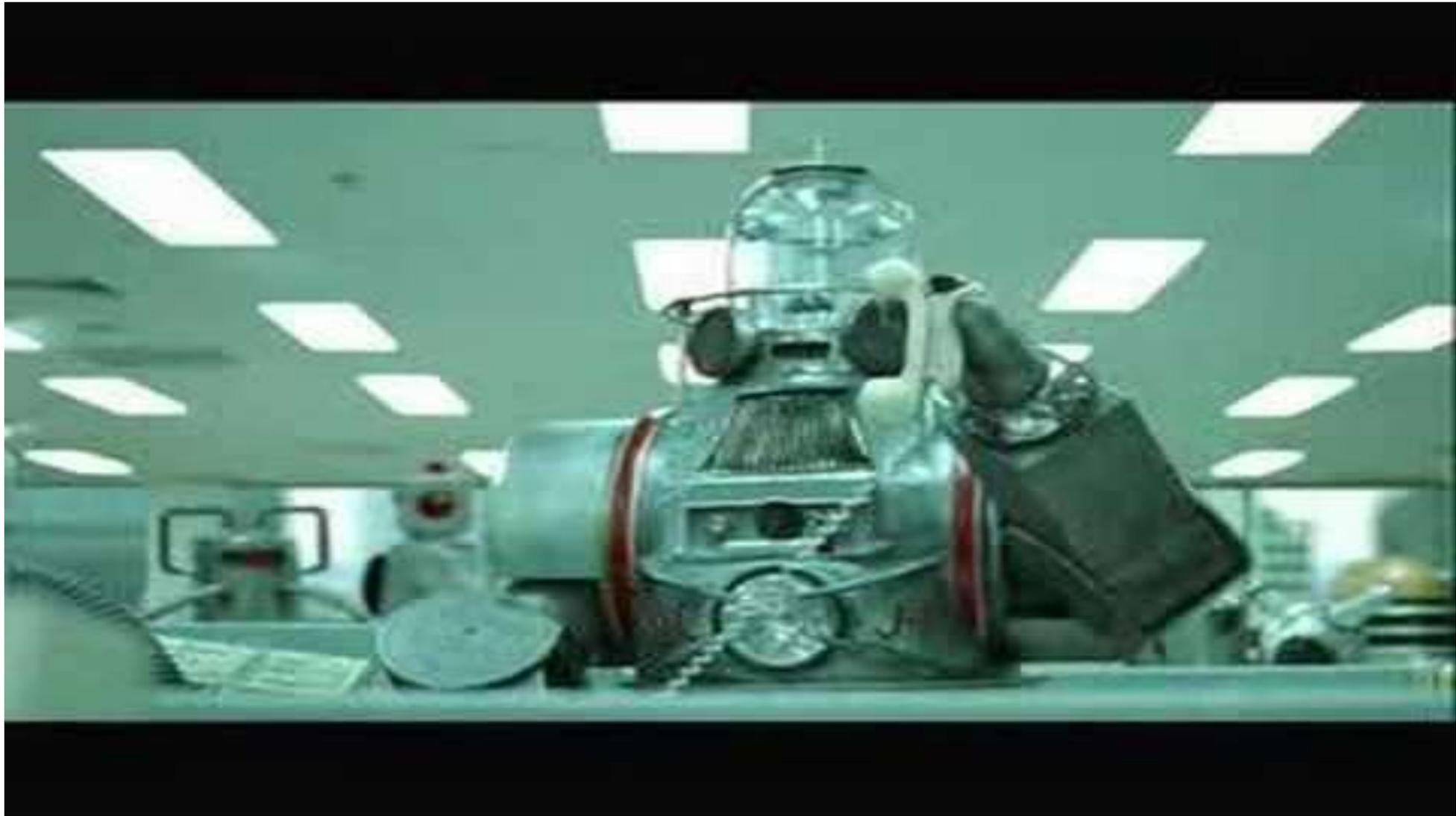
Uncertainty over how automation will impact CRM

How robotic process automation will impact contact center operations over through 2018?



Roughly three-in-five enterprises showing uncertainty on contact center automation

What is driving this automation uncertainty?



What is driving this automation uncertainty?

- Perceptions
 - *Concerns about intimacy of automated interactions*
 - *Unclear how this technology actually works*
 - *Seen as only one part of customer experience value chain*
 - *Horror stories in popular culture*
- Previous failures
 - *Automation has been subject to false starts*
 - *This has turned off risk-averse contact center buyers*
- Heightened expectations
 - *Vendor over-evangelizing of what automation can do*
 - *Drives unrealistic expectations of buyers*
 - *Becomes self-defeating for providers and enterprises*

Making the Right CX Automation Choices

Ask the right internal questions

- What are the enterprise's commercial goals?
 - *Driving new revenue?*
 - *Customer loyalty generation?*
 - *Cost management?*
 - *New end-user acquisition?*
- Is automation the right choice for the enterprise?
 - *Does the company embrace change?*
 - *Are there contract restrictions?*
 - *What is the end-user demographic?*
- What automation choices for the enterprise?
 - *Front-office interaction only?*
 - *Front and back office?*
 - *How much end-user interaction can reasonably be automated?*

Choosing the right vendor

- Proven track record in automation
 - *Previous installations*
 - *Ongoing growth in new deals*
- Vertical expertise
 - *Demonstrated understanding of the client's sector*
 - *Application of the technology to meet end-user needs in this space*
- Cross-section of solutions
 - *Automation across the value chain*
 - *Voice and digital*
 - *Grow from front-line interactions to more sophisticated solutions*
 - *Drive loyalty and revenue generation*

Benchmarking the choices

- References are key
 - *Previous success stories*
 - *Ongoing deployments*
 - *Vertical / geographic knowledge*
- Pricing model flexibility
 - *How a provider positions solutions viably for client?*
 - *Can model deliver value for enterprise over contract duration?*
- Technology evolution roadmap is essential
 - *How does provider plan to drive new automation innovation?*
 - *To what extent will existing clients be able to access these solutions?*

Conclusions

- Automation in the contact center is growing...
- ... but confusion around this business model is omnipresent
- Buyers are uncertain about:
 - *Applicability*
 - *Impact on relationships*
 - *How much of an interaction can be automated*
- Determination internally on automation strategy is the first step
- Finding a vendor that ticks the boxes is essential
- Key – the onus is on the buyer to make the right solution choices

Questions?



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