



# Reimagine CX: **ENABLING ADVISORS WITH TECHNOLOGY**

Exceptional CX requires more than just digital containment or channels of choice for customer conversations. Not all conversations can be kept within the digital channel. Some conversations will require the intellect and empathy of an advisor. Providing an exceptional customer care experience will foster customer loyalty, which is a leading indicator of long-term business success.

## WHAT ARE CUSTOMERS SAYING?



75% of customers believe better customer care experiences make them more loyal



40% of customers still prefer voice-based channel to resolve their customer care issues



53% of customers believe improving the customer care experience should be the top priority for brands



22% of customers believe establishing better advisor capabilities and communications would make their resolution process easier

# EMPOWERING ADVISORS WITH TECHNOLOGY TO FOSTER BETTER CX

Omnichannel technology can empower advisors to access a customer conversation, regardless of entry point, from a single screen. Social, email, text(SMS), phone, or chat conversations are accessed and handled from one user interface. The advisor does not have to hop between multiple screens in order to retrieve information.



## Additional benefits of **DIGITAL-FIRST ADVISOR TOOLS**

- Collaboration between advisors for faster resolution
- Access to knowledge base articles from one screen
- Customer information access within the advisor dashboard
- Automated responses
- Real-time translations – the customer experiences the conversation in their own language
- Real-time monitoring and coaching for skill improvement and faster resolution

## **CONCENTRIX CLOUD CX TECHNOLOGY**

Digital-first technology to empower advisors and delight customers.

For more information on how you can **REIMAGINE EVERYTHING CX**



Visit us at:

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