CISCO

Country's top experts on how to exceed customer experience expectations.

Get a 360 degree view of what is needed to create memorable customer interactions.

Companies looking to make customer experience a strategic priority, can struggle with adopting a customer-centric mind-set. These enterprises often miss the bigger picture of what happens before and after service interactions.
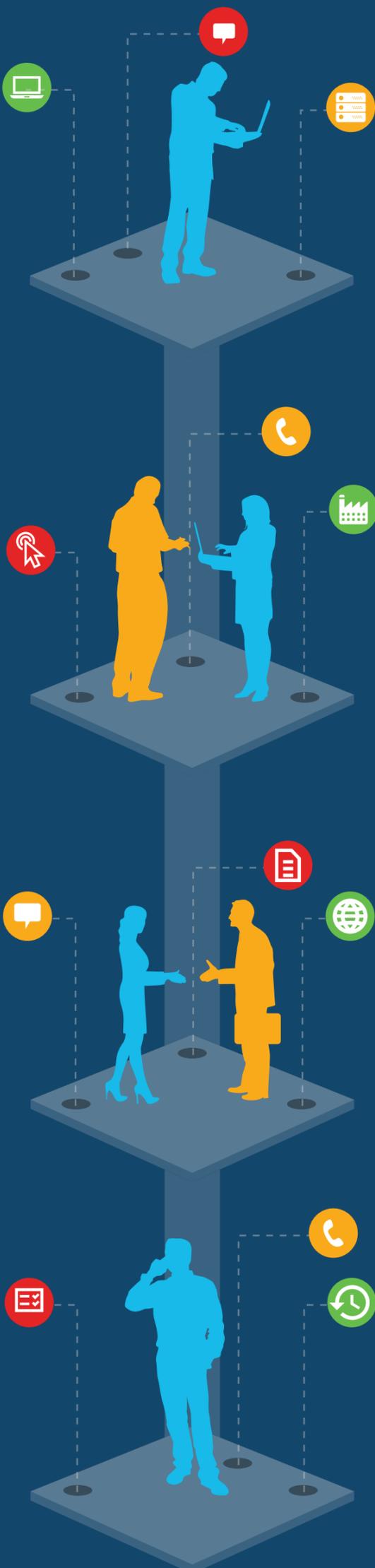
89%

89% of enterprises compete on customer experience.

<10%

Less than 10% have exceeded customer expectations.

Take a look at the inputs weighed in by experts at the CISCO Verint CXO roundtable to create a seamless customer experience.

1 Generate insights using data analytics

Manage large repositories of data and extract valuable insights using business intelligence (BI) and analytics in order to provide a good customer experience.

2 Maintain a human element

- 79% want direct person contact to remain part of customer service.
- 74% don't like dealing with companies that don't provide a phone number on their website.
- 65% feel they receive better service when speaking to a person on the phone or in-store.
- 38% of customers who had a good interaction experience in person or over the phone were more likely to renew products or services as compared to online transactions

3 Have an omnichannel presence

Engage customers through seamless experiences on every platform or channel they are using including websites, mobile apps, social media, and/or live chat.

4 Be a part of the customer journey

Proactively gather customer feedback through automated surveys to identify and eliminate problems on a real time basis.

Cisco offers connected digital experience solutions that transform your contact centers. Enterprises want to know their customer well by analyzing previous conversations, interactions, orders, feedbacks and complaints. A digitally connected customer experience is all about leveraging customer data, understanding behavior patterns and responding right to their queries. Cisco's unified contact center enables engaging with your customer through any and every channel to provide consistent, connected and Contextual customer experience.

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