

5 ways technology is shaping the future of retail contact centers

Customer experience is driving the contact center sector — but technology is enabling it. Here are five key technologies shaping the trends, from the customer service experts at Genesys:

1. Pick up where you left off

A decade back you funneled everyone to your helpdesk number. Today, you need to be where they are, on the device they want, when they want you.



90%
of people move between devices to accomplish a goal

— Google Research¹

Today, omnichannel technologies are connecting the customer experience across devices. Each picking up where the last left off, for a single, unified conversation.

It's changing everything.

2. The contact center is heading skyward...

Contact center applications used to be in house or nothing. Now, Contact Center as a Service (CCaaS) in the cloud is the way to go.

Contact center seats using cloud services grew



23%

in 2017

— UCT Today²

Over-extended capacity, specialized functions, even **whole teams of agents** are dialed-in as needed. Inhouse-only is starting to sound as dated as “dialing in.”

3. ...and your new customer service agent isn't human

Speech recognition. Chatbots. Machines that learn. AI is hitting its stride and virtual agents are a reality.

Cost per human agent interaction:

UP TO \$200

Cost with a chatbot:

\$1

— IBM Watson³

Some day, customers will prefer an AI to a human agent ... and that day is closer than you think.

4. Customers want self-serve, not soft-serve

The warmest, friendliest, most empathetic agent interaction counts for nothing if it takes more time than the customer has.



90%
of consumers expect organizations to offer a self-service support portal

— Microsoft⁴

Self-service apps are today's ATMs. Often, customers don't want to talk to anybody. To keep up, look at every opportunity to let customers self-serve by connecting all data sources together and presenting a simple user interface (UI) to the customer.

5. Know today what they'll want tomorrow

Collecting stats isn't a rear-view mirror; it's a road ahead. Combing data for patterns and insights lets you anticipate and predict customer behavior.

Two-thirds of contact center IT managers expect to make investments in analytics this year

— Capterra⁵

The best service and experience is when you know what the customer needs before they do. And predictive analytics (PA) is helping more contact centers do it, every year.

Five trends. Five opportunities. How many are you using?



Does your contact center still rely on legacy systems? Click here to request the free eGuide,

3 reasons you need to build an ecosystem for customer service, not a fragile 'frankenstack'

[Access the eGuide](#)

References:

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