Customer Experience

Christine Crews

Personal

Christine is a values-based, service-oriented, seasoned executive with 15 years of experience.

She is a people-oriented person and mentors other members of her team.

Also known as:
SVP Customer Experience
VP Customer Success

Primary Responsibilities

- Leads cross-functional customer experience program and establishes and scales customer stories program that inspire investors, customers, prospects and employees.

- Manages the customer journey from pre-sales to renewal and everything in between and gathers customer feedback to drive growth and innovation.

- Vision for customer experience excellence is alignment to strategic customer segments' expectations and goals, for seamless, transparent and frictionless experience that sustains mutual growth.

Challenges

- Maximizing employee and agent efficiency without sacrificing customer experience and effectiveness to resolve solutions.

- Training reps on how to handle difficult or angry customers without sacrificing customer experience.

- Navigating a constantly changing customer service environment to combat increasing customer service needs.

- Dealing with repetitive issues like surges in customer requests in the call center while managing high demanding projects

- Needs: Drives self-service and sales-assisted customer growth

Key Metrics

- Customer Retention Rate
- Revenue Targets Year-Over-Year
- Customer Lifetime Value (CLV)
- Customer Satisfaction (CSAT) and Advocacy (NPS)

Goals

- Increase Customer Loyalty
- Solve Customer Problems Quickly
- Help Agents Reduce Handle Times
- Manage Customer Expectations Efficiently
- Consistent CX across all digital channels
- Personalized Experiences

Interests

Bill Gates, National Customer Service Association (NCSA)

Customer Experience

Success Factors

- Lower customer hold times while increasing solution effectiveness.
- Increased Customer Retention
- Decreased agent turnover and increased employee satisfaction.

Decision Factors

- Does the product cover all his/her CX needs?
- Does the product integrate with existing systems?
- Can the agents learn quickly?

Barrier Beliefs

- The success and cost of the product
- Lack of results-oriented proof in the product
- Time-to-market

Pre-Built Solutions for Their Use-Case

- **XO Platform**: One platform to deploy anywhere for any conversational touch point. Flexibility across all touchpoints to meet customer needs, and a no-code business friendly backend that anyone can use.

- **SmartAssist**: SmartAssist utilizes AI-powered smart routing technology that uses agent skills, proficiency, affinity and priority aging to prioritize the agent queue.

- Decreases AHT, ASA. SLA, Abandons, agent escalation while increasing first contact resolution

- Increase call and digital containment rates by double digits, reducing the cost of each interaction from dollars to cents.

- Leverage SmartAssist to change to a volume based pricing structure; VA's are billed per/transaction making budgeting much easier

- **AgentAssist**: Guide agents through their interactions in real time, decreasing ramp time, AHT, and rep attrition.

- Potential to automate 75% of repetitive work during interactions by providing intelligent virtual assistance.

Customer Service

Primary Responsibilities

- Manages CS team all interactions voice and digital responsible for managing all aspects of customer support and service.
- Develops the organization's customer service strategy and manages the overall performance of people and processes to achieve the highest levels of customer satisfaction.
- Defining and creating strategies to hit KPIs
- Improving staff and customer experiences
- Offering customers choices in how they interact with the contact center
- Decreasing agent attrition
- Reducing expenses
- Adhering to privacy and compliance standards

Challenges

- Decreasing customer churn rates and improving NPS scores
- Managing social buzz and the organization's reputation
- Automating interactions while maintaining service standards
- Overseeing risk-management issues
- Constantly training new hires
- Maintaining call handling during periods with missing staff

Key Metrics

- Performance of the departments in terms of operational expenses, and improvement of call handling metrics
- Agent Retention and Training rates
- Average Handling Time, Call Abandonment rate, First Call resolution and Customer Satisfaction

Goals

- Ensuring that customers are satisfied with the organization and its people, processes, and products
- Determining how to help customers solve problems more efficiently and effectively
- Enhancing customer-service channels and options
- Improving Employee Experience and Retention

Interests

Forbes, HBR, Customer Experience Insight
Support Ops Podcast
Groove Customer Support Blog

Customer Service

Success Factors

- Improved contact center metrics
- Improved contact center processes
- Customer experience /NPS and CSAT scores Improvement
- Increase in Customer satisfaction
- Better ROI

Decision Factors

- The offering must empower staff to solve complex issues on their own
- The solution must integrate smoothly with existing IVR, data sources and call management systems.
- Our tool utilizes fair and objective evaluation tools to effectively coach agents.
- Solution must matching calls/contacts with agents who have the right skills.

Barrier Beliefs

- The cost component involved
- Any failure to integrate with existing systems can be crucial
- Complex systems will aggravate agent attrition

Pre-Built Solutions for Their Use-Case

- **XO Platform:** One platform to deploy anywhere for any conversational touch point. Flexibility across all touchpoints to meet customer needs, and a no-code business friendly backend that anyone can use.

- **SmartAssist:** SmartAssist utilizes AI-powered smart routing technology that uses agent skills, proficiency, affinity and priority aging to prioritize the agent queue.

- Decreases AHT, ASA, SLA, Abandons, agent escalation while increasing first contact resolution

- Increase call and digital containment rates by double digits, reducing the cost of each interaction from dollars to cents.

- Leverage SmartAssist to change to a volume based pricing structure; VA's are billed per/transaction making budgeting much easier

- **AgentAssist:** Guide agents through their interactions in real time, decreasing ramp time, AHT, and rep attrition.

- Potential to automate 75% of repetitive work during interactions by providing intelligent virtual assistance.

Customer Service

Product Positioning

- Kore.ai's Agent Assist can help in:
  - 30% reduction in support costs
  - 5X faster ticket resolution
  - 25% improvement in CSAT
- Kore.ai's offerings can help the company improve their business growth by helping elevate their customer, contact center agents' and employee experience using conversational AI.
- Automating routine interactions can drive containment rates
- Proactive, personalized VA allows customers to self-service, 24/7–driving NPS/CSAT
- Customizable VAs allow customers to broadcast their brand's voice in every interaction
- Automation support through busy seasons, staffing fluctuations, etc.

Source of Vendor Research

- LinkedIn:
  - Customer Experience Management Professionals
  - #customerexperience, #customerexcellence, #customersuccess

- Trade Shows

- Forrester Blog and Podcast

- Customer Experience Insight
- Support Ops Podcast
- Groove Customer Support Blog