Chat, tap, talk: trends to transform your digital customer experience

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BT

BT's Research & Innovation

£2.8bn

spent on R&D over the last five years

3rd

largest investor in R&D in the fixed line telecoms sector over past ten years

3rd

largest investor in R&D in the UK over past ten years

4,900

patents in our portfolio

13,000

Scientists employed worldwide

£520m

invested in R&D in 2016/17
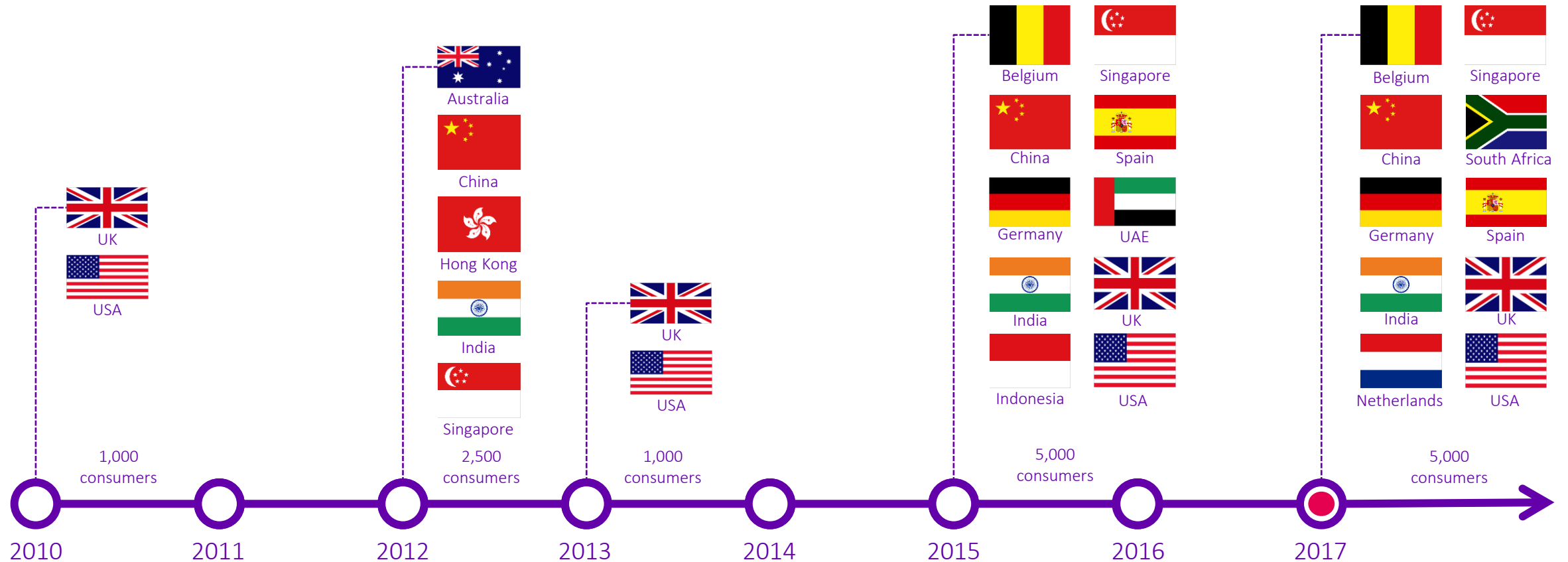
30+

direct university research relationships

4th

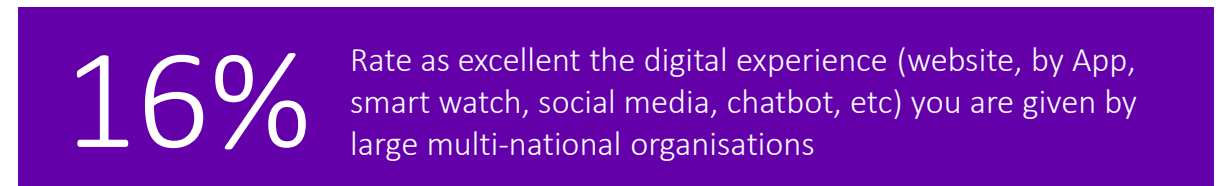highest number of patents filed with European Patent Office of UK-based companies
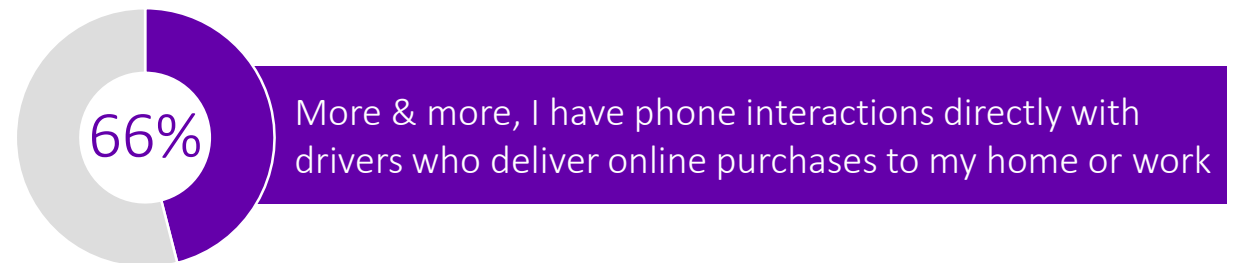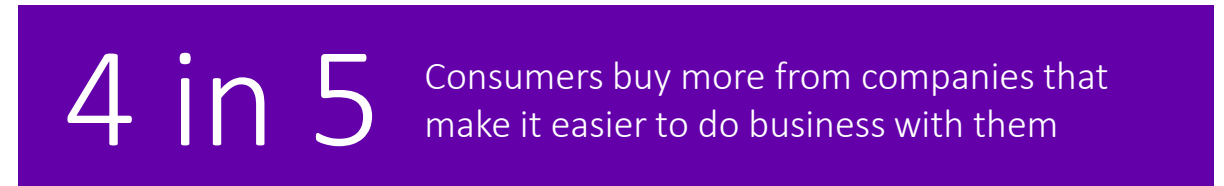
BT

Timeline - 7 years of trend data explaining the rise of the global Digital Customer

Consumer research to understand the customer journey

2010
UK
USA
1,000 consumers

2011

2012
Australia
China
Hong Kong
India
Singapore
2,500 consumers

2013
UK
USA
1,000 consumers

2014

2015
Belgium
China
Germany
India
Indonesia
Singapore
Spain
UAE
UK
USA
5,000 consumers

2016

2017
Belgium
China
Germany
India
Netherlands
Singapore
South Africa
Spain
UK
USA
5,000 consumers

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Seeking simplicity: digital customers want easy journeys

	2015	2017
Convenience is more important to me than price	49%	56%
Find dealing with customer service issues exhausting	63%	66%
Agreeing organisations make every effort to make it easy to switch between different channels	27%	27%

79% I am more loyal to organisations that are easy & simple to contact

4 in 5 Consumers buy more from companies that make it easier to do business with them

73% Self-service is good because it puts me in control

66% More & more, I have phone interactions directly with drivers who deliver online purchases to my home or work

16% Rate as excellent the digital experience (website, by App, smart watch, social media, chatbot, etc) you are given by large multi-national organisations

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Smartphones are becoming more important in digital experience

Used in the last 6 months	2015		2017
Android smartphone	57%	↑	59%
iPhone	26%	↑	31%
Home PC/Lap-top	80%	↓	63%
Android tablet	30%	↓	28%
iPad	27%	↓	23%
Apps on your smart phone which link to your location	34%	↑	52%

46% have used chat on smartphone to contact orgs.

Currently use a smartphone App of an organisation to contact that org. **21%**

Often or sometimes…

Download a voucher — 2017: 62% | 2015: 57%

Share your location to get discounts/offers — 58% | 34%

Downloaded Apps from orgs. get better service — 57% | 42%

Commented social media about service rec'd — 52% | 41%

Shared your location with friends and family — 51% | 36%

Scanned products in store for the best prices — 50% | 39%

Used a QR code — 49% | 36%
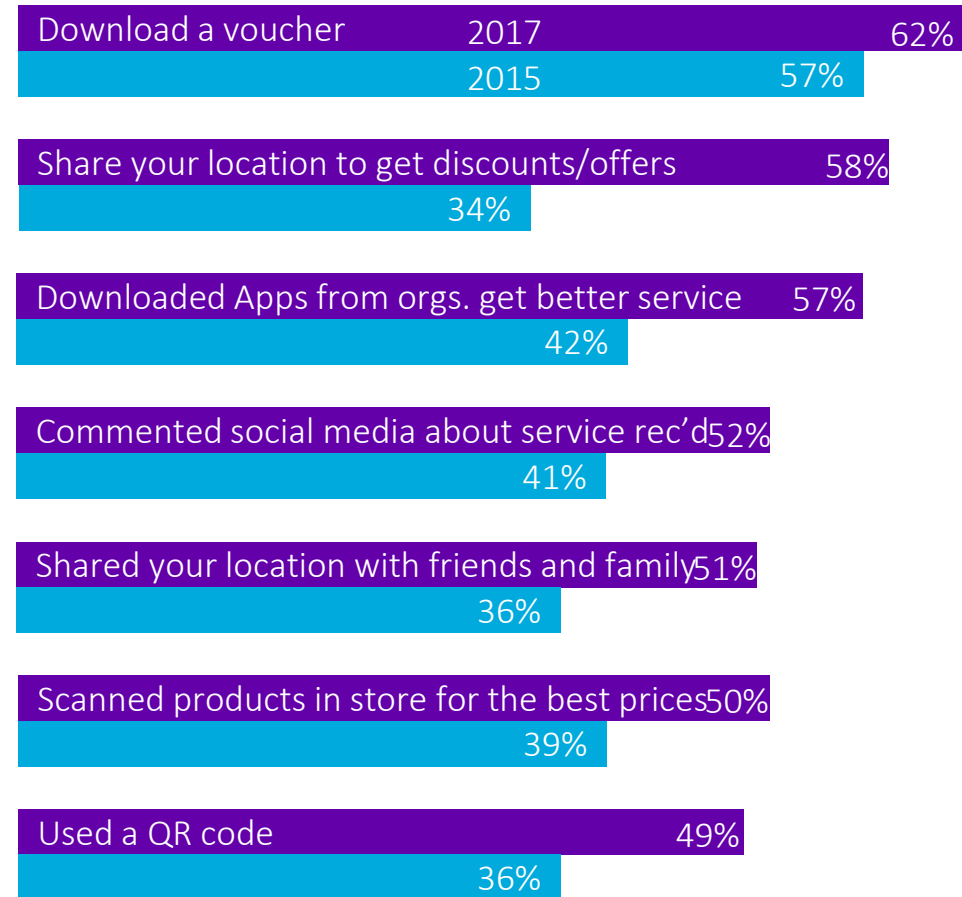
Agreeing they would like…
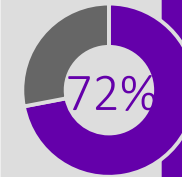
72% — Visual options on smartphone - when you call an org you can see the dept. options on your screen and select by touching the screen
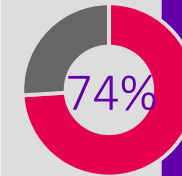
74% — If organisations made it cheaper to call them from a mobile/cell/smartphone
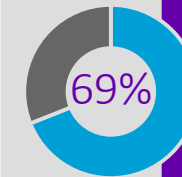
69% — If organisations had the data/information that I give them in one place (eg via their website) available in another (eg shop, smartphone App or call centre)

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Innovation: Micro-apps

Proposition

- Wraps are the modern micro-app experience for the mobile Web.
- They provide superior mobile engagement and offer rich, interactive experience without the need for full native apps
- They are Inherently omni-channel (SMS, email, social feeds, messaging, Web embed, ads)
- Great engagement drives conversion
- Connects with back-end systems to enable advanced user interaction and transactions
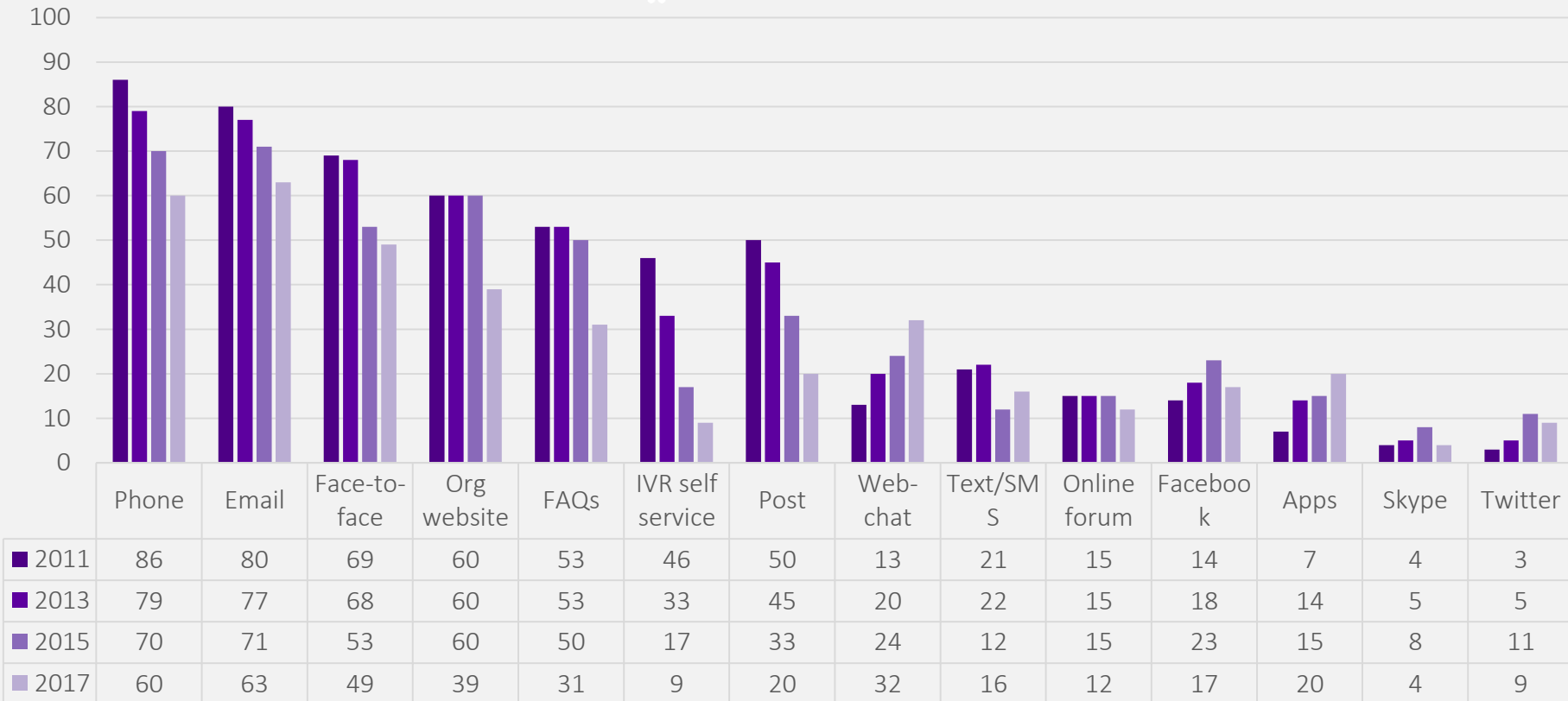
Opportunity

- Wraps can be used following a conversation with a customer where the agent selects the products/services discussed and on the fly generates a personalised mico-site which the customer can walk away with. This would work well in an EE shop environment.
- A Wrap can also be auto generated following a customer order, billing cycle or upcoming engineer appointment. This would be an ideal delivery mechanism for welcome to service messages,

BT Mobile
Your personalised bundle

| Video | Image Gallery | Transaction | Schedule | Input | Location |
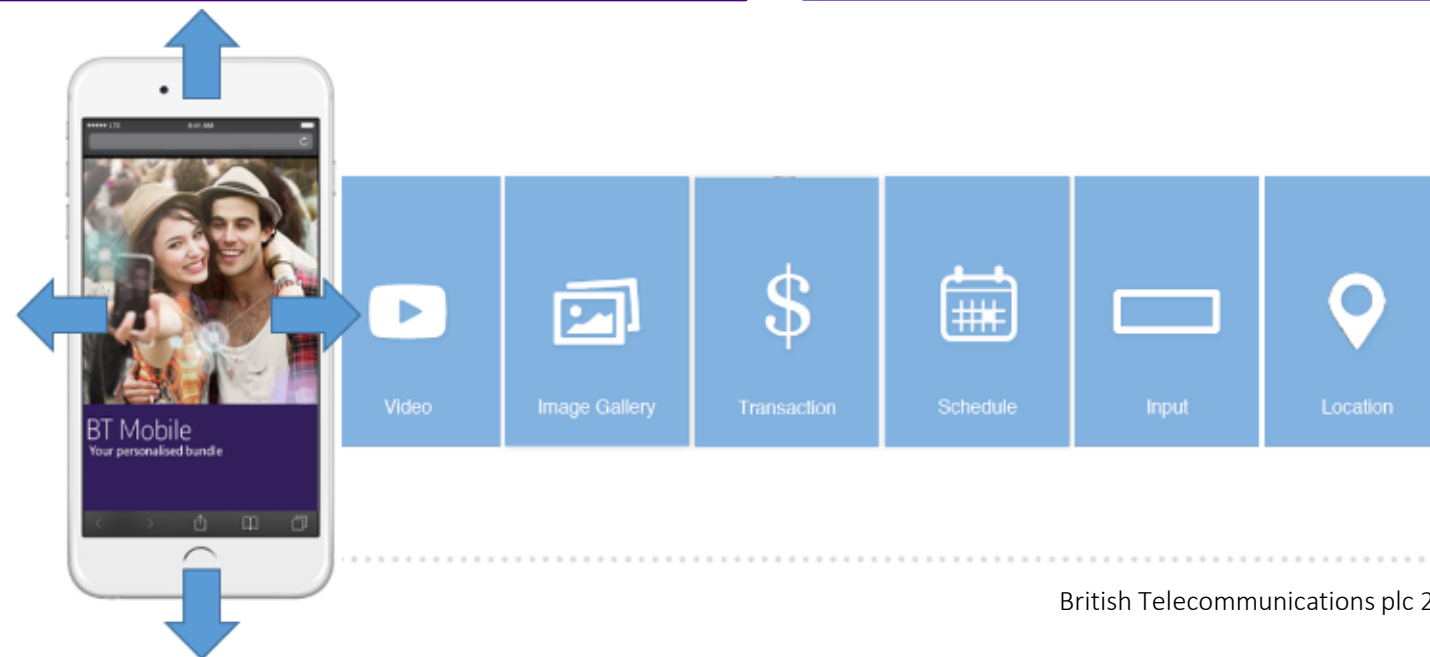
Changing usage of channels by consumers

Which of these methods of contacting organisations do you use currently? (UK)

	Phone	Email	Face-to-face	Org website	FAQs	IVR self service	Post	Web-chat	Text/SMS	Online forum	Facebook	Apps	Skype	Twitter
2011	86	80	69	60	53	46	50	13	21	15	14	7	4	3
2013	79	77	68	60	53	33	45	20	22	15	18	14	5	5
2015	70	71	53	60	50	17	33	24	12	15	23	15	8	11
2017	60	63	49	39	31	9	20	32	16	12	17	20	4	9

■ 2011 ■ 2013 ■ 2015 ■ 2017

davies hickman

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Omni-channel shifts human channels towards complexity

Channel choice

Want "Immediate access to a well-trained employee e.g. someone to talk to on the phone or face to face…." if…

24% — You want to complete a routine, mundane task e.g. paying a bill

30% — You are looking to improve your lifestyles by the purchase of a product or service

52% — There is a crisis and you need a solution to a problem with a product or service e.g. reporting a fault

How interested would you be in the following initiatives from organisations?

If organisations always offered different channels to meet my needs — **81%**

Start a customer service conversation in social media but then transfer to a phone call if you choose, without having to dial — **69%**

Make a call to an organisation using Skype from an internet enabled device — **58%**

If I could order products and get customer service through organisations' Facebook pages — **57%**

Sharing your social media profile with your bank/supermarket/utility so they had better information about you and can give you better customer service — **48%**

61%
I change how I contact an organisation depending on my situation (65%, 2015)

62%
I do simple things via website or app, and call for more complex issues (60%, 2015)

The Digital Customer 2017, BT Global Services/Cisco/Davies Hickman Partners

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Context drives channel behaviours

	Visionary.	Utilitarian.	Customer in crisis.
	You are looking to improve your lifestyle by the purchase of a product or service e.g. moving house or booking a holiday. You're in a positive and motivated state of mind, and willing to invest time. You may even enjoy the experience	You want to complete a routine, mundane task e.g. paying a bill or buying everyday products and services. It is low value in terms of your time, you're not looking for the "wow" factor or enjoyment	There is a crisis and you need a solution to a problem with a product or service e.g. reporting a fault or getting advice. You might be frustrated, angry or worried.
Allow me to explore, research and get advice using a wide range of resources e.g. online, webchat, face to face/in-store advice	40%	19%	23%
Make the transaction fast and easy e.g. an App, online self-service technology	24%	52%	21%
Give me immediate and straightforward access to a well-trained employee e.g. someone to talk to on the phone or face to face who can sort my problem	30%	23%	52%

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Phone is still popular: a key part of digital strategy

84%
Have phoned a call centre in the last 6 months (86% in 2015)

There should be a phone number on every web-page or App…

77% Age 16-34

81% 35-54

83% Aged 55+

Experience problems getting customer service with….

85% Apps of orgs.

92% Websites of orgs.
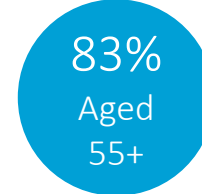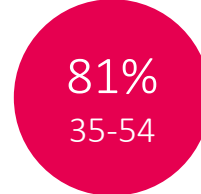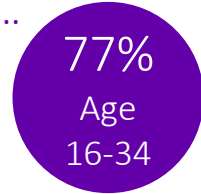
70% Agents put me on hold as they don't know what to say (72%, 2015)

61% I have known more about the product or service than the agent in the call centre (56%, 2015)
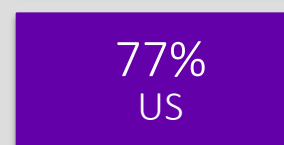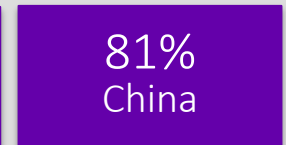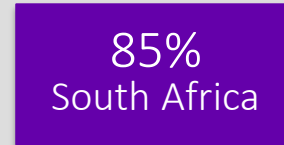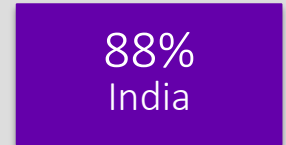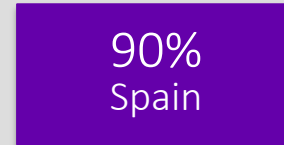
Would like it if…

I could share my screen so the agent can help you
67%

I could choose to be routed back to the same advisor I spoke to previously
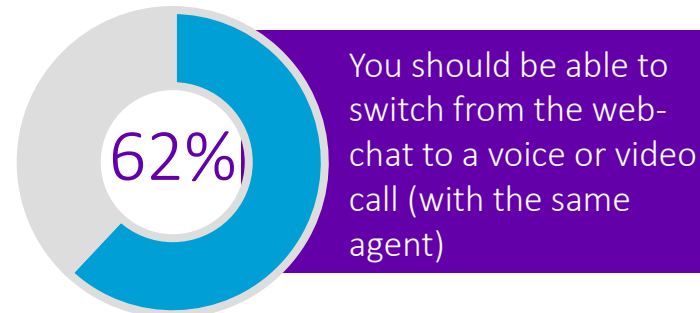**87%**

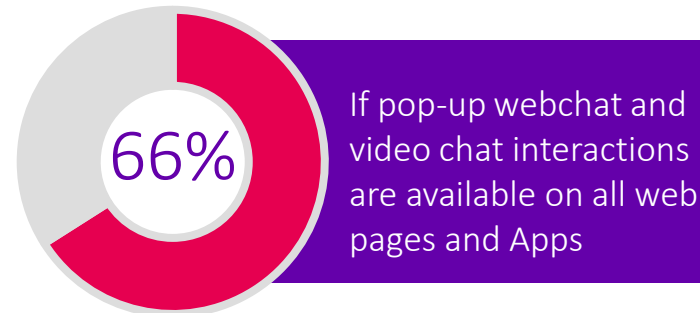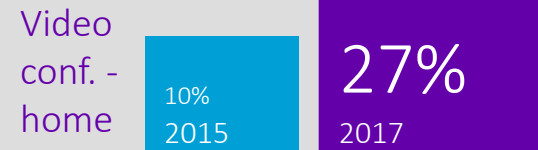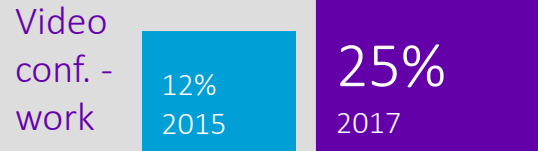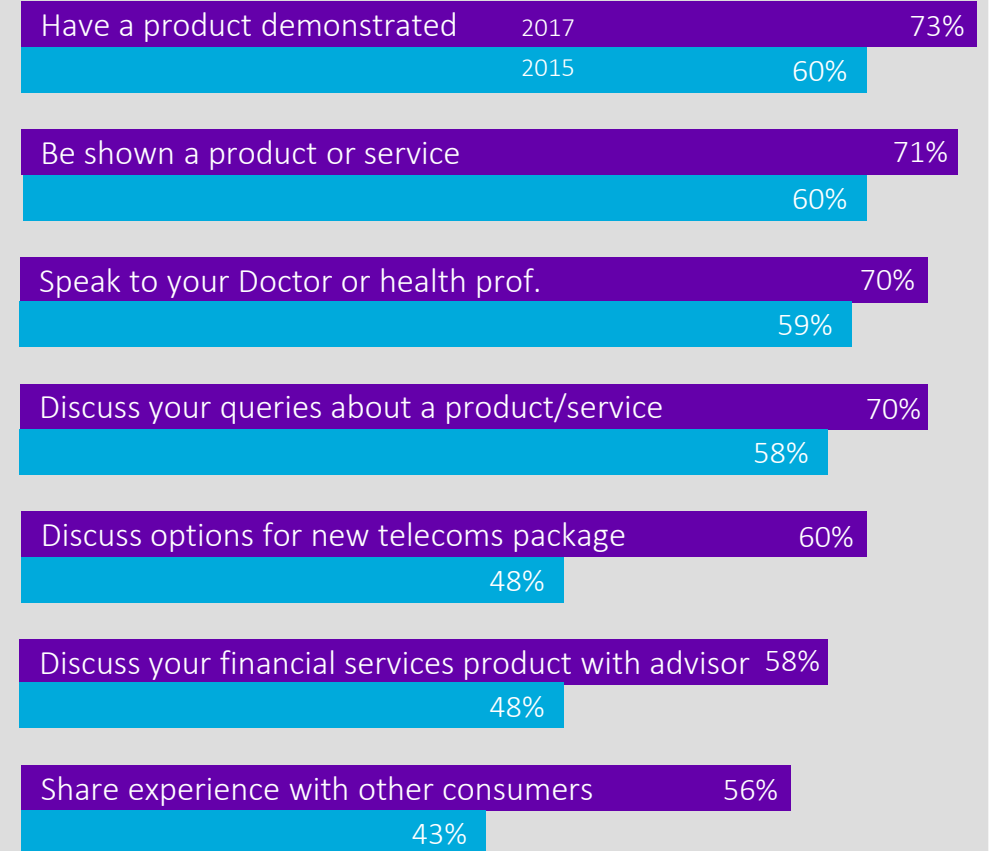**77%** 2015

81% 2017
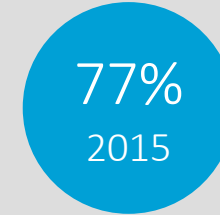
There should be a phone no on every web-page or App

90% Spain	88% India
85% South Africa	82% Belgium
81% Germany	81% China
77% US	77% Netherlands
73% UK	69% Singapore
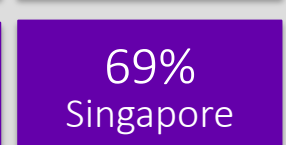
Seeing is believing: video can transform the customer experience

Using 2 to 3 times a week or more

Video conf. - work
- 12% 2015
- 25% 2017

Video conf. - home
- 10% 2015
- 27% 2017

47% ↑
Use video to resolve problems with products and services (2015, 42%)

63%
If you could use video to see the advisor & discuss complex issues or have demonstrations

66%
If pop-up webchat and video chat interactions are available on all web pages and Apps

62%
You should be able to switch from the web-chat to a voice or video call (with the same agent)

In which of these situations would you want to be able to use video-chat to COMMUNICATE with an organisation on their website? Definitely and possibly

Situation	2015	2017
Have a product demonstrated	60%	73%
Be shown a product or service	60%	71%
Speak to your Doctor or health prof.	59%	70%
Discuss your queries about a product/service	58%	70%
Discuss options for new telecoms package	48%	60%
Discuss your financial services product with advisor	48%	58%
Share experience with other consumers	43%	56%

The Digital Customer 2017, BT Global Services/Cisco/Davies Hickman Partners

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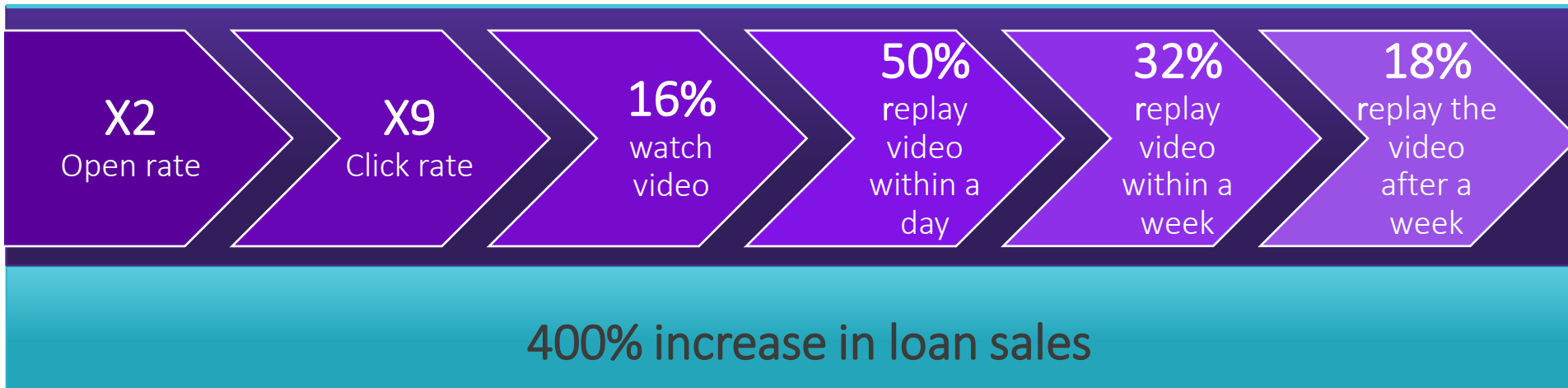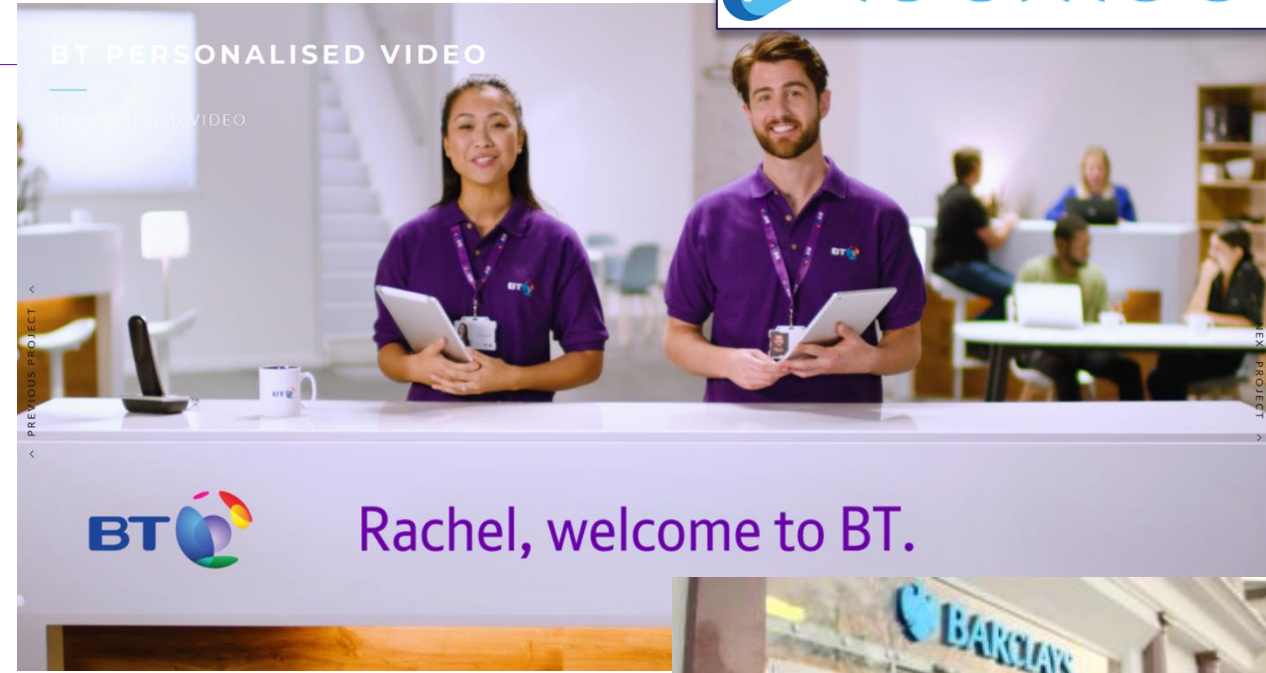# Innovation: Personalised Video as a Service.

BT Personalised Video as a Service is like mail merge for video

Video template	+	Customer data	=	Personalised video

Personalised, relevant and effective communication
Improving customer service, sales, retention and loyalty

In a pilot for a major financial services provider it achieved:

X2 Open rate	**X9** Click rate	**16%** watch video	**50%** replay video within a day	**32%** replay video within a week	**18%** replay the video after a week

400% increase in loan sales

Innovation: video enhanced interactions.

Proposition

- Sightcall offers a simpler Customer Experience to deliver as "see what I see" experience to the customer.
- Very quickly allow the customer to share the smartphone camera to understand a home network/setup problem.
- Agent can take screen shots, annotate a video image, co-browse.

Opportunity

- Gives an innovative customer experience to home network and home setup issues.
- Allowing an agent to see what the customer sees can significantly reduce the time it takes to solve a problem and potentially reduce the need for costly engineer visits.

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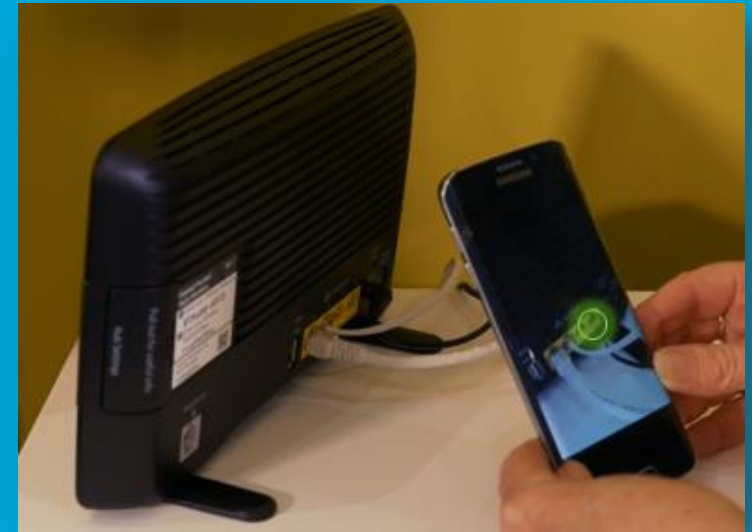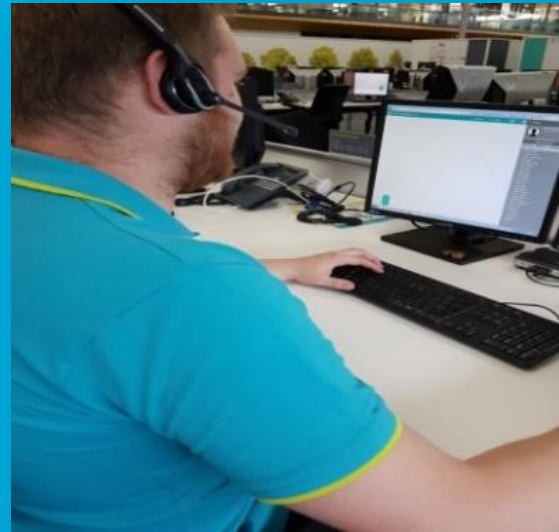
Chat is where it's at

58% Issues can be resolved on chat without referring me to e-mail, a shop or a contact centre

50% The option to chat makes me more likely to use the organisation again / talk favourably about them

58% I get a quicker / more instant response with chat than when I email or call the contact centre

48% I get frustrated when chat is not available

Being able to look at the screen makes chat more useful (49%, 2015)

59%

Like chat because you have a record of the conversation (48%, 2015)

54%

If you have a problem how do you want support?

65%
Chat (45%, 2015)

38%
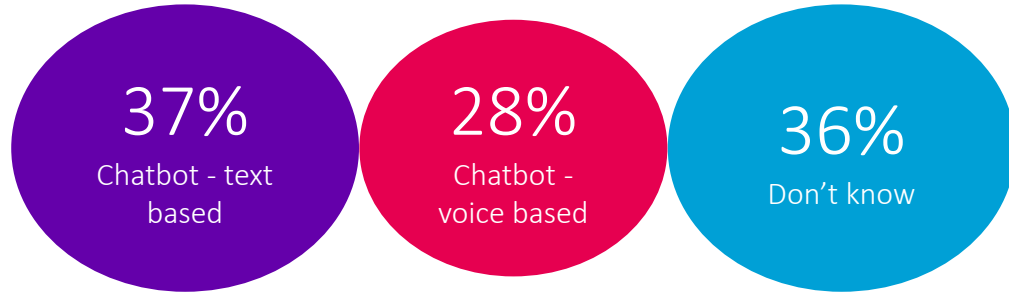E-mail (34%, 2015)

29%
Social media (22%, 2015)

9%
Web FAQs (21%, 2015)

Chatbots have appeal – but with 'checks and balances' from human agents

A Chatbot (a computer program which conducts a conversation via voice e.g. Siri or text methods eg messenger using artificial intelligence). Which do you think would be most effective?"
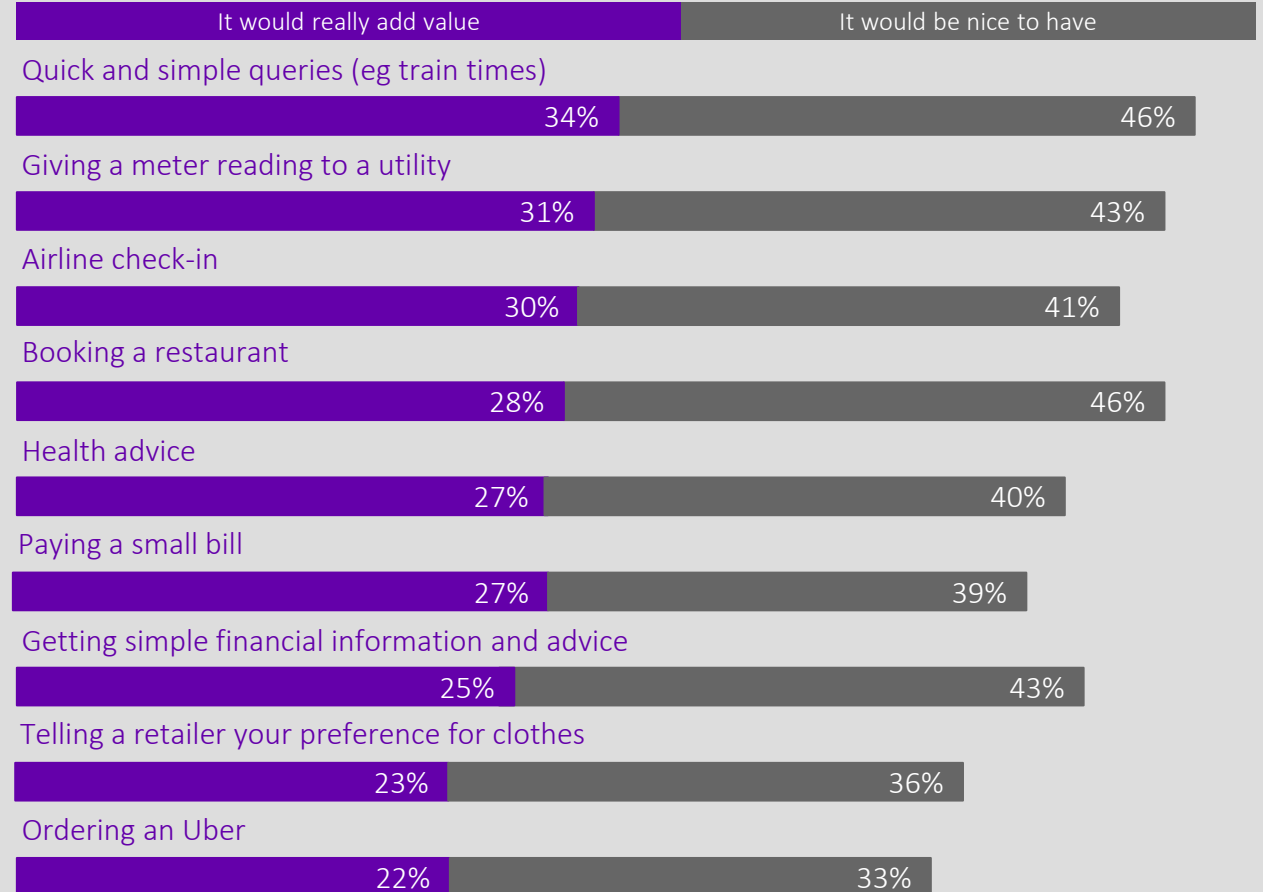
37% Chatbot - text based

28% Chatbot - voice based

36% Don't know

2 in 3 The benefit of chatbots would be in getting an immediate response

73% Chatbots will help companies improve their customer service

60% Responses should be available as notifications on my smartphone

74% Human agents should check the more complicated responses of chatbots

How interested would you be in the following initiatives from organisations?

	It would really add value	It would be nice to have
Quick and simple queries (eg train times)	34%	46%
Giving a meter reading to a utility	31%	43%
Airline check-in	30%	41%
Booking a restaurant	28%	46%
Health advice	27%	40%
Paying a small bill	27%	39%
Getting simple financial information and advice	25%	43%
Telling a retailer your preference for clothes	23%	36%
Ordering an Uber	22%	33%

The Digital Customer 2017, BT Global Services/Cisco/Davies Hickman Partners.

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Chat is where it's at: are chatbots "IVR for digital"?

Challenges:

Works for simple queries – effectively steering the customer through the "known knowns", i.e. GIGO.

More difficult for complaints/complexity - if we get angry, we tend to tell long, rambling stories which are hard to parse.

Sarcasm tends to throw algorithms: e.g. "Thanks, @TrainCo for my free sauna this morning"; "It was so good to see that your maintenance department hadn't spoiled things by making unnecessary repairs"; "I would have cheerfully strangled them".

Limited ability to parse emotional context - YET!

What do we want?
Chatbots!
When do we want them?
Sorry, I didn't understand your request.
ChatbotConf 2016
#CBC16

Botman + SuperAgent: Augmented Intelligence.

Sally the "Swiss Army Knife" advisor

Paula the problem solver

Natalie the negotiator

Tony the techie
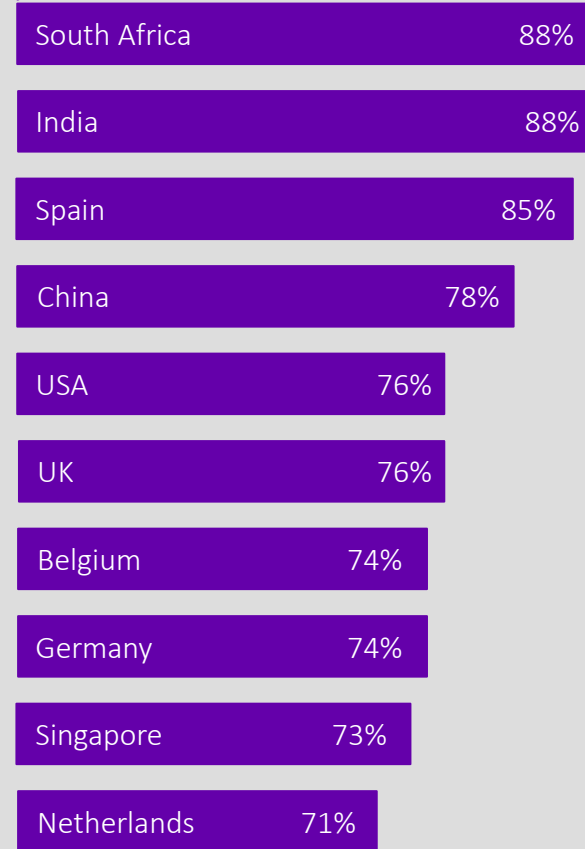
Chris the crowdsourced advisor

Trainers*

Explainers*

Sustainers*

* H. James Wilson, Paul R. Daugherty, and Nicola Morini-Bianzino (2017), The Jobs That Artificial Intelligence Will Create, MIT Sloan Review, 23rd March: http://sloanreview.mit.edu/article/will-ai-create-as-many-jobs-as-it-eliminates/

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Security matters: safer, simpler interactions drive sales

## I worry about security when giving organisations my card details over the phone

Country	%
South Africa	88%
India	88%
Spain	85%
China	78%
USA	76%
UK	76%
Belgium	74%
Germany	74%
Singapore	73%
Netherlands	71%

Would like voice biometrics and ID&V
- 2017: 70%
- 2015: 73%

It takes too long to identify me when I phone the call centre
- 2017: 61%
- 2015: 55%

Want technology to secure card payments over the phone
- 2017: 60%
- 2015: 49%

Would like it if I could bypass security questions but still be sure of a secure experience by using voice analytics or biometrics where my voice would act like a fingerprint to authenticate me…

- 73% Age 16-34
- 71% 35-54
- 65% Aged 55+
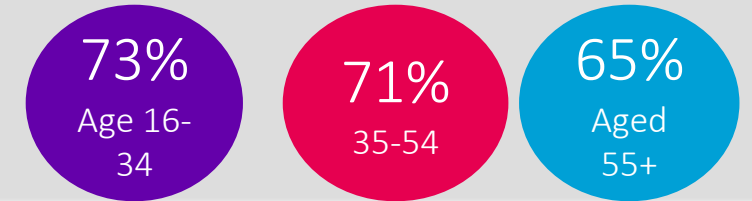
Would have bought more over the phone if the payments were secure

- Higher income: 68%
- Middle income: 55%
- Lower income: 51%

52% I wouldn't use Facebook or Twitter for customer service with an organisation as it is not secure

40% say they are confident about sharing my personal data during a web-chat

The Digital Customer 2017, BT Global Services/Cisco/Davies Hickman Partners

One step ahead: consumers are impressed by proactive service

78%

I like it when organisations notice I have been having difficulty with a website/completing an order and contact me directly to try and help
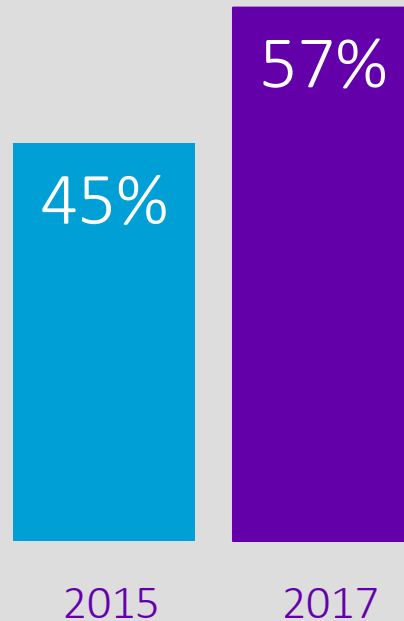
70%

Personalisation of pages depending on the preferences, behaviours, location and device being used by the customer
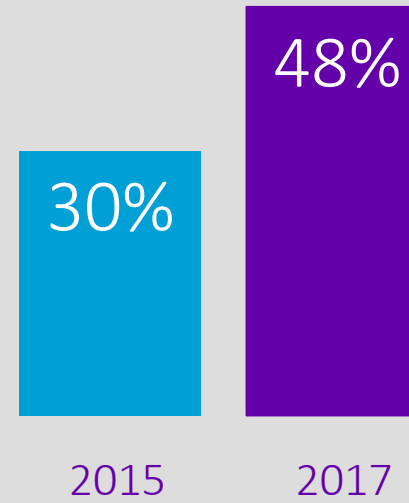
68%

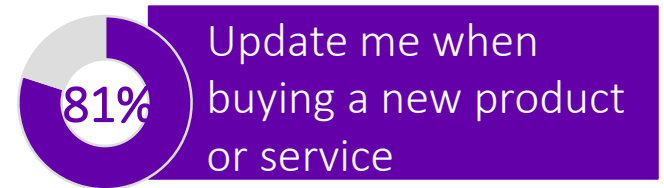Like organisations using the internet to monitor the condition of products and services you use
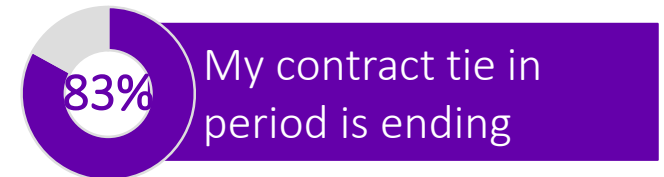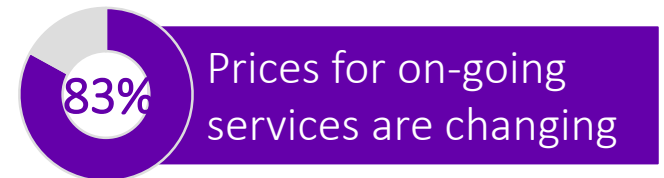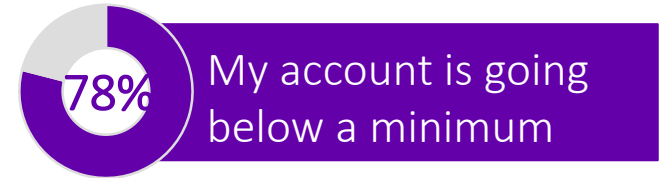
Open to sharing my location automatically with companies using GPS if it means I get good offers or better customer service
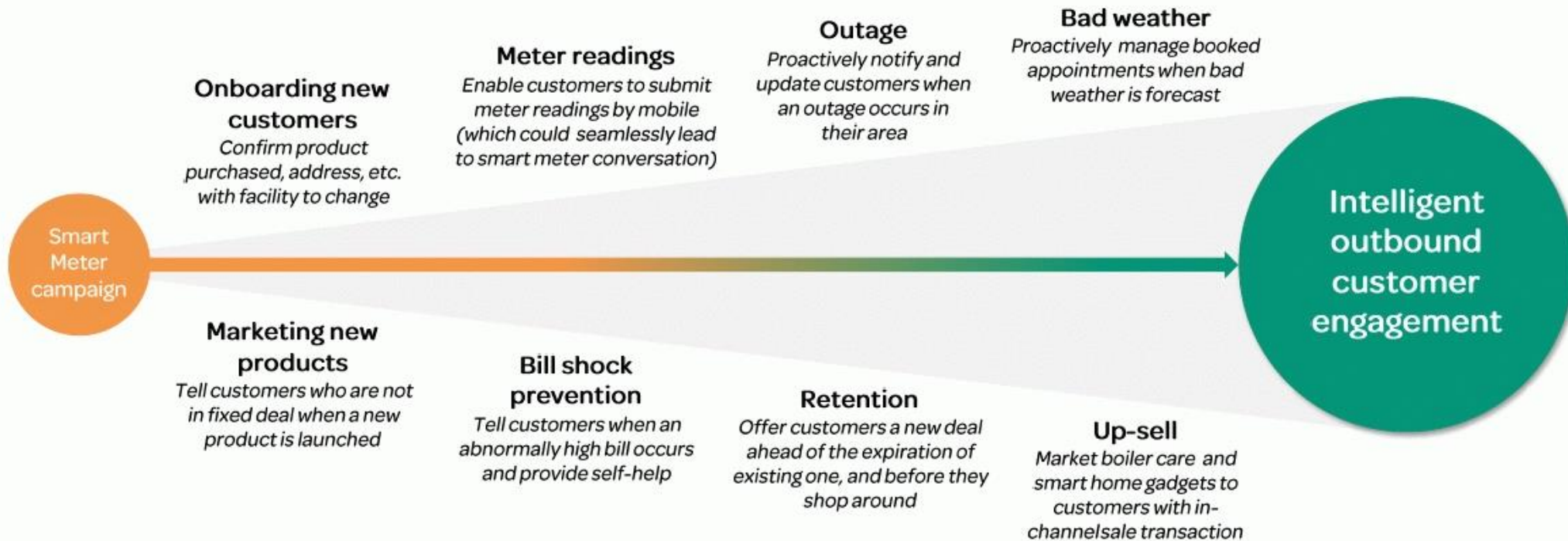
45% 2015

57% 2017

Open to sharing your social media profile with your bank/supermarket/utility provider so they had better information about you and can give you better customer service

30% 2015

48% 2017

I would like a notification when…

78% My account is going below a minimum

83% Prices for on-going services are changing

83% My contract tie in period is ending

81% Update me when buying a new product or service

The Digital Customer 2017, BT Global Services/Cisco/Davies Hickman Partners

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Innovation: Tailoring proactive contact.

Thank You

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