SCALING

THE
CXAAS
FRONTIER

Abstract: Digital transformations have been the core mantra that helps enterprises and businesses apply new and innovative strategies. But, they have also brought forth their share of challenges to the table dealing with a niche area like customer experience. With only a handful of successful businesses getting digital right, it takes more than technology and innovation to address the problems today's CX leaders face. This POV analyzes the challenges businesses face and why organizations need to embrace Customer Experience as a Service or (CXaaS) to manage CX expectations.

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INTRODUCTION

The onslaught of digital channels has fueled the increase of online transactions, opened doors of collaboration and transparency like never before. It was seen as the most definitive way to get in touch with customers, exchange products and services. While all this has been good, it has also given rise to a new intangible component in the equation which most enterprises and organizations don't measure well enough. Enter Customer Experience.

The Internet is awash with reports of how influential CX can get and its power on consumers that leads to a sale or a competitor. Most enterprises and brand organizations are still stuck at various levels in deciphering the CX code and need a sure-fire way to make that magic happen.

WHAT CUSTOMERS THINK OF CX

64% people find customer experience more important than price, when it comes to making a purchase

Figure 1: What customers think of CX?

The primary reason for this change is how customer preferences have changed over the years, how they interact with their touchpoints, the kind of data that manufacturers hold, and how much feedback is given to the system. The 2019 pandemic only accelerated the system as it gave everyone a free ride on the digital superhighway as physical stores/experiences were globally curtailed. The below trends highlight the importance and the need for enterprise organizations to take heed of the CX component; here are some stats:

VALUING CUSTOMERS TIME

The majority of adults feel that valuing their time is the most important thing a company can do to provide them with an excellent online customer experience.
– Forrester

75%
of brands report measuring customer engagement but cannot define what it is.
- Kolsky

56%
of people around the globe believe that companies need to take action on feedback provided by their customers.
- Microsoft

79%
among millennials are more inclined to buy from brands that have a mobile-responsive customer support portal
- Microsoft

66%
of consumers have used at least three different communication channels to contact customer service.
- Microsoft

23%
of consumers seek face-to-face interactions for complicated customer service issues like troubleshooting
- American Express

These trends highlight that customers today have far more choices at their hands, and they see value for their money spent. And, they would hop on to a vendor who provides them that – thanks to the subscription model. This is the blind spot enterprise organizations need to address. But, most enterprises are fighting fires of their own (in many stages of digital transformation, competition, innovation) and don't have a cohesive plan to see the bigger picture. The whole process of buying a product or a service has completely changed over the years. Till the advent of the digital platform, customers never knew their worth and didn't have a voice. But digital came on and gave customer's their place. The subscription model radically changed the game of buying and selling. Digital has made a world of difference for customers, but not so much for enterprises and their clans trying to make ends meet with their infrastructure ecosystems. In contrast, transactions within the digital realm are beating in a different rhythm. This disparity is what gives rise to bad customer experiences and puts enterprises in a bad light.

LET'S
BREAK DOWN
CX

The advent of digital has given customers a new platform. They can experience products and services at their convenience and become brand ambassadors over time. But what has changed is the way consumers now experience the product or service. This is by far the most critical aspect that has turned the tables in the CX game.

With so much transparency and collaboration available on a digital platform, every touchpoint with a product or service influences consumers. This is different from the earlier model of buying products where you could get stuck with a vendor even if you don't like their services. And, the interaction with each of these touchpoints builds up CX slowly.

So CX is the total of all these touchpoints, and it is primarily invisible, unlike other deciding factors like price. CX is so deeply ingrained in today's buying cycle that the process starts much before the product is purchased and continues after purchase. So, it is imperative that enterprises pay heed to this behavioral shift and carefully scrutinize all touchpoints their customers can face, and build processes and systems that vouch in that favor.

POWERING CX
WITH TECHNOLOGY –
CCAAS

The use of the right technology plays a significant role in shaping up digital initiatives. Due to its scalable and robust nature, the Cloud is being hailed as the primary driver to provide massive infrastructure power and reliability to let contact centers provide support through CCaaS (Contact Center As a Service). The Cloud paved the way for increasingly automated and cognitive contact centers, bringing in further technological advancements, reducing human interactions, and increasing efficiency. These technologies analyze massive customer data that often lies dormant in contact centers to deliver exceptional CSAT scores, reduce the Average Call Handling Time (AHT), and delight the management with First Call Resolutions (FCRs). The market size for the global Contact Center as a Service will reach USD 10.80

billion with a CAGR of 15.7% by 2028, as shown below. This rise is expected to be fueled by the increasing need of businesses to enhance their customer experience quotients and rise above the competition.

The global contact center as a service market size is expected to reach

USD 10.80 billion

by 2028, registering a CAGR of 15.7% from 2021 to 2028

- Grand View Research, Inc

Figure 2:
Global Contact
Center Services

The report showcases the following findings:

The customer collaboration solution segment is expected to witness the fastest CAGR over the forecast period due to the rising focus of businesses on offering enhanced customer satisfaction by solving their issues and promptly attending their calls

The managed services segment is likely to register the fastest CAGR from 2021 to 2028 due to services like monitoring IT operations, data backup & recovery, help desk support, and security driving demand

The consumer goods & retail end-use segment is expected to provide promising growth opportunities to the market

The increasing usage of online channels for purchasing consumer goods amidst the COVID-19 pandemic is expected to drive the demand for CCaaS in the consumer goods & retail industry

TECHNOLOGY
IS NOT THE PROBLEM

Technology is not the problem. Technology is only an enabler, as the stats on the right show. Using the right tools and frameworks generates positive results. Dependence on technology may, for the most of it, solve many operational bottlenecks, but there's a lot more that goes missing as part of such implementations, for example:

Long-term strategy and vision of CX to drive business outcomes

Ownership of the full spectrum of CX & EX

A unified customer persona and journey across their digital footprint

Superior employee experience

Scalability of the entire CX ecosystem

Risk-free digital transformation

Managed services partnership with a single vendor

The ground reality is that enterprises still have a lot of legacy infrastructure and applications they use. This configuration does not gel with the changing face of digital technology that is modular. Most importantly, enterprises have also to take care of their employee experience. The success of any organization depends on the happiness quotient of its employees. Yet, most enterprises risk embracing digital-only to see that it empowers them in certain areas and does not tick all options. Reliance on multiple partners/vendors dilutes CX and EX, leading to higher operating costs and poor customer and employee satisfaction.

Advanced analytics in contact centers can

▶ **reduce average handling times by up to 40%,**

▶ **increase self-service containment rates by 5 to 20%;**

▶ **cut employee costs by up to $5 million,**

▶ **and boost the conversion rate on service-to-sales calls by nearly 50%.**

Figure 3: Implementing Contact Center Analytics

INVEST
IN CXAAS AND MANAGE CX

Enterprises now understand that areas beyond the reach and application of technology need direct input like managing employee experience and process optimization to reach the next level of CX maturity. These are intrinsic and have to be dealt with internally. CX ecosystems are massive because of the amount of information they process across various touchpoints. Controlling and stabilizing these ecosystems is no mean feat when considering the scale of operations, global workforce, infrastructure, and customers that need to be addressed. That is the prime reason why enterprises need an all-encompassing strategic partner to hold the reins and manage the show.

Enter CXaaS or Customer Experience as a Service. This is becoming the hot property that business organizations need today to achieve their goals. CXaaS ticks the right boxes as it enables processes and technologies that provide CX and EX to intermingle with each other freely. Doing this allows for greater transparency and data availability within the enterprise across people, processes, and tools. Business leaders can use that data derived from customer and product data, understand customers' changing preferences, and map seamless customer journeys across multiple digital channels. It vastly improves the stakes and arms enterprises with much more profound knowledge about customers.

> Managing the CX ecosystem is a tricky venture, and that's why enterprise organizations must do a rating of CXaaS vendors before signing the dotted line across these below points so that their CXaaS implementation is successful.

Strategy:
They consult and align enterprises' CX strategy to the organizational strategy to drive business outcomes

People:
They bring best-in-class global talent and drive employee experience with technology empowerment

Services:
They provide customer engagement and digital enablement as managed services

Technology:
They enable enterprises to move from effort-based to a seamless intelligence-based CX ecosystem with AI, Automation, and Analytics and get rid of their technology debt

Outcome ownership:
Most important of all, they offer CXaaS in a consumption-based model where enterprises can pay for only what they use and own CX outcomes, driving ultimate business transformation

Migrating to a CXaaS vendor not only helps enterprises with CX Management, but it also helps with EX (employee experience). So, the system takes care of your external stakeholder interests while maintaining a status quo approach internally. It also helps in optimum use of the three pillars, namely People, Process, and Technology, to drive outcomes. AI-powered tools accelerate employee experience transformation and improve productivity, well-being with increased employee satisfaction.

CONCLUSION

In the pursuit of delivering personalized customer experiences, most enterprises still face teething challenges as they begin to understand the complexities behind CX. The art of CX will only get complicated as the underlying technology infrastructure matures and consumer behavior changes. Enterprise organizations should invest in a singular, technology-centric platform that integrates well with every touchpoint, drive outcomes, reduces costs, delivers insights and intelligence that helps them generate better CX opportunities.

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CSS CORP

CSS Corp is a global customer experience and technology consulting services provider, disrupting the industry with a unique intersection of industry-leading proprietary solutions, resilient operations, and innovative business engagement models. It has emerged as a compelling alternative to the traditional IT and support service providers with its premium service offerings and differentiated value propositions that solve clients' critical business problems proactively. The company is a digital transformation partner of choice for its clients, which include the world's top innovators across industries, from mid-market players to large enterprises. Its diverse team of over 11,000 customer-centric thinkers, collaborators, and co-creators across 19 global locations, is passionate about helping clients succeed through intelligent automation-led outcomes. The company has overcome macroeconomic headwinds to become the industry's fastest growing and most awarded company in its revenue range.

Send us an email to **info@csscorp.com** to know how our digital EX solutions can help you win in 2022.