

### Why Customer Service?

When companies speak of undergoing a Digital Transformation, they analyze many aspects of day-to-day business... from process improvement to upgrading internal communication tools, and gathering product or customer feedback. It's no coincidence that customer service is impacted by how well an organization executes in all those areas. So naturally when you hear of an executive discussing transformation, customer experience is that the leading edge of their initiatives.

What's more, consumers are acclimated to executing hundreds of tasks digitally. They expect their digital interaction with a business to meet or surpass the old expectations. That puts a lot of burden on businesses to improve customer experience or "CX" quickly.

Parsing those initiatives and identifying areas of focus can feel overwhelming, but three areas that are great candidates addressing in the contact center:

1. Utilizing data-mining to identify opportunities specifically around the customer journey
2. Automation of repetitive back-room or administrative processes
3. Enabling frontline staff to utilize their newfound information efficiently

### Driving Transformation

Modern contact centers platforms are driving transformation in those areas rapidly. And the best part for businesses? The impact can be felt almost immediately. Just how exactly are contact centers impacting change the in the three areas mentioned above? Here are a few small examples-

Customer Journey analytics. This data comes from contact center interactions, marketing platform interactions, and other digital tools (website chatbots, email, etc). Utilizing desktop and voice recordings can expose a wealth of opportunities for understanding where and how the customer is finding products and adopting loyalty to a brand.

Robotic Process Automation or RPA. Front and back office employees spend a great deal of time on mundane tasks such as filing forms or searching for and copying information from databases. New advancements in RPA are automating those tasks to free team members up for more important work.

Quality Management Automation. When you can monitor all agent interactions and trends digitally, as well as receive evaluations and survey data instantly, your coaching programs create engaged and empowered agents. The flow of information around performance helps break down barriers quickly.

Internet of Things – While IoT may be just starting to bubble up, as more and more devices and appliances go online (and eventually store data in the cloud), organizations are learning their customer's preferences from that data. Put another way: If I buy a new car, shouldn't my digital assistant communicate my issue to the OEM so that the OEM's agent knows the issue detail and my customer history when I call?

CX transformation isn't just one or two tactics – it's a strategic investment and one of the few great differentiators of the digital age. If you'd like a longer discussion around how Carousel can help your organization move forward in the contact center space, reach out to your representative today!



“When digital transformation is done right, it's like a caterpillar turning into a butterfly, but when done wrong, all you have is a really fast caterpillar...”

- George Westerman  
MIT Research Scientist  
on the Digital Economy