

# SuperServe

## 5 Strategies for Superior Customer Service

Biennially since 2010, Avaya has given its customers a forecast of customer experience expectations through global research. The 2018 research, based on interviews with 8,000 consumers around the world, provides unmatched insight into what consumers consider superior customer service, and how organizations can provide it.

### Today, there's a clear, emerging need for 'SuperServe' organizations.

'SuperService' is becoming a key demand among consumers. This year's research shows that customers will remain loyal to organizations that provide outstanding customer service across every channel, and make communication easy. 'SuperServe' organizations will take the following approach to customer service:

- Re-think the self-service model. While this model remains in place, SuperServe organizations will rebuild it with new technologies that empower customers, rather than offload work onto them.
- Provide easy and immediate responses to customer and employee queries across any channel.
- Augment new channels with the power of AI and predictive analytics, which will anticipate customer demands and reduce friction in the customer journey.
- Extend the stellar customer experience to the entire enterprise, meaning employees are just as empowered as consumers, enabling them to serve their customers better.

**SuperServe organizations in South Africa will recognize 5 strategies to drive better customer and employee experiences.**

## #1 Voice technology is the future

SuperServe organizations will build strategies that bring voice technologies into the customer experience.

- Consumers love communicating with voice – the growth in the smart speaker market has proven that. Of those in South Africa who own a smart speaker, 63% say they'd like to use it to access an organization's customer service team.
- Globally, two in three consumers expect searching with voice to be as easy and accurate as searching with text.
- South African consumers want their voice-enabled technologies to make things more convenient; 80% would like to bypass identification and verification questions by using voice biometrics.



# 80%

## VOICE BIOMETRICS

Would like to bypass identification & verification questions by using voice biometrics

### #2 Convenience is King, But So is Security

Loyalty is shifting from price to convenience. SuperServe organizations recognize that consumers are willing to pay more for convenience – so long as it doesn't come at the expense of good security.

- 62% of South African consumers say convenience is more important than price, and 91% want contact centers to have their full history on hand to speed up and simplify the interaction.
- South African consumers expect organizations to be available 24/7 - 90% want an immediate response to queries, regardless of the channel they're using (compared to 79% globally).
- South African consumers don't want privacy policies to impact convenience - 87% say they'll buy more from organizations that make it easier to do business.
- But South African companies need to take security seriously: 87% believe organizations don't handle their data securely, and 91% worry when providing payment details over the phone.



#### IMMEDIATE

Want an immediate response when dealing with organisations

### #3 Intelligent experiences (across every channel) drive customer satisfaction

SuperServe organizations will use AI to anticipate customer and employee needs, delivering stand-out customer service over every channel.

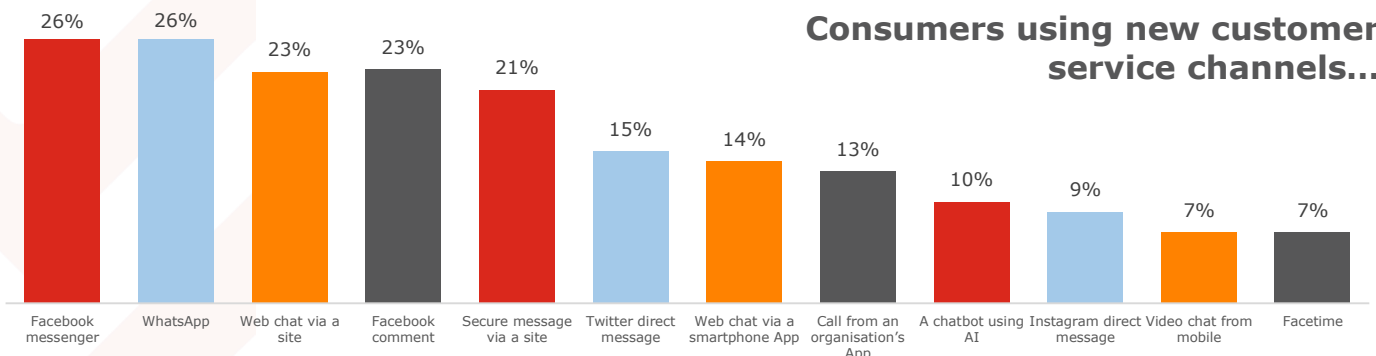
- South African consumers demand a stand-out experience regardless of channel - 71% say it's difficult to switch from one channel to another, compared to 62% globally.
- South Africans want the organizations they interact with to be smarter. 87% would be happy for AI to 'notice' when they're having problems with a website and be proactively offered help.
- Consumers want the products you sell – so long as they're relevant. 52% actively want AI to make better recommendations about new products and services.

80%



#### NOTIFICATIONS

Want AI to notify them when there is a problem with a product or service





## HOW TO BECOME A SUPERSERVE ORGANIZATION

### #4 The phone is here to stay - and it's driving human experiences

SuperServe organizations recognize the importance of high-quality human interactions, and will provide an awesome contact center service that leverages video technology.

- There's no substitute for a first-class phone interaction – over four in five South Africans say phone is the best way to connect with someone quickly.
- 71% say that the phone is the easiest way to explain a service problem, and the same number say they get the best answers over the phone.
- South Africans want more video interactions. 47% have used video conferencing at work, and 54% of those who don't use desktop video at work would like it.
- Video provides a richer customer experience, allowing consumers to more easily get their point across and customer service agents to better sense their customers' emotions.

# 81%



#### APP SUPPORT

Would like to talk to someone when they need use a customer service app

### #5 Employees need better tech to serve their customers

SuperServe organizations will empower their employees with the best collaboration technologies.

- There's a clear link between employee engagement and customer engagement, leading to greater revenues. SuperServe organizations empower their employees with the best collaboration technologies.
- Unfortunately, South African organizations aren't getting this right: Over 9 in 10 workers say communication and collaboration could be improved, while 89% would benefit from easier ways to share information.

# 91%



#### COMMUNICATION and collaboration could be improved

## The SuperServe Organization

SuperServe organizations will address the points outlined in this research by unifying customer and employee experiences, bringing contact center and unified communications technologies together.

In 2018, Avaya was one of just two companies named as a worldwide leader in both unified communications (UC) and contact center (CC) by Gartner. Avaya is pioneering the development platforms that unify UC and CC via an open ecosystems approach to drive holistic and impactful customer and employee experiences that are typical of SuperServe organizations.

## Methodology

Biennially since 2010, Avaya has given its customers a forecast of customer experience expectations based on substantial research into the real-life experiences and the opinions of consumers across the global.

In collaboration with Davies Hickman Partners, Avaya independently tracks these changing customer attitudes. The 2018 research is based on interviews with 8,000 consumers in nine countries.



Want to become a SuperServe organization? Let Avaya equip you with the tools you need to deliver superior customer service. For further information, contact Natalie Keightley at [natalike@avaya.com](mailto:natalike@avaya.com).