2020 Global CX Forum
24° CONGRESO MÉXICO

Transformación de la Experiencia

y las mega tendencias de mercado

Ingrid Imanishi

imt.

NASDAQ:
NICE

>25,000
Clientes

>85%
Fortune 100
son clientes

>150
Paises

~6,500
Profesionales

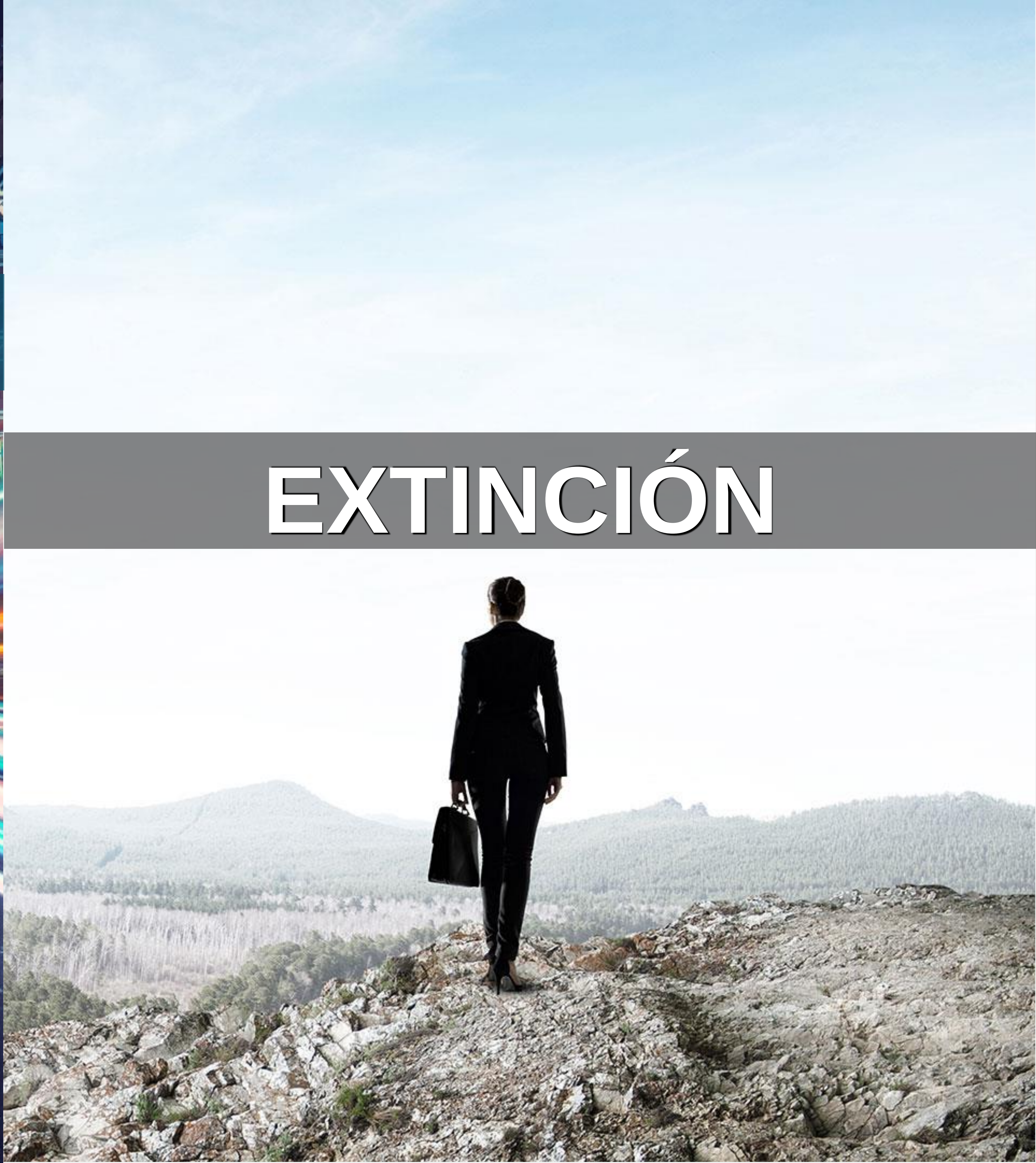
~2,000
Profesionales en
investigación y
desarrollo

>35
Oficinal locales

“La ley de la vida es el cambio,
y aquellos que solamente miran al pasado y al presente por cierto perderán el futuro…”

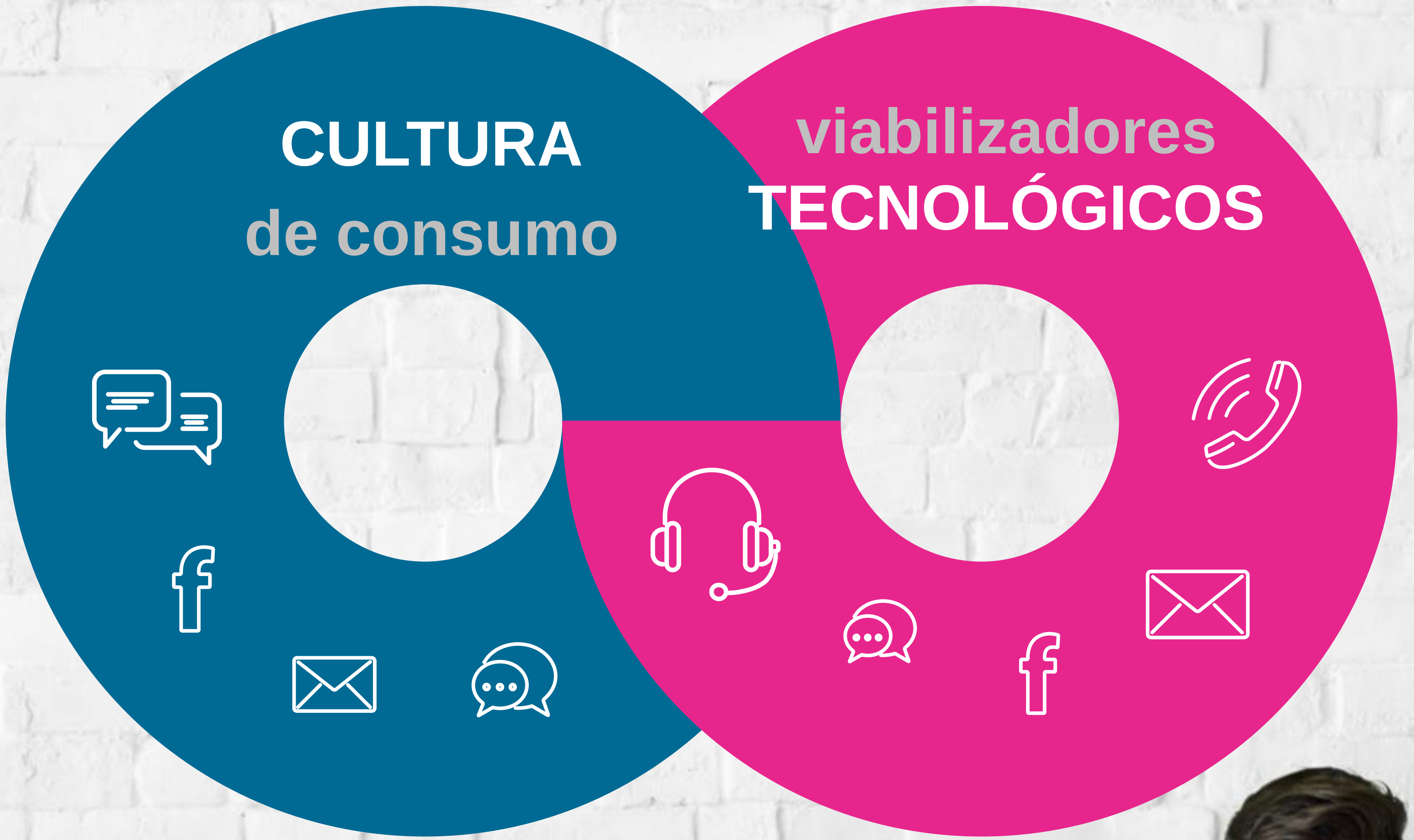
John F. Kennedy

TRANSFORMACIÓN



EXTINCIÓN

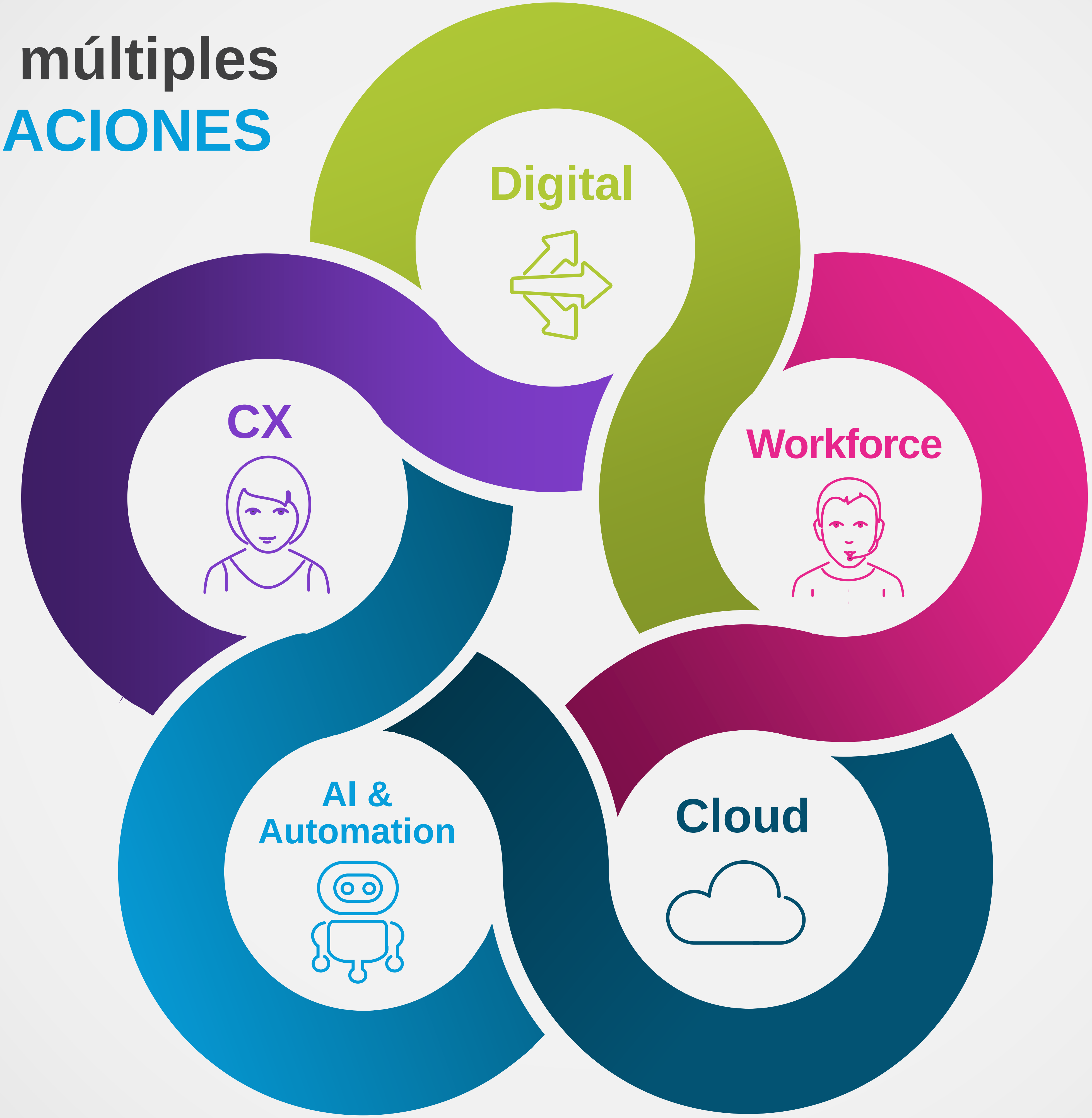
Influenciadores de la Expectativa de Experiéncia



CULTURA
de consumo

viabilizadores
TECNOLÓGICOS

Un mundo de múltiples TRANSFORMACIONES



Digital

CX

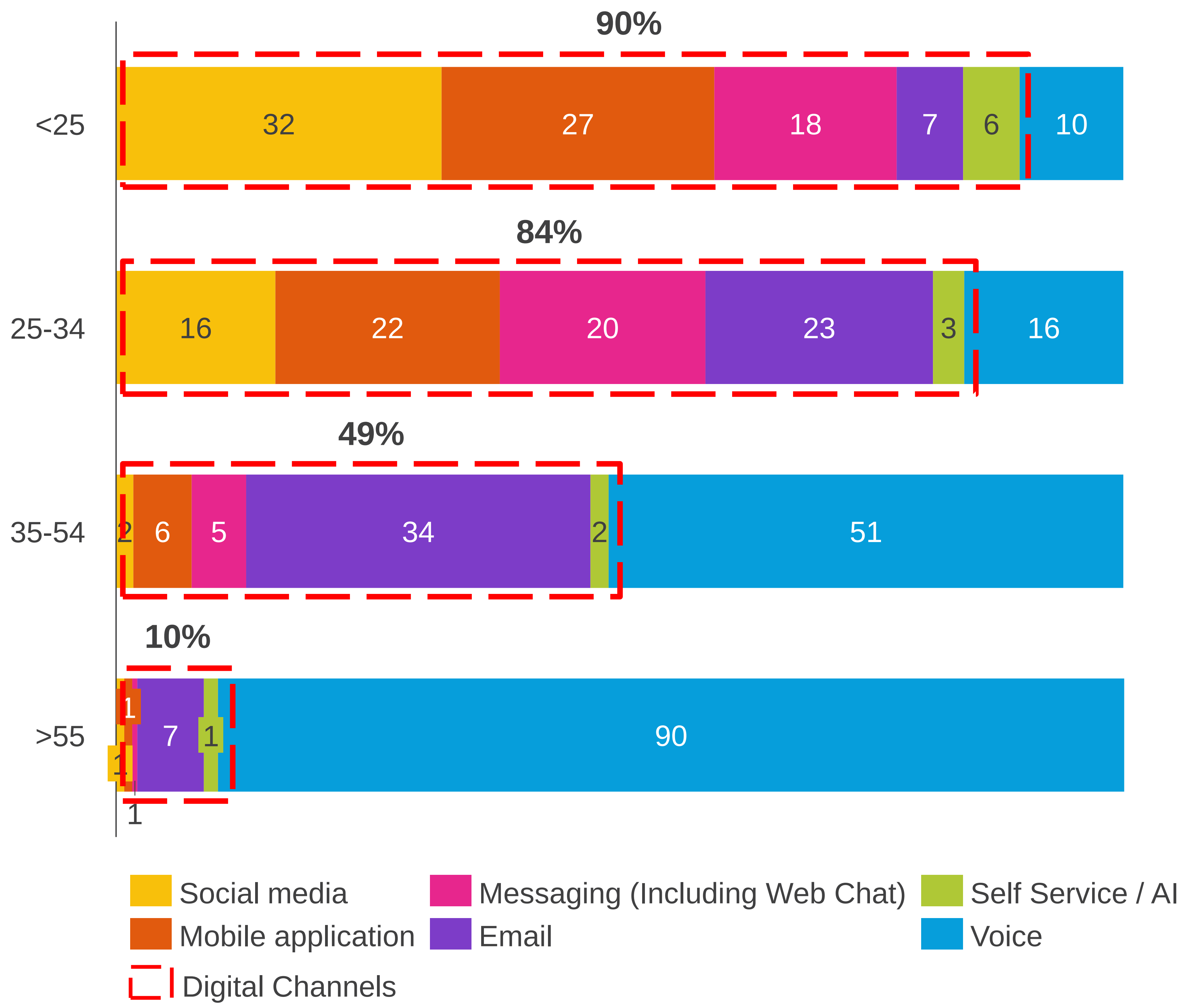
Workforce

AI & Automation

Cloud

Tendencias de La Transformación

LA PREFERENCIA POR CANALES DIGITALES



Dimension Data 2019 Global Customer Experience Benchmarking

Tendencia:

Generación Z y Millennials tienen clara preferencia por **Canales Digitales** y **Autoservicio**

Desafios de la transformación:

Ofrecer servicios en **multiples canales**

Crear una experiencia **fácil**

Gestinar en un mundo **omnichannel**

CLIENTES ESPERAN UN NUEVO NIVEL DE PERSONALIZACIÓN

Year over Year impact of adopting Hyper Personalization*

	Legacy Personalization	**Hyper-Personalization**
YoY increase in **Annual Company Revenues**	2.8%	**45.2%**
YoY improvement in **Customer Satisfaction Rates**	-1.5%	**37.5%**

*Aberdeen June 2019

Tendencia:

Clientes esperan que sus experiencias sean **Predictivas** y **Hyper-Personalizadas.**

Desafios de la transformación:

Entender el cliente

Adaptar la experiencia

Adoptar un abordaje **proactivo**

EL SURJIMIENTO DEL “CLIENTE”- EMPLEADO

Yo soy un
CLIENTE

- **Facil, comunicación clara**
- **Transparencia y cotrol**
- **Sentido de Proposito**
- **Espacio para expression**

Yo soy un
EMPLEADO

- **Facil, comunicación clara**
- **Transparencia y cotrol**
- **Sentido de Proposito**
- **Espacio para expression**

Tendencia:

Empleados traen su forma de sentir y sus expectativas como **clientes** para el ambiente de **trabajo**

Desafios de la transformacion:

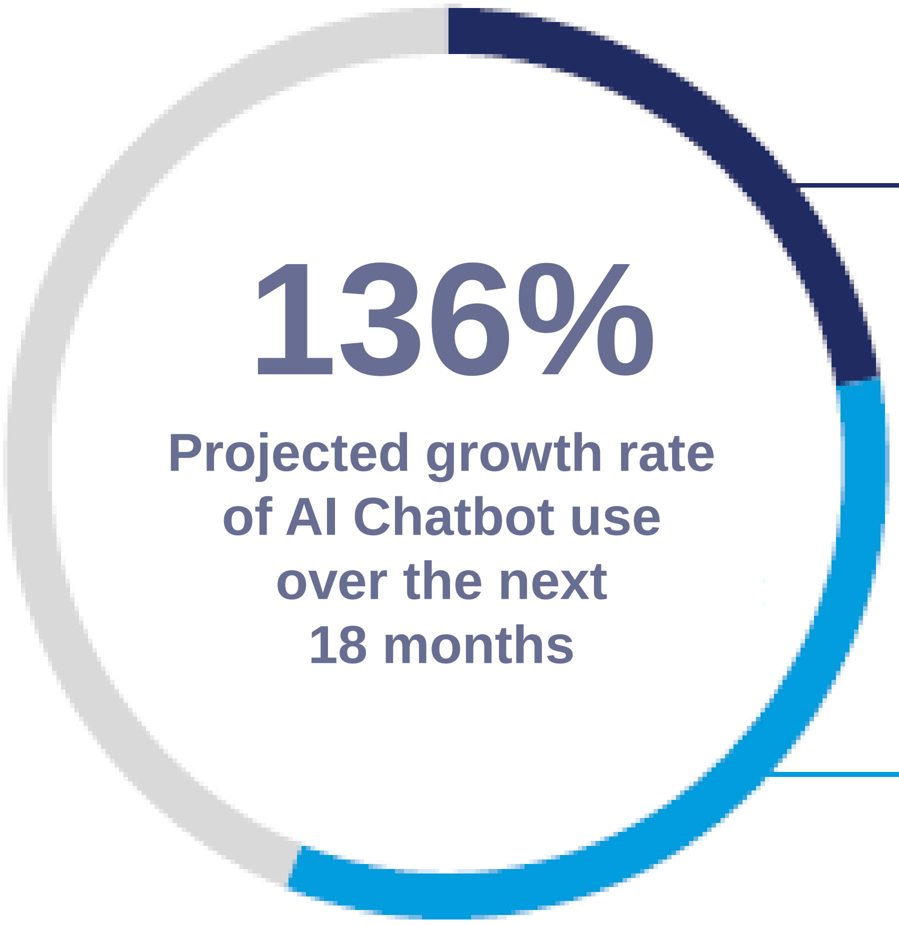
Acomodar las **exepectativas de los empleados**

Enganchar y motivar

Optimizar la **complexidad** de la fuerza de trabajo

AI-POWERED ROBOTS ESTAN REMODELANDO EXPERIENCIAS

Use or Planned Use of AI Chatbots Among Service Organizations



23%

Currently use AI Chatbots

136%

Projected growth rate of AI Chatbot use over the next 18 months

31%

Plan to use AI Chatbots within 18 months

Salesforce Research

Tendencia:

Experiencias se están **automatizando** y orientando por **Inteligencia Artificial.**

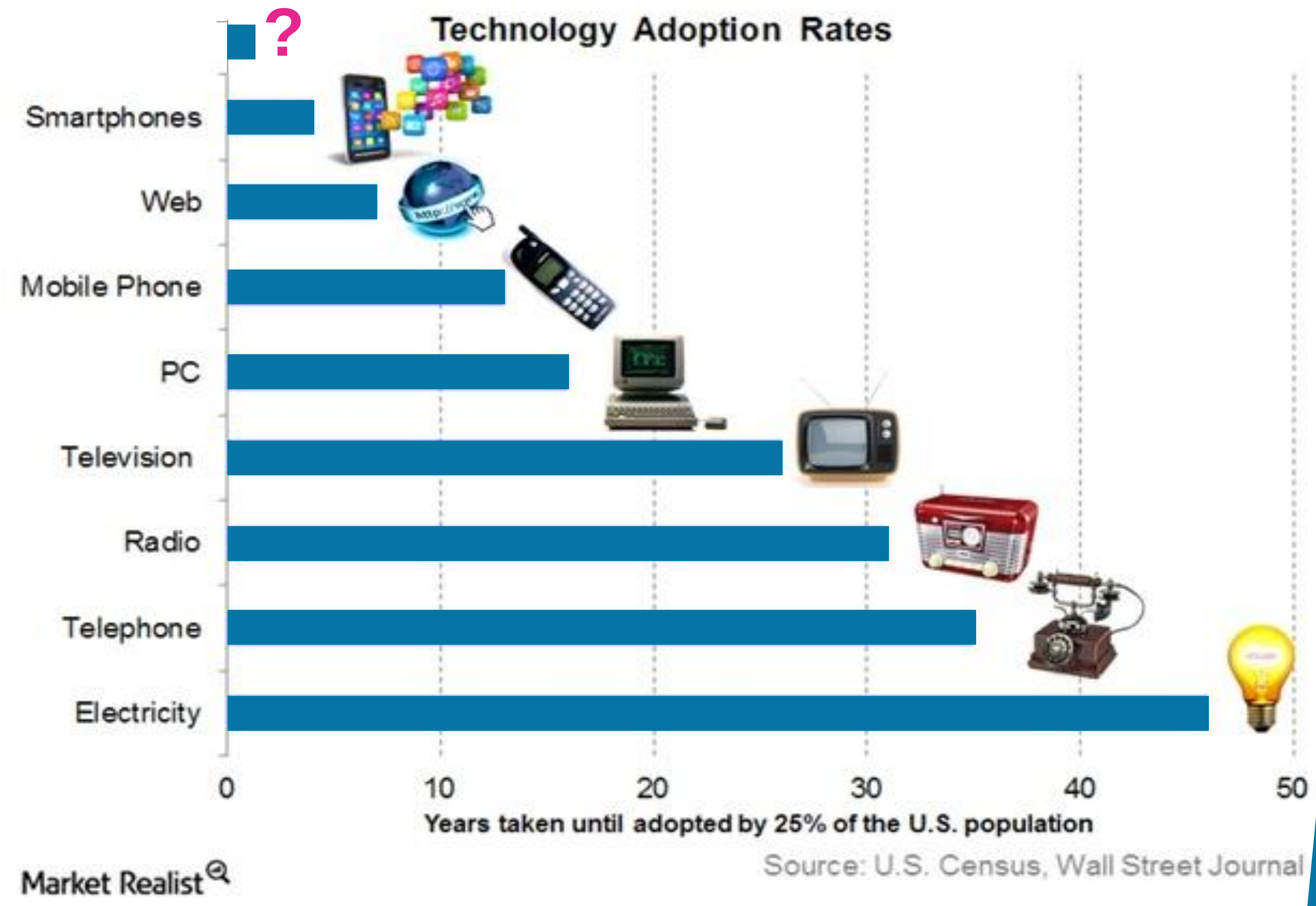
Desafíos de la transformación

Ofrecer canales de autoservicion movidos por **IA**

Crear **procesos** internos más inteligentes

Balancear **empleados** y **robots**

LAS EMPRESAS NECESITAN ENFOCAR EN VELOCIDAD DE INOVACIÓN



Source: U.S. Census, Wall Street Journal

Tendência:

Las expectativas de los clients están **superando** la velocidad de cambio de las empresas

Desafios de la transformación

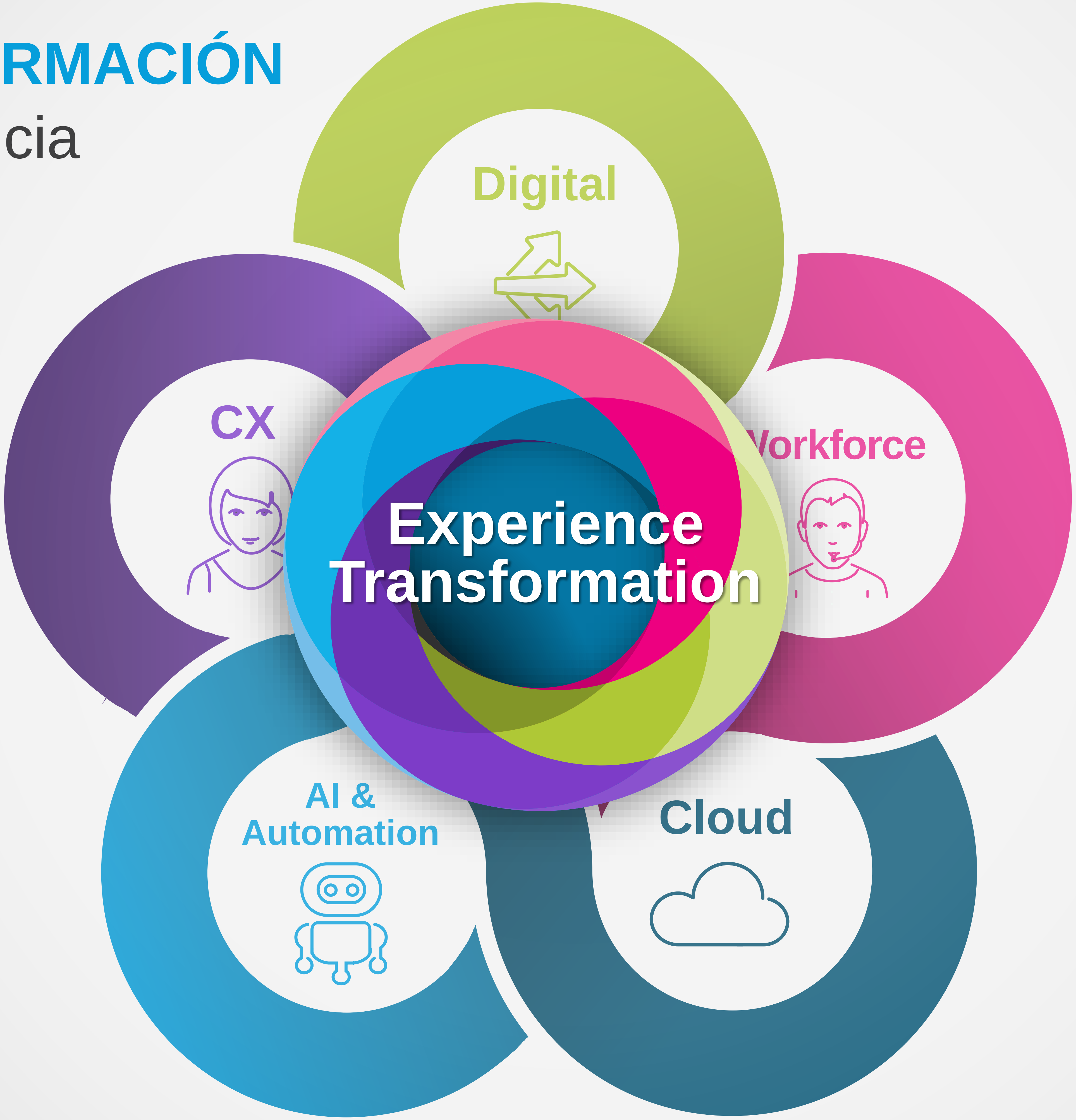
Vencer ciclos **caros y largos**

Eliminar **integraciones** complexas

Migrar a la nube

NICE®

La **TRANSFORMACIÓN**
De la Experiencia



Digital

CX

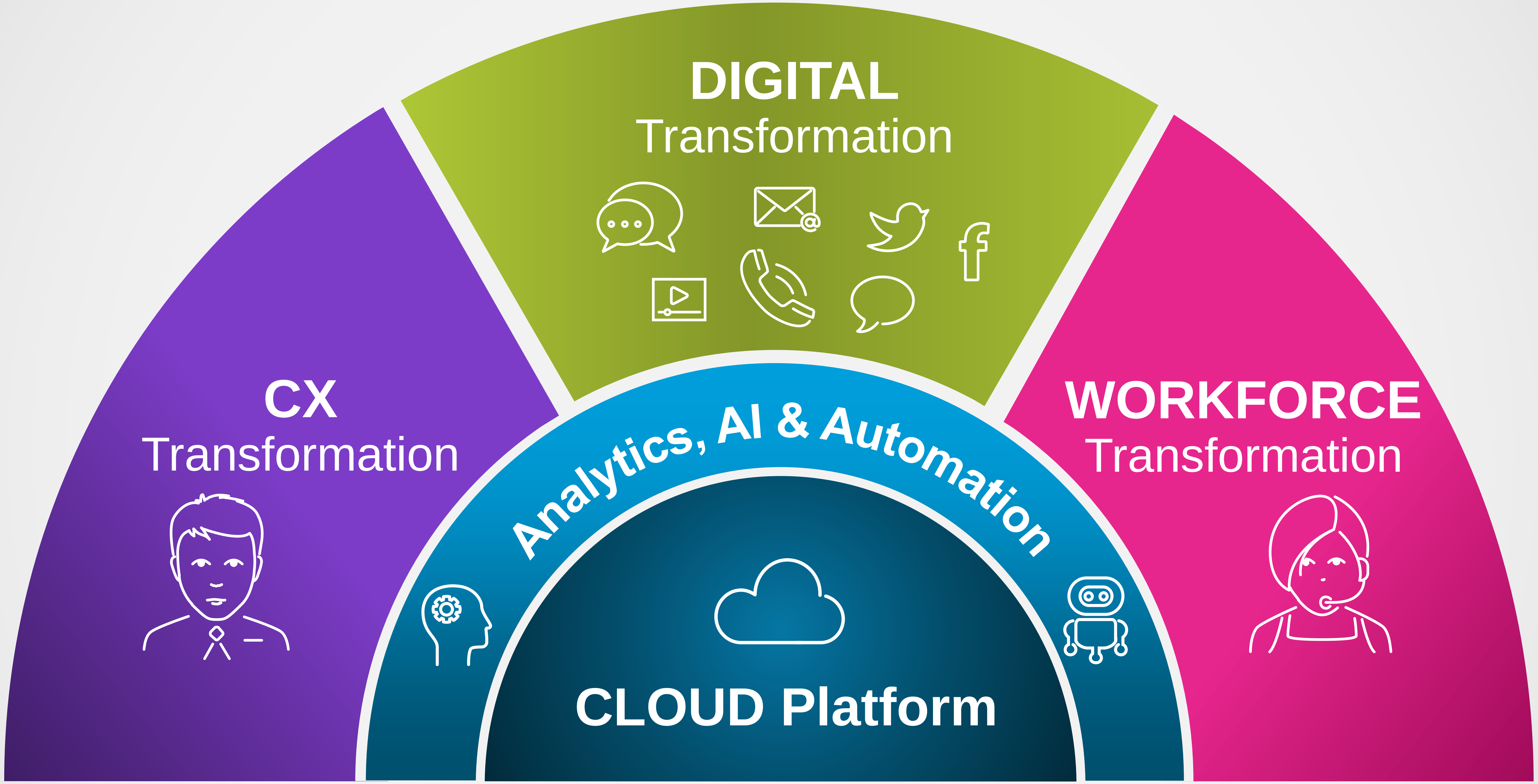
Workforce

Experience Transformation

AI & Automation

Cloud

NICE ofrece la **PLATAFORMA**
líder para que las empresas
TRANSFORMEN las
EXPERIENCIAS de sus
clientes y sus empleados.



DIGITAL
Transformation

CX
Transformation

WORKFORCE
Transformation

Analytics, AI & Automation

CLOUD Platform

Experience Transformation Framework

NICE Experience Transformation

FIDELIZAÇÃO DE CLIENTES

- Melhorando CSAT / NPS
- Reduzindo customer churn

GERAÇÃO DE RECEITA

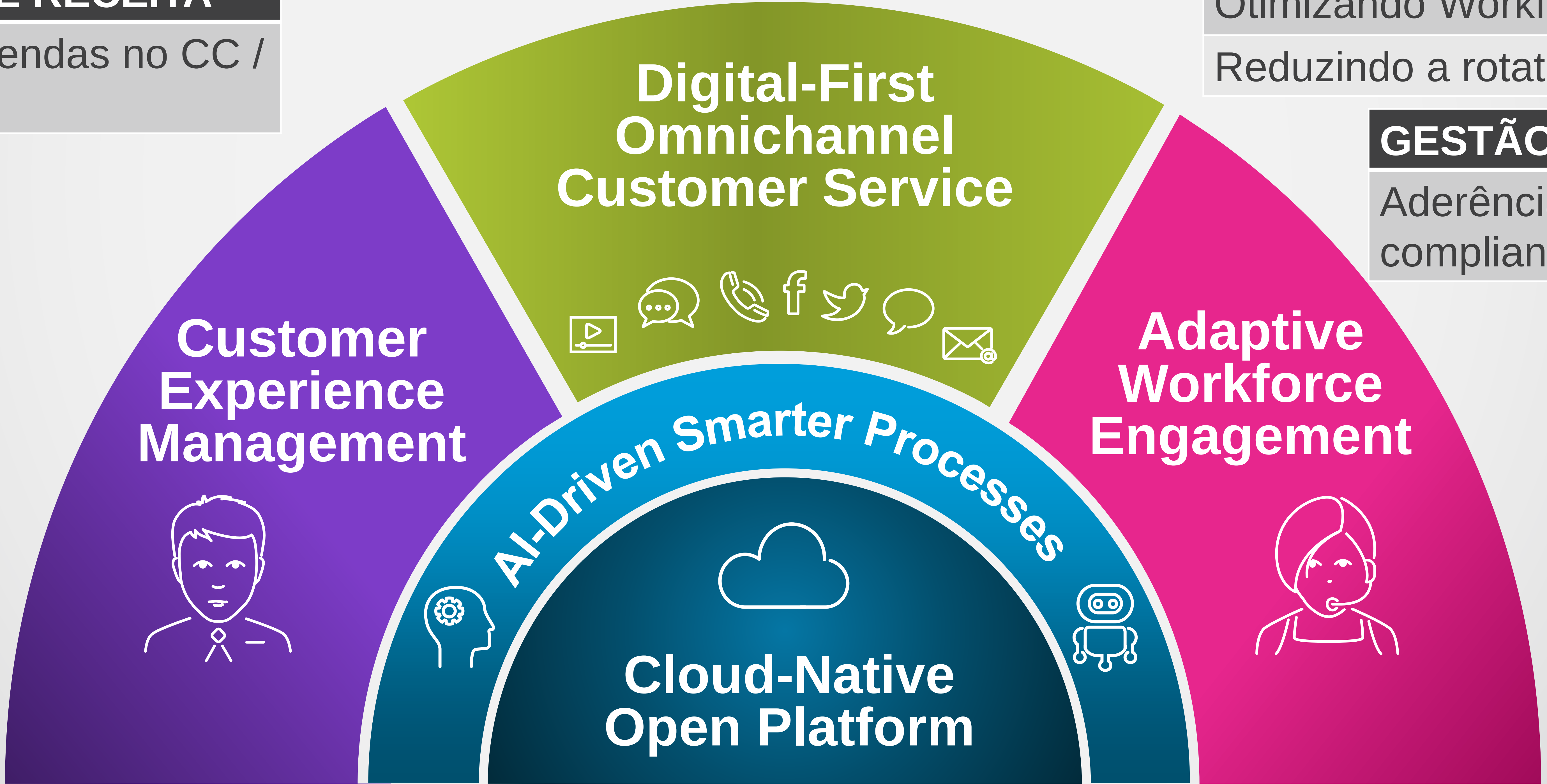
- Melhorando Vendas no CC / Cobrança

EXCELÊNCIA OPERACIONAL

- Reduzindo volume de chamadas no CC
- Otimizando TMA
- Otimizando Workforce/Staffing
- Reduzindo a rotatividade

GESTÃO DE RISCO

- Aderência a compliance



Digital-First Omnichannel Customer Service

Customer Experience Management

Adaptive Workforce Engagement

AI-Driven Smarter Processes

Cloud-Native Open Platform

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Incremento en la satisfacción del cliente por medio de Analytics – Banco BMG

Background

One of Brazil's leading retail banks, primarily providing credit card payroll loans. The bank’s two contact centers are in the Brazilian states of Minas Gerais and Goias.

- 3.8 million clients
- Over 600 branches
- 14,000 remote representatives
- 500 contact center agents
- 4.8 million interactions annually

NICE Solutions

- Nexidia Analytics

Solution Highlights

Banco BMG

Implemented comprehensive speech analytics

- Began capturing 100% of customer interactions
- Detected customer dissatisfaction in real time
- Monitored calls for flow and excessive non-talk time

Leveraged data for greater efficiency

- Identified where validation efforts could be automated
- Tracked results for individuals and teams
- Centralized analytics management

Customized analytics and reporting

- Adapted for three business areas (sales and credit, customer service, and the ombudsman’s office)
- Focused analysis on service quality, operational effectiveness, and detecting fraud through custom KPI’s
- Produced monthly reports both on a recurring basis and ad hoc

Impact

- 50% reduction in dissatisfied customers
- 41% reduction in non-talk time
- 20% reduction in AHT

Industry

Financial Services

> *“Once we started acting based on Nexidia metrics and analysis, we saw dramatic, measurable results.” -- Flávio Vinicius , Customer Experience Manager*

imt.

Eficiencia operativa y gestion de recursos en operaciones Digitales – Teleperformance

Background

World Wide Leader in Omnichannel Customer Experience Management

- +19,000 employees (Brazil);
- 300,000 interaction experts worldwide
- speaking 265 languages and dialects.
- 3.8 million clients
- Handling billions of unique interactions worldwide

NICE Solutions

- WFM
- Desktop Analytics

Solution Highlights

Teleperformance
each interaction matters

Need for digital operations quality and performance management

- Growing demand
- Lack of visibility, planning and staffing tools

Desktop Analytics with Workforce Management

- Initial Implementation in 2017
- Growing year over year Teleperformance has now the largest number of desktop analytics licenses in Brazil
- Engaged all applicable areas and practices in each operation WFM, Quality, Processes, IT and operations.

Evolving and impacting

- mature methodology optimized based on the user experience, and by process improvements driven by Six Sigma.

Impact

+16 p.p. of schedule adherence

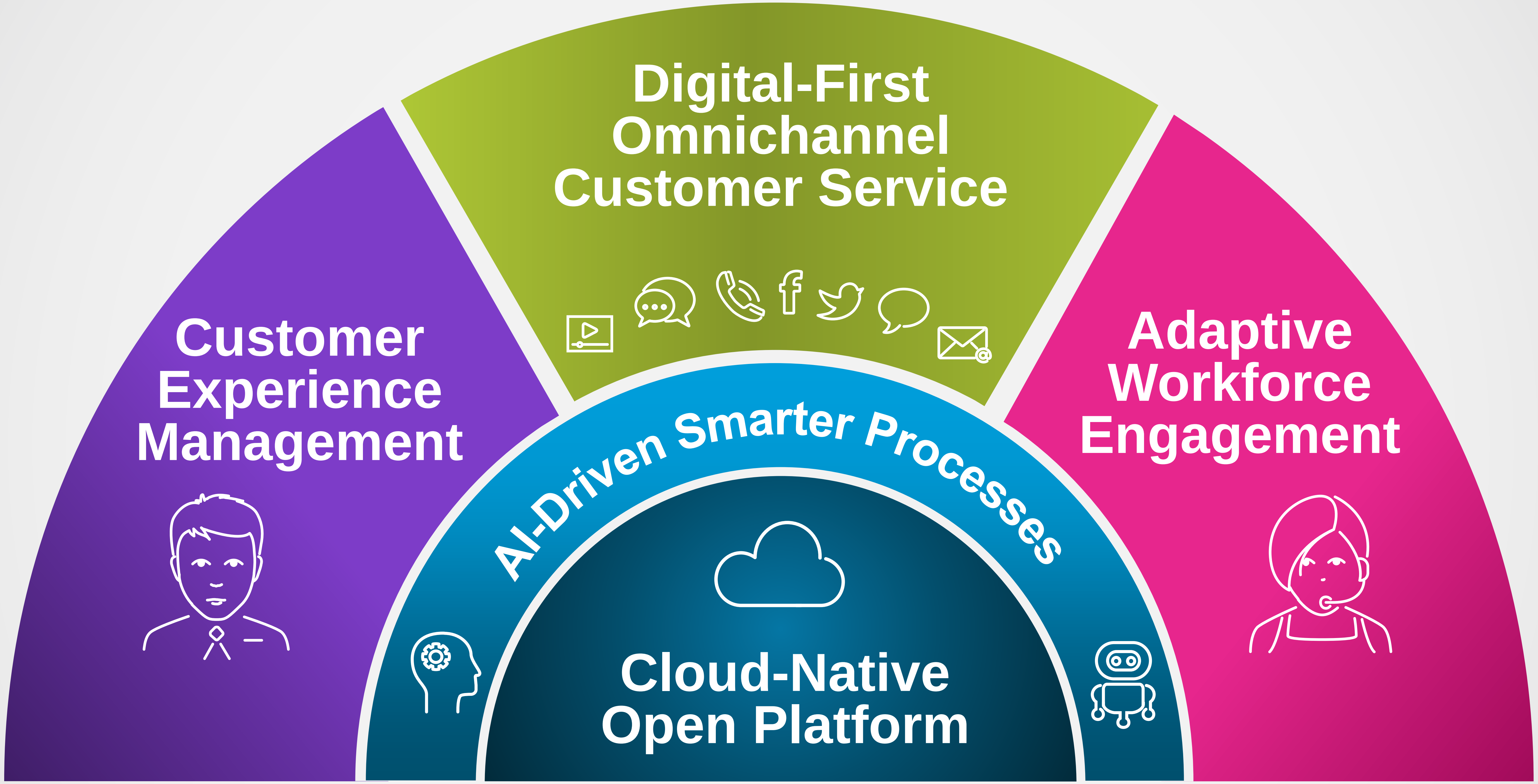
Tikets per hour: from 14.6 to 16.3 in 12 months
+12% in productivity

Industry

BPO

> *"With Desktop Analytics we could measure productivity and operational efficiency in digital operations, Resulting significant improvement in adherence due to seamless integration, analysis and better monitoring of operations." – Joao Teodoro, Solutions Senior Manager*

imt.



Customer Experience Management

Digital-First Omnichannel Customer Service

Adaptive Workforce Engagement

AI-Driven Smarter Processes

Cloud-Native Open Platform

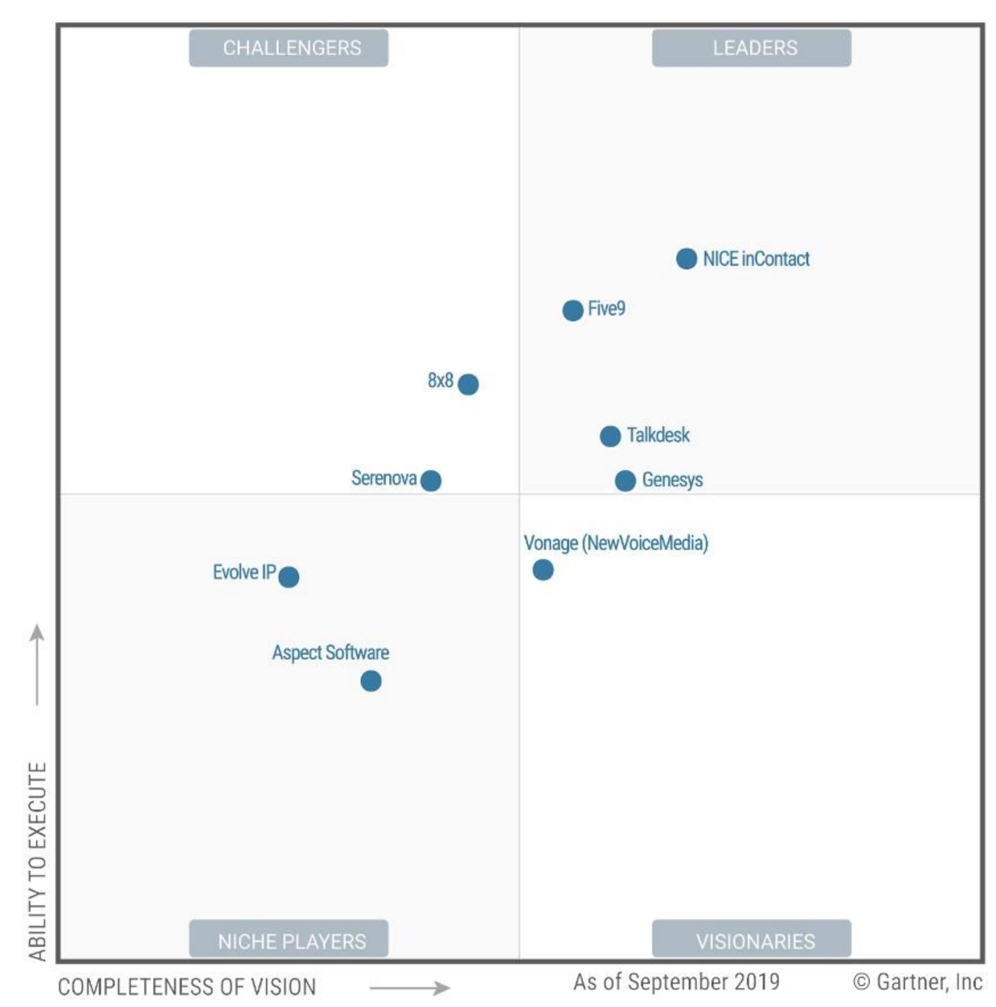
NICE Experience Transformation

El Liderazgo de NICE apuntado por Gartner

Gartner

Magic Quadrant for Contact Center as a Service, 2019

Figure 1. Magic Quadrant for Contact Center as a Service, North America



Source: Gartner (October 2019)

Gartner, Critical Capabilities for Contact Center as a Service, Steve Blood, Drew Kraus, Simon Harrison, 16 October 2019
Gartner, Magic Quadrant for Contact Center as a Service, North America, Drew Kraus, Steve Blood, Simon Harrison, 15 October 2019
Gartner, Magic Quadrant for Contact Center as a Service, Western Europe, Simon Harrison, Steve Blood, Drew Kraus, 15 October 2019

As NICE inContact in Magic Quadrant for Contact Center as a Service, North America (2019 – 2017)
As inContact in Magic Quadrant: Contact Center as a Service, North America (2016 -2015)

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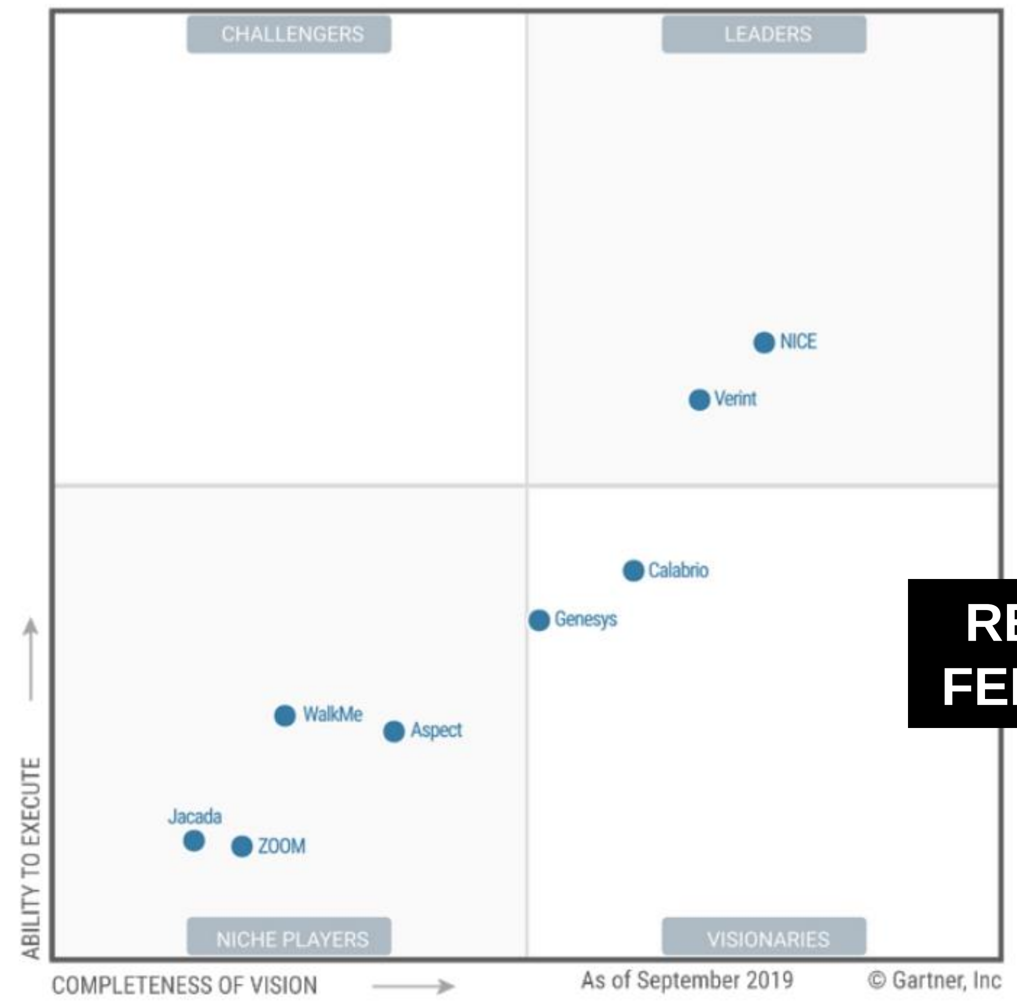
Gartner

Magic Quadrant for Workforce Engagement Management, 2019

Figure 1. Magic Quadrant for Workforce Engagement Management



Source: Gartner (February 2020)

REPORTE DE FEBRERO 2020

Gartner: Magic Quadrant for Workforce Engagement Management, Simon Harrison, Jim Davies, February 12, 2020

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NICE®

Ingrid Imanishi

Q&A