

OCTOBER 2023 | QUARTER 4



CX Insight

AN EXECS IN THE KNOW PUBLICATION

Beyond the **HORIZON**

Exploring AI's impact, today's outsourcing landscape, and tomorrow's customer journey.

**HOW WORK
AND LEADERSHIP
WILL CHANGE
AS AI ADVANCES**

**BRAND SPOTLIGHT:
OFFERPAD**

**WILL AI RENDER THE
HUMAN CALL CENTER
AGENT OBSOLETE?**

**LOOKING TOWARD 2024:
STRATEGIES SHAPING
CUSTOMER EXPERIENCE**



CX Insight

AN EXECS IN THE KNOW PUBLICATION

CX Insight Magazine
Issue XVI, October 2023

Execs In The Know Leadership & Publication Contributors

President

Chad McDaniel

Chief Operating Officer

Susan McDaniel

Vice President, Marketing & Communications

Gina Morkel

Vice President, Partner Advocacy

Scott C. Moberly

Director of Research and Content

Jim Von Seggern

Director of Content Marketing and Creation

Elysia McMahan

Digital Community and Social Media Manager

Tyler Ainge

Marketing Programs and Events Manager

Denne Banville

Events Manager

Alison Warshal

Graphic Design & Website Manager

Julie Munn

Execs In The Know Corporate Board

Mike Gathright/**Hilton**, Jennifer Hanson/**Target**, Paul Brandt/**GoodLeap**

Lisa Oswald/**Travelzoo, Inc.**, Shellie Dow/**Nintendo**, Sue Morris/**Google**

Peter Mallot/**Microsoft**, Alvin Stokes/**SmileDirectClub**, Ebrahim Hyder/**Michael Kors**

Jim Gallagher/**Nordstrom**, John McCahan/**FTD**, Jared Benesh/**State Employees' Credit Union**

Carolyn Truelove/**American Airlines**, Mike Jones/**The Home Depot**

in this issue

- 
- A vertical image on the left side of the page shows a hand holding a glowing, sun-like orb against a sunset background. The hand is positioned in the lower-left corner, and the orb is held between the fingers, creating a lens flare effect. The background is a warm, golden sunset sky.
- 05** **HOW WORK AND LEADERSHIP WILL CHANGE AS AI ADVANCES**
The rapid advancement of AI is reshaping how we work and how we lead.
- 14** **WILL AI RENDER THE HUMAN CALL CENTER AGENT OBSOLETE?**
AI technologies have the potential to revolutionize call center customer service by making it more efficient, productive, and personalized.
- 21** **BEYOND TRANSACTIONAL: TODAY'S CUSTOMER EXPERIENCE OUTSOURCING LANDSCAPE**
Outsourcing is a \$260 billion marketplace that is expected to reach \$500 billion by 2030.
- 27** **BRAND SPOTLIGHT: OFFERPAD**
Continuing to evolve as a comprehensive solution for selling, buying, and financing homes.
- 33** **BREAKING BARRIERS: 3 WAYS TO FOSTER DEI WITHIN CALL CENTERS**
By welcoming these technological advancements, call centers empower employees to unleash their full potential.
- 40** **KIA ONLINE COMMUNITY MEMBER SPOTLIGHT: AT&T**
AT&T ensures customers can rely on their services when they need them the most.
- 44** **LOOKING TOWARD 2024: STRATEGIES SHAPING CUSTOMER EXPERIENCE**
Delivering exceptional experiences that not only meet but exceed the dynamic expectations of consumers.

Welcome to the October 2023 edition of CX Insight magazine, an Execs In The Know publication.



What does the future of world-class leadership look like?

As we stand on the threshold of 2024, the customer experience (CX) landscape is poised for a transformational journey. In the rapidly evolving business world, where every interaction is crucial, the role of CX leaders takes center stage.

In this artificial intelligence (AI) era, leadership faces a pivotal transformation. Our main feature explores the shift from traditional leadership to visionary stewardship as AI becomes a powerful ally in enhancing human capabilities and amplifying CX. Successful leaders in this space are not those who fear change, but embrace it, leveraging technology to amplify the human touch, not replace it.

Speaking of transformation, business process outsourcing (BPO) is undergoing a shift. We'll examine how organizations continue to advocate for their customers and develop or expand relationships with trusted outsourcing partners.

As we look ahead, it's clear that a series of trends will shape the CX arena. From hyper-personalization to the evolving role of data ethics, we uncover the strategies for delivering remarkable customer experiences.

But that's not all. In this issue, we also spotlight two remarkable CX leaders and organizations.

Our Brand Spotlight on Offerpad, a trailblazing player in the real estate industry, shows us that innovation and customer-centricity can disrupt even the most traditional markets. In our KIA Online Community Member Spotlight, we have the privilege of introducing you to Tatyana Ngai from AT&T, whose deep knowledge of the brand's business customers transforms customer service & operations at scale.

As you peruse the pages of this magazine, we invite you to think beyond the usual confines of your industry. It's not just about serving customers; it's about creating experiences that resonate personally. It's about adopting AI as a collaborator, not as a replacement. It's about reimagining outsourcing as a strategic partnership. It's about embracing the trends that will shape 2024 and beyond.

As always, we hope that something in this issue enlightens your perspective and provides the spark for new ideas and innovation. ✨

Have a story idea? Submit it to info@execsintheknow.com.

Want to get this publication in your inbox? [Subscribe here!](#)*

*<https://execsintheknow.com/stayintheknow/>



How Work and Leadership Will Change as AI Advances

by Execs In The Know

The rapid advancement of AI is reshaping how we work and how we lead.

For over a century, the relentless rise of machines has captivated our collective imagination. Today, artificial intelligence (AI) is undergoing a profound transformation that continues to shape our world and permeate diverse facets of our lives.

In the ever-evolving landscape of the modern workforce, AI is reshaping how we work and how we lead. Beneath the surface of AI's disruptive capabilities lies its remarkable

potential to complement and even elevate the art of leadership.

Leaders find themselves at a crossroads in an age where collaboration between humans and machines is becoming increasingly pervasive. Adapting their leadership style is imperative as they manage teams augmented by the capabilities of AI. It's not merely about embracing AI; it's about fostering a harmonious synergy.



While AI will significantly change how we interact with and service customers, two things will remain uniquely human and essential to business: empathy and integrity.”

James Johnson
Director, Customer Care
EXPRESS

Redefining Leadership Qualities

AI obliges customer experience (CX) leaders to redefine what it means to be a great leader. While charisma and authority used to be primary leadership traits, today's leaders must be empathetic, open to change, and adept at working alongside AI. The capacity to inspire, lead with a human touch, and motivate a team remain invaluable assets.

Still, in a landscape awash with technological marvels, it's now accompanied by a need for adaptability and a willingness to embrace technology. Emotional agility¹, an extension of emotional intelligence, distinguishes outstanding leadership. AI opens up new avenues for leaders to enhance this trait. AI's ability to interpret emotions in speech, facial expressions, and body language provides leaders with real-time feedback, enabling more effective responses and improving decision-making and conflict resolution.

AI-powered emotional analysis can identify emotional patterns in text, helping leaders better manage their own emotions. Additionally, AI can create interactive, game-based learning scenarios where leaders can practice recognizing and managing emotions in a safe environment. AI's capacity to monitor team

dynamics and pinpoint potential sources of conflict allows leaders to foster a more emotionally agile team culture.

For example, Affectiva, an emotion recognition company, offers AI that analyzes facial and voice cues in real-time to provide leaders with instant feedback on the emotional climate during meetings or presentations. By identifying subtle signals of dissatisfaction, stress, or disengagement, this AI could help leaders adjust their approach on the fly. Such applications improve a leader's emotional agility and promote a more empathetic and responsive leadership style.

With the assistance of these AI-powered learning platforms, leadership development is undergoing a profound transformation into a more efficient, effective, and engaging process.

The Evolving Workforce: Humans and Machines

As AI technologies become more sophisticated, it's crucial to recognize that they are not here to replace us, but rather to augment our capabilities. Think of AI as a partner, not a competitor. This transformation will require a fundamental shift in the way we perceive work.

A promising future is ahead, where humans and machines collaborate to redefine how we lead.

“AI needs to be demystified so many are not in fear,” says Natalie Crosby, Senior Vice President of Member Experience and Operations at Seattle Credit Union, says. “It is an efficiency gain for all businesses and, of course, it will change the work that we do or how we do it, but that is what has been happening all along. In my own career, I can reminisce word processors over typewriters, cell phones over pagers, automatic cars over standard ‘stick’ shifts, the internet over encyclopedias research, etc. As for leadership, I think AI will be a significant success factor in business, bringing insights and data faster to leaders to make better decisions with more immediate improvements and efficiency gains. I think the rate at which we



create and process work will grow in expedience. Similar to the internet, we will need to focus on safeguards, be diligent with risk and quality assessments, and check for relevance (ruling out bad actors). Oh! Sounds like a new job, doesn't it? And humans do that well - we pivot and adjust, and we will become curators of AI."

AI-Powered Decision-Making

One of the most significant impacts of AI on leadership is the potential to make data-driven decisions with unparalleled accuracy. AI can process vast amounts of data, identify trends, and offer insights that were once impossible to obtain. This empowers leaders to make informed choices and steer their organizations in the right direction.

"Leaders can leverage AI to improve their performance and efficiency. AI can help us

analyze large amounts of data, identify trends, and generate insights and recommendations much faster than any human can - and possibly find patterns or come to conclusions that a human may miss. As a user of AI, I can attest to its ability to automate routine and mundane tasks, freeing up my time for more strategic and creative work," explains Ebrahim Hyder, Vice President of Customer Service at Michael Kors.

However, CX leaders must also be cautious to avoid becoming overly reliant on AI. Gut instincts and human intuition still play a vital role in decision-making. The best leaders will know how to strike a balance between data-driven insights and their own judgment.

"Technology is great when it works and when leaders understand how it works. The focus on Key Performance Indicators (KPIs) and coaching will remain the same. Still, AI will provide a

plethora of data that will need analytics solutions to determine best what to do with and about the data," adds Luanne M. Lo Monte, MBA, Director of Customer Care at Glass America.

In a world where AI systems help with decision-making, it's essential to remember that these systems are only as good as the data they are trained on. This raises questions about bias and ethics in leadership. AI, if not carefully monitored and curated, can perpetuate biases present in the data it's trained on.

Leaders should take an active role in ensuring that AI systems are designed and used ethically. This includes promoting diversity in AI development teams and being vigilant about the potential biases in AI-driven recommendations.

The Rise of Remote Work and AI

The rise of remote work and the integration of AI into the workplace have fundamentally transformed the landscape of modern organizations. Remote work, accelerated by global events such as the COVID-19 pandemic, has reshaped how employees and leaders interact.

AI, on the other hand, has emerged as a powerful ally in this remote work revolution. AI-powered communication tools, virtual assistants, and project management systems have bridged the physical gap between team members and enhanced productivity and efficiency. These technologies enable employees to collaborate seamlessly across geographical boundaries, enabling organizations to tap into a global talent pool.

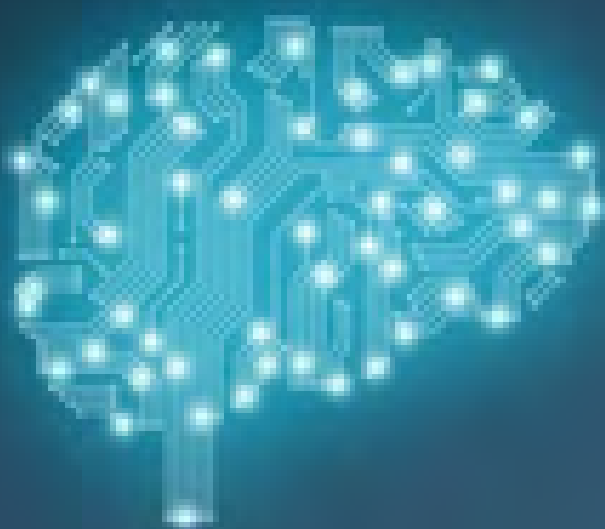


It will spur creativity in leadership as to how to apply AI to improve work performance and access to knowledge. Beyond the impact to frontline workers, AI will also bring these same benefits to leadership, improving decision-making and outcomes."

Kevin French

Senior Director, Customer Support
Bizzabo





As a result, leadership in today's organizations must adapt to this paradigm shift, emphasizing the importance of trust, clear communication, and maintaining a sense of connection within remote teams. Leadership in the age of remote work and AI requires a delicate balance between embracing technology and nurturing human relationships. While AI can automate routine tasks and provide data-driven insights, it cannot replace the need for empathetic and inspirational leaders.

Leaders must build trust within their remote teams by fostering open lines of communication and providing clear guidance. They should also encourage a culture of continuous learning as AI-driven innovations continue to evolve. Moreover, leaders must recognize that remote work can sometimes lead to feelings of isolation among team members. They should prioritize team-building activities, virtual social interactions, and personal and professional development opportunities to combat this.

In essence, effective leadership in today's organizations entails harnessing the potential of AI while championing the human element to create thriving, remote work environments.

Personalizing Leadership Training and Development

AI has become a strategic tool that can empower leaders to gain invaluable insights into their performance and behavior while offering them automated feedback systems that pinpoint areas for improvement.

Leaders can now harness the power of AI to scrutinize their own performance with unmatched precision. Picture this: an AI-driven system meticulously analyzes a leader's actions, decisions, and communication patterns and provides them with constructive feedback. This isn't just any feedback; it's data-driven, objective, and tailored to the specific needs of the individual. No more generic advice – AI offers leaders a personalized roadmap to growth.



AI-Powered Digital Coaching

These platforms leverage AI algorithms to understand your unique leadership style, strengths, and weaknesses. They then curate a personalized coaching experience, providing guidance tailored to your specific needs.

As more organizations adopt AI-powered digital coaching platforms and tools, we can expect these systems to evolve and become even more sophisticated. The future promises a level of customization in leadership training programs that was once unimaginable. AI's ability to adapt

to the unique needs of each leader will only grow stronger, ensuring that leadership development is practical and highly efficient.

The beauty of these platforms lies in their ability to continuously adjust the learning path based on progress, providing an efficient and effective learning experience.

LinkedIn Learning², with its AI-driven personalized course recommendations, is a prime example of such a platform. It offers personalized course recommendations based on a user's

job role, interests, and past learning behavior. This enables leaders to continually enhance their skill sets, keeping pace with the rapidly evolving demands of their roles and industries.

With the assistance of these AI-powered learning platforms, leadership development is undergoing a profound transformation into a more efficient, effective, and engaging process.

Enhancing Emotional Intelligence

While data-driven decision-making is crucial, emotional intelligence truly sets exceptional leaders apart. In the age of AI, leaders have an unprecedented opportunity to amplify their emotional intelligence³ to new heights.

AI's prowess in sentiment analysis enables it to decipher text and speech patterns, discerning the emotional states of individuals. This gives leaders a potent tool for gauging team morale and satisfaction. By tailoring their communication styles to align with the unique needs of each team member, leaders can foster more profound, more impactful relationships, ultimately boosting productivity and enhancing teamwork. AI tools capable of detecting and resolving conflicts within teams contribute to cultivating a harmonious and efficient work environment.

For example, Receptiviti, an AI-powered tool that analyzes language patterns, can detect negative emotions such as anger, sadness, or anxiety in a chat message or email. Nonetheless, wielding these tools with the utmost ethical consideration remains imperative. Leaders must uphold the sanctity of their team members' privacy and refrain from deploying AI tools in a manner that seeks to manipulate or dominate their emotions. The pivotal objective when employing these tools should be to enhance communication and foster more profound connections with team members rather than leveraging them as instruments for exercising authority.

Distinctly Human Attributes

Remarkable strides in machine learning and the burgeoning wealth of available data have



Strategic planning, culture crafting, business analysis, and mentoring or talent development will continue to play a significant role in leadership. Humans can best understand human sentiment and behavior like frustration, pride, motivation, empathy, sorrow, understanding, and love. While AI could be trained to respond friendly or cordial, there's something about connecting with another human on various levels that AI cannot replace."

Natalie Crosby
SVP Member Experience | Operations
Seattle Credit Union

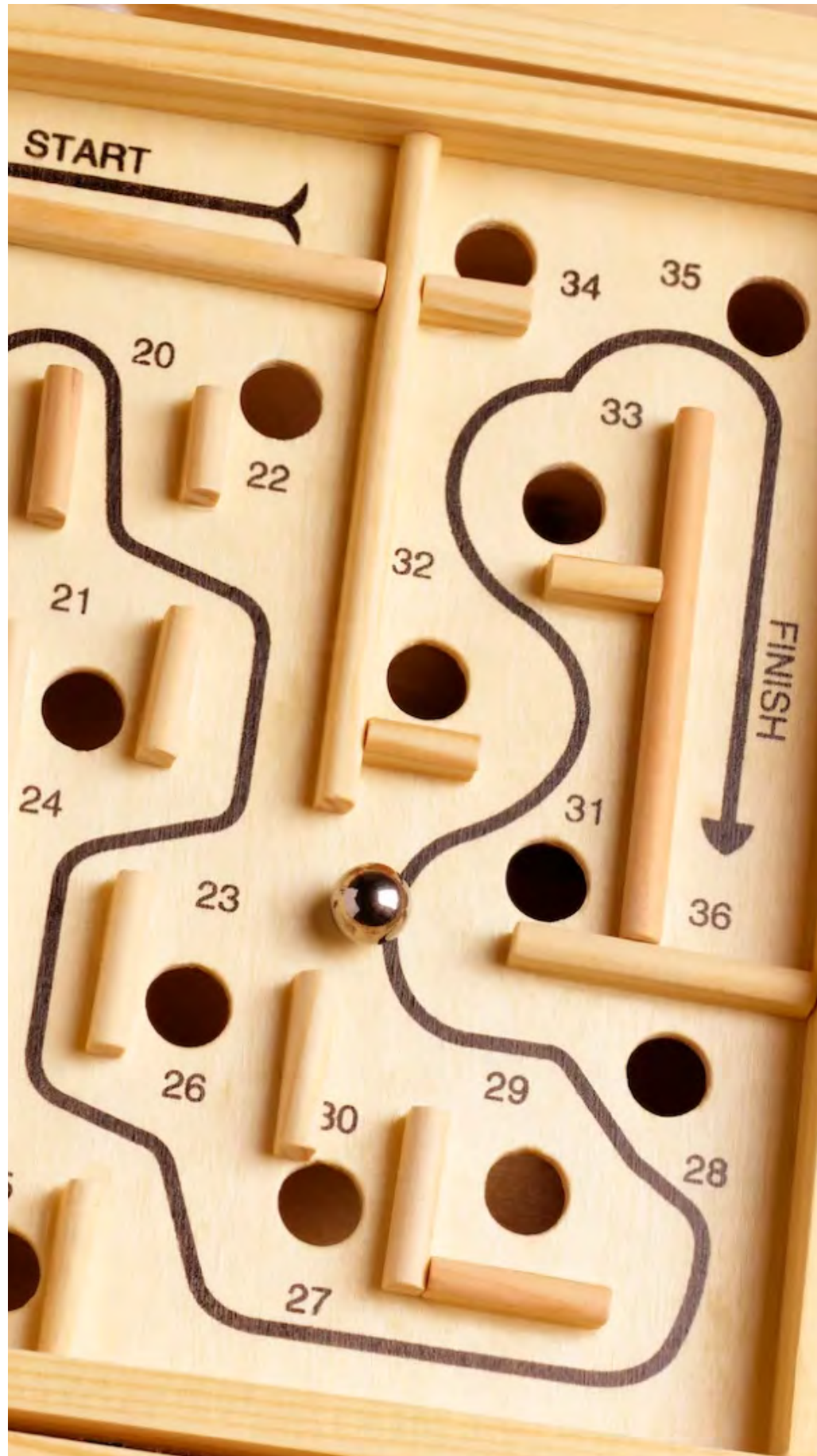
ushered leaders into an unprecedented realm of knowledge. At their disposal is AI, a powerful tool for deciphering this data.

This transformative access to insights necessitates a shift in leadership strategy, where traditional hard skills such as domain expertise and data processing yield precedence to the more vital soft skills of adaptability, critical thinking, empathy, and humility.

"I believe leaders will need to sharpen and improve their soft skills, such as emotional intelligence, creativity, critical thinking, and communication. Leaders with these skills will be better equipped to work effectively with AI and lead their teams to success. Another new,

or underutilized, skill we'll need to refine discernment to avoid unquestioningly trusting AI and to make informed decisions based on a lifetime of experience and emotional connections to others," adds Hyder.

- **Critical Thinking:** In an age where AI handles tasks and analyses, leaders must decipher and contextualize results, gauge consequences, and make business-driven decisions.
- **Effective Communication:** Seamless communication is a linchpin for aligning leaders and teams with business objectives while maneuvering through AI-driven transformations.
- **Innovation:** Nurturing a culture of innovation and harnessing personal creativity are imperative for leaders to stimulate fresh ideas in the face of complex challenges.
- **Adaptability:** In today's swift digital landscape, adaptability to new technologies is paramount. Leaders should explore how AI can boost team efficiency and seize novel opportunities.
- **Humility and Empathy:** These qualities are often overlooked amidst the clamor of automation anxiety. However, they can revolutionize how leaders make decisions and foster a more harmonious relationship between humans and machines.



“We need to be sensitive to the perception of AI on our teams and customers. Furthermore, the stewardship of the experience to both our colleagues and customers needs to take precedence over cost-savings,” says Kevin French, Senior Director of Customer Support at Bizzabo.

The Future Is Collaborative

As AI advances, the future of work and leadership is undeniably collaborative. The key to success lies in our ability to embrace AI as a tool, not a threat, and in nurturing the skills that make us uniquely human.

Leaders who can strike a balance between leveraging AI for data-driven insights and maintaining the humanity of their teams will be the ones who thrive in this new era. AI is here to stay, and those who adapt and lead with empathy and innovation will be the ones to shape the future of work. 🌟

Links

- 1 <https://www.forbes.com/sites/forbescoachescouncil/2021/01/19/practicing-emotional-agility-to-become-a-highly-impactful-leader/>
- 2 <https://www.linkedin.com/learning/>
- 3 <https://www.forbes.com/health/mind/what-is-emotional-intelligence/>

COMING FALL 2024: THE CX LEADERSHIP EXCHANGE

Plan to tune into The CX Leadership Exchange this fall. This unique virtual series is designed to provide valuable inspiration and empowerment for customer experience (CX) leaders across various industries. It will feature engaging and authentic conversations with some of today's most respected CX leadership visionaries who will openly share their experiences and advice.

Hear pivotal experiences, game-changing moments, career highlights, and even lessons from career lows. Listeners will access candid conversations that are authentic and relatable, fostering an environment of learning and personal growth. This virtual series aims to inspire leaders to reflect on their practices, challenge conventional thinking, and adopt new approaches to leadership that align with their values and goals.

The CX Leadership Exchange gives you unfiltered access to CX career learnings from your peers. By tapping into the wisdom and experiences of today's CX visionaries, listeners can gain practical insights that will help them become more effective leaders in their respective fields.

Watch for announcements this fall!



Will AI Render the Human Call Center Agent Obsolete?

AI technologies have the potential to revolutionize call center customer service by making it more efficient, productive, and personalized.

By Nick Jiwa, Founder and President, CustomerServ

Artificial intelligence (AI) and Robotic Process Automation (RPA) remain two of the hottest topics in call centers. The promise of AI and RPA to solve service issues and reduce labor costs is gradually becoming a reality.

Thanks to technological improvements and broader adoption, AI is beyond the "hype storm" and has demonstrated significant value

across industries. Similarly, RPA has proved valuable in automating routine tasks, improving service delivery, and increasing efficiency.

Not only that, but recent advancements like Generative AI and ChatGPT have emerged as powerful solutions for customer service. (More on that later.)



The End of Human Interaction in Call Centers?

Despite these advancements, the hyperbolic sales pitches foretelling the end of human interaction in call centers are irresponsible. We don't believe that R2D2 will replace the human agent anytime soon.

Studies have shown that the average consumer would rather interact with a live agent than a chatbot. For example, a March 2023 [survey by IPSOS](#)¹ on artificial intelligence found that despite the growing acceptance of AI, most people still prefer to talk with a human customer service agent (88%). Only 35% of respondents claimed that chatbots solved their problems effectively, while 77% felt that customer service chatbots were frustrating.

That said, dismissing the potential impact of automation in the call center would be unrealistic, particularly when AI is combined with RPA. There is consensus that call center agents will continue to provide a critical touchpoint in the customer journey and that the technology will be used to augment human performance in the call center to deliver more efficient, effective, and value-added experiences.

Separating Science Fiction from Fact: What Is AI & RPA?

Ask six people to define AI, and you will likely get six very different answers. Many claims, exaggerations, and fears around AI stem from differing views on what it is and how to apply it in the call center.

First, to understand how AI and RPA can work with human agents to improve service delivery, let us clarify what we mean when referring to these technologies used in a call center context.

The following is what we believe them to be:

WHAT IS ARTIFICIAL INTELLIGENCE?

Artificial intelligence is a machine's ability to imitate a human's way of sensing things,

making decisions, and communicating. AI is a judgment-based technology designed to think and do as a human would.

There are two main types of AI: narrow (or "weak") and general-purpose.

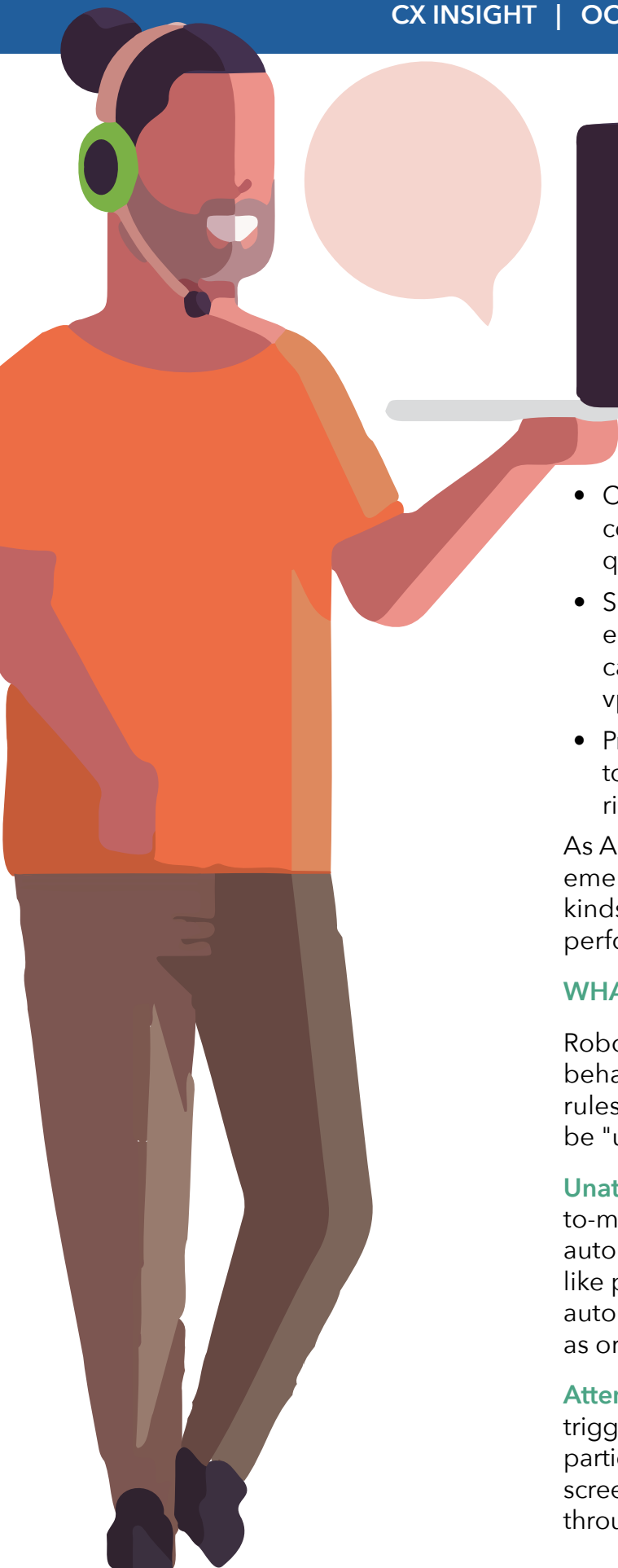
Narrow AI is currently in use today in intelligent software that appears to learn how to carry out simple tasks without being programmed. Virtual assistants like Apple's Siri or Amazon's Alexa are examples of narrow AI – they can perform simple tasks and answer questions while collecting information that helps them tailor their responses to the user's preferences.

General Purpose AI (GPMI) refers to the original vision of AI, which can be traced to a 1955 Dartmouth research program where computer scientists explored the viability of creating a machine that could simulate human learning, understanding, and intelligence. (Think HAL, the sentient computer from "2001: A Space Odyssey.") GPMI systems are being developed, but are still many years away from becoming a reality.

It's worth noting that the term is gradually giving way to another, Artificial General Intelligence (AGI), a form of GPMI but a more specific term that refers to an AI system that can perform any task a human can. No AGI systems have been developed to date.

There are also several types of AI besides these main two. They include:

- Machine learning - an AI that allows machines to learn from data without being explicitly programmed.
- Deep learning - a version of machine learning that uses artificial neural networks to learn from data.
- Natural language processing (NLP) - AI that allows machines to understand and process human language.
- Computer vision - a form of AI that lets machines see and understand the world around them.



- Intelligent Virtual Assistants (IVA - IVAs use voice recognition and speech synthesis to automate simple customer service tasks, such as providing account balance information or transferring calls to the appropriate department.
- Chatbots - computer programs that can simulate human conversation. They can be used to answer customer questions, provide support, and even sell products.
- Sentiment analysis - the process of identifying the emotional tone of a piece of text. This technology can monitor customer feedback and identify vpotential problems.
- Predictive analytics - a type of AI that uses historical data to predict future events like customer churn, identify at-risk customers, and optimize call center resources.

As AI continues to develop, we will likely see more forms emerge. It is also likely that the lines between different kinds of AI will blur as machines become more capable of performing a more comprehensive range of tasks.

WHAT IS ROBOTIC PROCESS AUTOMATION?

Robotic process automation is software that mimics behavior. RPA is digitized with structured inputs and is rules-based. RPA is about "doing," not "thinking." RPA can be "unattended" or "attended," depending on its use.

Unattended RPA works behind the scenes (machine-to-machine) to complete sequential tasks, such as automating large volumes of repetitive "grunt" work like processing claims, payments, and applications or automating data integration across various systems, such as order processing and fulfillment systems.

Attended RPA resides on the agent's desktop and is triggered by specific events, actions, or commands within a particular workflow. For example, attended RPA can provide screen prompts with instructions to agents as they work through a process with a customer. It can instantly pull up

or populate a customer profile and complete routine tasks for agents, such as filling in forms, logging details, or tagging cases.

RPA is comprised of "dumb robots" that require rule-based processes and a set of instructions, after which they will perform the same tasks over and over in the same way, consistently and accurately.

The Current State of AI and RPA in Call Centers

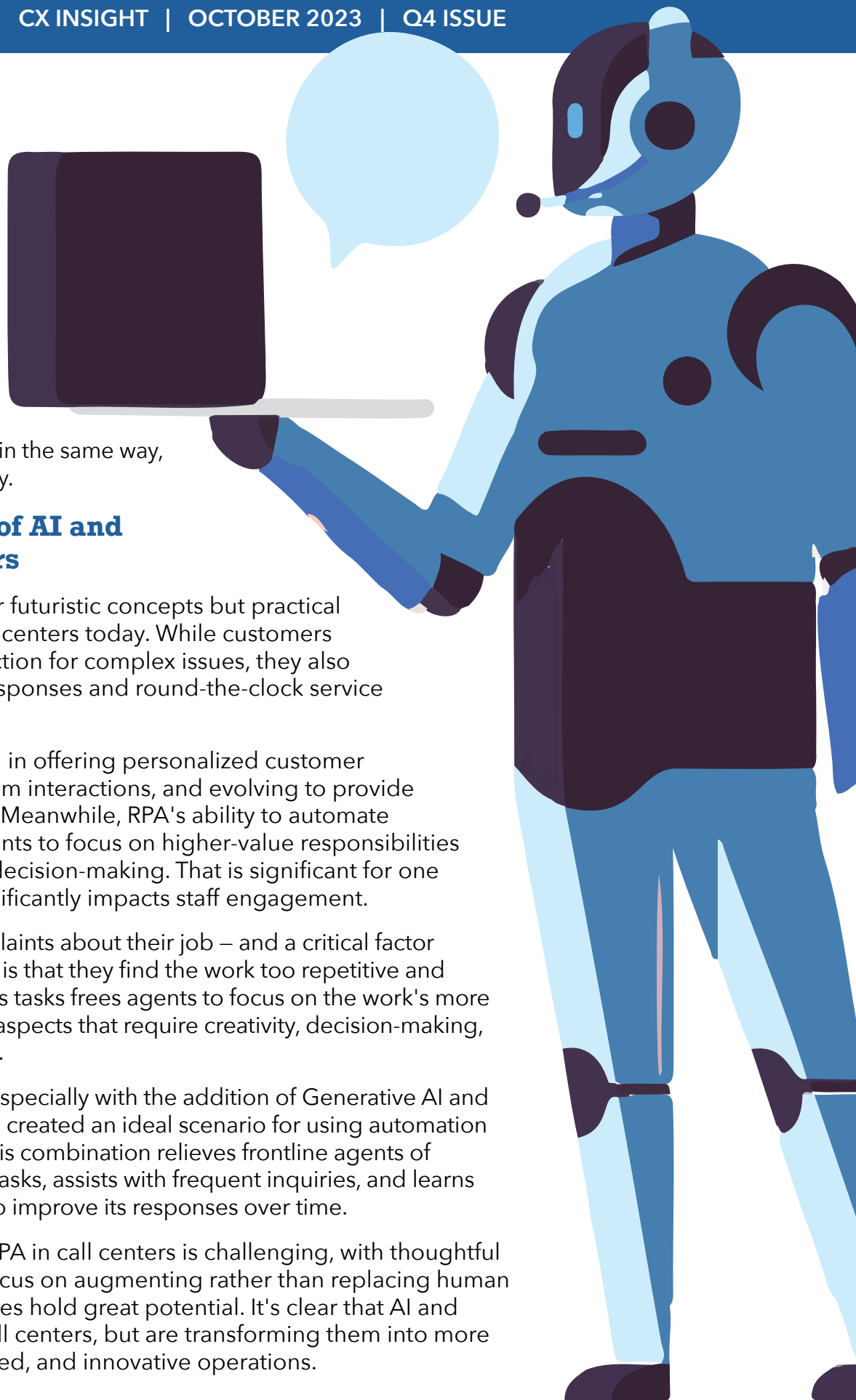
AI and RPA are no longer futuristic concepts but practical tools revolutionizing call centers today. While customers still prefer human interaction for complex issues, they also appreciate the instant responses and round-the-clock service AI-powered bots offer.

AI has been instrumental in offering personalized customer experiences, learning from interactions, and evolving to provide better service over time. Meanwhile, RPA's ability to automate repetitive tasks frees agents to focus on higher-value responsibilities requiring creativity and decision-making. That is significant for one very good reason: it significantly impacts staff engagement.

One of agents' top complaints about their job – and a critical factor in the decision to leave – is that they find the work too repetitive and boring. Removing tedious tasks frees agents to focus on the work's more valuable and interesting aspects that require creativity, decision-making, and customer interaction.

Integrating AI with RPA, especially with the addition of Generative AI and models like ChatGPT, has created an ideal scenario for using automation with machine analysis. This combination relieves frontline agents of recurring administrative tasks, assists with frequent inquiries, and learns from agent interactions to improve its responses over time.

While adopting AI and RPA in call centers is challenging, with thoughtful implementation and a focus on augmenting rather than replacing human agents, these technologies hold great potential. It's clear that AI and RPA are not replacing call centers, but are transforming them into more efficient, customer-focused, and innovative operations.



What Is Generative AI and ChatGPT?

Generative AI² is a type of AI that can create new content from scratch, such as text, images, or music, based on a set of instructions or data input. ChatGPT³ is a generative AI chatbot developed by OpenAI⁴. AI scientists train ChatGPT on a massive dataset of text and code, allowing it to generate realistic and coherent conversations.

Generative AI and ChatGPT in Call Centers

These technologies can revolutionize call center customer service by allowing agents to create personalized responses to customer inquiries, generate detailed reports, and even draft emails or messages based on the context of a conversation.

ChatGPT has been used in various customer service applications, including answering customer questions, providing support, and even resolving complaints. Its ability to comprehend context, handle multiple subjects simultaneously, and learn from past interactions has significantly improved the efficiency and effectiveness of automated customer service.

ChatGPT can be used in tandem with human agents, providing them with suggested responses or handling lower-level queries autonomously, allowing agents to focus on more complex or sensitive issues.

Conclusion

AI technologies have the potential to revolutionize call center customer service by making it more efficient, productive, and



personalized. AI can automate many tasks but cannot provide the same level of empathy, understanding, and compassion as a human agent. Studies show that customers still prefer to interact with a human when they have a problem. For these reasons, human call center agents will likely continue to play an essential role in customer engagement.

However, it's also likely that AI's role will increase in importance. Call center executives must develop strategies for integrating AI into their operations as AI evolves. This transition will require a careful balance of human and machine intelligence. By embracing AI, call center executives can create a more efficient, productive, and customer-centric organization.

Links:

- 1 <https://www.ipsos.com/sites/default/files/ct/publication/documents/2023-03/Ipsos-AI-Tracker-Data-March-14-2023.pdf>
- 2 <https://generativeai.net/>
- 3 <https://chat.openai.com/auth/login>
- 4 <https://openai.com/>



Nick Jiwa

Founder and President

Nick is an outsourcing industry veteran of 36 years and the founder of CustomerServ. He advises and guides leaders at Fortune 500 brands and companies of all sizes maximize "people performance" by outsourcing smarter with better-matched BPO partners and more successful outsourcing strategies.

Nick is a founding member of the business process outsourcing (BPO) industry, a thought leader, matchmaker, CX champion, and impact sourcing advocate.



CustomerServ is a BPO industry pioneer, thought leader and matchmaking ecosystem that helps brands outsource smarter.

Learn more at customerserv.com



JOIN US IN TUCSON!

CRS

CUSTOMER RESPONSE SUMMIT
TUCSON, ARIZONA
MARCH 13-15, 2024
A CX LEADERSHIP EVENT

Mark your calendars for March 13-15, 2024,
for Customer Response Summit (CRS)
in Tucson, Arizona.

We're thrilled to gather our esteemed global community of customer experience (CX) leaders in the vibrant city of Tucson at the exquisite JW Marriott Tucson Starr Pass Resort & Spa.

Prepare to be inspired by industry leaders and visionaries who will share their insights, experiences, and strategies for success.



Dave Pitsch
Vice President,
Guest Services
Arc'teryx



Nancy Clark
Senior Vice President -
Customer Success
Verizon



Nick Chong
Chief Customer Officer
Zoom



Defining WHAT Matters

TO ENABLE FOCUS, INNOVATION,
AND POSITIVE IMPACT



Beyond Transactional: Today's Customer Experience Outsourcing Landscape

by Execs In The Know

Outsourcing is a \$260 billion marketplace that is expected to reach \$500 billion by 2030.

Having the ability to adapt in response to different situations is an important attribute of business success. As labor issues, supply chain challenges, and disruptive technology require companies to meticulously examine and, in many cases, cut operational costs, customer expectations for innovative products, services, and better experiences continue to evolve. What's the solution? Customer experience (CX) outsourcing is a viable option for leaders to consider as it has proven to be dynamic amidst massive amounts of change.

When a service need arises, customers expect experiences that are beyond transactional. They expect experiences that are easy, seamless, customized, and personalized based on their wants and needs. To meet these expectations, organizations must intimately understand their customers and design experiences with that knowledge as a guiding principle. Delivering these interactions requires investment in humans and technology.

Finding the Right Balance

Our changing landscape forces organizations to weigh existing and forecasted economic realities against increasing consumer demands. For brands with a sharp focus on delivering experiences that result in high customer satisfaction and loyalty, investing in CX is non-negotiable. Many organizations find this balance increasingly more challenging – leading them to turn to new or additional investment in CX outsourcing.

Recent Execs In The Know research reveals that nearly a third of study participants identified cost reduction as their primary objective for outsourcing – most likely a direct result of inflationary pressures, reduced consumer spending, and other business challenges. The good news is that the outsourcing industry is ready for this shift. Business processing outsourcing (BPO) is a \$260 billion marketplace that is expected to reach \$500 billion by 2030¹.

In recent years, BPOs have enjoyed broader adoption by companies of all sizes. Providers have matured and expanded offerings to contribute strategic recommendations and

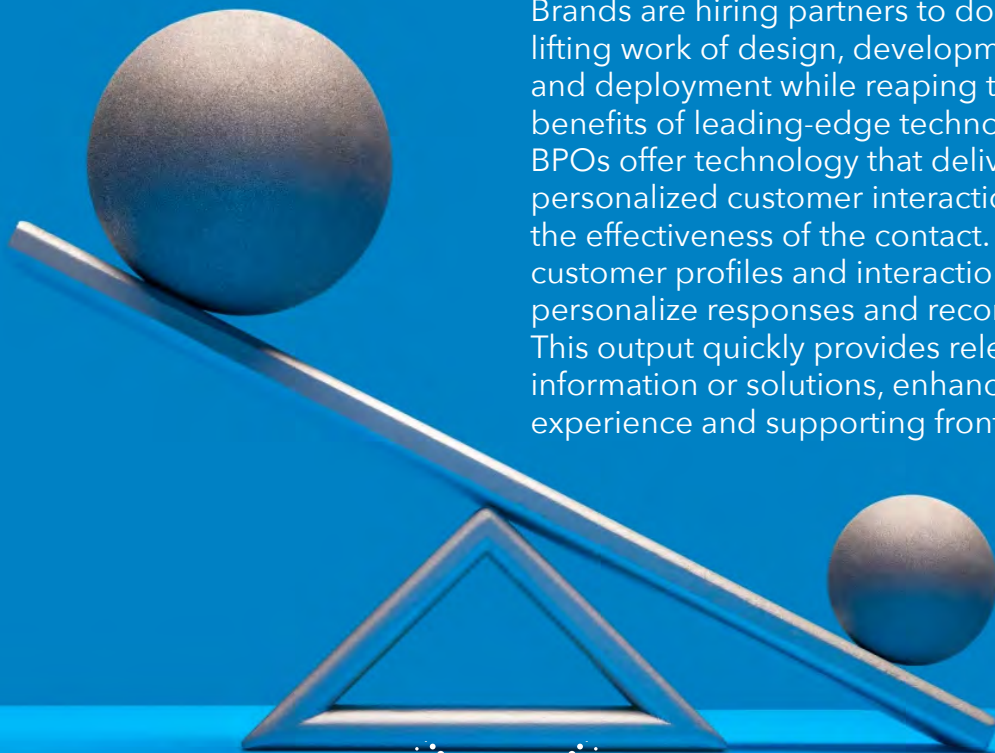
fresh perspectives to enhance operational efficiency. This development offers service providers many advantages to help CX leaders address key daily issues: deploying leading-edge technology, delivering seamless support through contact channel strategy and offerings, providing flexible and scalable staff, and powering better decision-making with strong data analytics and insights.

Leading-Edge Technology

One of the keys to delivering superior CX is a powerhouse technology stack that offers a variety of contact channels, seamless routing, wide-ranging agent support, and mighty analytical capabilities. Many outsourcers invest heavily in this technology to improve customer and employee journeys.

Machine learning (ML), artificial intelligence (AI), chatbots, and virtual assistants are high on the priority list for development and deployment. These tools can provide valuable support and insights into customer behavior and operational performance. Their use and value make a powerful impact when taking the place of a live agent, identifying patterns, or enabling effective resolution.

Brands are hiring partners to do the heavy-lifting work of design, development, testing, and deployment while reaping the many benefits of leading-edge technology. Many BPOs offer technology that delivers hyper-personalized customer interactions, increasing the effectiveness of the contact. AI can analyze customer profiles and interaction history to personalize responses and recommendations. This output quickly provides relevant information or solutions, enhancing customer experience and supporting frontline staff.



One of the most significant technological developments in the CX outsourcing market is the integration of AI-powered chatbots and virtual assistants¹. Advanced technology like chatbots and virtual assistants can handle repetitive tasks and queries around the clock, reducing response time and increasing efficiency. Offering quick responses to common issues (such as frequently asked questions, simple account changes, and standard order inquiries) frees up in-house or outsourced human agents to handle more complex or emotionally charged interactions. Many providers offer the kinds of experiences that customers have come to expect from interacting with CX-leading organizations, lessening the burden on in-house teams and delivering top performance.

Seamless Support Across Channels

Customers want to engage with brands through their preferred communication channels, yet some companies struggle to have a well-developed channel strategy and offering. Many outsourcers offer an array of customer contact channels and omni-channel support, including phone, email, chat, social, and self-service. Some BPOs can also help brands with content moderation and online security. These robust catalogs may give brands access to digital channels they do not yet offer on their own.

Integration and channel synergy are also benefits of working with a high-performing outsourcer. Integration that connects and coordinates different systems, processes, and channels can be a heavy lift. Top BPOs often integrate data, processes, technology, and channels, which is essential to achieving a unified, efficient, and effective CX. Channel synergy allows different channels to work in harmony and enhance effectiveness, creating a more powerful and holistic experience. Integration and channel synergy are used to unify and optimize customer interaction channels, ensuring a consistent and effective CX across touchpoints – a fundamental expectation for most customers.

For some organizations, partnering with an outsourcer to buy access to these channel offerings is faster and more cost-effective than investing in a third-party technology solution or building the channels independently. This is particularly true when considering ongoing maintenance, operational, and future development costs.

Flexibility and Scalability

Based on seasonality, product launches, and other operational realities, outsourcing can be incredibly effective for brands needing flexible and scalable operations without additional overhead costs to hire, train, and staff in-house teams. Outsourcing can help organizations mitigate risks associated with staffing fluctuations, seasonal spikes, or unexpected crises. Having a partner that can quickly adapt to change and supplement in-house operations can be a valuable investment. In fact, 19% of respondents in Execs In The Know's recent research cite reducing risk and building redundancies as the primary objective for outsourcing³.

Outsourcing can enhance operational efficiency, enabling organizations to concentrate on core competencies. A growing opportunity remains for brands to scale accordingly to accommodate seasonal demands, including cross-training agents to create cost efficiency and flexibility. The need to efficiently and effectively ramp up and down is more important than ever in the current volatile economic, geopolitical, and social environment.

Data Analytics and Insights

Outsourcing partners may offer services to help identify systemic improvement opportunities. These partner capabilities include collecting, mining, and analyzing customer data to reveal actionable insights into customer behavior, preferences, and pain points. This data-driven approach enables companies to make informed decisions and improve the customer and employee journey where the most urgent needs exist.

Many providers have proven approaches and models that can start adding value to an organization from day one. These companies have already done the work to define, test, and refine a successful methodology for data collection, analysis, and insights delivery.

Many types of analysis can reveal opportunities in operational performance and improve CX. Some common analytics offerings from BPOs include:

- Descriptive - Summarizing historical data and presenting results in dashboards, data visualizations, and other reporting tools to highlight performance trends and insights.
- Diagnostic - Identifying the root cause and conducting drill-down analysis to pinpoint issues.
- Predictive - Using historical data to build models and predict future trends, including demand forecasting, customer churn, and risk assessment.

- Prescriptive - Providing recommendations and action plans based on the outputs of predictive analysis.
- ML and AI - Utilizing advanced technology solutions for image recognition, natural language processing, recommendation engines, and anomaly detection.

Partners that offer a suite of analytics packages and provide recommendations to address key gaps and inform decision-making can also add value to in-house team performance and improve the overall CX. Data-driven insights take the guesswork out of strategic planning and continuous improvement efforts.

Best Practices for Successful Partnerships

Partner selection is key to ensuring a wise investment. Brands should take a measured approach to identifying and selecting the best partners for their business with both tactical and strategic plans in mind. A tried-and-true best practice is to look for a partner to supplement your organization's strengths and opportunities. Where could your in-house team benefit from a relationship with a BPO? Effective outsourcing can enhance operational efficiency, enabling your internal teams to concentrate on core competencies and more complex challenges.

Cultural fit is another critical element of a winning partnership. Seek outsourcers whose culture aligns with your company's values and CX philosophy. A shared culture will contribute to a smooth partnership. Many believe cultural alignment is the most important consideration when selecting a new outsourcing partner. [The right culture-transfer formula⁴](#) will help ensure that both organizations are well-positioned for a long-term, healthy, and sustainable relationship.

Be clear and codify the performance measurements that are most aligned with your business objectives. Clearly defining service level agreements (SLAs) in your contracts, including response time, resolution time, and quality standards, will ensure that they





track with your CX goals and plans. Structure legal and contractual agreements with clear responsibilities, confidentiality, dispute resolution, and exit strategies.

Consider starting the engagement with a pilot program before committing to a long-term deal. A pilot will allow both parties to test the relationship and gauge performance and compatibility. Piloting can offer several benefits, including risk reduction, test-and-learn opportunities, and team engagement. It can help both organizations make more informed decisions, refine their strategies, and increase the likelihood of successful full-scale implementation.

Selecting the right CX outsourcer is an important strategic decision that can impact your overall business success. Taking the time to evaluate potential partners thoroughly and seeking the assistance of consultants to help with the selection process is likely a solid

investment with a positive return. The desire for specialized service providers is increasingly attractive to brands; partners that are experts in your organization's industry can provide specialized service and leading practices, lifting your overall performance.

CX Remains a Top Strategic Initiative

While faced with many external and internal pressures, CX leaders must continue to advocate for their customers, and developing or expanding relationships with trusted outsourcing providers is one way to do just that.

As long as improving CX remains a top strategic initiative for brands in our dynamic and sometimes volatile environment, the outsourcing industry will continue to grow, expand its offerings, and capitalize on the profound efforts of recent years to offer high-value partnerships that reshape the CX roadmap. 🌟

Links

- 1 https://execsintheknow.com/wp-content/uploads/2023/06/CX-Outsourcing-Insights_June-2023.pdf
- 2 <https://www.researchandmarkets.com/reports/5852812/global-customer-experience-cx-outsourced>
- 3 https://execsintheknow.com/wp-content/uploads/2023/06/CX-Outsourcing-Insights_June-2023.pdf
- 4 https://execsintheknow.com/wp-content/uploads/2023/06/CX-Outsourcing-Insights_June-2023.pdf


Execs In The Know

CX LEADERS
**EXECUTIVE
BRIEFING**

JOIN US LIVE

in the Dallas - Fort Worth, TX Area
November 2, 2023



REGISTER NOW

bit.ly/register-TX

Outsourcing CX: Navigating Today's Top Challenges and What's Coming

An Execs In The Know Live Event

Change in the dynamic outsourcing world is a catalyst for innovation. As we approach 2024, we find ourselves at a crossroads ripe with opportunities.

During our Outsourcing Briefing, we'll be delving into the most pressing topics and charting the course for the future. As a CX leader, you'll walk away with valuable insights and connect with industry experts and your CX peers on the opportunities, drivers, trends, and industry-specific challenges.

Get ready for a full day of learning, sharing, networking, and engagement to drive innovation in customer experience.

MEET YOUR HOSTS:



Chad McDaniel
President
Execs In The Know



John Billings
Senior Director, Global
Workforce & Vendor
Management
Hilton

Offerpad

BRAND SPOTLIGHT

Offerpad



In a recent conversation with **Tracy Sedlak, VP, Customer Success at Offerpad**, we learned all about her career journey, how the brand maintains its 93% CSAT, which CX technology she's most intrigued by heading into 2024, and which success has meant the most to her and her team.

Offerpad, unlike its real estate tech counterparts, was founded in 2015 by a team of seasoned real estate experts who collectively possessed vast experience in buying, selling, renting, and renovating nearly 100,000 homes, prior to the

start of the company. Recognizing the stress and complexity inherent in the traditional real estate process, they embarked on a mission to revolutionize it, with the customer in mind. Leveraging their extensive industry knowledge and innovative technology, they introduced a pioneering online real estate platform.



Offerpad

TRACY SEDLAK

VP, Customer Success
at Offerpad

[RETURN TO THE TABLE OF CONTENTS](#)



This platform enables sellers to request and receive compelling cash offers for their homes within 24 hours, facilitating swift contracts and closures that circumvent the typical hassles and headaches associated with conventional home sales. Offerpad's journey has since assisted countless individuals nationwide in discovering a superior approach to real estate, and their story is far from over; they continue to evolve as a comprehensive solution for selling, buying, and financing homes.

Execs In The Know (EITK): Please share a little about your background, how you came to be at Offerpad, and describe the day-to-day focus of your current role.

Tracy Sedlak: My career has been in sales and sales operations, leading omnichannel contact center teams. I started in tourism, but after five continents and 29 countries, I left the life

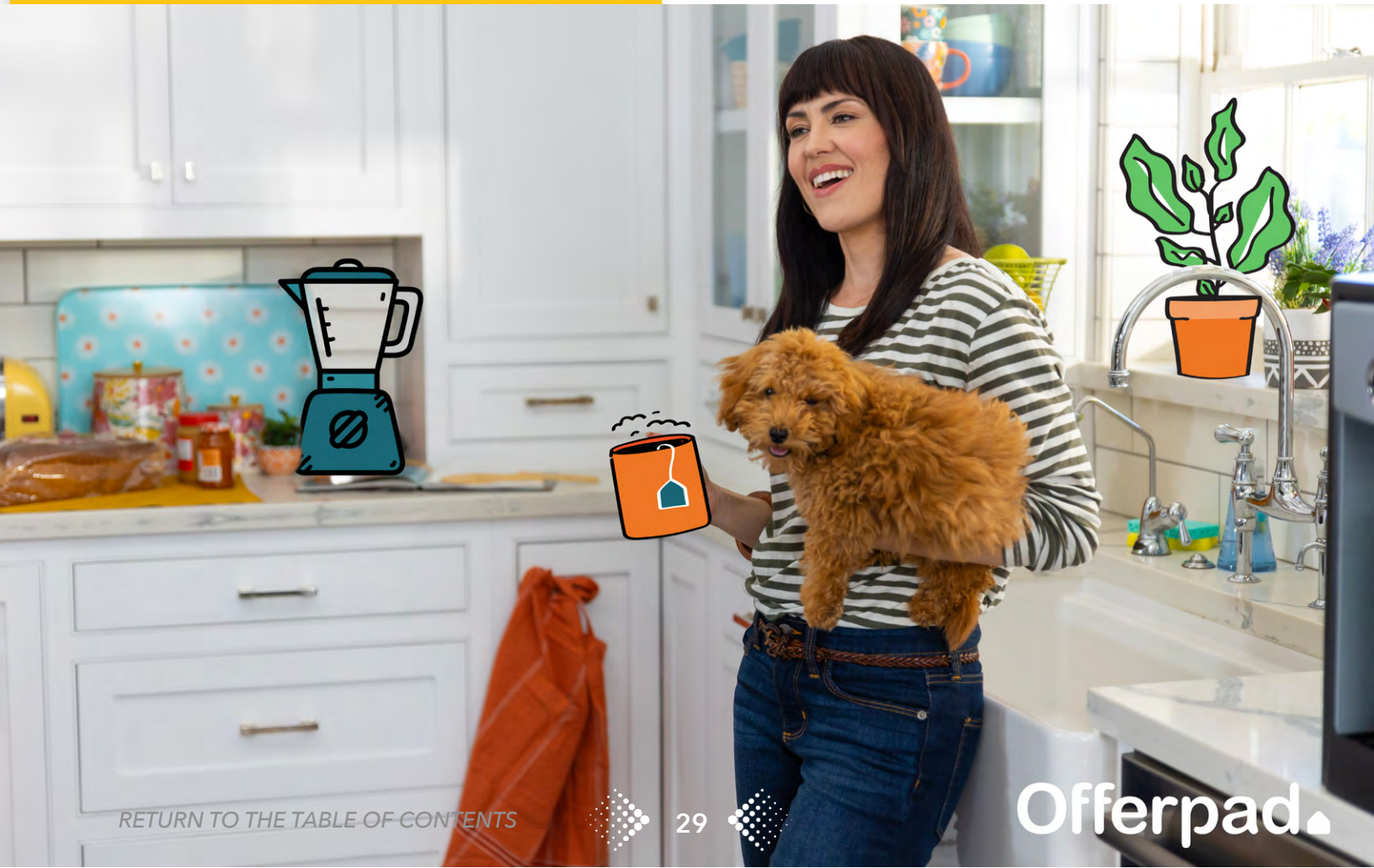
of travel in 2020. I decided to fulfill a personal dream, which was to get my real estate license. I figured while my high schooler was home-schooling, I could too! I got my Arizona real estate license and entered the uncharted world of residential real estate during COVID! You might say I like a challenge!

Not long after I started in real estate, an intriguing opportunity was presented to me, which I call "my unicorn:" running the phone-based sales and customer service teams for Offerpad as the VP of Customer Success. It was the perfect marriage of career 1.0 and career 2.0, and it was too good to resist! I loved the art of real estate, especially with the added complexities of a global pandemic, but I learned how much I missed being a part of something bigger. Offerpad was poised to go public just two months after I joined, which was also a tremendous opportunity to be part of building something that was still in its infancy.

My role today is leading three teams, from customer solutions advisors who manage phone, chat, and email to our initial engagement team who educates interested sellers on all the solutions that Offerpad can provide to sellers (and buyers, and those looking for mortgage solutions – shameless plug!) and our team of licensed real estate solutions advisors. We support the customer’s journey from initial interest to going under contract. We support more than 1,072 cities and towns across 14 states.

EITK: What are some of the most important experiences and insights you’ve gained throughout your career, and how are they shaping your work for Offerpad?

Tracy: Our teammates and our customers are people. They are people with differing viewpoints, needs, and goals. I believe that my travels and exposure to a multitude of cultures have shaped my leadership style. I welcome a diverse team; through this, we can learn from one another and adapt to nearly every situation that presents itself. Real estate can be daunting, most people experience a real estate transaction once every ten years. A lot can change in that time, and it is critical that we work with our sellers to help them navigate the market and understand their options to make the best decision for them.



EITK: Company policies and processes play a major role in shaping the customer experience. How has Offerpad evolved these aspects of its business, and how has this impacted things like resolution rate, customer satisfaction, and customer effort?

Tracy: Everything we do at Offerpad is with the customer at the center. We take our CSAT (Customer Satisfaction) and NPS (Net Promoter Score) as a top priority. Identifying friction points in our process is paramount to what we do every day and the decisions we make in our business.

One of the favorite parts of my role is "Voice of the Customer". This is a monthly review of our social media and customer survey feedback. Up to the C-Suite, the heads of our departments review our results and dig into experiences. We celebrate successes, but more importantly, we learn from our missteps. We must own any mistakes and learn how to avoid them in the future.

We are very proud of our 93% CSAT and are doing what it takes to maintain, if not improve it!

EITK: How would you describe Offerpad's culture, values, and overall mission in serving its customers?

Tracy: The customer is at the heart of everything we do at Offerpad; real estate is in our DNA, and

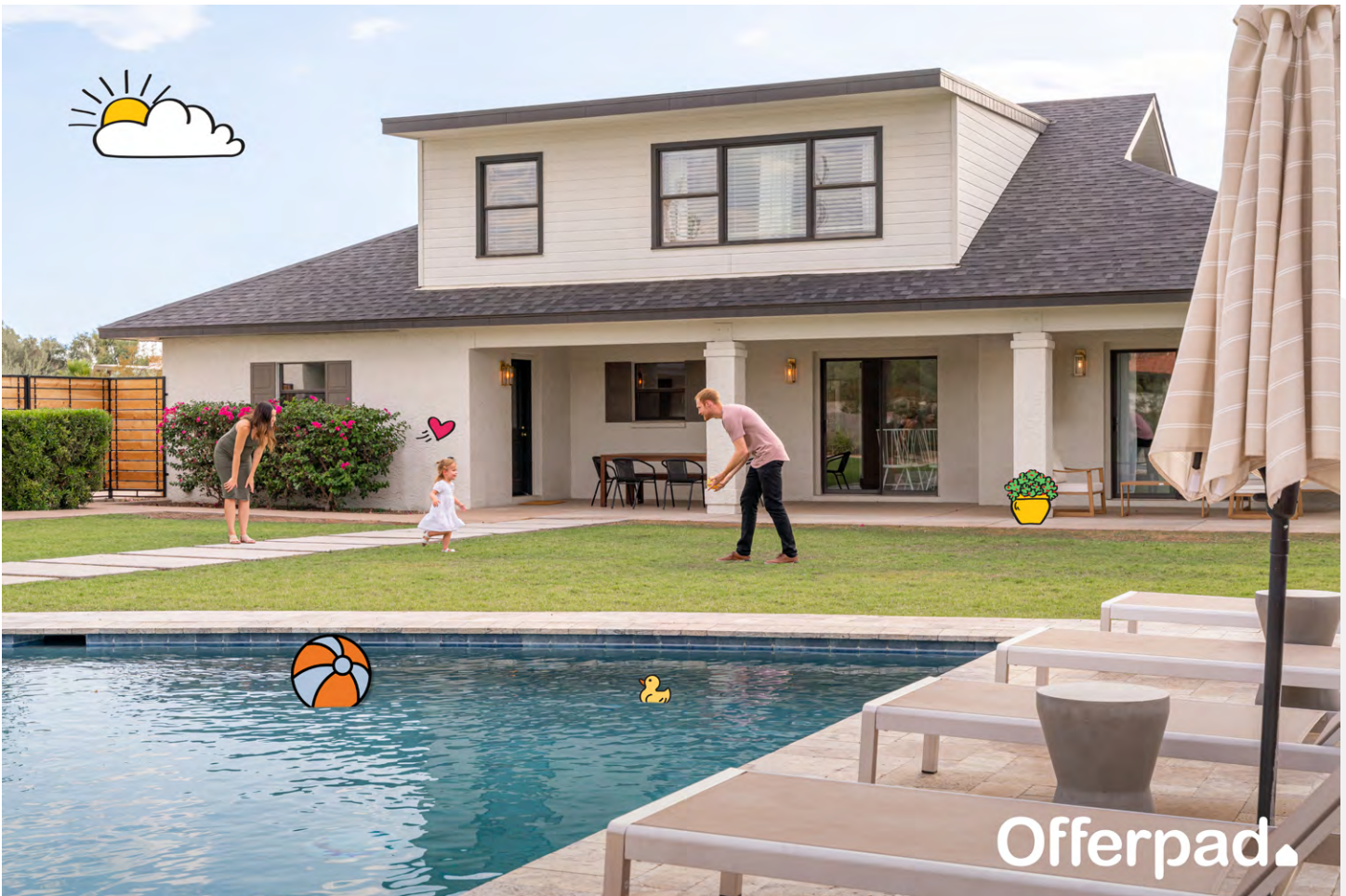
the customer experience is what built Offerpad. We understand that today's consumers demand convenience, knowledgeable, friendly support, and quick response. Combining technology with the human element is one area that differentiates us from others. Our mission is "Provide YOUR best way to buy and sell a home. PERIOD". You will hear us refer to being a Solutions Center; that is truly our belief. It is not about us; it is about providing the right solution to meet each individual seller's needs.

The customer is at the heart of everything we do at Offerpad; real estate is in our DNA, and the customer experience is what built Offerpad.

EITK: What does a typical customer success engagement look like for the brand?

Tracy: Our customer engagement typically begins online with a seller answering questions about their home to start the request process to receive a cash offer and information about other services we provide. After

they complete the form, we reach out to them within minutes by call, text, or email. Our first contact is to learn more about their needs and answer any questions they have about the process and what to expect next. Once they decide to work with us, they have a dedicated Success Manager who is their single point of contact through the entire process.



EITK: How has Offerpad’s channel strategy evolved in your time with the company, and what have been some of the primary drivers of this change?

Tracy: Our channel strategy has evolved during my two years with the company. When I joined, there was a strong focus on the phone as the channel of choice for communication with our customers. In my experience, you need to meet customers where they want to be met. Since our customers usually come to us online, engaging with them through text, email, and chat made sense.

We revised our communication cadences and varied them amongst phone, text, and email. It

quickly became obvious that text messaging was the desired channel of choice for many of our customers. This pushed us to be more creative with our text messaging, incorporating direct links to our offer, video tutorials, and links to information they could use to self-service based on their needs.

EITK: The past year has been filled with challenges and many big and small wins for many organizations. Looking back over the past year, which success has meant the most to you?

Tracy: It may seem cliché, but I would say that post-COVID return to work has been our greatest challenge and success. It has been a two-plus year

process, starting with my personal experience of interviewing and onboarding fully remote, never meeting my teams in person until April 2022. Then moving into a hybrid world was extremely challenging for many people for various reasons.

As an employer, we are learning to balance what's best for our people with what's best for our business and, at times, making tough choices that we know could impact our people and, quite frankly, that could be viewed as unpopular by our teams.

Throughout the process, we found success in pushing what was considered "the norm" which for most companies was a hybrid approach. In October 2022, we decided to fully return to the office. We saw the positive impacts on our business, but we also felt the impact on our teams. We have successfully navigated through this and moved to Offerpad's version of hybrid, which is working very well for both the business and our teammates!

EITK: Which CX trend or technology are you most intrigued by heading into 2024, and what should every CX leader be tracking?

Tracy: Artificial intelligence! Regardless of industry, every business leader should be keenly aware of how AI will impact their business. AI has so much opportunity to improve the customer experience and the experience of our advisors. Finding the proper use for it to enhance your customer journey and complement your advisors' efforts is critical to success.

EITK: Can you share how your involvement in the EITK community translates into value for yourself, your organization, and the community?

Tracy: The EITK community has become a group of trusted advisors. Throughout my participation in CRS and KIA, I have fostered relationships with peers I can count on for excellent recommendations, advice, support, and the much-needed laugh!



Execs In The Know

Execs In The Know partners with brands that are providing outstanding customer service (CX) experiences. The Brand Spotlight Series showcases innovations and solutions to CX challenges faced by today's leading brands.

Thank you to Tracy Sedlak and the entire team at Offerpad for contributing to the Execs In The Know Brand Spotlight.

Interested in taking part in a future Brand Spotlight feature and sharing your story?

Contact us at info@execsintheknow.com.





Breaking Barriers: 3 Ways to Foster DEI Within Call Centers

By welcoming these technological advancements, call centers empower employees to unleash their full potential.

By: Davit Baghdasaryan, CEO & Co-Founder, Krisp

Call centers can represent the melting pots of the corporate world, and they come with a unique set of communication and inclusivity challenges. Tech tools can help, including groundbreaking noise cancellation and voice clarity features. These tools have a knack for fostering Diversity, Equity, and Inclusion (DEI) in Business Process Outsourcing (BPO)

and enterprise call centers, demonstrating how powerful technology can be in creating inclusive workplaces.

Let's explore how these tech tools provide the necessary infrastructure and support to create a more equitable, inclusive, and empowering environment.

The Significance of DEI in BPO and Enterprise Call Centers

DEFINING DEI AND ITS RELEVANCE

The concept of diversity can be imagined as a vast, colorful forest where every tree, flower, and creature contribute to a thriving environment. In the business world, we bring unique characteristics that differentiate us and add critical perspectives: age, gender, ethnicity, religion, and more.

Equity could be seen as a forest ranger, ensuring that every entity within the forest has equal access to sunlight and resources while uprooting any systemic obstacles that might hinder this balance.

Think of inclusion as the welcoming overhead canopy, creating an environment where every forest-dweller feels protected and knows they are crucial to the flourishing ecosystem.

Recent efforts to better implement DEI initiatives are well-deserved globally within call centers and elsewhere. DEI has shown to be an engine for innovation and creative problem-solving. In diverse, equitable, and inclusive organizations, we've seen potential unfurled as productivity and performance improve.

SCRUTINIZING THE STATE OF DEI IN CALL CENTERS

In a sector that, as of 2023, employs a whopping 1.58 million individuals globally, diversity is a built-in feature in the call center industry. However, translating this natural diversity into a holistic DEI approach presents its own set of challenges.

Recent statistics highlight an intriguing paradox. While the workforce is incredibly diverse, equity and inclusion often need help to keep pace. It seems we're still grappling with the following obstacles:

- Accent-based discrimination
- Biases against neurodiverse and deaf individuals

- Challenges in providing necessary accommodations for employees with diverse needs

With a distressing 22% of global call center employees feeling the ripple effects¹ of these issues, it's evident there's a pressing need for change in the workplace.

These challenges negatively impact the work environment and encourage talented individuals to seek or keep positions in call centers. Considering the industry's robust growth – an annual rate of 4.7% projected between 2021 and 2027 – it's imperative that we seize the opportunity to tap into this reservoir of talent and potential.

By adequately addressing DEI imbalances, we can create happier employees and healthier businesses in the call center industry.

TECHNOLOGY'S ROLE IN BOOSTING CALL CENTER DEI

Not surprisingly, technology has taken on a starring role in fostering DEI within call centers. Innovations like Voice Productivity software lead the charge with solutions tailor-made to challenge biases and cultivate inclusivity.

Automated transcription features empower deaf and neurodiverse individuals to excel at their work, thereby shaping a more inclusive workspace. Accent Localization² has been a game-changer. It dissolves communication barriers and unlocks opportunities for a diverse, global workforce.

By helping build a level playing field, these call center tools ensure that diversity is more than just a token head count; it's about meaningful participation, contribution, and active inclusion. Much more than a mere productivity booster, it's a crucial ally in the journey toward a workspace that genuinely embodies diversity, equity, and inclusion.

Transcription Services: Empowering Hearing-Impaired and Neurodiverse Agents

While Voice Productivity is perhaps best known for voice noise cancellation and voice enhancement, its innovative suite extends to include transcription services. Harnessing the power of cutting-edge artificial intelligence, [AI Meeting Assistants](#)³ turns spoken dialogue into text, amplifying accessibility and comprehension for everyone.

LEVERAGING TRANSCRIPTION SERVICES FOR HEARING IMPAIRED AND NEURODIVERSE AGENTS

For deaf and neurodiverse agents, transcription services open new doors. Breaking down the barriers that auditory processing can sometimes pose gives agents the power to engage in call center operations confidently.

Auditory challenges are diminished or mitigated when spoken words are automatically transcribed into text. In this manner, it paves the way to an inclusive environment where everyone can bring their best to the table, embodying the true essence of DEI.

WITNESSING THE IMPACT: REAL-LIFE WINS WITH TRANSCRIPTIONS

To fully grasp the magic of transcription services, imagine a real-life scenario where this tool revolutionizes the productivity and job satisfaction of deaf and neurodiverse agents. Not only do agents at this company find their tasks easier to perform, they also find a stronger sense of belonging and job satisfaction.

At a BPO call center, transcription services foster a noteworthy boost in performance metrics for their hearing-impaired and neurodiverse agents. Moreover, employee morale soars as these agents feel more involved and cherished in the operational process.

This story exemplifies how the right technology can fuel a remarkable change. For managers and owners of call centers, integrating tools like AI Meeting Assistants can do more than foster a more inclusive and equitable environment. It can spur enhanced performance and a happier, more engaged workforce.





Accent Localization: An Essential Tool for Leveraging Global Talent and Enhancing Inclusion

Accent localization opens doors to a broad talent pool, tempering distinctive or uncommon pronunciations and smoothing communications for everyone. Call centers are proud hubs of international talent, and here, the localization of accents becomes pivotal. It fuels mutual understanding and bilateral respect, transforming diverse teams into efficient and harmonious units.

Powered by advanced AI algorithms, Accent Localization is attuned to pick up and adapt to myriad accents, effortlessly bridging communication gaps and ensuring smooth dialogue. It's not just about clear chit-chats; it's about constructing bridges within a diverse landscape.

ACCENT LOCALIZATION: A CATALYST FOR GLOBAL TALENT ACQUISITION AND RETENTION

The ripple effect of accent localization on talent acquisition and retention is significant. Armed with this tool, call centers can confidently tap into the potential of a global and diverse workforce, assured that different accents will not pose a barrier to communication. The talent pool widens as recruitment can now focus more on skill sets and capabilities than on linguistic sameness. Plus, it's a boon for retaining those employees who may otherwise grapple with communication hurdles due to their unique backgrounds.

CREATING A SENSE OF BELONGING WITH ACCENT LOCALIZATION

Accent localization is more than just a functional tool - it's a catalyst for an inclusive culture where everyone feels valued and understood. Call centers relay a potent message about their appreciation for individuality and diversity by celebrating diverse accents instead of trying to negate them. This nurtures a sense of belonging and respect, contributing to a positive work ethos where everyone's voice is cherished.

EXPERIENCING THE IMPACT OF ACCENT LOCALIZATION

Consider a multinational BPO that embraces accent reduction technology. This call center, home to agents from many regions, could face communication obstacles. But with Accent Localization, these challenges dwindle. Agents begin feeling more confident and connected to their colleagues, regardless of their regional or societal background. The ripple effect is seen in operational efficiency, too, with a noticeable surge in performance metrics.

Following the adoption of this technology at a global enterprise call center, this company witnessed a significant dip in employee attrition. Agents expressed a sense of relief about their accents being understood, leading to enhanced job satisfaction and retention.

These scenarios underline the immense potential of accent localization software. It's not just a tool for seamless communication but a vital driver for inclusivity, talent retention, and workplace satisfaction.

Noise Cancellation: Helping Neurodiverse Agents Thrive

Neurodiversity is rich variations in our brains' functions, including sociability, learning, and mental processes. It includes individual differences like ADHD and dyslexia.

These diverse learning individuals sometimes face unique challenges, particularly with sound processing. A call center's loud and lively atmosphere might create sensory overload, potentially impacting performance and well-being.

CREATING A BETTER EXPERIENCE WITH AI VOICE CLARITY⁴ TECHNOLOGY

This is where state-of-the-art Noise Cancellation technology shines. Powered by advanced AI, it diligently filters out background noise in real-time, offering a concentrated and peaceful auditory experience.

The result is that every phone call and meeting transforms into a clear and uninterrupted conversation. This technology not only hushes noise but isolates the human voice from surrounding sounds, ensuring every word is heard with precision. This can be especially beneficial for agents with dyslexia.

NOISE CANCELLATION: AMPLIFYING PRODUCTIVITY FOR NEURODIVERSE AGENTS

Bringing in Noise Cancellation technology can profoundly benefit neurodiverse agents with ADHD. Eliminating auditory distractions bolsters their focus, reduces stress, and enhances their overall call-handling abilities. Beyond individual agents, clearer communication can turbocharge the overall productivity of the call center, boosting customer satisfaction, increasing sales, and maximizing operational efficiency.



SHOWCASING THE IMPACT OF NOISE CANCELLATION

Possible real-world examples illustrate the power of Noise Cancellation technology. Imagine a large BPO client with several neurodiverse agents, including some with ADHD, observing recurring issues with background noise. After implementing this technology, managers soon noticed a striking improvement in the agents' ability to focus and manage calls effectively. The agents say they feel more comfortable and less stressed during work.

In another scenario, an enterprise call center notices enhanced call clarity and improved customer interactions after bringing in the technology. This leads to increased confidence and job satisfaction among their agents, including those with dyslexia, who had previously found noisy environments challenging.

For leaders in the call center industry, investing in empowering technology symbolizes a commitment to inclusivity and productivity.

Celebrating Tech's Transformative Role in DEI Advancement

It's clear that these powerful tech tools have become game-changers in advancing DEI within BPO and enterprise call centers. Through user-friendly transcription services, superior noise cancellation technology, and forward-thinking accent localization features, these tools have enabled individuals from varied backgrounds to make significant and impactful contributions to their organizations.

THE FAR-REACHING IMPLICATIONS OF THESE TRANSFORMATIONS

These advancements carry significant implications for both businesses and their employees. For businesses, it brings about a more inclusive, productive, and innovative workplace better equipped to serve a diverse customer base.

For employees, it creates a work environment where agents and other team members can flourish, free from the usual barriers, fostering greater job satisfaction and talent retention.

By welcoming these technological advancements, call centers empower employees to unleash their full potential and boost the organization's capacity to innovate and adapt in a diverse global market.

And that is a future worth investing in.

Links:

- 1 https://www.affirmity.com/wp-content/uploads/2022/03/Affirmity_the_Future_of_DEI_2022_Research_Report_hrdotcom.pdf
- 2 <https://krisp.ai/accent-localization/>
- 3 <https://krisp.ai/ai-meeting-assistant/>
- 4 <https://krisp.ai/product/>



Davit Baghdasaryan
CEO & Co-Founder

Davit Baghdasaryan, the Co-founder and CEO of Krisp, was born in Armenia where he

pursued computer science and later moved to Silicon Valley. In 2015, Davit's expertise led him to Twilio, where he was Head of Product Security, dedicating three years to the company.

In 2017, driven by a vision to enhance communication through technology, Davit co-founded Krisp. This innovative product quickly resonated with the professional community and has become a staple for millions of CX professionals. Today, Krisp processes over 75 billion minutes of audio and is an integral part of thousands of global Call Centers and BPOs, transforming digital voice interactions worldwide.

krisp

Krisp's AI-powered software maximizes the productivity and impact of every voice conversation through noise cancellation, accent localization, and call transcriptions and summaries.

Learn more at krisp.ai



BECOME A KNOW IT ALL "KIA" MEMBER TODAY

With over 900 members and counting, our free Know It All "KIA" Customer Experience (CX) Online Community is the best place to collaborate, ask niche questions, and get advice from your CX peers.

**FREE TO JOIN!
NO FEES OR DUES**

JOIN KIA

REQUEST TO JOIN:

Click [here](#) to request to join our community.

QUESTIONS? For help with questions, a demo of the community, or to get signed up on the spot. Email Tyler Ainge at tyler@execsintheknow.com

BUSINESS PARTNERS:

Is your business interested in sponsorship opportunities in the CX Marketplace? Email Scott Moberly at scott@execsintheknow.com

KIA Orientation Video Hub

Whether you're a seasoned KIA member or just starting your journey with KIA, we've created short "how to" video tutorials to help you get the most out of KIA. Our collection is continuously expanding with new videos. Visit the video hub regularly to stay updated with the latest user tips.



Make Informed Decisions on CX Strategy

CX leaders are looking for concrete information as they consider new CX initiatives. Learn from KIA members who are already pushing the envelope and have experiences and insights to share.

73%

of members are director level & above

CX MARKETPLACE

Our CX Marketplace features the latest CX technology and services with new, and exclusive content added every month. Benefit from valuable insights and private vendor reviews from the KIA community.

Marketplace Partners:





KIA ONLINE COMMUNITY MEMBER SPOTLIGHT



TATYANA NGAI
Assistant Vice President,
Business Program Office -
Customer Service & Operations,
AT&T Inc.



AT&T

Tatyana Ngai leads customer-centric Next-Gen Transformation programs from ideation to enablement, product and marketing liaison on project launch readiness, and CS&O workforce strategy through vendor strategy optimization and implementation. Tatyana has been working in the industry for 25 years. She joined what was then Pacific Bell in 1998 through the Leadership Development Program and worked as a Coach Manager in the Call Center servicing ISDN and DSL. Since then, Tatyana has held various positions in the business sector of the new AT&T, including Transformation Strategy, Vendor Management, Service & Life Cycle Management, Product Integration, Call Center Management, Project Management, and Delivery & Assurance Operations.

Before joining AT&T, Tatyana worked in the hospitality industry. She has an MBA from the University of Southern California and a BA from UCLA. Tatyana is PMP certified and has her Six Sigma Green Belt. Execs In The Know recently caught up with Tatyana to discuss her career path and passion for customer service and operations, the key levers of a successful organizational transformation, how AT&T is applying artificial intelligence (AI) across the brand to improve CX, and AT&T's Purpose to connect people to greater possibility – with expertise, simplicity, and inspiration.

AT&T Ensures Customers Can Rely on Their Services When They Need Them the Most

Execs In The Know (EITK): Did you always want to work in Customer Service and Operations? How did you get to where you are today?

Tatyana Ngai: I've always worked with business customers. There's such a range of industries and sizes. I find the work both fascinating and challenging.

Looking back, my career path has three progressive stages:

In the beginning, being in the customer's line of sight was key, so I worked to support multiple frontline functions to really understand the employee and the customer experiences across the board.



Then, I had an opportunity to build an operation from scratch, including organizational design, tooling and business process, staffing, and service levels, and mined out the frontline experience to set up customer and employee-friendly processes.

Now, in my strategy and transformation role, I use these field experiences and my deep knowledge of our business customers to transform customer service and operations at scale.

EITK: From your perspective and experience, what are the key levers of a successful organizational transformation, especially as they relate to unlocking growth potential, improving CX, accelerating the rate at which a brand innovates, and building new capabilities?

Tatyana: That's the million-dollar question, isn't it? I've always fervently believed in the following principle: if you do something and do it well, there's a market for it.

For example, in AT&T and telecom in general, disaster recovery is core to this business. Connectivity is the underpinning of our lives, both consumer and business, so most of the

telecommunications industry has had to get really good at assuring near-perfect uptime through robust disaster recovery playbooks.

AT&T took it a step further and productized this core competency into the First Responder Network or FirstNet. This is America's first and only purpose-built public safety network, with more than five million connections across more than 26,000 agencies and organizations in the US.

EITK: How is AT&T applying AI across the brand to improve customer service, enhance operational efficiencies, and drive customer value?

Tatyana: AT&T has been actively implementing AI (classic and generative) and Machine Learning across various aspects of its business to enhance customer service, improve operational efficiencies, and deliver value to customers. Virtual Assistants, Chatbots, and Messaging are longstanding technologies in our ecosystem. Newer applications of AI include Customer Insights, Content Recommendations, and Data Security.

For example, we use AI and ML to analyze customer data to gain insights into customer behavior, preferences, and needs. This information allows AT&T to offer personalized services and recommendations with the intent to increase customer satisfaction and loyalty. AI-driven security solutions are used to monitor network traffic for unusual patterns and potential threats, enhancing data security and protecting customer information.

EITK: The last few years have brought unprecedented challenges, opportunities, and evolution for companies of all sizes. What has been the biggest win for the brand from a customer experience and operational standpoint?

Tatyana: Maintaining an award-winning CX business process multiple years in a row in the maturing communications industry is something we're really proud of. For the sixth consecutive year, we have ranked #1 in Customer Satisfaction for Business Wireline Service delivered to large enterprise customers by JD Power.

EITK: A consistent commitment to outstanding service is essential. When creating unforgettable customer experiences, no detail is too small. In what ways does AT&T seek to "wow" its customers?

Tatyana: Our Purpose guides our behavior and how we make all kinds of decisions. It affects what products we develop, how we communicate both internally and externally, our policies, who we partner with, and virtually every other area of our business. AT&T's Purpose is to connect people to greater possibility – with expertise, simplicity, and inspiration. This is what should guide every decision we make and how we engage with our customers. That Purpose drives our strong emphasis on maintaining a Reliable Network, meaning consistent and high-quality network coverage, ensuring customers can rely on their services when they need them the most.

EITK: Are there any interesting facts you can share about working for AT&T that most consumers don't know?



Tatyana: Working for a large telecommunications company like AT&T can be fascinating. There's a lot of history in this company. For example, AT&T Labs has been driving innovation for over 140 years and is the global leader in the development and research of connectivity and technological advancement.

AT&T also encourages its employees to engage with their local communities through volunteer work and charitable activities, including AT&T Believes. Many employees are actively involved in giving back to the communities where they live and work.

EITK: Most of us can look back and remember less-than-ideal experiences we've had as customers. However, even more memorable are those times when a company's customer service exceeds our expectations – even delights us. What has been your most delightful customer experience to date?

Tatyana: Honestly, I would cite our Disney Park experiences, whether in California, Orlando, or even Paris. The experience has always been positive and consistent. Disney's focus on being "the happiest place on earth" translates well operationally. They have a way of taming even the unruliest child (or adult), and families are all too happy to spend their money at the happiest place on earth – my family included.

EITK: What are the three key qualities of leaders who inspire you?

Tatyana: Vision, strength of character, and the ability to execute in tough conditions.

EITK: Even the most successful and productive leaders prioritize outside interests and passions. How do you prefer to spend your leisure time?

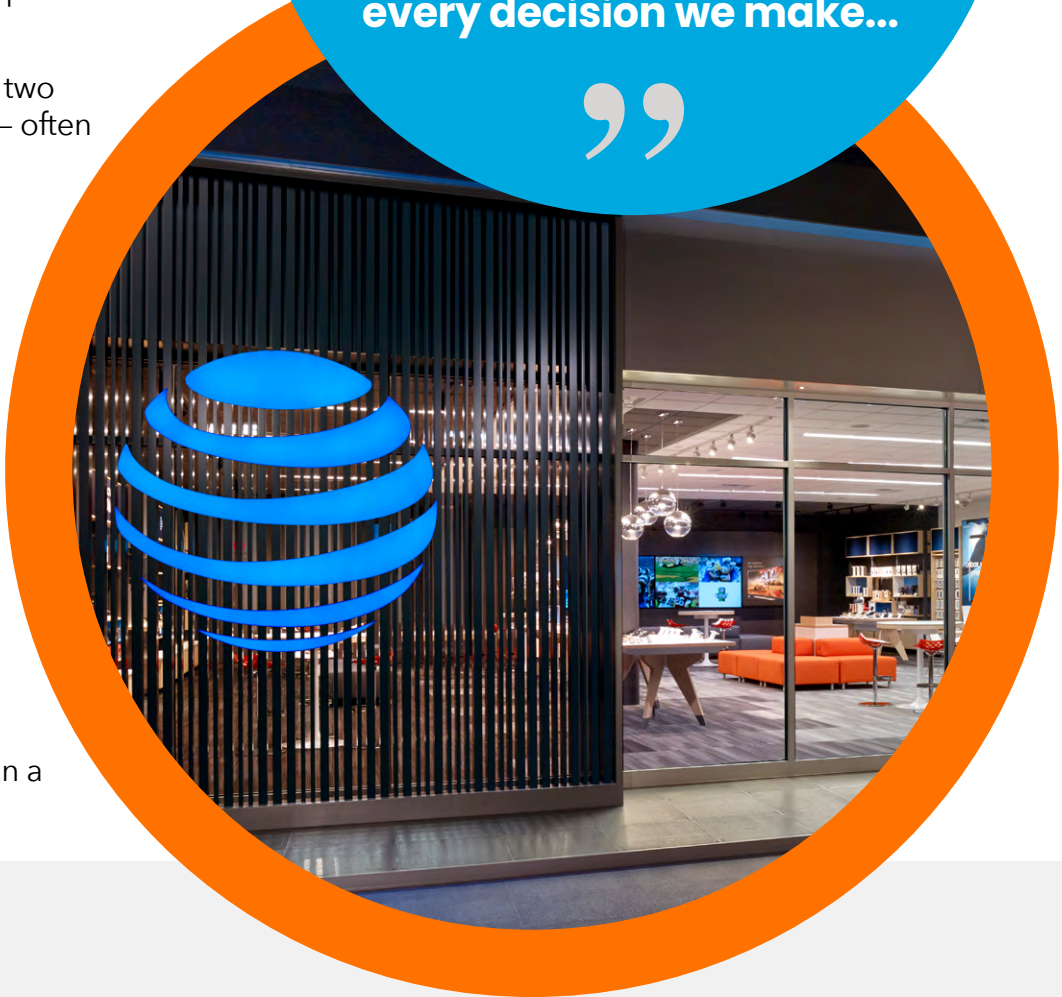
Tatyana: My husband and I love to travel, especially now that we are empty nesters. Anything with water makes the top of our list: cruising, sailing, scuba diving.

On land, we spend time with our two children and four grandchildren – often at a Disney Park!

EITK: Can you share how your involvement in the Execs In The Know and KIA Online community has translated into value for yourself, your organization, and the community?

Tatyana: EITK's Roundtables are very well moderated, with relevant content and discussions evenly distributed across attendees. I like that the KIA Online Community is a closed system; its members can feel comfortable asking for help in a more intimate setting. ✨

“
AT&T's Purpose is to connect people to GREATER POSSIBILITY –with expertise, simplicity, and inspiration. This is what should guide every decision we make...
”



Execs In The Know

Thank you to Tatyana Ngai, Assistant Vice President, Business Program Office - Customer Service & Operations at AT&T Inc. for her leadership, participation, and insights. To connect with Tatyana, or to participate in the wider conversation, consider joining the Execs In The Know "Know It All" (KIA) Community. The KIA Community is a private, online community designed exclusively for CX Leaders at consumer-facing brands. Come learn, share, network, and engage to innovate.

Want to learn more about the KIA online community? [CLICK HERE.....](https://bit.ly/aboutkia)
bit.ly/aboutkia



Interested in taking part in a future Brand Spotlight feature and sharing your story? [CLICK HERE.....](mailto:info@execsintheknow.com)
info@execsintheknow.com



Looking Toward 2024: Strategies Shaping Customer Experience

Delivering exceptional experiences that not only meet but exceed the dynamic expectations of consumers.

by Execs In The Know

In recent years, an undeniable and unwavering facet has defined the customer experience (CX) landscape: change. How we work, live, and consume have all been radically transformed and, as a result, organizations have witnessed dramatic shifts in consumer expectations.

As we approach 2024, organizations find themselves at a pivotal juncture where technology and consumer insights converge to redefine customer engagement and retention. The journey ahead is guided by data, innovation, and the unwavering pursuit of delivering exceptional experiences that not only meet but exceed the dynamic expectations of consumers.

According to our 2023 CX Leaders Trends and Insight Consumer Edition report, there is a

palpable sense of progress, with 26 percent of respondents acknowledging that companies are indeed getting better at providing good customer care¹, a 15-point year-over-year improvement.

As we delve into the strategies shaping customer experience in the coming year, let us embark on this transformative journey together, poised to embrace the challenges and opportunities that lie ahead.

Reengineering the Customer Journey

Reengineering the customer journey is not just a strategy; it's necessary for businesses striving to thrive in a digitally driven world. The traditional linear path from awareness to purchase has evolved into a dynamic, multi-dimensional experience where customers demand personalized interactions at every touchpoint.





Successful CX now hinges on leveraging cutting-edge technologies like AI and machine learning to anticipate customer needs and preferences. This proactive approach enables businesses to not only meet but exceed customer expectations, creating a more profound emotional connection. In this customer-centric landscape, businesses are harnessing data-driven insights to identify pain points, streamline processes, and provide seamless, omnichannel experiences that make each customer feel truly valued.

In this re-engineered customer journey, businesses are also focusing on sustainability and ethics, aligning their values with those of socially conscious consumers. Transparency and eco-conscious initiatives are becoming integral elements of the CX, fostering trust and loyalty. Moreover, businesses are recognizing the importance of post-purchase engagement, nurturing long-term relationships through personalized post-sale support, loyalty programs, and feedback loops. In the year ahead, reengineering the customer journey is about embracing change, adapting to evolving customer expectations and, ultimately, building stronger,

more resilient brands that thrive in the digital era.

"We have a strategic initiative around CX, which we began implementing this year. We've invested in a CX solution to help us better track and respond to customer health indicators, and we've staffed a team dedicated to executing our CX roadmap. The goal of the CX team is to help us move from reactive to proactive in how we engage with customers. We are reengineering our entire customer journey with a focus on reducing customer effort across all touchpoints. It's a three-year plan which is on track as of now, and which I'm confident will help us not only maintain our industry-leading NPS and retention scores but will take us to the next level," says Jennifer Lee, President and Chief Operating Officer at Intradiem.

Integrated Omnichannel

Empowering your customers to connect with your brand effortlessly is essential, no matter the medium, device, or location. The message, whether email, push notification, or some other channel, is at the heart of any journey. Imagine a world where your customers receive a personalized, hassle-free, and consistent experience at every step of their journey.

With integrated omnichannel, support channels are seamlessly woven together in terms of data and experience. The result? An intelligent, efficient, and low-effort outcome for your valued customers. The aim is clear: to deliver unparalleled customer experiences that foster unwavering loyalty and fuel top-line growth.

A carefully crafted omnichannel strategy reaps numerous rewards for your customers and your company alike.

Here are just a few of those rewards.

ELEVATE CX

Navigating through a multitude of company touchpoints can be overwhelming. Eliminating the barriers between siloed support channels ensures a consistently smooth and hassle-free journey for your customers.

FOSTER CUSTOMER LOYALTY

Loyalty flourishes when customers encounter a personalized, effortless journey bolstered by empowered agents armed with cutting-edge technology.

BOOST OPERATIONAL EFFICIENCY

Omnichannel provides real-time visibility, enhancing your customer experience processes while simultaneously optimizing metrics and minimizing redundant efforts across various channels.

DRIVE INNOVATION

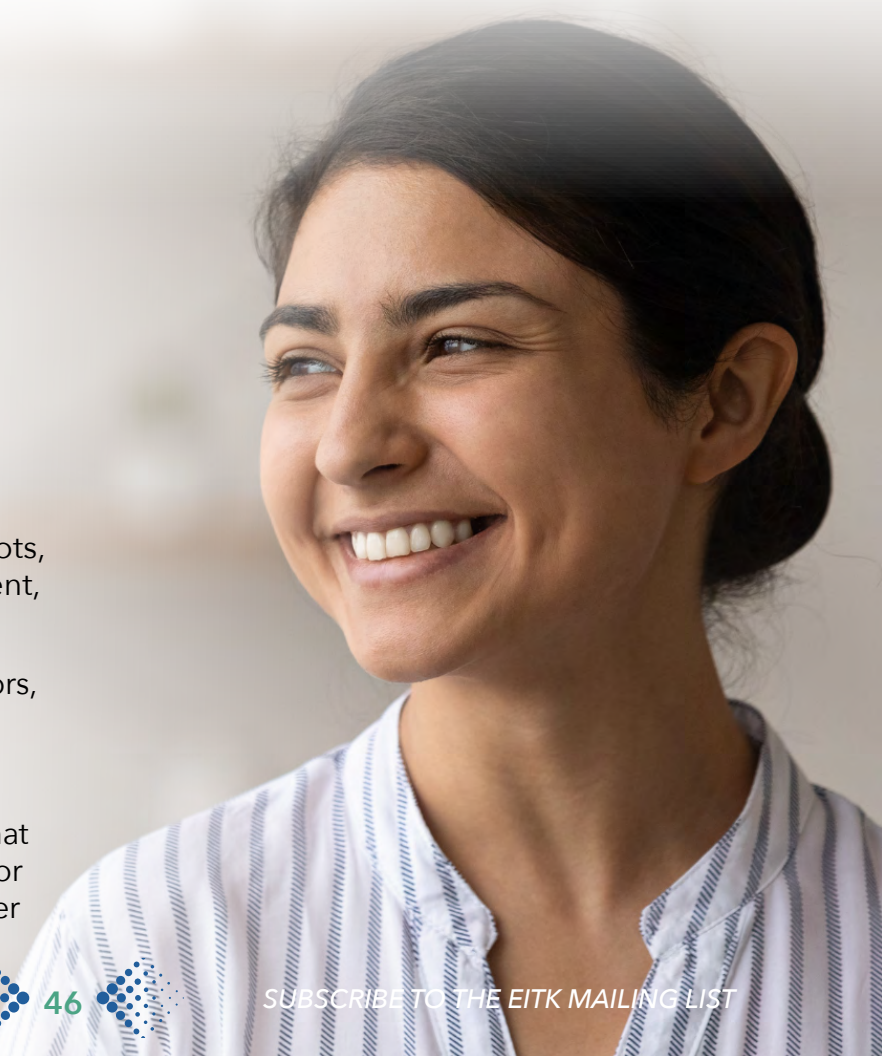
With cloud-enabled omnichannel solutions, there are no boundaries. Easily integrate emerging support channels like video, chatbots, and more into your customer care environment, ushering in a new era of innovation.

"Customer care is very important for Michael Kors, as we want to provide the best possible service and experience for our customers," explains Ebrahim Hyder, Vice President of Customer Service at Michael Kors. "Here are some ways that we are fitting customer care into the roadmap for the year ahead. We've just recently launched Tier

2 level support across all contact channels. We can now provide customers with complex questions or inquiries with real-time support. Initial results have been very positive, with T2 CSRs getting higher CSAT ratings. Additionally, we've seen a decrease in executive escalations and complaints. We are also looking into Agent-Assist technology that will help us provide a consistent service experience to all our customers, increase CSR speed-to-proficiency, reduce costs, and automate manual and time-consuming frontline tasks."

AI and Hyper-Personalization Will Continue Transforming Customer Care

Hyper-personalization represents the pinnacle of brand marketing, enabling precise tailoring to individual customers. Achieved through the utilization of data, analytics, AI, and automation, it allows for the creation of bespoke, laser-focused experiences.





Forbes is on a path of discovery and alignment with what our customers truly find value in Forbes for. We are proactively doing consumer research and customer surveys on what is important to them, how they want to interact with us, and how often. Our goal is to get to a place where we know the customer on a more personal level and, therefore, cannot only service them better but also anticipate what they may need or want in the future. We are looking to do this with human effort and the best technologies we can."

Traci Lamm
Senior Director of
Customer Experience
Forbes

In our [2023 CX Leaders Trends and Insights Consumer Edition report²](#), a significant percentage of consumers (36%) either "Strongly Agree" or "Agree" that AI-powered solutions are destined to be a beneficial part of interacting with customer care in the future.

With hyper-personalization, companies can deliver context-rich communications directly to specific customers at precisely the right moment and through their preferred channels. Hyper-personalized strategies offer organizations unique opportunities in

today's fiercely competitive digital marketing landscape. They can deeply engage existing customers, forge new relationships, and elevate the overall customer experience.

With the wealth of customer data at their disposal, companies can create customized encounters, ranging from personalized product recommendations to tailor-made marketing communications and one-on-one customer service interactions. Given the growing concerns about data privacy, the challenge is to strike the right balance between personalization and safeguarding customer privacy.

Enterprises will begin leveraging data-driven insights to offer personalized recommendations and exclusive deals based on customers' past interactions. The integration of artificial intelligence and machine learning will empower businesses to deliver hyper-personalized experiences, boosting customer satisfaction and fostering long-term loyalty.

The implementation of such strategies not only enhances customer satisfaction but fosters brand loyalty, boosts willingness to spend, and elevates overall marketing effectiveness. AI-driven chatbots and automated messaging solutions will surge, significantly improving the efficiency of customer service operations. Machine learning will refine these interactions, delivering more personalized and effective customer experiences.

"Undoubtedly, AI will enable brands to deliver personalized and relevant customer experiences across different channels and touchpoints," adds Hyder. "Using machine learning, AI can analyze customer data and preferences and provide tailored product recommendations, content, and promotions. At Michael Kors, we're embarking on the AI journey by automating repetitive and mundane tasks, providing faster and more accurate responses, and delivering a consistent customer experience across all channels."



LegalZoom's strategy revolves around using technology to make it effortless for small businesses to access everything they need to succeed. Given their busy and hectic schedules, we plan to utilize AI and digital channels to meet our customers at a convenient place. Two years ago, we started evaluating our platforms and made changes where necessary to ensure we have the right tools and partners to succeed in the next 3-5 years. We plan to support over 70% of our customer interactions in a digital channel in 2024."

Todd McReynolds

*Vice President of Customer Care and Vendor Management
LegalZoom*

Proactive Customer Engagement

Proactive customer engagement is all about staying one step ahead of your customers' needs, establishing trust, and nurturing long-term relationships. Trust in businesses is on the decline. According to the [State of Consumer Data Privacy Survey](#)³, only 21 percent of consumers trust global brands to safeguard their personal information. This lack of trust is hardly surprising, given the prevalence of data breaches, spam, and privacy concerns.

To regain and solidify customer trust, companies are shifting from a reactive approach to a proactive one when it comes to customer care. Proactive customer service is not just a nice-to-have; it's an essential element of business success.

"With proactive communication through AI, in the near future, we'll be able to determine when products should be delivered, and if we don't have signals concerning that delivery, we can make a connection by sending exception communications proactively to alert the customer. In addition, through AI, we'll be able to identify "escalation tipping points" where we can proactively reach out to our customer to ensure that we provide the proper amount of support to help them feel their project is progressing," explains Craig Sultan, Director, Product Management, Contact Center Capabilities at The Home Depot.

Proactive customer service involves identifying and addressing customers' needs or problems before they realize it or feel compelled to seek help. Some examples of proactive support include promptly notifying customers of any errors or issues (shipping delays or service interruptions), introducing customers to new products or services tailored to their preferences, or identifying opportunities to enhance a customer's experience, like upgrading their airline seat based on their frequent flyer status.

The significance of embracing proactive customer service cannot be overstated. It's a linchpin in crafting positive customer experiences. A few benefits include but are not limited to stronger customer loyalty, increased sales, reduced pressure on support agents, and higher customer satisfaction.

"I anticipate connections evolving from the reactive - break/fix in assisted support to a proactive conversation about how customers can achieve more with the products/services and unlock the fullest extent of the capabilities," says Peter Mallot, Worldwide Support Leader for Modern Life and Business Programs at Microsoft. "This includes proactive security measures, such as suggestions for account security (proofs/two-factor authentication),

staying current on patches and updates, and proactive notification of payment instrument issues such as dunning, expiration, or potential fraud. Strategies to leverage to achieve this are anchored in the 'know me' scenarios where we can better understand the customer's assets and relationship with our company, as well as determine intent and maximize value. The more we know about the customer, the better we can provide knowledge and support to them."

The Rise of Voice Interaction

Like Amazon's Alexa and Google Assistant, voice-based interfaces are not confined to homes. Customers will increasingly interact with businesses using voice commands, from placing orders to seeking assistance.

This shift requires substantial investments in voice-enabled technologies and optimizing content for voice-driven searches. It also demands a reimagining of how businesses approach customer interactions, with a focus on elevating voice-based experiences over traditional text-based ones.

Next year, we can expect businesses to expand their customer service representatives roster to

meet voice assistance technology's demands. The synergy between AI-driven voice tech and human customer service agents will result in even more convenient and personalized customer experiences.

Corporate Social Responsibility

Organizations are confronted with a significant dilemma: achieving growth and profitability while upholding their commitment to global responsibility. Numerous studies by reputable organizations underscore consumers' strong concern for sustainability and ethical choices. However, bridging the divide between these intentions and their day-to-day actions continues to pose a formidable challenge.

Brands have dedicated substantial efforts to persuading consumers of their responsibility and trustworthiness, emphasizing ESG initiatives and corporate responsibility endeavors. Nevertheless, it ultimately falls upon consumers and their spending power to determine what qualifies as a responsible choice.

In 2024, sustainability will continue to play a pivotal role in customer



While our goal is not to ever fully move away from the "human touch" that can be provided by a live specialist, we plan to continue to leverage AI and automation to personalize service with immediacy as a benefit to our guests. We started by having it manage many of the routine processes of information gathering, agent assist, and basic guest responses in the near term. As our confidence with AI grows, we plan to explore more unassisted responses and guest issue management that can more closely replicate our brand voice."



Ron Brown, PMP
Sr. Program Manager,
Guest Service
Ultra Beauty

choices. Businesses committed to sustainability, offering eco-friendly products and responsible practices, will set themselves apart and resonate with customers seeking to make environmentally conscious choices.

It's not just a trend; it's a means of differentiation and positive change in the world.

“We want to create a positive and memorable customer experience and build long-term relationships along the way. Customers are more aware and conscious of their purchases' social and environmental impact, and they expect brands to share their values and take action on the issues that matter to them. At Michael Kors, we've been demonstrating corporate social responsibility with many initiatives and programs. Our website has a dedicated section for purchasing used Michael Kors products using a circular economy model. Another pillar in our commitment to sustainability is our newly launched resale marketplace, where KORS VIP customers can sell items they no longer use, and anyone can find coveted Michael Kors styles from past seasons. Keeping these pieces in circulation extends their lifecycle and helps reduce waste. We've recently updated our order management system, allowing us to offer a more elevated level of customer service. Some tools at our disposal enable our CSRs to do real-time price matching, fix order errors during a remorse period, and offer customers multiple ways to return an item based on preference,” adds Hyder.

Meeting the Dynamic Expectations of Customers

As we stand on the brink of 2024, the CX landscape is undergoing a profound transformation. Technology, data, and evolving consumer expectations are reshaping how organizations engage with their customers.

Reengineering the customer journey, embracing integrated omnichannel approaches, harnessing

the power of AI and hyper-personalization, adopting proactive customer engagement, and recognizing the importance of voice interaction and corporate social responsibility all play pivotal roles in this journey.

These strategies are not isolated initiatives, but interconnected threads that together form a tapestry of customer-centricity. The compass guiding customer experience points not only to excellence, but to a higher purpose – a purpose that reflects the changing tides of our times and the evolving expectations of the customers who shape them. ✨

Links:

- 1 <https://execsintheknow.com/wp-content/uploads/2023/09/CX-Leaders-Trends-Insights-2023-Consumer-Edition.pdf>
- 2 <https://execsintheknow.com/wp-content/uploads/2023/09/CX-Leaders-Trends-Insights-2023-Consumer-Edition.pdf>
- 3 <https://www.entrust.com/newsroom/press-releases/2021/data-from-entrust-reveals-contradictions-in-consumer-sentiment-toward-data-privacy-and-security>



A Virtual CX Library Is Just a Few Clicks Away

The Execs In The Know Knowledge Center

CX Insight Magazine

Get your CX fix with CX Insight magazine – Execs In The Know's exclusive quarterly CX publication covering the hottest industry topics. New issues are released in January, April, July, and October, and each issue features full-length articles, CX leader perspectives, Brand Spotlights, and more.

CX Research

Explore CX research from both the consumer and corporate perspectives, covering a wide range of topics, including Outsourcing, Self-Help, CX Agents, and GigCX. Each report features dozens of data points (many with trending historical data), analysis, and Practitioner Perspectives – thought-provoking insights from some of the industry's best and brightest.

Blogs

Get timely, informative, in-depth, and snapshot coverage of the industry from Execs In The Know and contributed blogs from trusted service providers across the CX landscape. Search for blogs chronologically or use the site's topic-driven dropdown to dig deep into the topic of your choice.

Brand Spotlights

Get insight into the innovations and solutions being deployed at some of the world's leading brands in a compelling Q&A format. Some of the many brands featured in the Brand Spotlight series include The Home Depot, Chick-fil-A, Lyft, and Marriot International.



Go deep into our latest research release, the **2023 CX Leaders Trends & Insights Consumer Edition report**, with project partner **VXI** during the premier of a special on-demand webinar to be available on **October 31, 2023**.

Register Now to get the link delivered to your inbox:



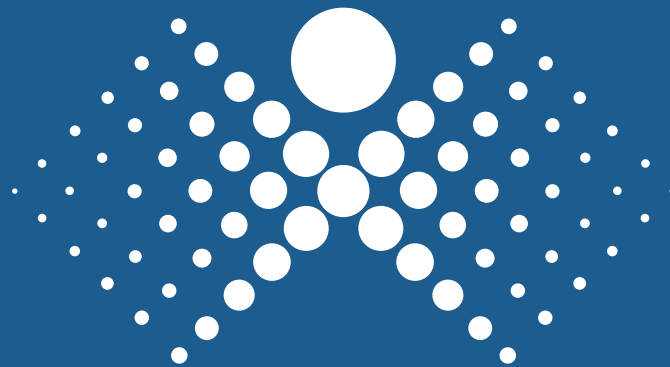
Webinars

Tune in as host Chad McDaniel, President and Co-Founder of Execs In The Know, discusses many of the industry's most relevant and pressing issues with a Who's Who of industry experts. Find a wide range of on-demand webinars covering dozens of topics or sign up for notifications for new webinars as they are announced.

Find it all in the Knowledge Center on
ExecsInTheKnow.com!



Execs In The Know



ExecsInTheKnow.com