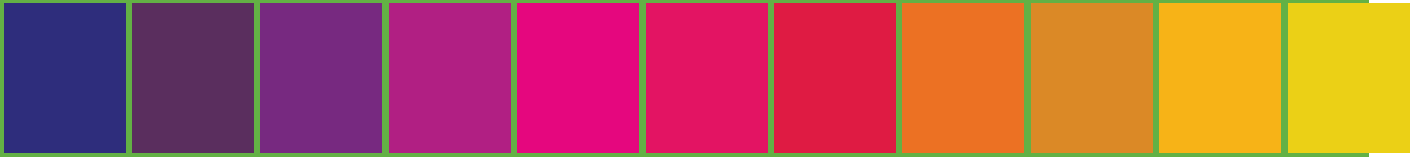




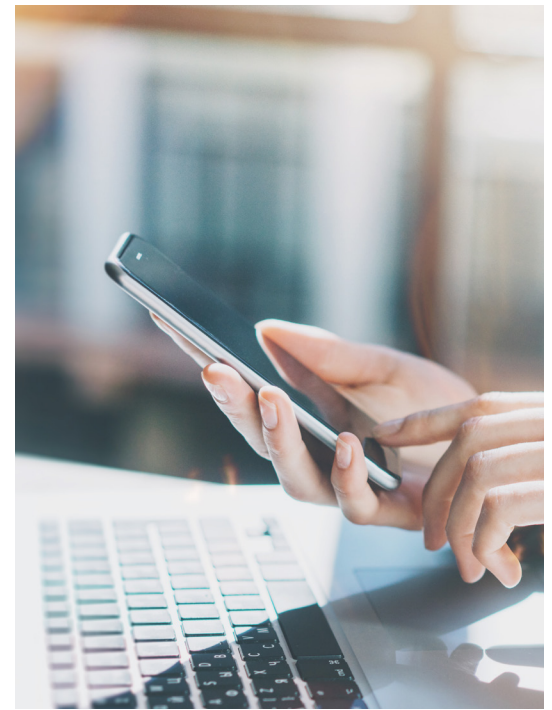
2020 - 2021 Digital Customer Service Product and Market Report



*This is the inaugural edition of DMG Consulting's **Digital Customer Service Product and Market Report**. Digital channels have become ubiquitous and are favored by customers for interacting with businesses. This Report analyzes the overall market and closely examines 6 vendors who offer digital customer service platforms. The Report is intended to provide the information that enterprise decision-makers need to select the right solution that will meet the needs of their business, now and in the future.*

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The COVID-19 pandemic has accelerated the digital transformation in organizations of all sizes. Enterprises that are going to emerge from the crisis and thrive in the “new normal” are those that are willing to revamp their service organizations to optimize the customer experience (CX). An essential element of delivering an outstanding CX is to make it easy for customers to conduct business by allowing them to interact in their preferred channels, which are increasingly digital.

Customers’ expectations for service are increasing, and consumers want companies to provide a variety of digital and mobile options so that they can help themselves. Consumers want the convenience of using any channel they choose to interact with a business and to pivot from one channel to another at will. Companies are expected to “follow” customers throughout their journey, regardless of channel, and to know who each customer is and keep track of their preferences during multiple transactions. Enterprises are undertaking digital transformations to revamp their service organizations, allowing customers to interact via enhanced self-service and digital channels, in addition to voice.

Part of any digital transformation is to migrate voice-based transactions to digital channels, which facilitates automation of many aspects of the customer service process. Although voice-based support is likely here to stay, it is becoming the contact method of last resort and is still preferred for highly emotional or time-sensitive issues. Taking over dominance of the market is a new generation of artificial intelligence (AI)-enabled, digital-first contact center servicing solutions.

Digital communications have become the preferred method of communications between businesses and customers. One unique feature of conversations in the new digital era is that they can start, stop and continue when the customer chooses. This asynchronous method of communication is characterized by persistence, which enables a conversation to retain context and history even when it changes channels or even stops for a period of time. This means that customers can have an ongoing dialog with a company, seamlessly across channels over an extended period of time. The company benefits from increased brand engagement and loyalty.

The *2020 - 2021 Digital Customer Service Product and Market Report* provides an in-depth analysis of the digital servicing market. It analyzes vendors, products, functional capabilities, pricing, as well as market, business and servicing trends and challenges. It presents information about how these solutions are being used, their benefits, as well as best practices to help companies realize the greatest return from their investments. The Report features 6 vendors: Glia, Helpshift, NICE inContact, LivePerson, Quiq, and RingCentral, who have already made a name for themselves in this emerging sector.

Key Reasons to Buy this Report

- ⇒ Digital-first customer service: what it means, definition of synchronous and asynchronous digital channels, and the functional and technical building blocks that make up these solutions
- ⇒ Current market trends and challenges that are driving enterprise investments and vendor innovation in this IT sector
- ⇒ Discussion of the role and contributions of contact centers in enterprise-wide digital transformation initiatives
- ⇒ A look at how digital-first servicing is an ideal complement to an omni-channel strategy, inclusive of voice, to provide customers with the ultimate flexibility and choice
- ⇒ Examination of how digital customer service solutions enable users to track, measure and understand the omni-channel customer journey
- ⇒ Analysis of how the growing customer preference for self-service is driving demand for intelligent and effective solutions
- ⇒ Discussion of work-at-home (WAH) agent requirements for servicing digital interactions and how to keep WAH staff supported and engaged
- ⇒ Analysis of the digital customer service competitive landscape, including a high-level overview of the 6 featured vendors
- ⇒ Detailed comparative analyses of the key technical and functional capabilities of the 6 featured digital customer service solutions
- ⇒ Implementation analysis, including vendor methodology and best practices, maintenance and support, workshops, training and professional services
- ⇒ Pricing comparison and analysis for a digital-only and digital and voice 250-seat cloud-based implementation
- ⇒ Detailed company reports for the 6 vendors covered in this Report, including product functionality and future product development plans
- ⇒ Vendor Directory



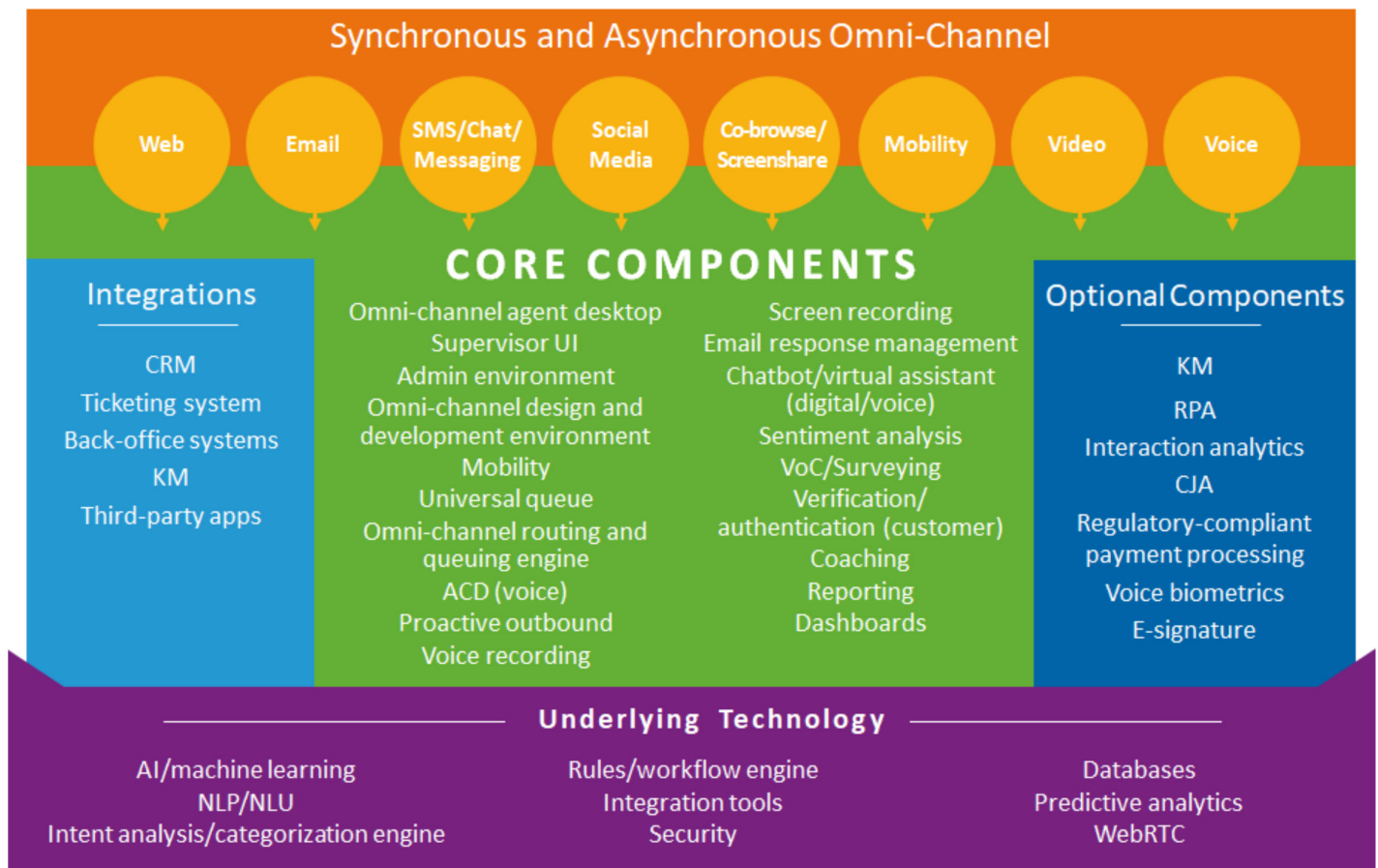
Report Highlights

- ***The coronavirus pandemic has accelerated the migration to digital channels:*** The pandemic has forced companies to re-evaluate the way they deliver service. Consumers have been showing a preference for using self-service for a number of years, and the COVID-19 crisis has forced companies to acknowledge that providing a digital-first approach starting with IVAs and bots, is beneficial for their business as well as their customers.
- ***Asynchronous service options meet customers “where they live”:*** Conversations in asynchronous channels allow companies to follow customers as they start, stop, and continue conversations, traversing automated and live channels of communication. Persistence allows transactions to retain their history and context as they pass from channel to channel. Customers expect companies to remember who they are and know their preferences; asynchronous channels help achieve this goal.
- ***Phone-based service is not going away:*** The COVID-19 pandemic has underscored the continuing value of phone-based service, particularly for customers who are looking for resolution of time-sensitive or emotionally charged issues. Although the digital transformation is placing automated interactions at the forefront, the phone will continue to be necessary in the future.
- ***Delivering an outstanding CX is a key differentiator in the “new normal”:*** Companies that want to emerge from the current pandemic-driven recession must place a strong emphasis on making it easy for customers to do business with them. They will need to revamp their service organizations to provide an outstanding and optimized CX. AI and automation are essential for making this happen.



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Source: DMG Consulting LLC, September 2020

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