



2017

10 Predictions

A green delivery van with a large cargo box is parked on a paved path in a park. The van has a dark grey cab and a large green cargo box. A person is walking in the background, looking at a phone. The scene is outdoors with trees and a grassy area.

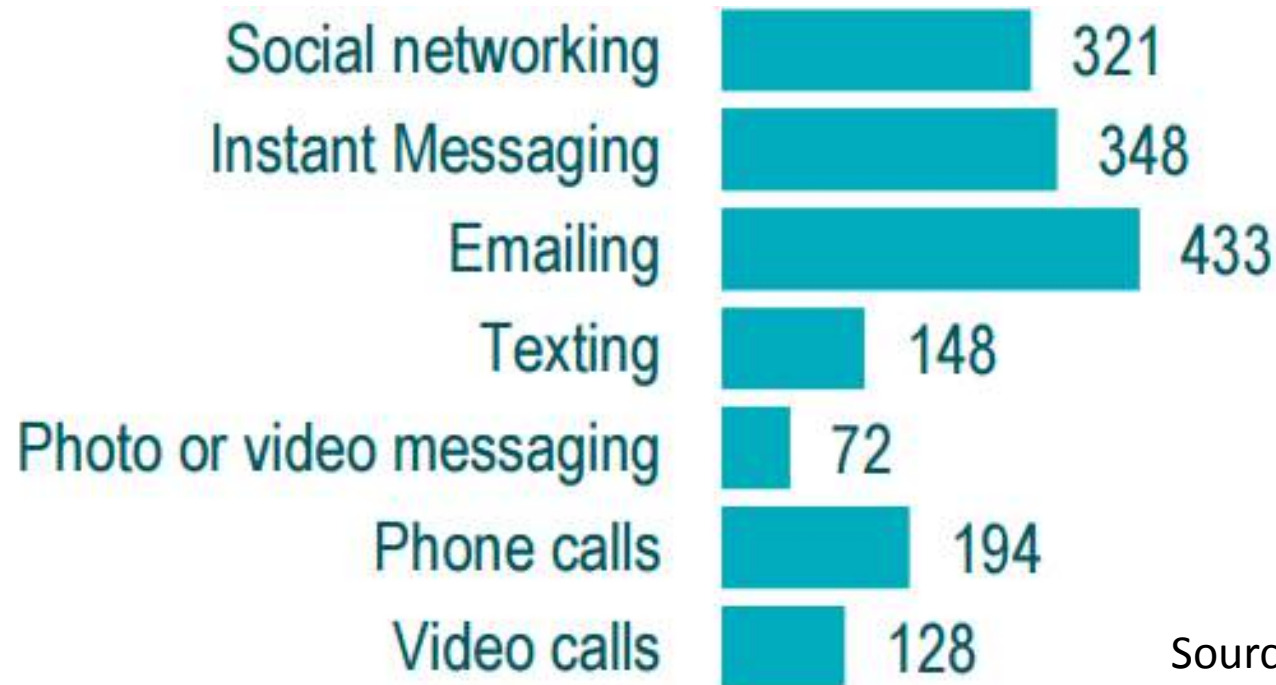
#1

Omni-Channel

predictions

More Organisations Will Catch Up With Digital Lifestyles

UK 16+ Adults
Minutes Spent In An Average Week



Source OFCOM communications report 2016

More Organisations Will Improve Conversational Continuity

Real Time



Twitter - Phone



Intelligence Assistant - Human



Messaging - Video Chat



More Organisations Will Improve Conversational Continuity

Lapsed Time



Email - SMS



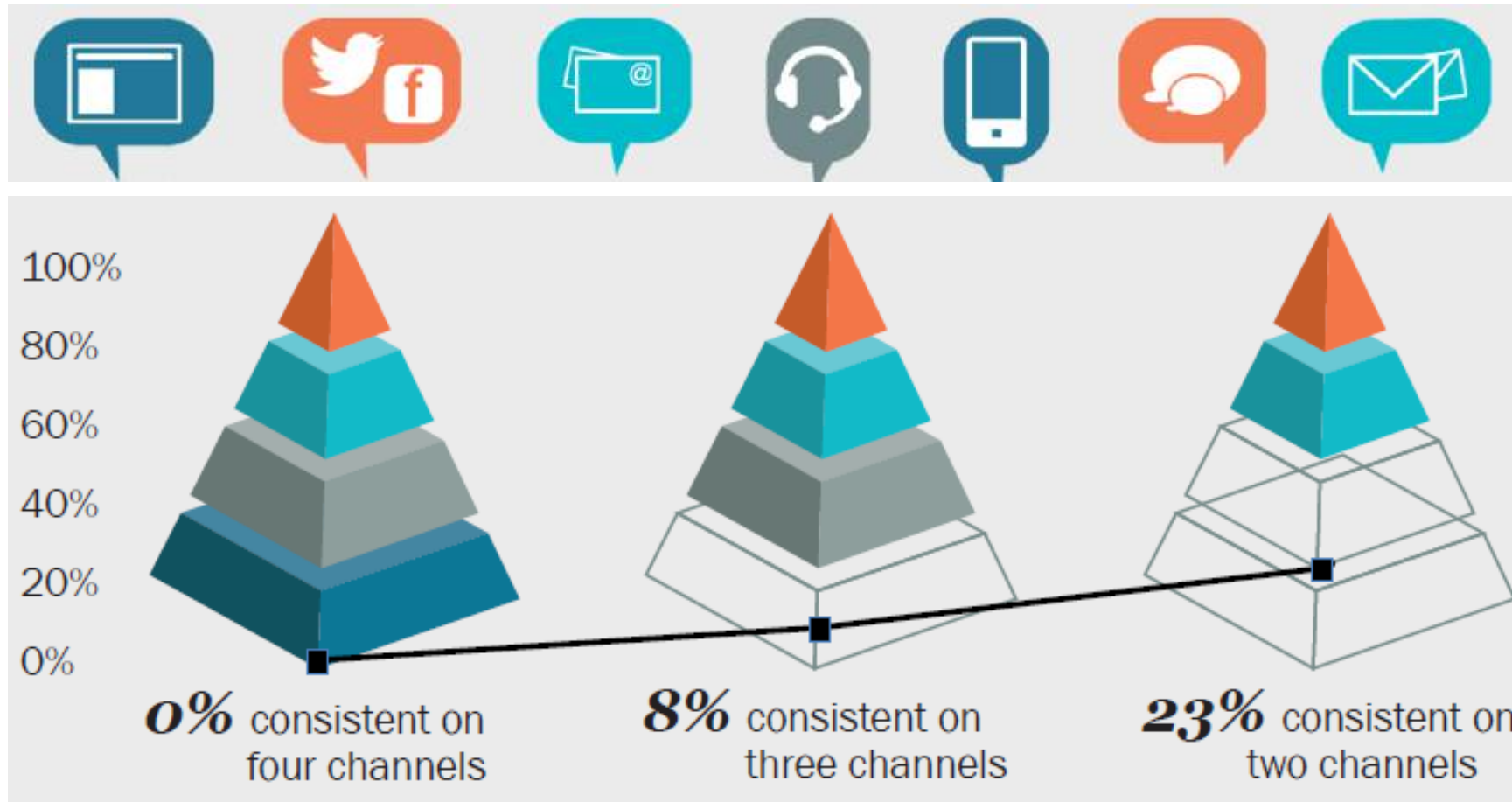
Letter - Phone



Automated SMS - Chat



More Organisations Will Improve Consistency Of Answers



2016
EPTICA MULTICHANNEL
CUSTOMER EXPERIENCE STUDY

#2

Mobile

predictions



More Organisations Will Redesign For Mobile Customer Service



Ofcom
making communications work
for everyone

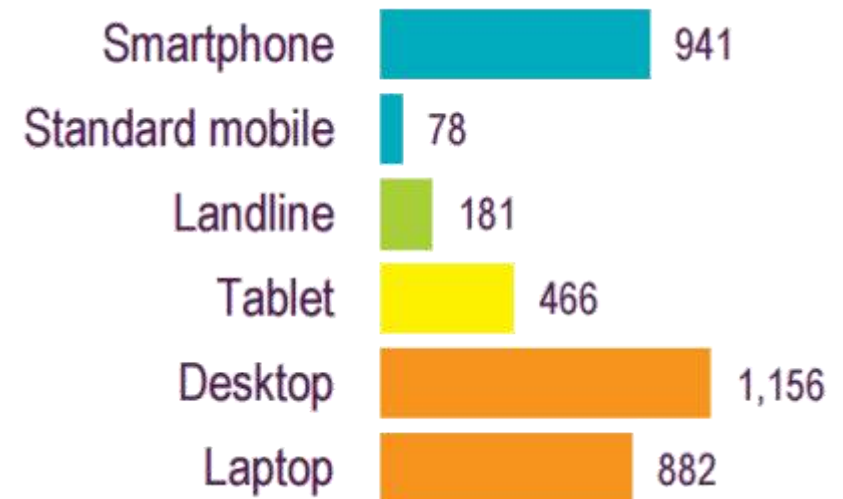
THE COMMUNICATIONS
MARKET REPORT

Published 4th August 2016

Mobile Trends That Will Reshape the UK in 2017

More than 80% of UK internet users will have a smartphone next year

Minutes Per Average Week



More Organisations Will Redesign For Mobile Customer Service



4G Take-up - UK Adults
2015 **30%**
2016 **48%**

4g Mobile Service Availability
98% of UK premises



The Dots In The Mobile First, Digital Ecosystem Are Joining Up Fast

In Europe, **54%** of us regularly use a mobile device to make payments compared to just **18%** in 2015

Source: [Visa's 2016 Digital Payments Study](#)

#3

Availability

predictions



Availability (however/whenever) Becomes More Crucial



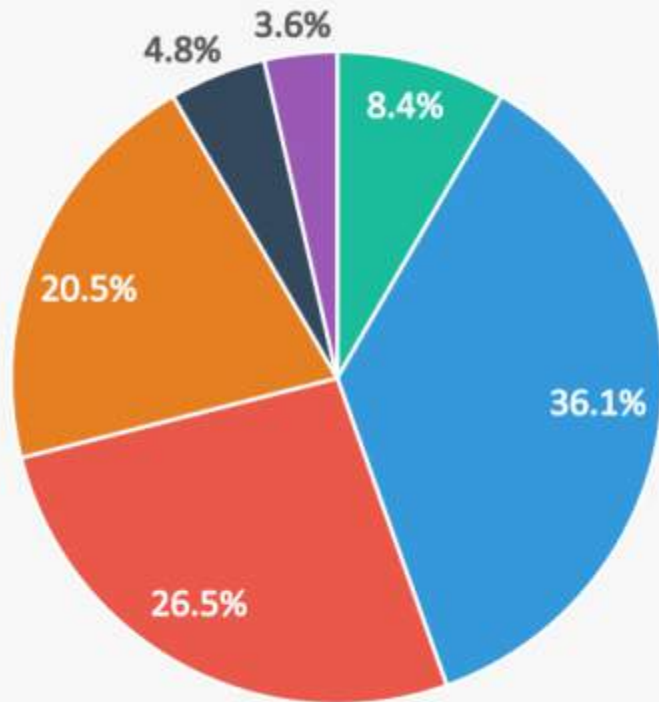
“ Mobile phones not only have changed the way we live and communicate – they have changed the way we think.

Customers have experienced a mind shift: They expect any desired information or service to be available...on any appropriate device...in context...at their precise moment of need.

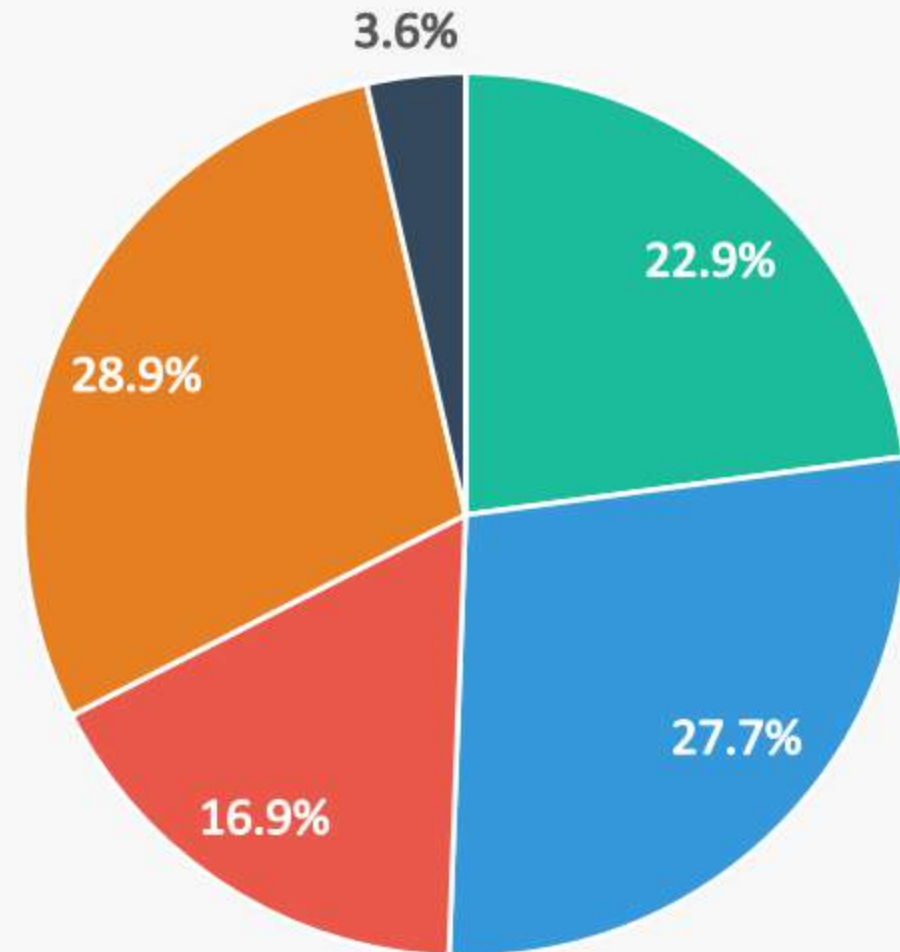
—Forrester Research

A business should **respond to me** 24 hours a day, 7 days a week

- 15 - 24 years old
- 25 - 30 years old
- 31 - 40 years old
- 41 - 50 years old
- 51 - 60 years old
- 61 + years old



- Strongly agree
- Agree
- Undecided
- Disagree
- Strongly disagree



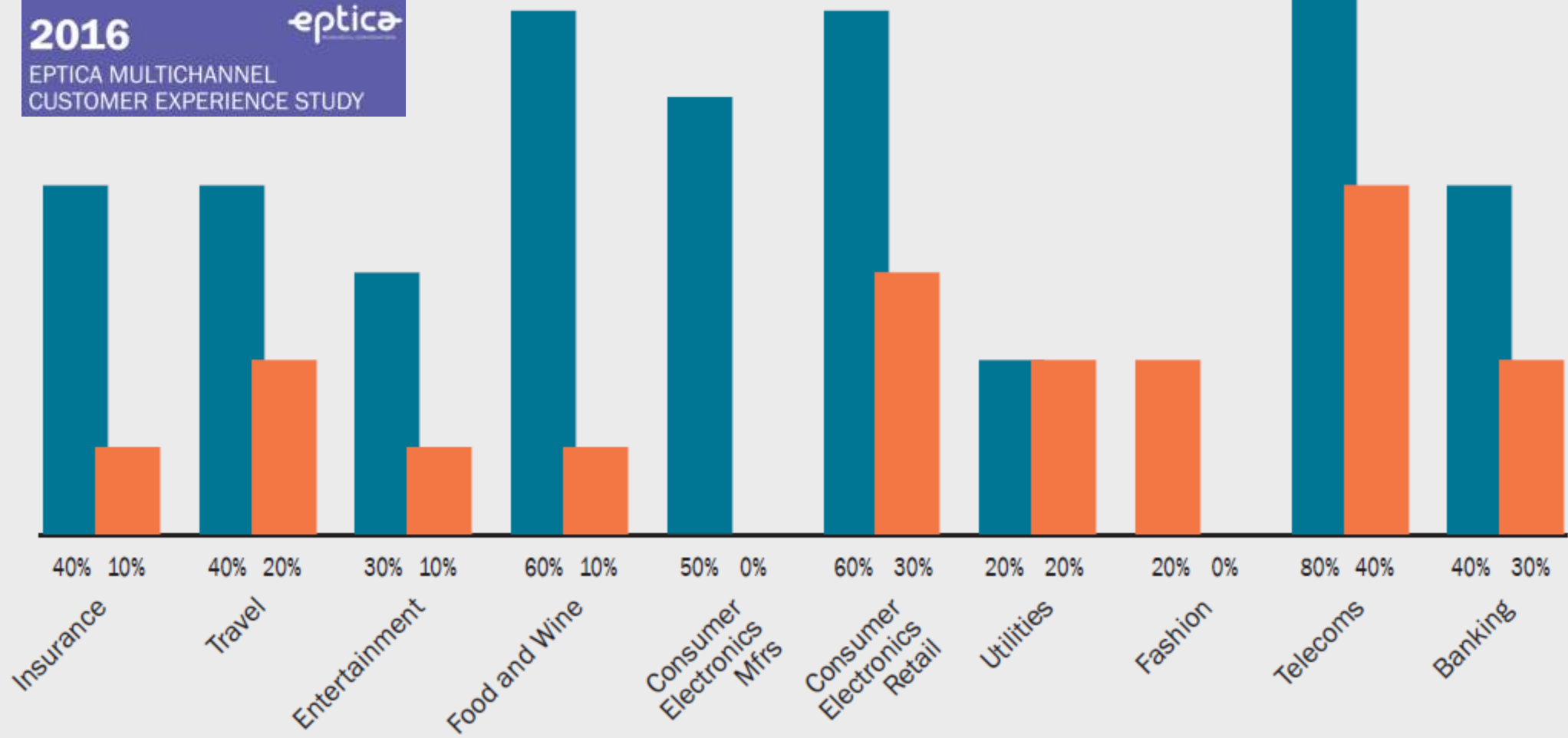
2016 Chat Adoption and Availability

■ Chat offered
 ■ Chat available

2016

EPTICA MULTICHANNEL
CUSTOMER EXPERIENCE STUDY

eptica



#4

Proactive

predictions



More Organisations Anticipate Recurrent Patterns of Customer Need



Reacting to a service need is often too late from the customer's point of view



Which inbound enquiries can be **anticipated** and **catered for earlier** in the customer journey - or better still, **removed entirely**?

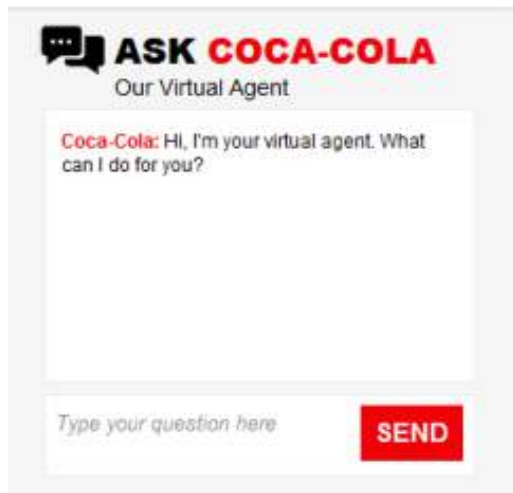
#5

Human Assist

predictions

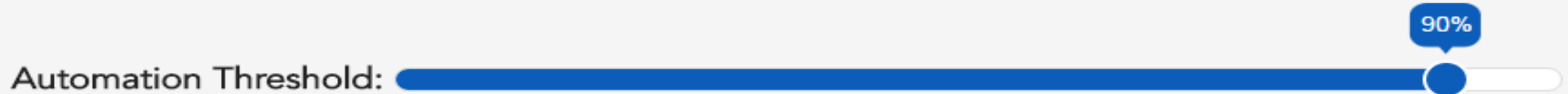


More Organisations Adopt AI To Help ‘Humanise Work’



Intelligent Prompts and Automation

For each incoming message, our deep neural networks predict the appropriate answer along with a specific confidence rating. Answers above the confidence threshold are automated, while the rest are served as intelligent prompts to agents. The agent approves or personalizes them, further training the model.



Can I bring my puppy on the flight?

Answer confidence: 98%
Yes, you can bring pets on board in economy and business class.



Automated



Is the seat next to me still empty?

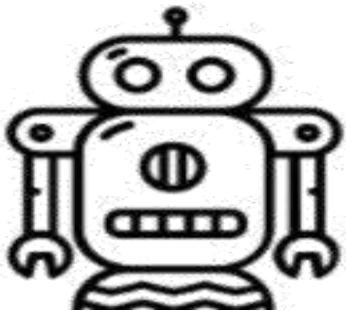
Answer confidence: 75%
The seat next to you is available.



Personalize

Approve

By 2020, Gartner predicts that customers will manage 85% of their relationship with the enterprise without interacting with a human.



The background features several overlapping speech bubbles in shades of orange, pink, red, yellow, and teal. At the bottom, there are four stylized human icons: a woman with orange hair, a man with glasses and brown hair, a man with teal hair, and a woman with pink hair.

Rank your 2017 priorities

1. Omni-channel
2. Mobile
3. Availability
4. Proactive
5. Human Assist

#6

Social

predictions



More Organisations Understand The Value Of Their Digital Footprint

**“SOCIAL IS
THE SOUL
OF DIGITAL”**



#7

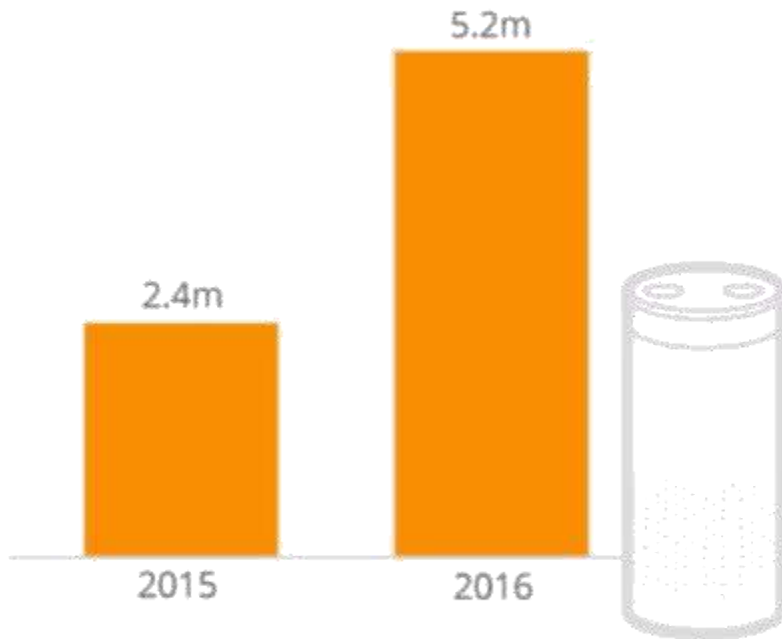
Voice & Text

predictions

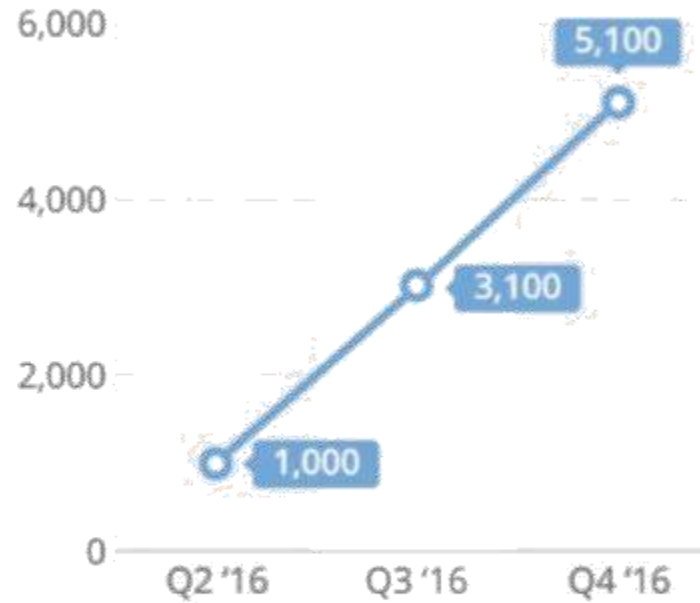


More Organisations Will Experiment With Voice Interfaces

Estimated worldwide unit sales



Skills available in the Alexa Skills store



Marriage proposals made to Alexa:
> 250,000

Echo owners increased their spending
on Amazon by roughly 10 percent
after purchasing the device



Sources: Consumer Intelligence Research Partners, Statista DMO, Amazon.com, NPD Group

More Organisations Will Adopt Messaging

People exchange over
1B
messages
with businesses every
month on Messenger*

OVER THE NEXT TWO YEARS, PEOPLE EXPECT TO USE MESSAGING APPS MORE FOR COMMUNICATING*

50%	60%	67%
One-to-one	With groups	With businesses

Source: "Facebook Messaging Survey" by Nielsen (Facebook-commissioned study of 12,500 people ages 18+ who used a mobile messaging app in the past 30 days 2016)

The way people communicate has changed. We've moved from expensive and short SMS to free, rich media, instant messages.

More Organisations Will Mature Beyond 'Digital First'

Voice – Text – Video

Live Assistance for
emotional support, advice
and complaints

Self Service for
24x7 education, information
& task completion

©Brainfood Consulting 2016

ASSISTED SERVICE - SELF SERVICE - PROACTIVE SERVICE

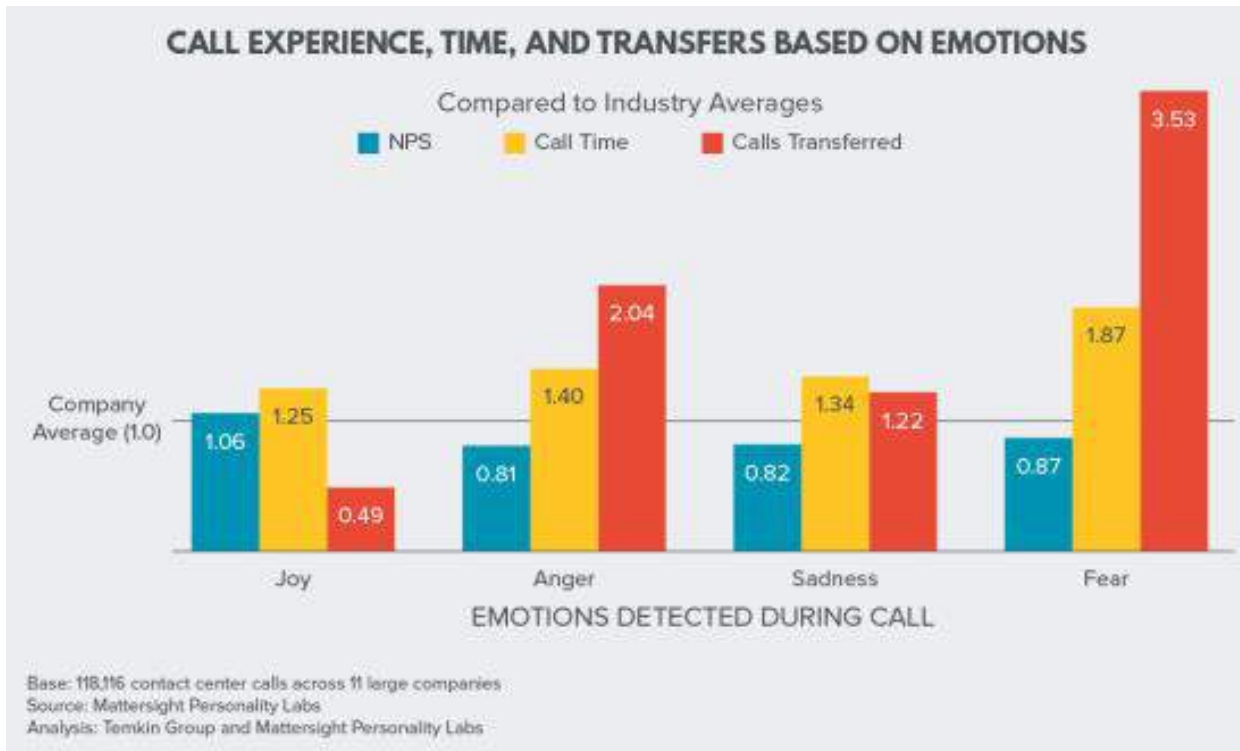
#8

Emotion

predictions



More Organisations Will Track Emotional Impact



More Organisations Will Link Emotion & Commercial Outcomes

 Emotion is the most significant driver of loyalty

(Average across 20 industries based on feedback from 10,000 U.S. consumers)

CUSTOMER EXPERIENCE MATTERS®
Connecting Brands, Leaders, Employees, And Customers



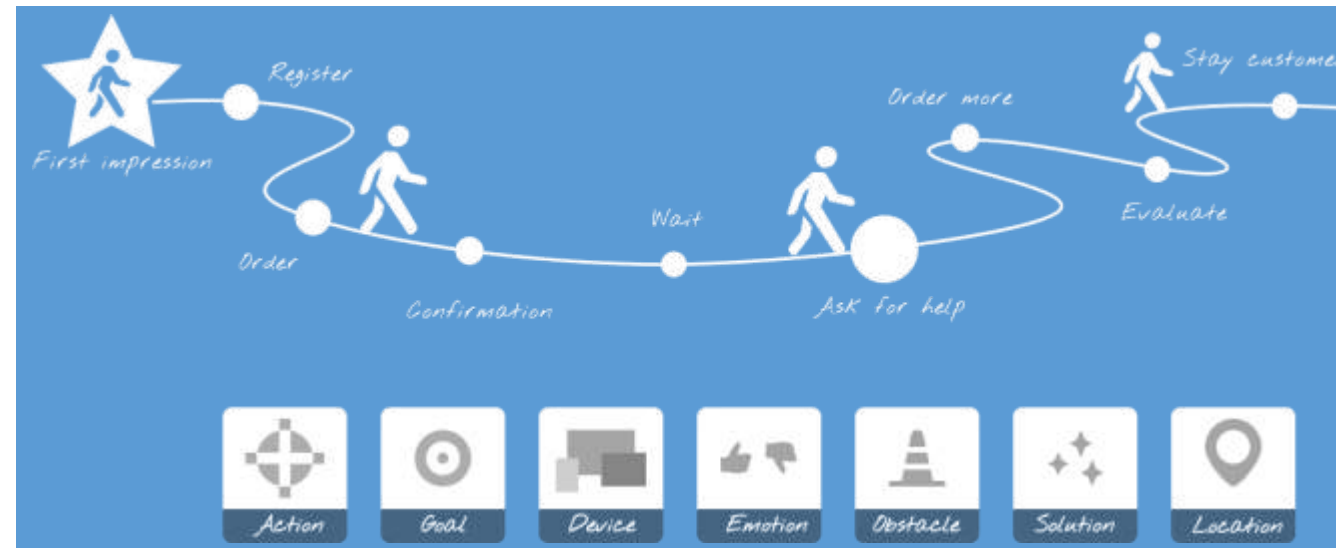
#9

Going Digital

predictions



More Organisations Will Have Improved Engagement Quality



Focus

Redesigning Customer Journeys

Outcome

The reorganisation of how customers get things done with an organisation based on what matters to both

Challenges

Balancing stakeholder priorities
Making journeys fit for self service

Enablers

A range of template maps focussed on specific transformation stages
Workflow digitisation

#10

Culture

predictions



More Organisations Will Learn How To More Fully Engage People



The background features several overlapping speech bubbles in shades of orange, pink, red, yellow, and teal. At the bottom, there are four stylized human icons: a woman with orange hair, a man with glasses and brown hair, a man with teal hair, and a woman with pink hair.

Tick your 2017 priorities

1. Social
2. Voice & Text
3. Emotion
4. Going Digital
5. Culture