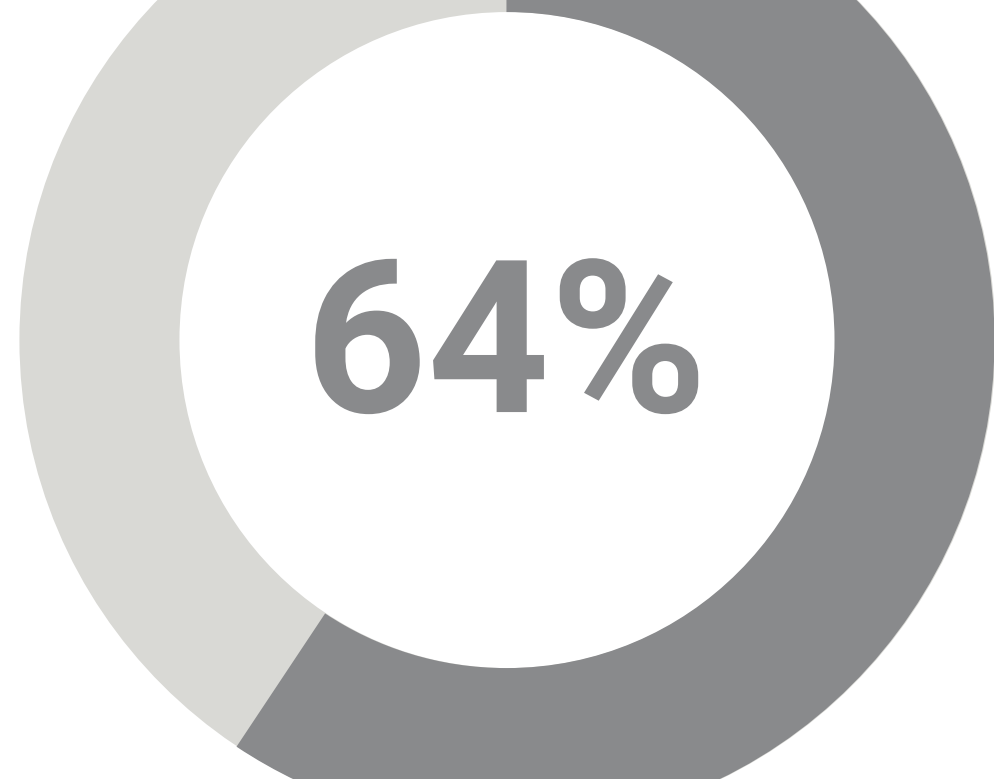


# Customer Service Has Gone Digital (And It's Not Turning Back)

Did you know just 1 in 5 people rate their digital experience of large multinational organisations as excellent? Clearly, there's a long way to go with digital customer service, but the good news is, our research shows consumers know what they want.

## Digital Customer Service Trends for 2021 – and beyond.

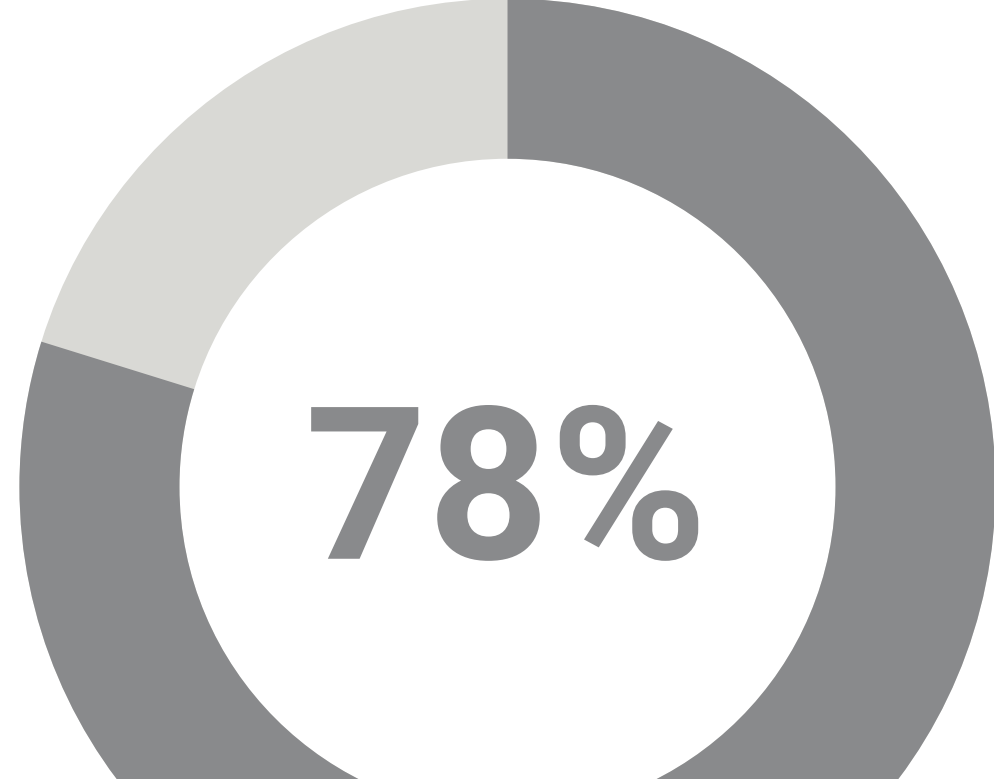
### 1 Customers are increasing their number of touchpoints.



64% of consumers used at least one new customer service channel in 2020, indicating a desire for more frequent conversations with businesses and brands – but not at the expense of convenience.

Source: Zendesk

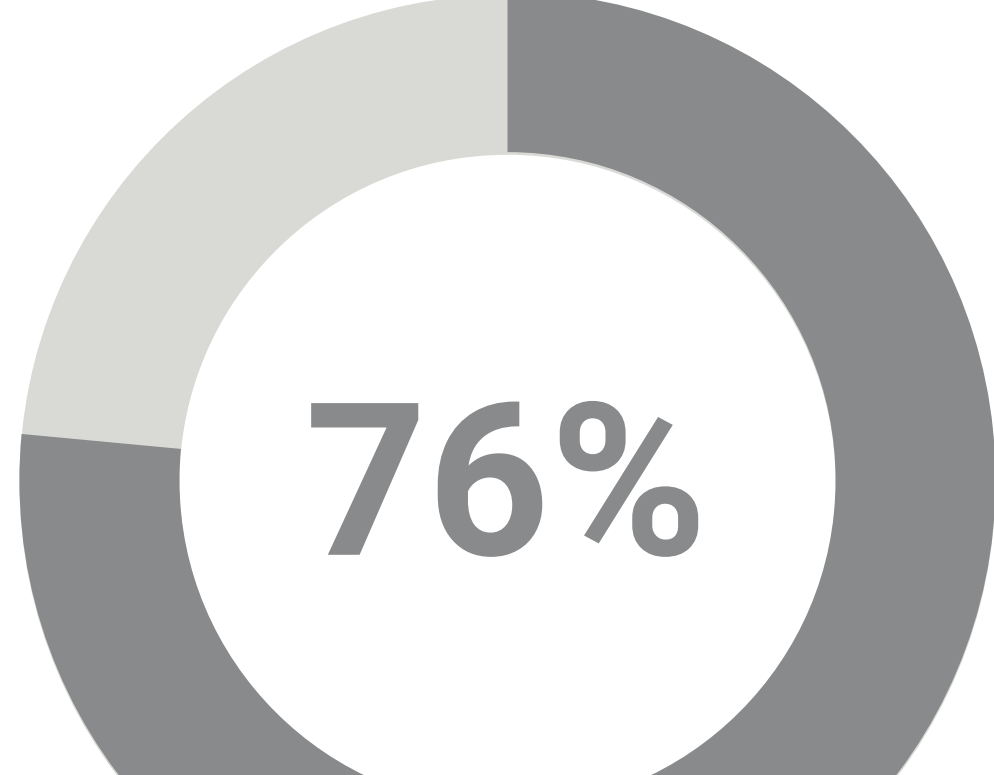
### 2 Digitalisation is happening at break-neck speed.



78% of decision makers have invested in new technologies because of the pandemic, and companies have sped up their adoption of digital communication channels by at least 3 to 4 years.

Source: McKinsey

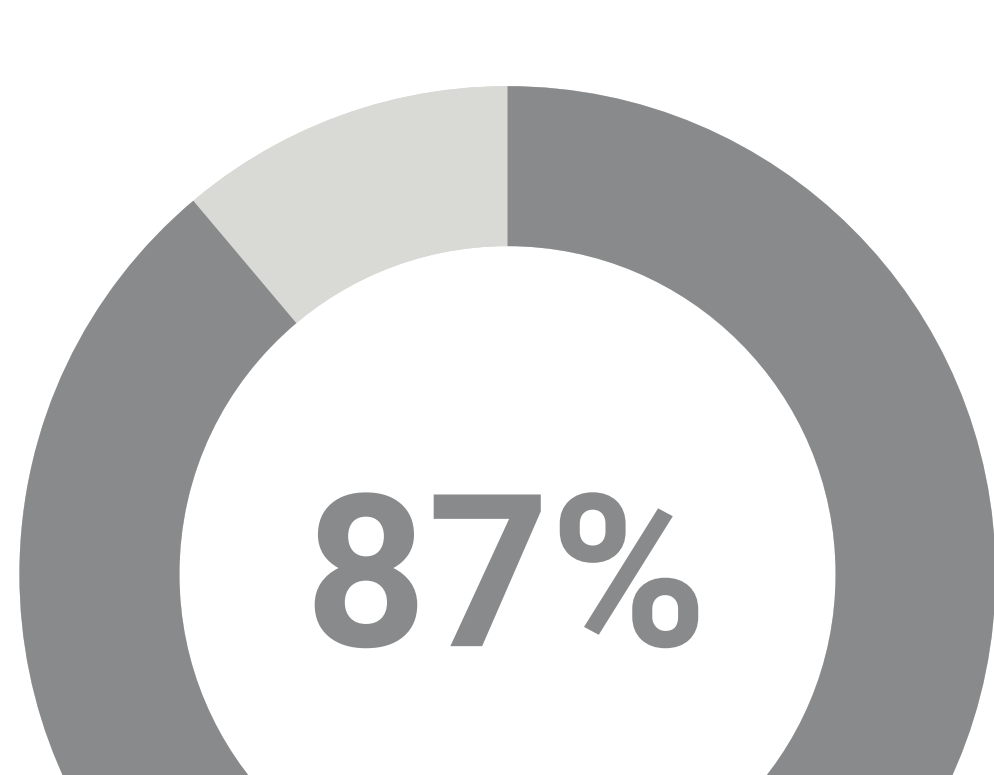
### 3 The demand for consistency continues to grow.



76% of customers want consistently great service across different departments and channels, but 79% of service professionals say it's impossible to provide that without a complete view of customer interactions.

Source: Salesforce

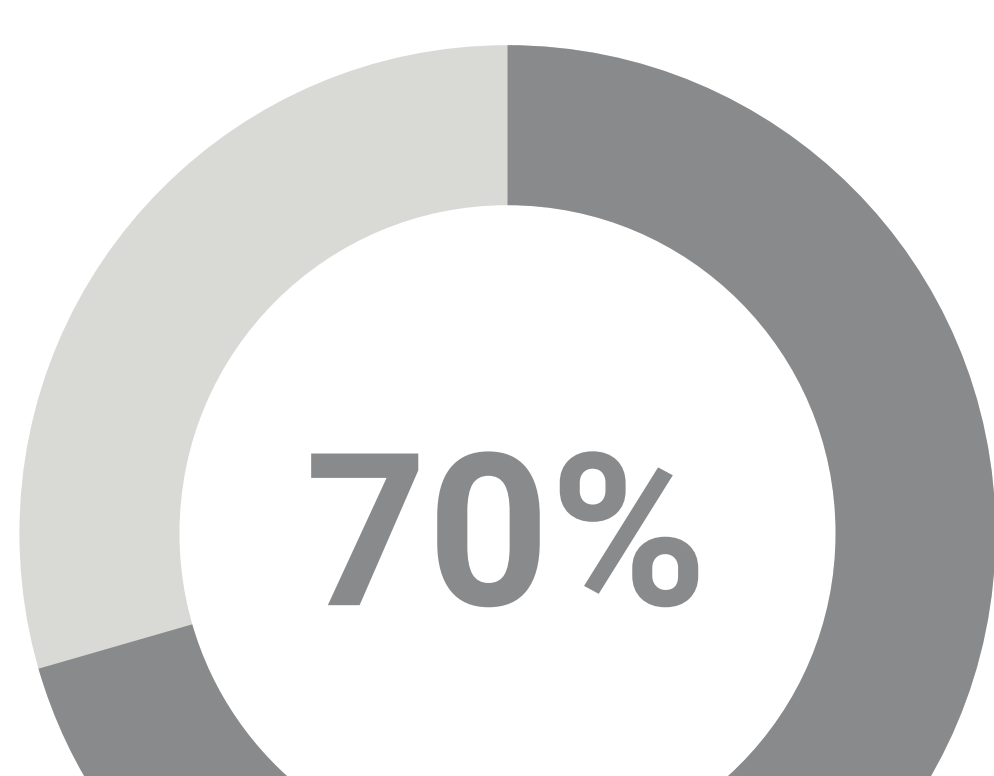
### 4 Proactive service boosts retention, spending, and Word-of-Mouth.



87% of customers say they don't receive proactive service, and yet, proactive service has proven to deliver significantly better CX outcomes, such as higher satisfaction, Net Promoter Score (NPS), and greater product value perceptions.

Source: Gartner

### 5 AI will power the future.

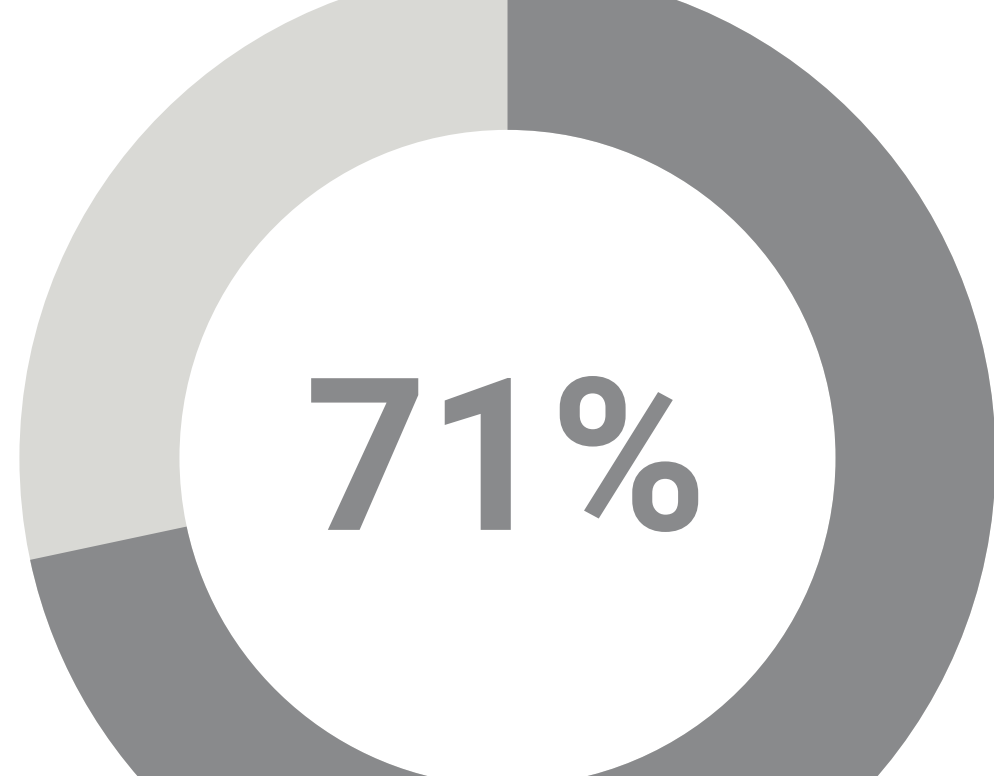


70% of customer interactions by 2022 will involve emerging technologies such as artificial intelligence, machine learning, virtual assistants and chatbots - up from 15% in 2018!

In fact, consumers expect AI to be used to deliver proactive service.

Source: Gartner

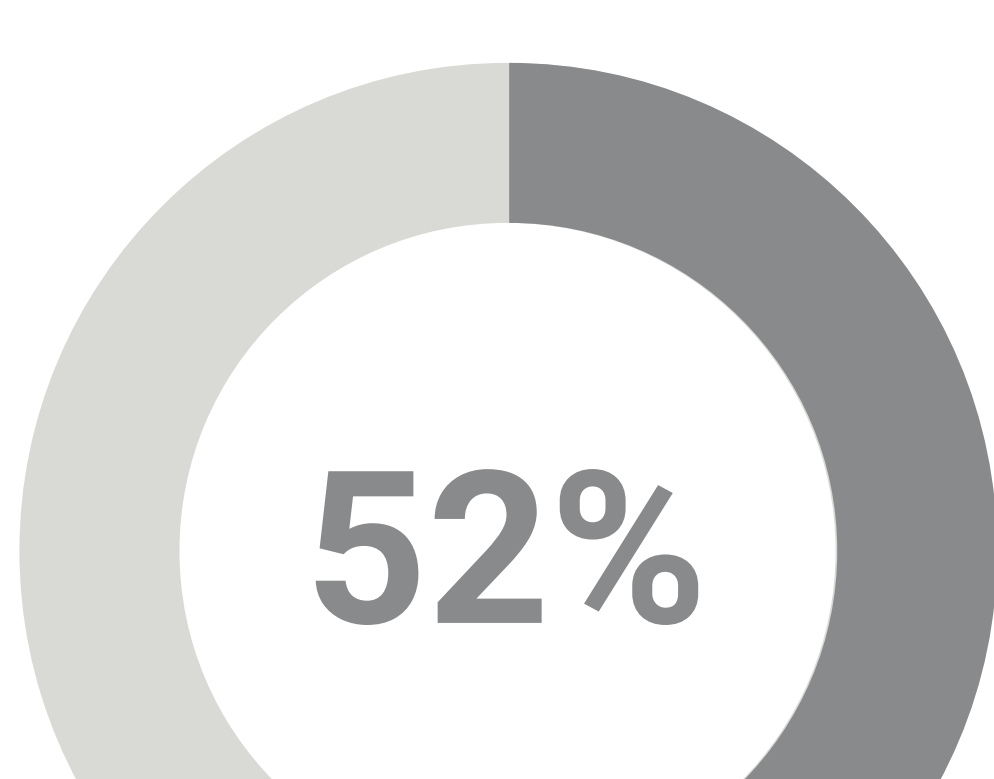
### 6 Empathy and brand values should not be forgotten.



71% of consumers say that businesses who showed empathy during the pandemic have earned their loyalty for life, and 49% of consumers still prefer to speak to an empathetic customer service agent.

Source: Salesforce

### 7 Solving the trust issue is critical.



52% of consumers say they would leave a platform they now frequent if there is an alternative that better protects their data.

People are putting their money where their mouth is when it comes to security and privacy.

Source: PwC

## The future of customer service is digital.



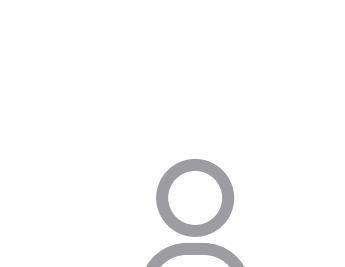
Omnichannel



Proactive



Intelligence-driven



Human-centric

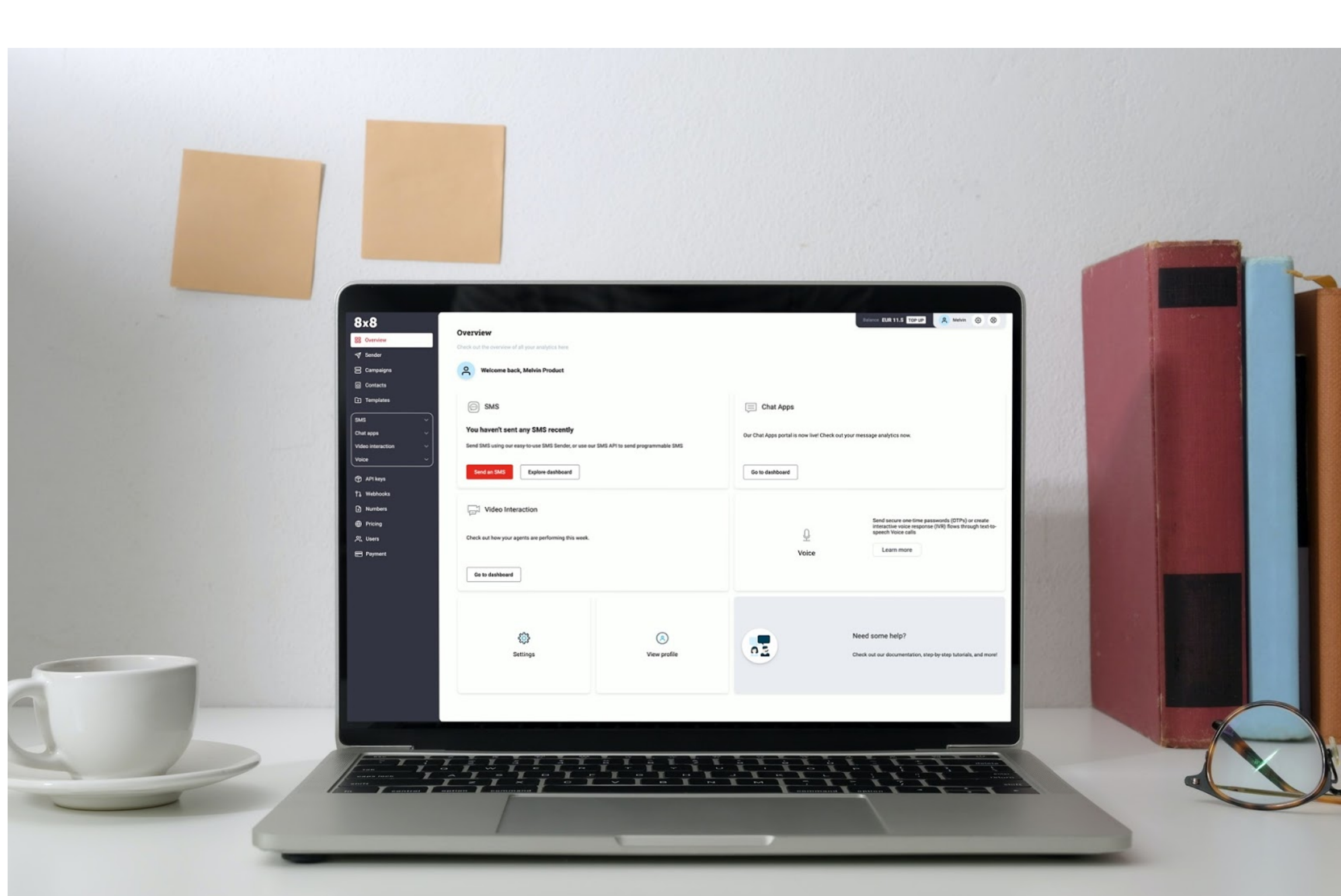
The truth is, today's customers want everything they've always wanted – the ordinary phone calls and emails, plus online help, plus all the newer things that technology offers including instant messaging, and chat bots – along with the option for help from real human agents if they need.

To achieve that, the effective management of multiple customer touchpoints hinges on having strong internal engagement between teams, and transparency of information - which is why we created 8x8 Connect.

## Introducing 8x8 Connect

8x8 Connect is a multi-channel management platform that delivers on all of the above, and even works in a remote or hybrid workforce setting.

It helps organisations achieve uninterrupted workflows, while maintaining customer service standards.



With 8x8 Connect you can remove communication silos and deliver top-notch digital customer service experiences **consistently, securely, and proactively**.

Contact us to learn more or to request a demo - [hello-cpaas@8x8.com](mailto:hello-cpaas@8x8.com).