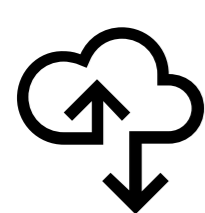


Deliver the experiences your customers are looking for.

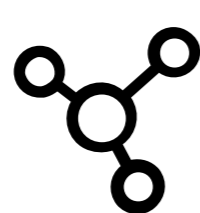
The five technologies that can help you differentiate your brand

Today's customer expectations are forcing you to transform your business.

Every touch point that reinforces your brand—mobile, digital, online, live agents, in person—can be enhanced with these technologies:



Cloud-based contact centers



Artificial intelligence (AI) and machine learning (ML)




Omnichannel access



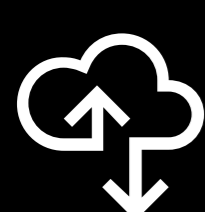
Data analytics



Speech and text recognition

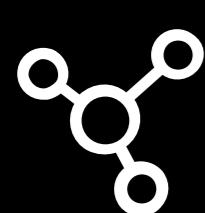


Do you have the right tools, insights and expertise to provide next-gen customer experiences? Consider these five tools.



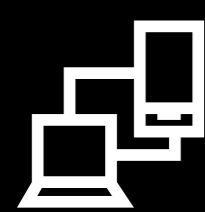
Cloud-based contact centers

The model of a centralized, hardware-based contact center was already on its way out, but it was totally blown up by COVID-19. Cloud-based centers are more flexible and agile, allowing you to manage your workforce more easily and add capabilities and features with just a few keystrokes and clicks.



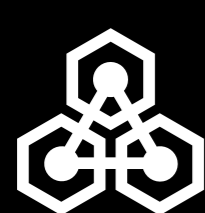
Artificial intelligence (AI) and machine learning (ML)

Businesses have terabytes of data about customer behavior stored on their servers. Distilling that data into actionable insights is a job for AI and ML. When machine-generated insights meet process efficiencies, the result is a personalized and contextual customer experience. Customers benefit with more self-service options and faster, more personalized and more accurate responses through contact centers and social media.



Omnichannel access

Customers who interact with your brand don't differentiate between brick-and-mortar, web or mobile app channels. They expect a unified experience and level of service from all of them, and they expect that every channel will have the same information about them as every other channel. That requires your systems and software to be flexible enough to deal with customers the same way, no matter which door they come through.



Data analytics

Every touch with a customer gives you more data about their needs and desires. The more information you collect, the better you can deliver personalized experiences that go far beyond simple product recommendations. Data can tell you how each customer wants to be contacted, how often and what kinds of offers they respond to. You can recognize the phone numbers they call from, greet them by name and build response trees that take into account their individual histories—or even anticipate why they're calling and offer help before they need to ask for it.



Speech and text recognition

Increasingly sophisticated voice recognition systems and textbots can take the weight off Level 1 support staff while giving customers direct access to information they need. Customers get better answers faster, and contact center employees can be trained and deployed to manage more difficult issues that require human intervention.

Don't forget the human factor.

For all this technology, never forget: The best customer service doesn't give up the human element. A study by Longitude for Verizon found that "being unable to speak to a real person (34%) or to find a telephone number (21%) would prompt many consumers to

switch" to another brand. Use technology to improve human-to-human experiences, helping customers solve problems quickly and in innovative ways. These five tools can help you serve customers better, build closer relationships and differentiate your brand.

[Find out how](#)