

The New Digital Landscape

Your Guide to Next-Gen CX Connections



It's more than just email and chat.

Your customers have already moved beyond First Generation digital (Email, Chat) on to Next Generation digital (Social, Messaging, Mobile Apps).



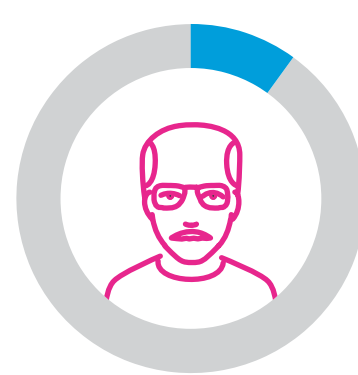
Meet Your Customers Where They Are!

Consumers are shifting to Digital and Next Gen Digital

<25 years old

<35-54 years old

>55 years old

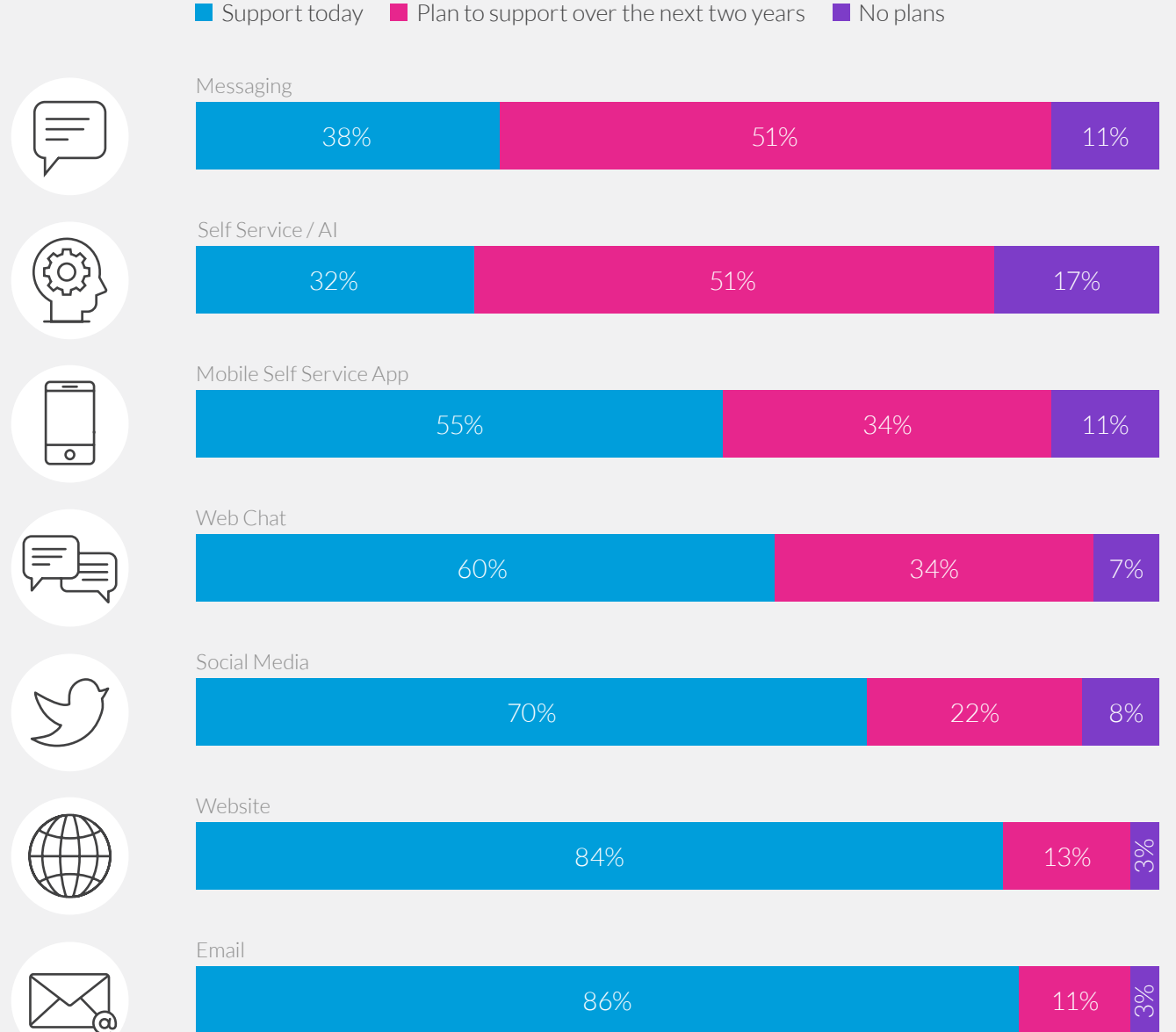


Source: Dimension Data 2019 Global Customer Experience Benchmarking: "Which contact channel is most popular with the following age groups?"

Generation Z and Millennials have a clear preference towards Digital Channels to communicate with companies.

Organizations are focused on delivering first generation digital

DIGITAL CHANNELS SUPPORTED TODAY AND PLANS FOR THE NEXT TWO YEARS (%)



Source: Frost & Sullivan 2019 Global Research Mid-sized Call Centers take a Digital-first Approach

You need to support Next Gen Digital to meet your customers where they're looking for you!

Next Gen Digital is Different

Here's why:

- Asynchronous interactions
- One agent, parallel interactions
- Richer features, personalization
- Minimal standards

Your Digital Leadership Recipe

Ingredients for Success

- Centrally manage Next Gen Digital in the Contact Center
- Add digital messaging and real-time channels
- Unified inbox for all channels—supporting each channel's unique capabilities
- Provide context to all interactions across channels
- Elevate customer interaction across voice, digital and messaging
- Provide holistic omnichannel management for Contact Center
- Incorporate advanced AI capabilities for self service

Get new insight on connecting with customers in the digital landscape.

Download the CX Transformation Benchmark Report.

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