

BPM TRENDS 2017

unwrap the future

6 trends in Customer Service Outsourcing from our 44 trends in the BPM industry.

6 TRENDS IN CUSTOMER SERVICE



AUTOMATION = SIMPLICITY

New-age virtual agents, Chatbots, and other automated technologies are set to make it simpler for customers to get things done, reducing the total contact volume by 40 - 50%. Spurring its adoption will be the current regulatory environment and supplementing it will be self-service, supported by a robust and effective knowledge management system.



SERVICE ON-THE-GO

The rise of smart devices allows customers to resolve and access information, communicate, shop and engage on the move, anytime, anywhere. This is now a new platform in itself, not just a channel with integrated voice, email, chat, video, SMS and social media.



RIGHT-SHORING

Enterprises are balancing their spread of delivery locations with their customer base, ensuring coverage of languages, cultural fit, scalability, and proximity to the market. The increase in cost of operations owing to this is countered by the decreased cost of customer churn.



HOME IS THE NEW WORKPLACE

Work from home service agents are quickly becoming the new norm as enterprises realize its benefits in planning their resources based on customer needs, while offering its workforce flexibility in planning their time effectively.



ANALYTICS-FOR-INSIGHTS

Analytical models and insights from big-data in real-time continue to gain prominence as enterprises understand the value of the right information at the right time with the right service and insights to serve and delight customers.



FROM MULTI TO OMNI-CHANNEL

Customers today do not stick to one medium of communication and expect the enterprise to know their likes, dislikes and keep a context of their conversations regardless of channel of contact. In the future, the speed of addressing customer feedback / complaints will be as critical as the resolution provided.