

# 고객 경험과 디지털 채널

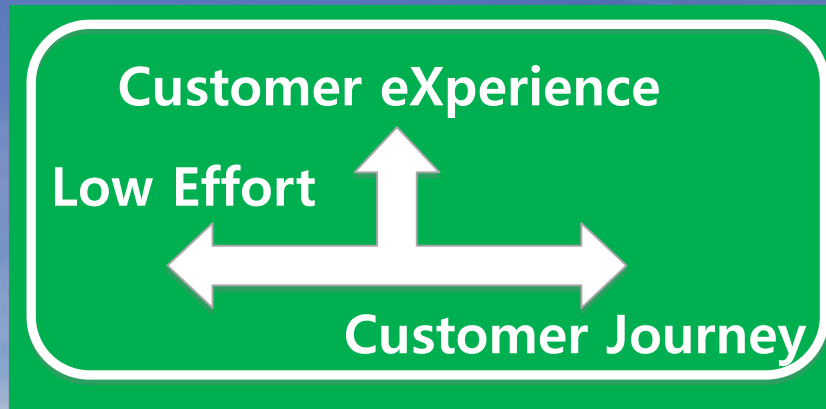
- 고객과의 선제적 커뮤니케이션을 통한 고객 경험 극대화 방안

Genesys Professional Services

서범석 차장

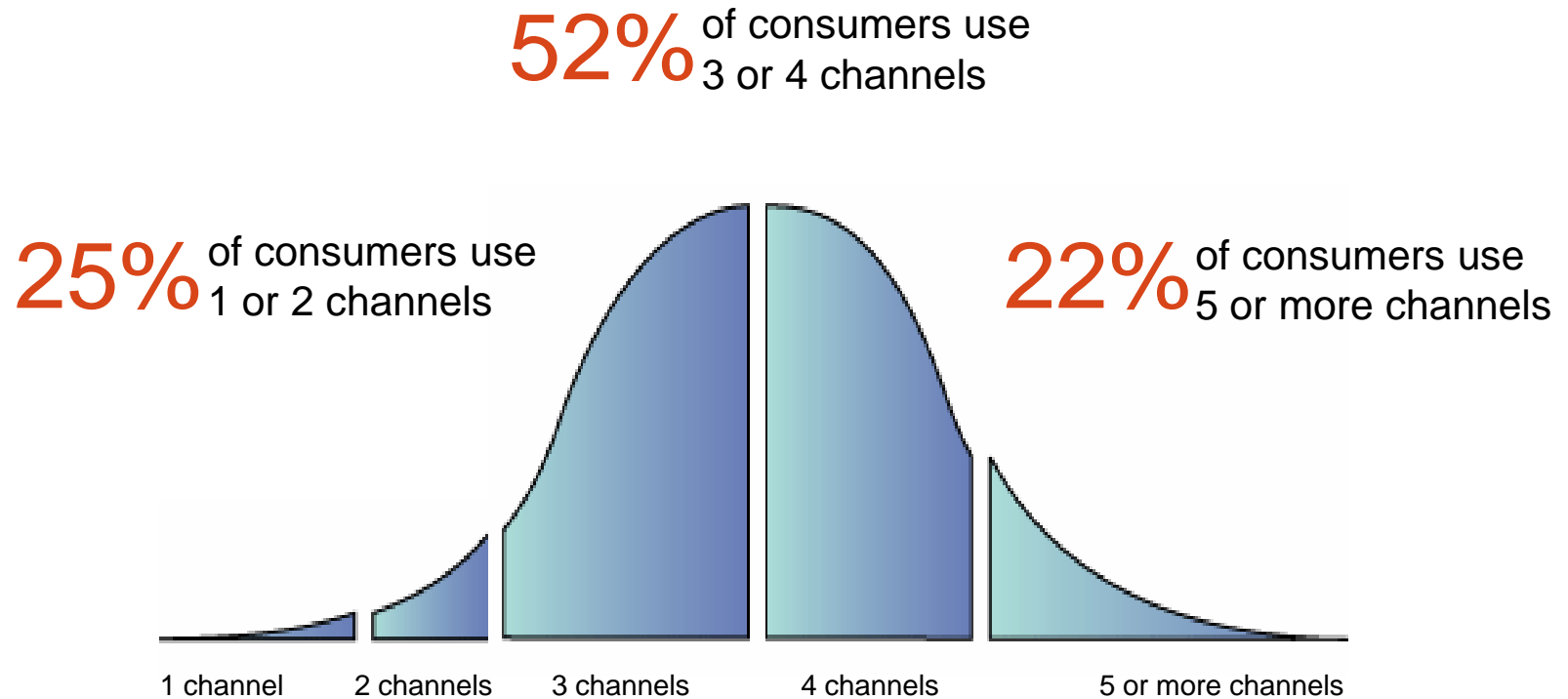


# Genesys CX

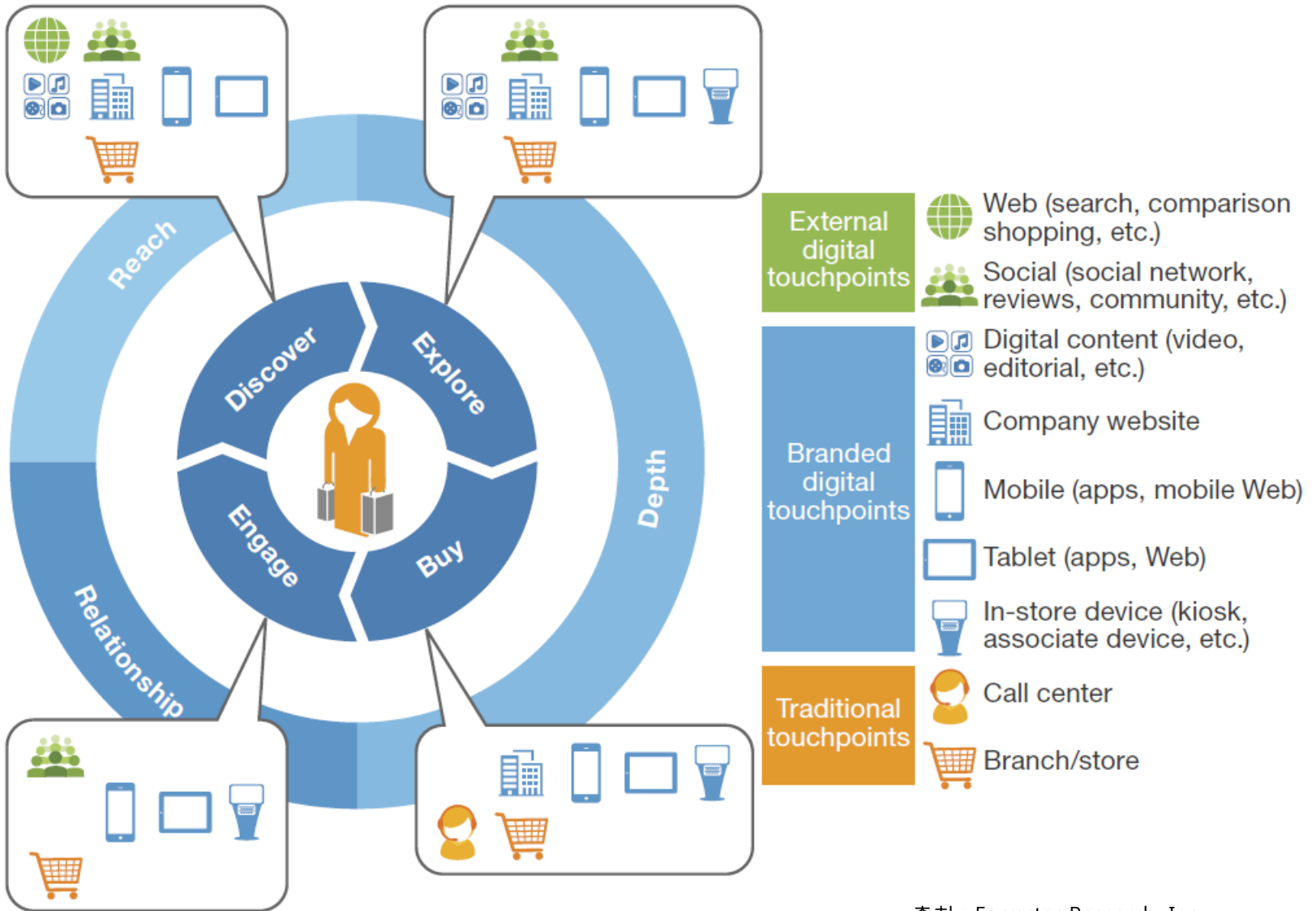


# Customer eXperience – 고객 경험

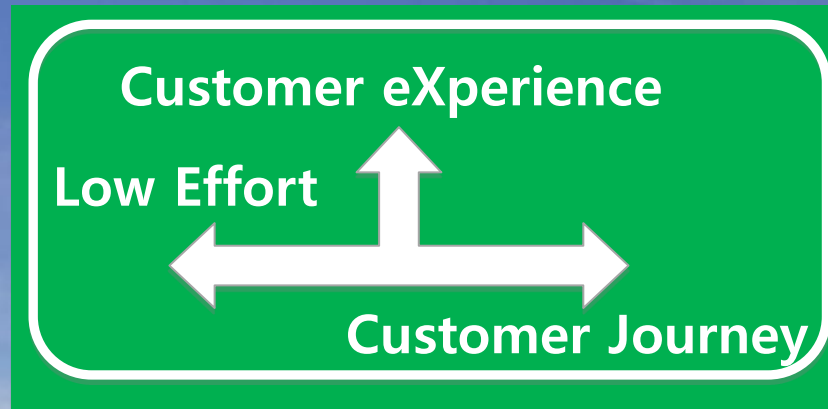
서비스/물건을 제공하는 공급자 혹은 판매자와 고객의 관계가 지속됨에 따라 관련하여 고객이 체험하는 모든 경험 총체



# Customer Journey



# Genesys CX



# Cross Channel Customer eXperience



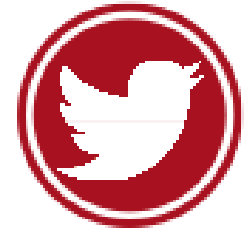
Web Self-Service



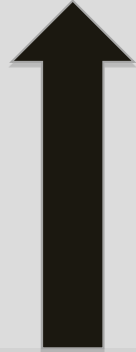
Call / IVR



Contact Center



Social



# Cross Channel Customer eXperience



Web Self-Service



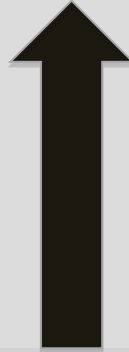
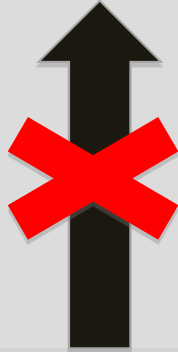
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# Cross Channel Customer eXperience



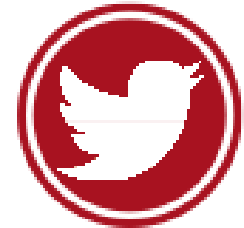
Web Self-Service



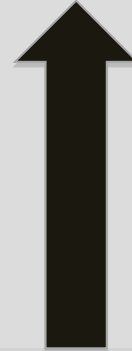
Call / IVR



Contact Center



Social





# Cross Channel Customer eXperience



Web Self-Service



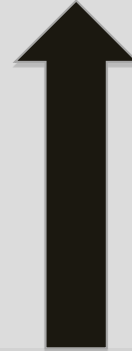
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# Cross Channel Customer eXperience



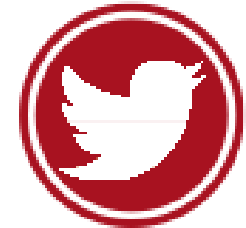
Web Self-Service



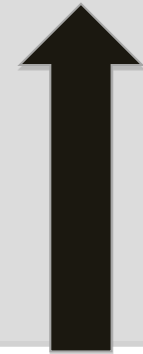
Call / IVR



Contact Center



Social



# Cross Channel Customer eXperience

## GENESYS CUSTOMER EXPERIENCE PLATFORM



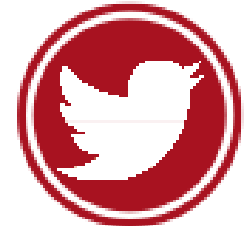
Web Self-Service



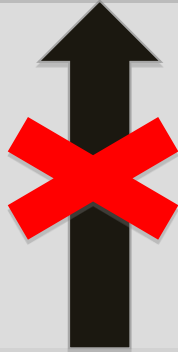
Call / IVR



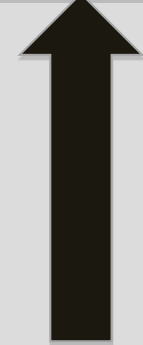
Contact Center



Social



Customer Experience 기반 IVR 을 통하여  
대기시간 없는 상담원 직접연결을 통한  
빠른 문제 해결



# The Rise of Digital Touchpoints and Channels

**10%**

Leakage of loyalty when web self-service fails

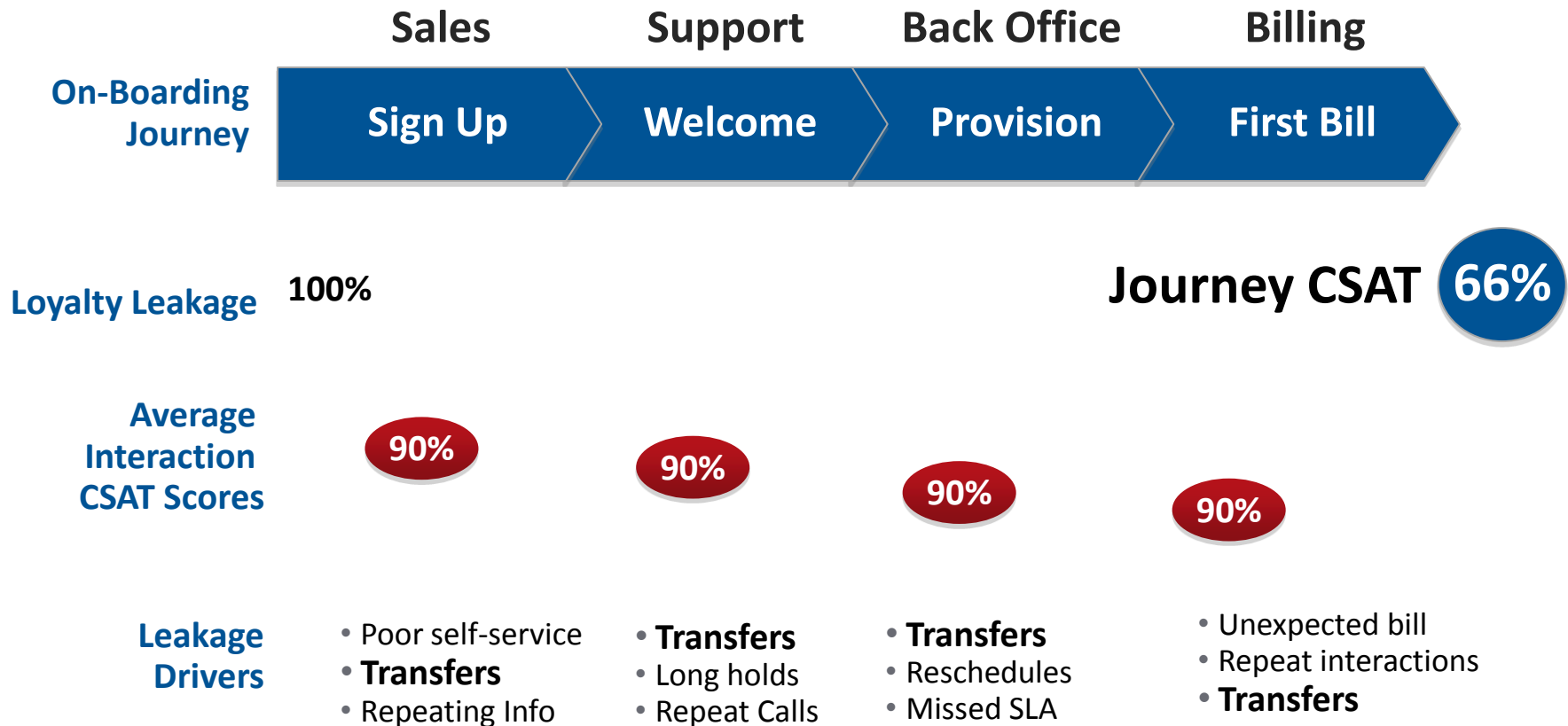


**58%** Callers who **first used web** in current transaction

**34%** Callers **on web while talking** to a rep

Source: CEB

# Churn and Effort in The Customer Journey



# Today's CX Challenge

**Experience** Self-service failings, long hold times, repeating information, transfers, missed promises and unnecessary repeat interactions

## For the Customer

- Disjointed Touchpoints and Channels
- High Customer Effort
- Impersonal
- Ineffective Self-service
- Poor Agent Suitability
- No Proactivity

## For the Business

- Increased Churn
- Lower Revenue
- Employee Turnover
- Under Utilization of Key Resources
- Higher Cost to Serve

## Customer Result

# Optimal Customer Journey Re-Design

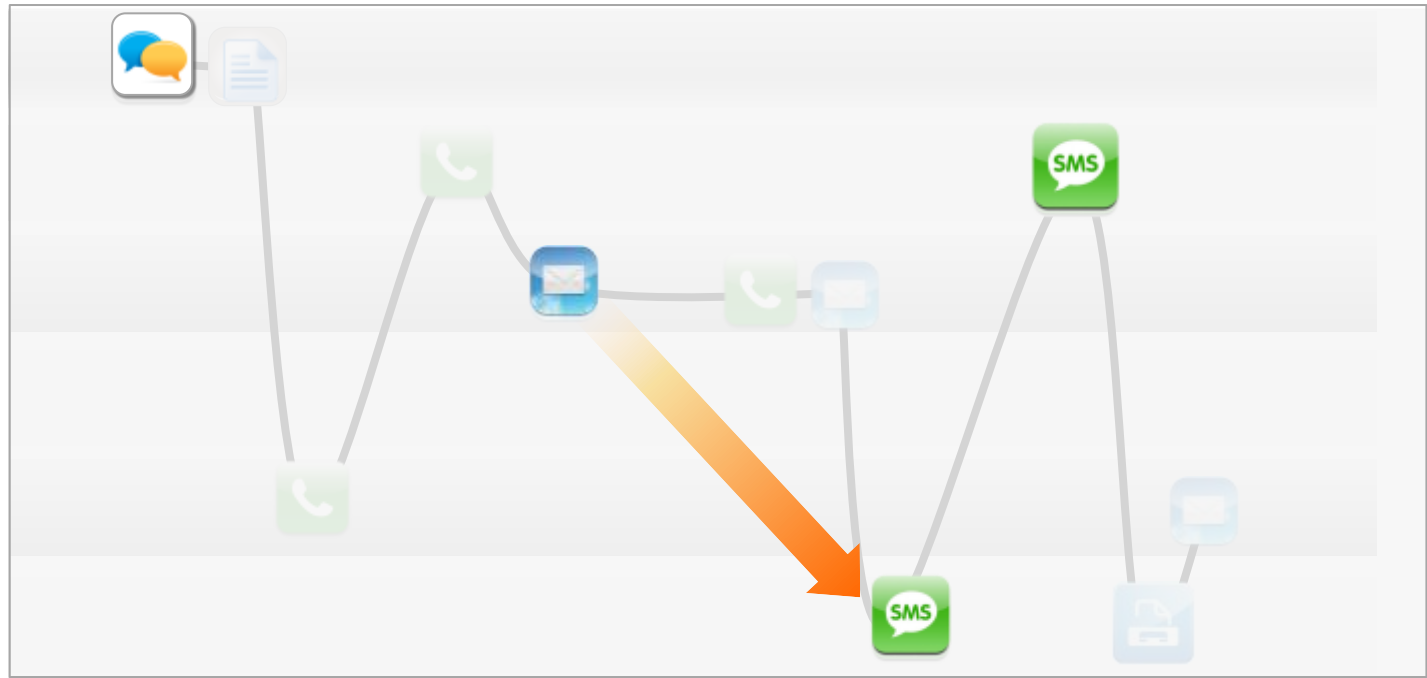
## On-Boarding Journey

Sign Up

Welcome

Provision

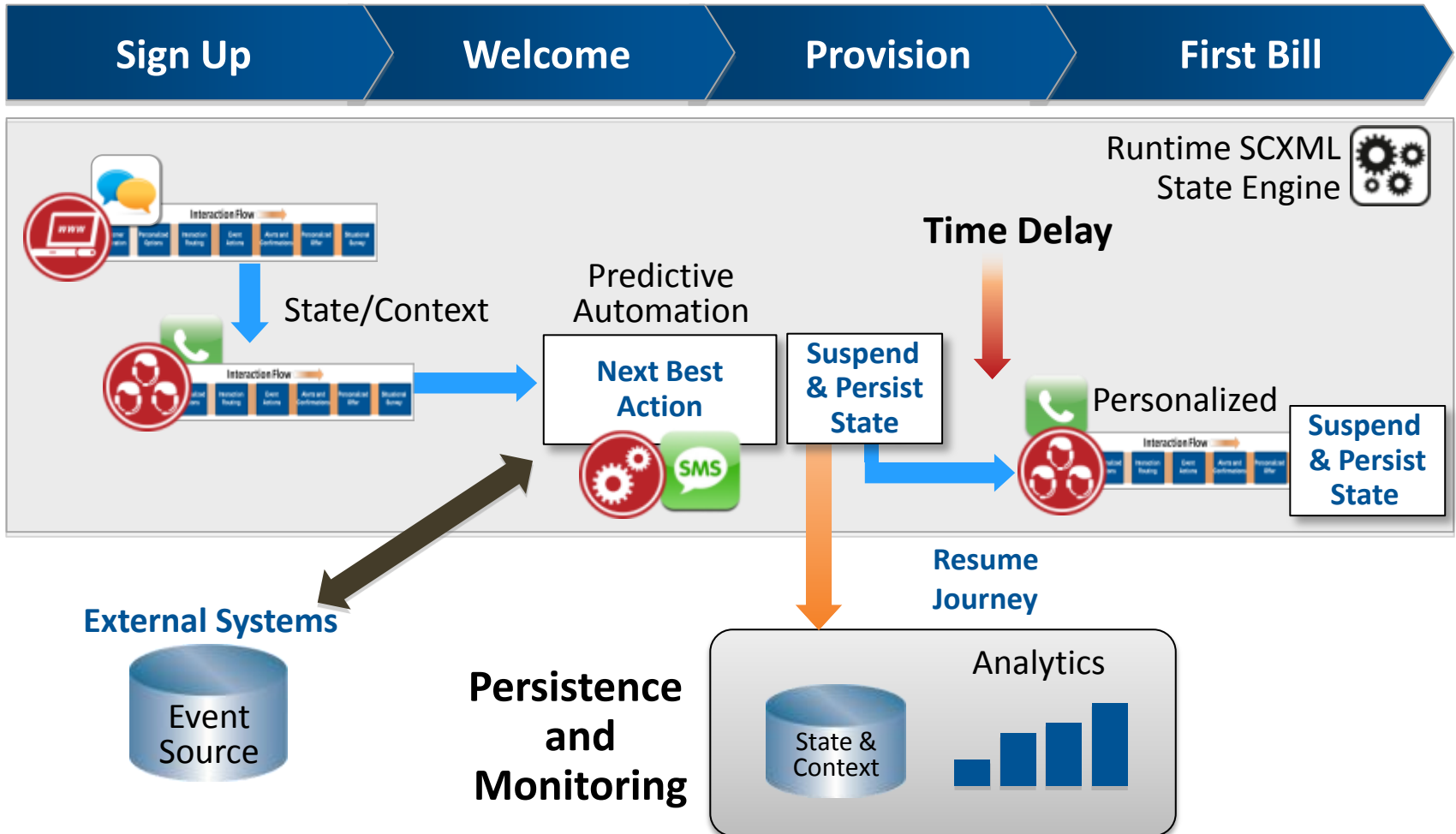
First Bill



- Don't try and please everyone
- Optimize the journey not the touchpoint
- Manage the transitions

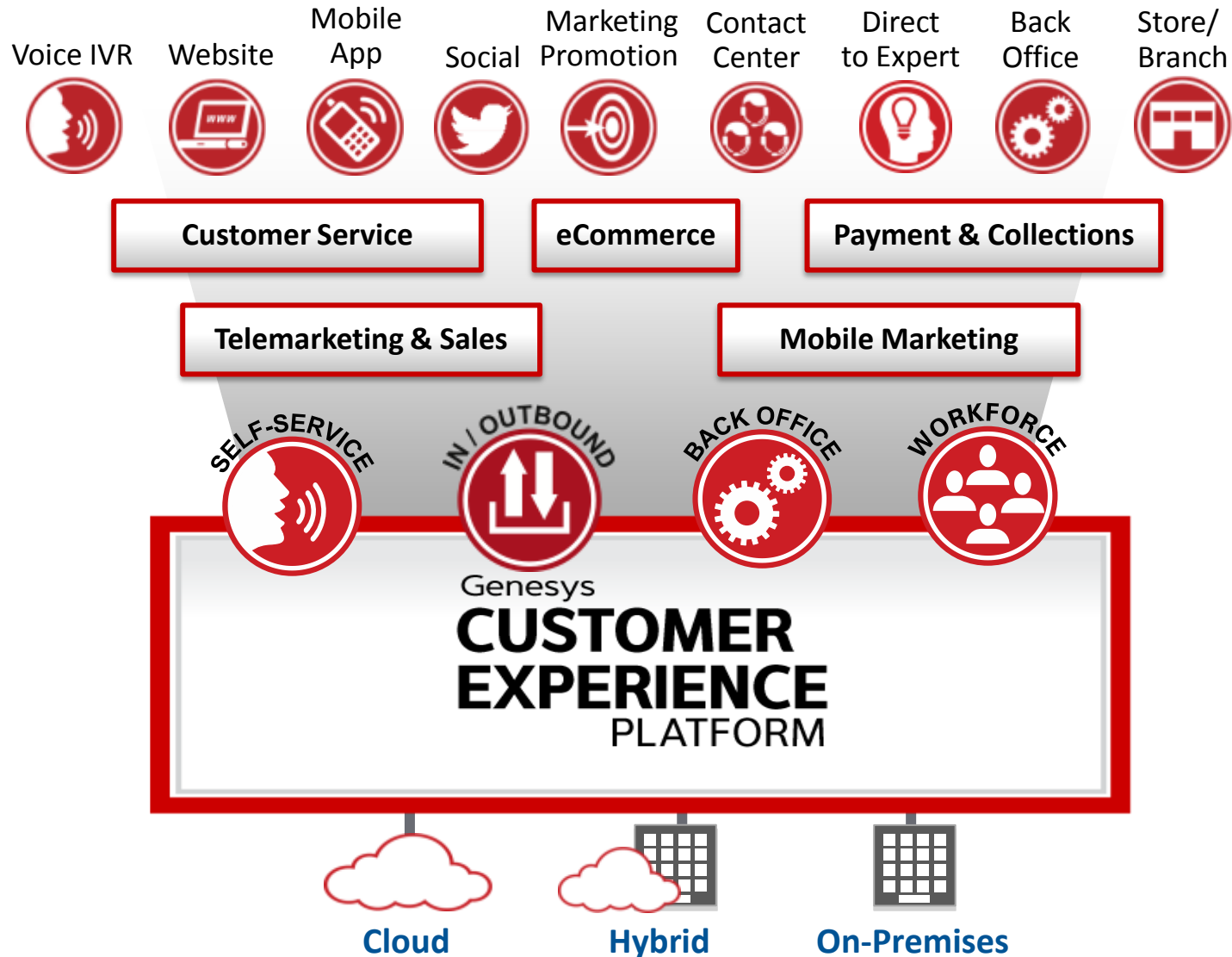
# Design Your CX with True Journey Orchestration

*It is more than Interaction Routing*

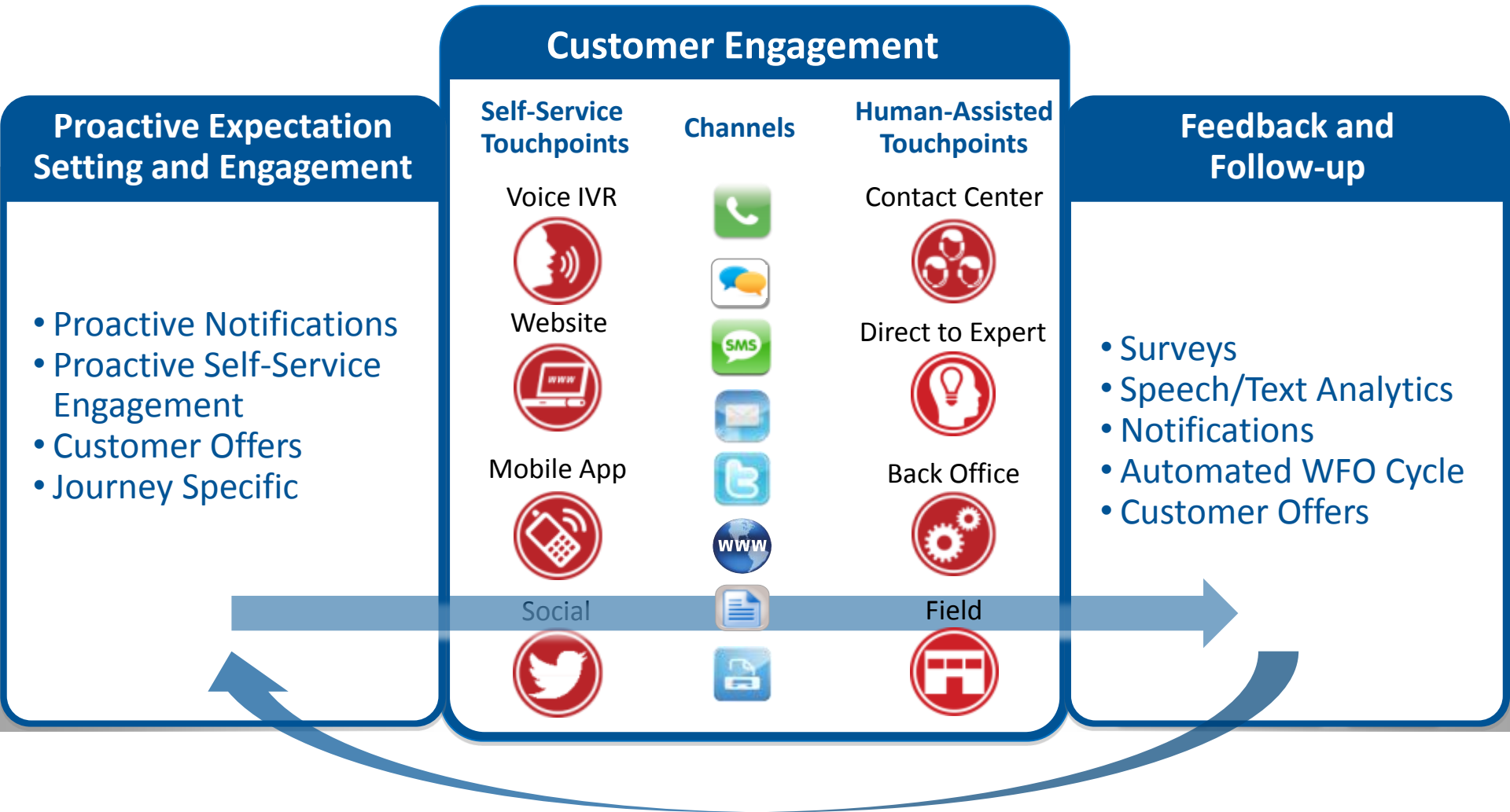




# Genesys Customer Experience Platform



# Genesys Customer Experience Platform



# Three Benefits to Focusing on CX



Good Customer Experience is Good Business



Consistent Multi-Channel Customer Journeys Lower Your Cost to Serve



Your customers Expect a Low Effort Experience – and Stay with You

**thank**  
**you**

