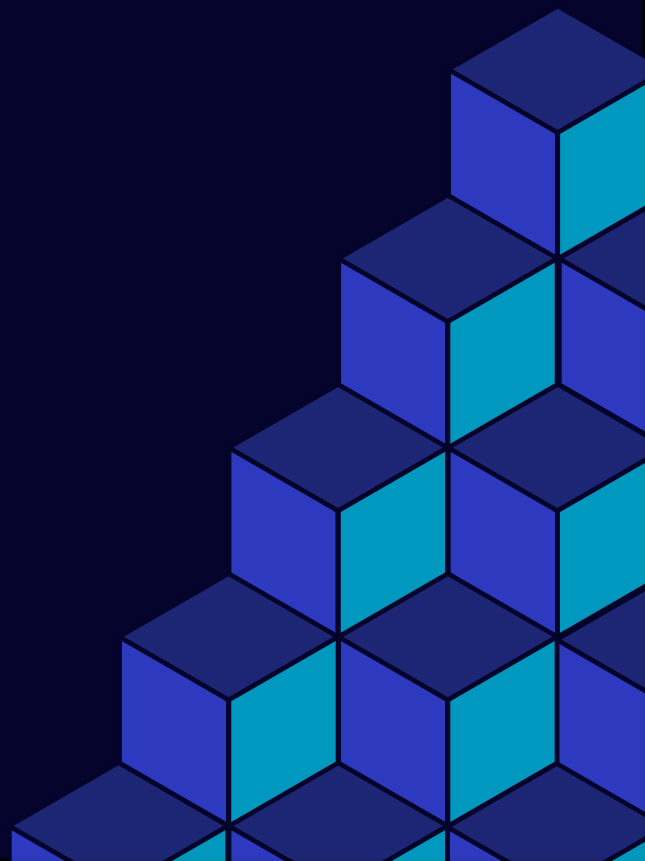




Strategies for Navigating 2020

# The post-coronavirus customer experience

aivo





## **Martín Frascaroli**

CEO and Founder  
of Aivo

So far 2020 hasn't been what we expected. At first, many of us were making plans for our personal and professional lives and visualizing a new decade full of opportunities. But, almost overnight, people around the world came across a reality worthy of science fiction.

Habits and routines were uprooted. Illness and vulnerability, financial security and job instability, uncertainty and anxiety became daily concerns, affecting people and businesses in every corner of the world.

The coronavirus is wreaking havoc in many industries. Companies are quickly adjusting their marketing, operational and business models to better serve customers during this crisis. But when organizations react to an emergency, they are more likely to make serious mistakes that will affect business in the long term. It's more important than ever to be there for customers during hard times.

In this document, we will break down the main points CX leaders need to keep in mind when defining and executing a long-standing strategy that can survive and thrive during and after COVID-19.. Here we explore the past, present and future of customer experience.

First, the trends that defined CX within the last decade and determined customer traits before COVID. Second, the impact of the coronavirus on people and businesses, and the initiatives taken to solve problems in the short term. Third, elements of CX strategy that companies have to redefine to make positive, long-term changes in the way they communicate and support their customers.

**Take care, and I hope this information helps you get through this time.**

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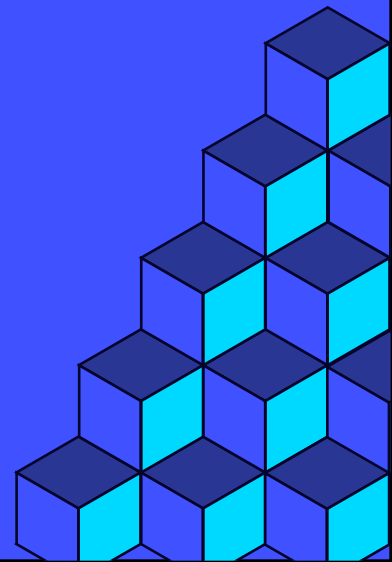
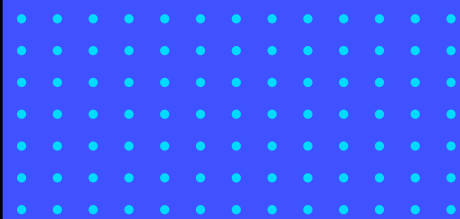
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# What did the past decade bring us?

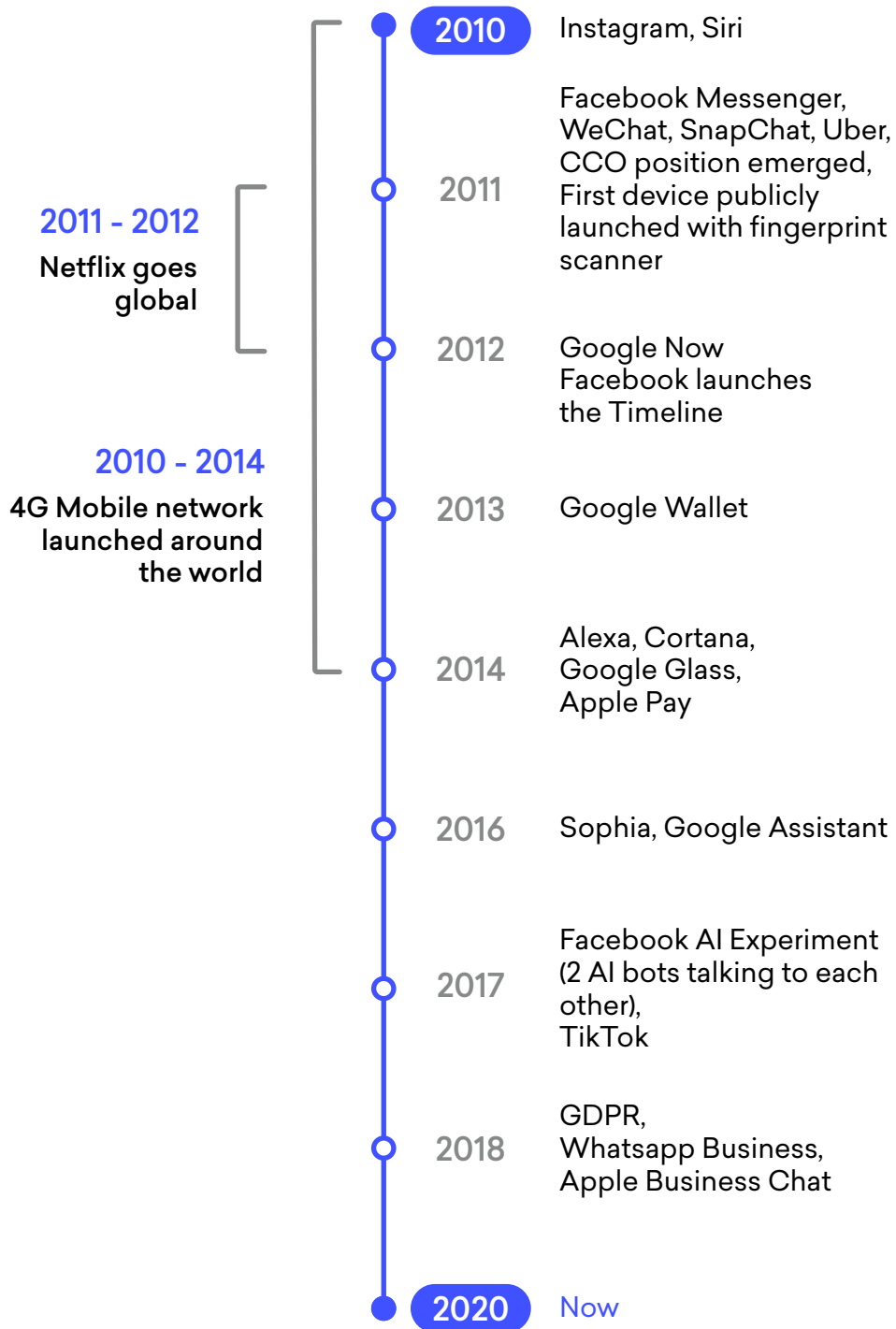
The 2010s brought huge leaps in the development of technology. Over the past ten years, some gadgets from the realm of science fiction have come to life, including self-driving cars, wearable technology, holograms, and robots capable of holding conversations and even outsmarting humans. But in what ways have these impacted customer experience?

Consumer behavior has also been significantly transformed over the last decade. Habits, expectations, and even hobbies have changed and adapted as a result of new technologies. The way consumers communicate with each other (like GIFs and memes!) and with businesses has evolved as a result. So, what caused these changes?





## Innovations of the decade





# Four Key Innovations Helped Model Customer Behavior

## 1. The Rise of New Social Media Channels and Messaging Apps

Can you imagine a world without Instagram, Facebook, Snapchat or messaging apps? Well, most of them were born in the last ten years (even WhatsApp only launched in 2009). All of these apps changed the way we live and share our lives with the world. Because of our experiences with them, we are now accustomed to **instantaneous responses, asynchronous conversations and multimedia experiences.**

## 2. The “Always-On” Sharing Economy

Getting into a stranger’s car or vacationing in someone else’s house would have gone against everything your mom ever told you. Now, it’s a daily occurrence.

The rise of 4G networks ushered in a new wave of mobile innovation. Paired with smartphones, 4G created the opportunity for apps like Uber, Airbnb, Spotify, Google Maps, Deliveroo, and countless more to be born and thrive. These apps leveraged 4G networks and the built-in GPS capabilities of smartphones to upend an entire industry.

As a result, **consumers grew used to being mobile** and being able to do anything they needed on the move. **What their fellow consumers had to say grew in importance too**, since many of these new apps relied on customer reviews to develop trust.





### 3. The Arrival of Virtual Assistants and AI's Further Development

Artificial Intelligence (AI) has become a driving force over the past decade. Terms like Machine Learning, Big Data and Deep Learning have become pervasive in the news. Executives in every industry are looking at how they can implement AI in their business.

Advances in tech such as AI and chatbots are breaking down the communication barriers between humans and machines. Consumers have grown used to having up-close-and-personal interactions with AI every day, without even noticing it.

We are taking a shine to these computerized helpers that exploded onto the market in the 2010s. In the last decade, we saw Google Assistant schedule a hair salon appointment. We danced to our favorite jam played by Alexa, and even witnessed two AI robots talking to each other and developing their own language. Overall, **interaction between humans and machines has become easier and more natural.**

### 4. Tech Savviness, Data Privacy and the Consumer Voice

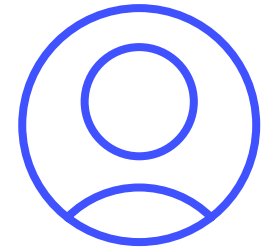
When these cool new apps and platforms came around for free, people were ecstatic. But soon they realized that the price they were paying came in a different form – their data. And that their data needed to be protected and only used in their favor. Using social media to amplify their voices, consumers became their own justice fighters, throwing off balance the unidirectional power relations with businesses.

Soon enough, we saw T&Cs being criticized, new security methods implemented, new forms of authentication and biometrics fitted into smartphones and banking. Regulations were put in place, such as GDPR in Europe, as **consumers became more wary and alert.**



## As a result, the modern consumer became:

- Demanding and non-conformist
- A Multitasker
- Interested in research and other people's opinions when making a purchase decision
- Empowered and vocal
- Not loyal
- Used to digital purchases and communications
- Experience- centered

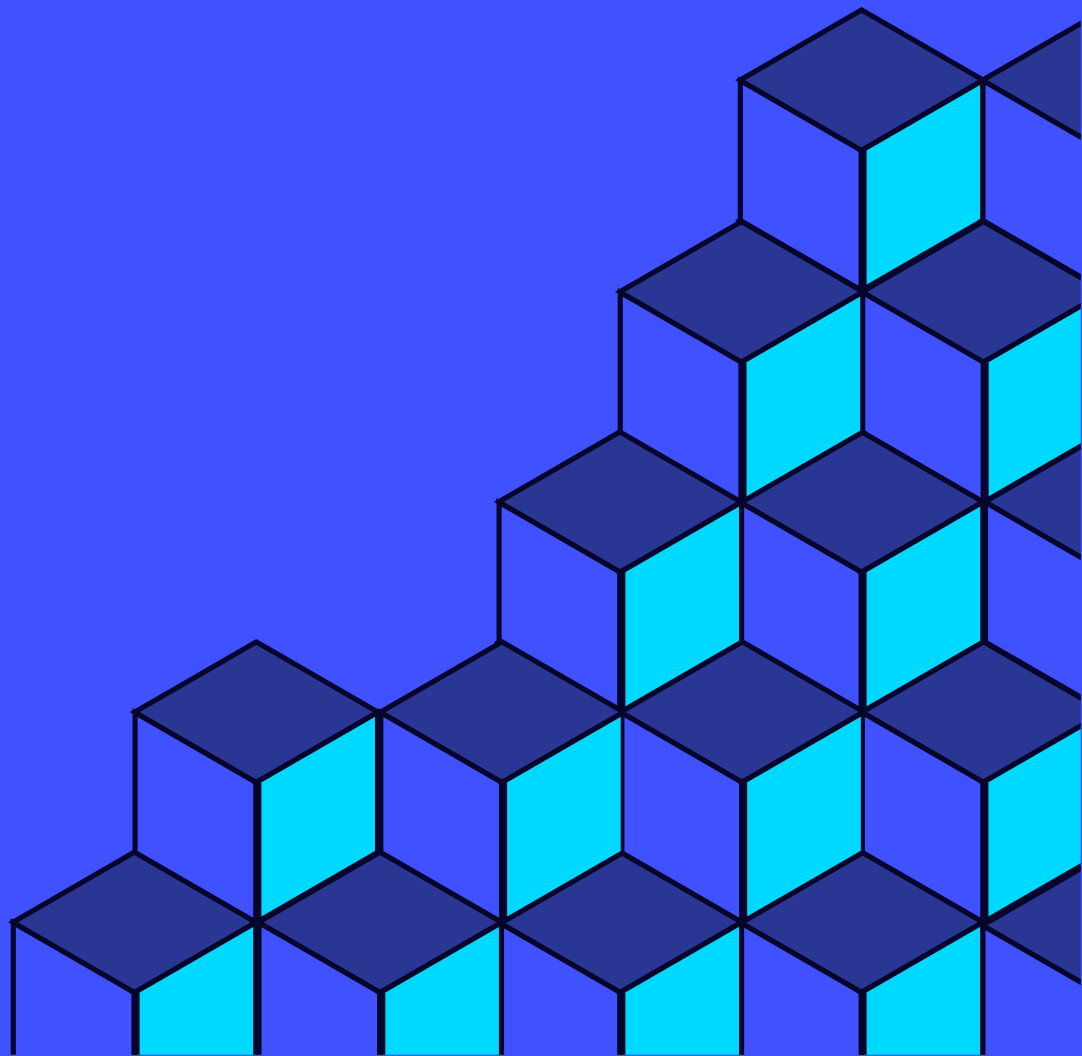


The modern consumer has been even further affected by the COVID-19 emergency. The virus upended the first months of 2020 and laid the foundation for a completely different future, not just in how



# The impact of COVID-19 on customer service

How has the coronavirus affected companies and users, and what steps have been taken to solve problems in the short term?





## Consumers during the crisis and the emergence of the isolation economy

Global crises shape both history and everyone living through them. Everything about daily living has changed - getting around in cities, ways to communicate, and even how to greet someone. People are having to reinvent themselves, hoping to take back some sense of control and normalcy, in spite of the illness, distancing, anxiety and stress caused by fear.

Consumers are personally, financially and professionally affected by COVID-19. Every aspect of life has been impacted. This includes the expectations they have from companies and the way they interact with them.

Today we're going through a profound transformation. The collaborative economy, which transformed the way we live, travel and operate, is falling away and we're entering into an isolation economy.

This new reality has people traveling less for daily activities, and conversely their daily activities are now closer to them. Consumers do more and more tasks from home; they venture more into remote work, online shopping, virtual classes, home entertainment and telemedicine, all instead of going to the office, the grocery store, the movies, the doctor, the gym or school.

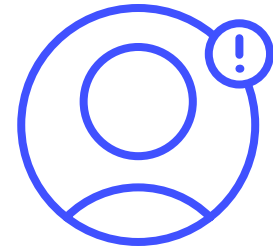
While this isn't a new concept, the pandemic and subsequent social changes are dramatically accelerating its implementation. Even those generations most resistant to technology were forced into this lifestyle, shopping online and talking to friends and family over video calls for the first time ever. They've had to resort to using digital channels to do many of the things they used to do in person.

This new economy is bringing - and will bring - long-lasting changes to lifestyles and business models, including how companies interact and create value for their customers.



## What characteristics define the consumer during a crisis?

- Alert and driven by urgency
- Impatient, anxious, fearful
- Makes drastic decisions
- Reduces non-essential spending
- Absent from physical stores or common spaces
- Prefers digital channels
- Solution-centered
- Prioritizes businesses that are empathetic and adjust to them and the new reality



Priorities and expectations of customers shifted. When everyday lives change, how companies interact with clients also changes. All these social factors are impacting and shaping a new world and making companies change the way they do business.



## The new reality for companies

People are not the only ones affected by the virus. Today, businesses are divided. On the one hand, they're worried about the threat the virus has posed on the lives of employees and customers. On the other hand, they face the need to keep generating income and stay afloat.

Many industries around the world have frozen their operations and were even forced to close because of quarantine. Others have had to quickly move staff to remote work and had to adapt on-site operations and processes into digital ones. As a result, companies are seeing an unprecedented level of demand and continuous changes in customer support volume.

At Aivo, we've seen a 51% increase in the number of conversations between companies and customers in March, compared to February.

Of course, some industries have been more affected than others. Fields such as:



E-commerce and Logistics  
(Increase in online purchases)



Banks and fintech  
(Credit card usage)



Telecommunications and Cable (Support for critical services such as internet or entertainment)



Airlines and Tourism in general  
(Changes on bookings and travel related services)



Education (Online courses and inquiries about open establishments)



Health (Queries on how to proceed)



Government and public entities (Doubts on what to do and how to proceed)



Industries related to remote work and education have experienced an almost 400% increase in the number of weekly inquiries in March. According to [Zendesk](#), entertainment and airlines have had a 98% and 76% increase, respectively.

Under restrictions imposed by the quarantine, the need to take care of service agents' health and the temporary closure of call centers, managing these requests has been a huge challenge for many companies. What are businesses doing in terms of customer service continuity?



The number of conversations between companies and customers increased **51%** in March due to the coronavirus.



# Strategies companies are applying

## Cloud-based technology

While cloud-based technologies have been available for many years, there are verticals (or even, more specifically, business areas) that have not modernized in this regard. Many companies still rely on on premise infrastructure for different processes, including customer data storage and customer service. What's more, a study by [Delloite](#) confirmed that **by mid 2019, 45% of contact centers weren't implementing or planning on migrating to a cloud-based operations model.**

Under normal circumstances, besides scaling difficulties and the need for an internal IT team, this wouldn't cause major problems in the short term. But with the quarantine, those who relied on local technologies suddenly couldn't provide service anymore and were forced to abruptly migrate to a digital solution right away.

A lot of companies have finally migrated to cloud-based technologies but many of them weren't ready to bring phone operations to this model. Those who did it or are doing it successfully have had to do it at record-breaking speed, relying on easy-to-use technologies.

**Tip:** If you find yourself on this path, it's key that these technologies let you verify employee identity with double-factor authentication to ensure the security of information and to migrate phone channels to telework.



## Digital channels: from complementary to main contact channel

Another strategy adopted by many companies (and customers) is trying to transfer phone contacts to digital channels.

Digital channels like social media, messaging apps and chatbots were some of the most popular in 2019. In fact, our own research showed that unique users of digital channels increased by 65% in 2019. Why? Because these channels are expected to have a faster response rate than traditional ones.

With the coronavirus, as wait times increased and phone-based customer service collapsed, customers have relied on digital channels more than ever. This isn't only because they're convenient and faster, but many times they're the only way at all to get in touch with companies. This means digital channels went from being a supplemental service strategy to pretty much the only solution.

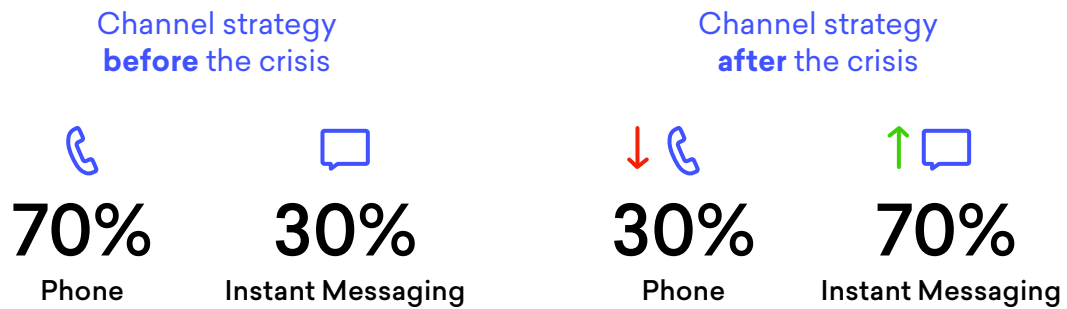
A study by Zendesk revealed that in March, many companies experienced a huge increase in customer requests on chat (67%), social media (58%) and messaging apps (50%).

At Aivo, we've seen most of our customers substantially change their channel strategy because of the deadline of the COVID-19 spread. Most of them had a breakdown of 70% phone/30% messaging, and almost 20% of these companies reversed these values, not only because of how hard it was to bring phone service to a WFH (Work From Home) system, but also because they needed to update and adapt to the situation.


One of the most significant changes took place on WhatsApp. There was almost a 230% increase in conversations during March, and 500% in April, compared to February.



Most of our clients  
have made a  
substantial change to  
their channel strategy  
due to the COVID-19



In fact, most of our customers who already had WhatsApp as a complementary channel moved their main strategy to this tool. This led to between a 200% or 300% increase in messaging channel traffic for these companies, and up to 800% for some customers.



Conversations between clients and companies via WhatsApp increased almost 500%.

Chat, instant messaging apps and social media tools let customers get immediate answers, customized treatment and asynchronous communications (which we'll discuss below), which has become more relevant than ever.

With fewer available agents, busy lines and no in-person support, channels like online chat, WhatsApp and Facebook Messenger have become crucial for customer service continuity.





## Increased automation, usage of chatbots and self-service tools

Automation, artificial intelligence and machine learning drove real, lasting changes to contact center structure and to the overall customer support and customer experience strategy of many brands in 2019.

In the last few years, many businesses have launched their own chatbots in order to allow for faster and more direct customer service in verticals like [Telecommunications](#), [Finance](#), [e-commerce](#) and [Education](#) (maintaining the most conversations with customers that year). The main goal behind its use is to save time and money while improving the final experience in [Customer Service](#), [Sales](#), [Collections and Payments](#), [Marketing](#) and Human Resources.

In fact, according to a study by [Salesforce](#), 23% of service organizations used AI chatbots in April 2019 and, at the time of the report, this number was projected to increase to 53% in 2020 (that's a 136% growth in one year).

However, with the coronavirus, the resulting high demand and a decrease in service teams, these changes accelerated mightily. 36% of global companies are speeding up their automation plans due to the pandemic, according to an [Ernst & Young](#) report,

**36%** of global companies are accelerating their automation plans due to the pandemic.

For years now, customers have been asking companies for solutions that will let them be self-sufficient, like discussion forums, FAQs, knowledge bases, chatbots, tutorials, etc. According to [Zendesk](#), before the pandemic, less than 30% of companies were offering self-service channels.

But with the coronavirus, companies have had to listen to this demand both for themselves and their customers. A lot of brands that either didn't have their own chatbots or their implementation was not unified with their strategy, decided to lean heavily on AI for their customer service strategy. While bots answer the majority of FAQs, human agents handle a smaller volume of inquiries



and, thus, can focus on more complex and delicate cases. The banking and telecommunications sectors are terrific examples of these processes.

Today, the vast majority of customer inquiries are answered effectively by chatbots. In fact, on average, only 12% of our customers' conversations via chatbot need to be transferred to human agents. Honestly, technology and the way businesses use it is getting better and better. Chatbots successfully answering queries improved by 13% last year. On average, chatbots could answer 88% of customer inquiries effectively in 2019.

Providing autonomy and self-service options to customers has become essential to get through the crisis.

The vast majority of customer queries to chatbots are answered effectively. Only **12%** must be transferred to human agents..

## Constant assessment of the provided experience

Many companies have had to significantly adapt almost every aspect of their customer experience to the circumstances. Initiatives, tactics or services that worked perfectly fine a couple of days or weeks ago can now be counterproductive. Even service issues that customers tolerated before are now unacceptable.

Service issues that were once reluctantly tolerated by customers have now become unacceptable.

An example of this is wait times. This problem has only gotten worse with high demand from the pandemic, especially in the most affected verticals. A study by Zendesk confirmed that airline customers had to wait 20% longer than usual

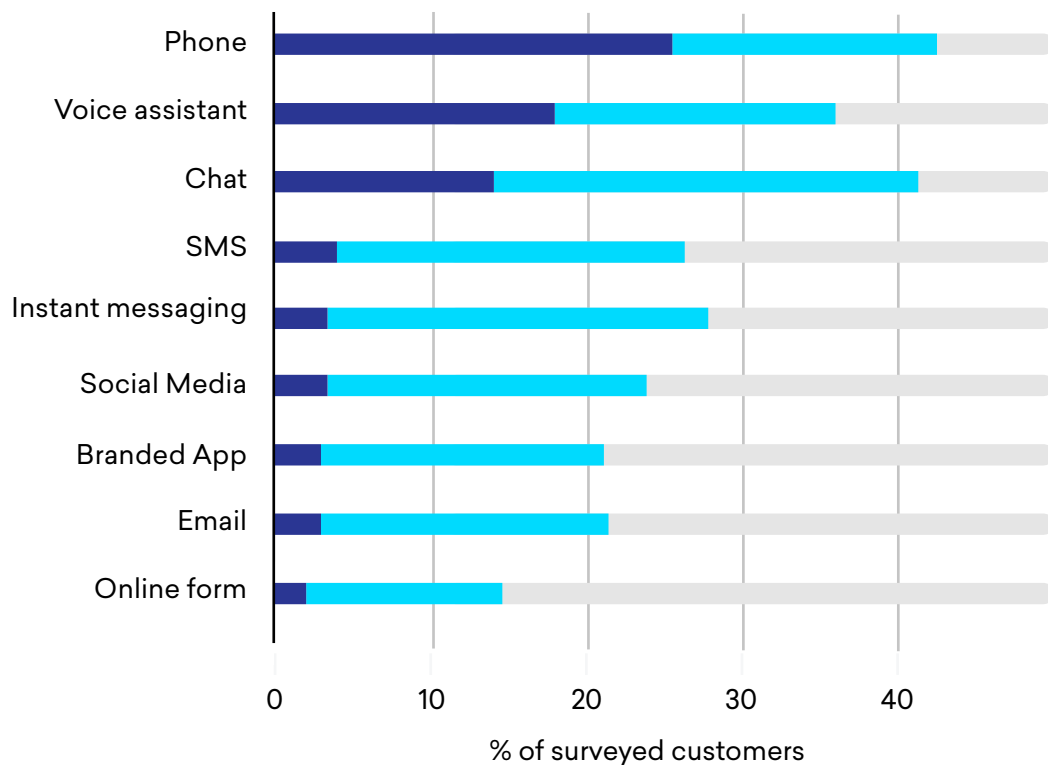
during the first week of March, and 40% longer for online education and remote work.

Generally speaking, customers today are used to getting things right away. The time companies have to reply has been drastically shortened. Consumers need fast responses and fast resolutions.

Today's customers are used to immediacy. Response times for companies have been drastically reduced.

### Customer response expectations by channel

- Less than 5 minutes
- Less than 1 hour
- More than 1 hour



Source: [The Zendesk Customer Experience Trends Report 2020](#)



The only way to keep customer trust is by adapting, especially for those industries most affected by the outbreak.

## Companies are now taking three specific steps:

- Prioritizing simplicity and clarity above everything
- Reviewing the current experiences they offer and planning future ones
- Stopping initiatives temporarily or permanently as needed

Many of our customers have added new features to their strategy to help better understand their customer needs and expectations. 24% of them have added satisfaction surveys to their chats, which help them monitor the level of experience their digital channels provide during the high demand. This way they can keep on adjusting and improving.

## Empathy is the priority, starting with employees

Consumers are not the only ones having a hard time, but employees are also going through uncertainty and anxiety, especially the ones interacting with customers or IT staff working 24/7 to help an entire workforce do their jobs remotely.

In addition to committing to employees' health and asking them to work from home, workers are facing psychological aspects that shouldn't be underestimated by companies.

Customers in crisis raise the stress level for customer service employees. Many companies have wisely chosen to invest in initiatives and programs that help maintain their employees' mental and physical wellbeing. Employee health, financial stability and job security are main concerns right now and companies are greatly helping address these fears in different ways. They've added tools to their corporate benefits to help with remote work, financial support, virtual medical appointments, paid caregiver licenses and more.

**This is a critical time to treat both customers and employees with empathy and understanding.** The way companies treat their staff and customers during this period will forever impact their behavior, commitment, productivity and loyalty.





## When will we return to normalcy?

People and companies all over the world are waiting for this pandemic to pass in order to resume their regular business activities, but this won't happen quickly or seamlessly.

Going back to business as usual isn't an option. That's because what's "normal" has changed, and no one - customers, employees, companies, industries - will be the same.

Truth is, we can't control how the virus develops, but we can handle the decisions we make by extension. Now it's our job to learn from the past and the present in order to be ready for a more human, flexible and connected future. The goal is to transform our CX strategy into something **more empathetic, flexible and digital**.

In spite of the many horrible impacts of the virus, it's important to pay attention to the opportunities this crisis can have, and how we can get rid of old habits that don't satisfy customer needs anymore.

What can we learn from this experience in order to design a stronger customer experience, navigate the rest of the year and tackle the new decade successfully?



# Strategies to observe and implement in 2020 and a post-COVID world

We're still experiencing the first shock from the crisis. We're coming across companies that are changing their strategy to address the problems faced day by day in the pandemic. But as we said before, the virus and the quarantine aren't going to disappear without an impact on society, including customer service.

We'll soon be facing a second wave of changes, characterized by companies making profound, structural, long-term changes in their strategy in order to adapt to this new reality. As we begin to get out of this emergency and move forward along this new decade, what are some of the big transformations we need to explore so our CX strategy adapts to the new world? What elements of CX strategy have to be redefined to make positive, long-term changes in how they communicate with and support customers?





## AI and humans: from division to collaboration

Over the last few years, we've gotten tired of discussing whether artificial intelligence (AI) and robots are going to replace humans. This technology isn't yet capable of fully replacing us, and neither is this its objective anyway.

The concept of AI is vastly misunderstood, and there are a lot of applications still not being used in the market. In fact, 53% of brands today have a limited knowledge of AI technologies, strategies and markets ([Gartner](#)).

In a post-COVID world, these tools will continue to be a key partner in helping companies and people form lasting connections.

What technologies are available today and how are they being used in customer service? How will AI and humans continue to collaborate?

**53%** of brands today have a limited knowledge of AI technologies, strategies and markets

### Flows vs Conversational Chatbots

After the launch and initial adoption of automation tools, chatbot hype reached a fever pitch in 2017. Yet, this adoption was followed by a phase of disillusionment.

2010s was the decade of AI, virtual assistants and robots, but business applications of these technologies were still leaving much to be desired. Why? Because most of the applications, including chatbots, weren't focused on speaking "the same language as consumers." They were flow-based programs that operated with an outlined set of questions and answers. These solutions were affordable and easy to program, but lacking in terms of flexibility and conversational capabilities.

But this started to change, especially during the last years of the decade, when businesses began to adopt and prioritize tools and chatbots with AI. These

solutions were capable of actually speaking with users in a way that felt natural to them, even understanding slang and responding to audio that customers sent them.

This type of chatbot has become particularly effective for industries such as [Security](#), [Finance and Banking](#), [Education](#), Software, Health, [Automotive](#), and [Telecommunications](#), our research shows.

The bottomline is this: customers don't want to interact with formal, stuffy brands using what amounts to a chat version of an IVR. They want a conversation. In their own language. This has become obvious in 2019. Not only in terms of customer support – conversational relations has established itself as a trend in marketing and sales as well.

**Being able to connect at a more human level with customers has become key to the overall customer experience.**

chatbot has become particularly effective for industries such as Security, Finance and Banking, Education, Software, Health, Automotive, and Telecommunications, our research shows.





# Santiago Martínez

**VP of IT Analytics Process**  
**ILATAM**  
Teleperformance

2019 was marked by the consolidation of simple automation issues, such as bots and virtual assistants. In 2020 this trend will continue to rise, with more diverse uses and better interactions and experiences for consumers, taking advantage of rapidly developing technologies such as Machine Learning (ML) and Artificial Intelligence (AI).

In terms of automation, the use of ML and AI is clearly needed to enhance the capabilities of current bots and virtual assistants, including their conversational abilities in both written and spoken interactions.



# Jenny Catalina Medina Monroy

Digital Tools Management  
Coordinator  
EAN University

Artificial Intelligence will continue advancing to achieve a more fluid communication in which the intervention of the machines is less evident. In the next decade, communication with customers will be increasingly automatic, and customers will be increasingly comfortable when interacting with these communication channels.



## Agent Augmentation

One of the biggest and most successful applications of AI in customer service is its ability to enhance agent capabilities. This includes things such as: letting the technology learn from your best agents; providing client history to agents; and using AI tools to suggest answers and responses. In this way, errors are reduced, the knowledge base grows, effectiveness improves, and attention time decreases. The agent can then provide more personalized, relevant experiences in a faster, more convenient way to customers.

As we mentioned earlier, during this decade, this technology will continue to be implemented to complement human capacities, empower and return time to people so that they can focus on more creative and complex aspects. Those issues that only a human can solve.

## Machine learning and predictive technology

Data allows for real-time reporting and statistics. Combined with a Deep Analytics tool, it enables customer service departments to better understand how consumers are currently engaging with their brand and how well they are doing with their service. Some technologies are even able to take this one step further by incorporating predictive technology into data, enabling the system to foresee what the user's next action will be and make interactions even more effective.

In 2020 we will see automation, AI, and robotics impact virtually every part of business operations, especially CX. But for this to happen we need leaders to take an aggressive role in building holistic models to serve CX. A model that encourages data governance and enables their teams to be competent in working with AI. Overall, it is all about finding the right blend of human and technology to design a strategy that truly puts the customer first.





# Mario Castellanos González

## Innovation Strategy Movistar Mexico

The past year has been revolutionary in redefining almost-mystical words like Artificial Intelligence, Machine Learning, and robotization, which were once thought to be about replacing humans. Fortunately, there is more and more clarity among professionals about the scope and real usefulness of these technological advances.

I trust that this year will take a human direction where we will find, through these innovations, a way of growing closer and getting to know customers better. Only in this way will we be able to create truly satisfying experiences, where we understand that the expectations and needs of individuals are unique. It has become increasingly important to hear what each person has to say.



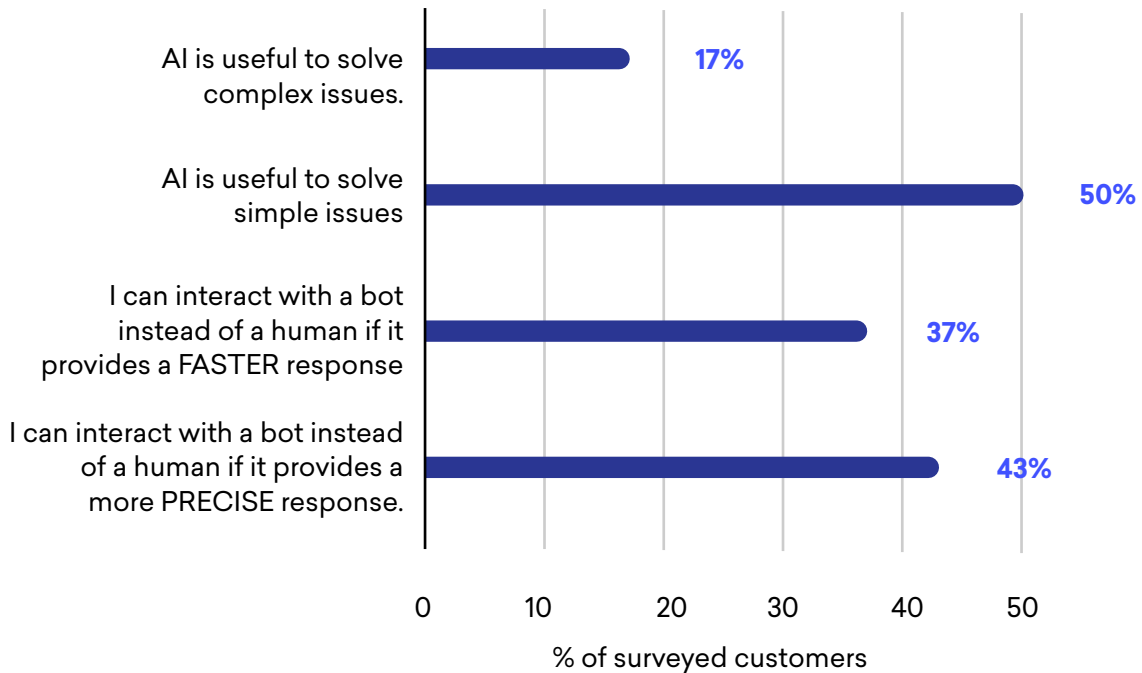
## Jeanne Bliss

### Founder and Customer Experience Pioneer Customer Bliss

One of the key requirements in 2020 will be reinstating humanity. There is a human at the end of all of our decisions. And people are buying from companies who honor that human at the end of their decisions. This must be front and center in driving behavior.



## Customers beliefs regarding AI



Source: [The Zendesk Customer Experience Trends Report 2020](#)

## Asynchronous conversations: prioritizing customers' time

So far, innovation and channel adoption within the CX strategy have been focused on speed. But that is only part of the equation.

Now more than ever, consumers don't want to have their time dictated or determined by anyone except themselves. "Hold in line for twenty minutes because there are three people ahead of you?" – No, thank you! If the matter isn't extremely urgent, consumers would rather send a chat message to an agent and get on with something else. They want to be able to return to the issue in their own free time, rather than waiting on the phone for 20 minutes.

This is what we call synchronous vs asynchronous conversations and each style requires different technology, workflows and different practices.



Synchronous messaging is a live person-to-person conversation, suitable for simple discussions that can be solved in one sitting or with one agent.

On the other hand, asynchronous communication doesn't require both parties to be present and speaking at the same time. It allows for conversations that can be started, paused and resumed (from the same or a different channel) around a customer's life. This makes it more convenient for the modern consumer, and it allows for a better experience when solving complex issues that require more than one sitting or agent to fix.



Asynchronous communication is more convenient for the modern consumer and enables better experiences.

With the kind of overflow experienced during the pandemic, it's obvious that asynchronous communication methods like WhatsApp have become a solid solution for both customers and companies.

These tools comfort customers and let them get in touch with companies through a personable channel. What's more, companies get **3 benefits** from their use:

- They can serve customers 24/7, even with a reduced team
- There's no need to develop their own platform or channel and they save money using free tools that customers already use
- They give service teams flexibility during high demand periods since they don't require real-time response

Support teams have barely scratched the surface of asynchronous communications, yet this trend will have a deep impact on the way issues are solved and will dramatically improve customer experience in the coming months and years.



## Lilian Oliveira

### Customer Success & Customer Care Manager Wirecard

In 2020, the trend will be to maintain an intelligent and efficient service, both in terms of costs and solutions. A good customer experience strategy in 2020 will be one that can prove its investment and is not afraid to sell to the customer – as long as it is the right customer, at the right time, with the right product.





## Experiences that adapt to customers

Providing a good experience doesn't cut it anymore. Everyone is implementing the same CX tactics, using the same channels and tried-and-tested procedures, but there is more to give.

Brands like Zappos, Netflix, and Amazon have raised the bar and swept consumers off their feet, making them appreciate how far a company can go to create a great customer experience. Today, more than ever, businesses need to understand and adapt to their customers and this can be achieved by understanding and responding to their present and future expectations.

In order to achieve this, brands need to be able to incorporate at least three things to their CX strategy:

### 1. Instant Resolution

According to [Zendesk](#), six out of 10 consumers think the most important aspect of a good customer experience is being able to solve a problem fast. Yet, even today when we want to solve a problem with customer support, all too often we are moved from one channel to the next.

Want to top up your phone?  
Download the app, call this number, follow 15 other steps, climb Mount Everest, and done! Not acceptable. If a client reaches out to carry out a specific action – be it via chat, phone or any other channel – the answer to that query should be, “Sure, I will sort that out for you!” It's all about providing an instant solution.



six out of 10 consumers think the most important aspect of a good customer experience is being able to solve a problem fast

## Conversations Before

Hi!

Yourmobilenetwork

Hi there! How can I help you?

I want to top up my mobile

Yourmobilenetwork

Sure, enter [www.yourmobilenetwork.com](http://www.yourmobilenetwork.com) and click on the button "Download the app". Then enter your user information, authenticate your number, enter the amount you want to top up, proceed to payment

Thanks... I gues...



## Conversations Now

Hi!

PhoneLife

Hello! How can I help you? 😊

I would like to top up my mobile

PhoneLife

Sure thing! How much do you want to top up?

15

25

50

25

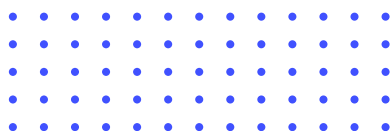
PhoneLife

Cool! Fill in this form and we will get it sorted right away 🇬🇧

Mobile number: 85072811371
Name on Card: Karen Smith
Card Number: 4517 XXXX XXXX XXXX
CVV: ***
Send

All done! 😊

Thanks!! 🙏



# Robert McLister



## Co-founder intelliMortgage Inc.

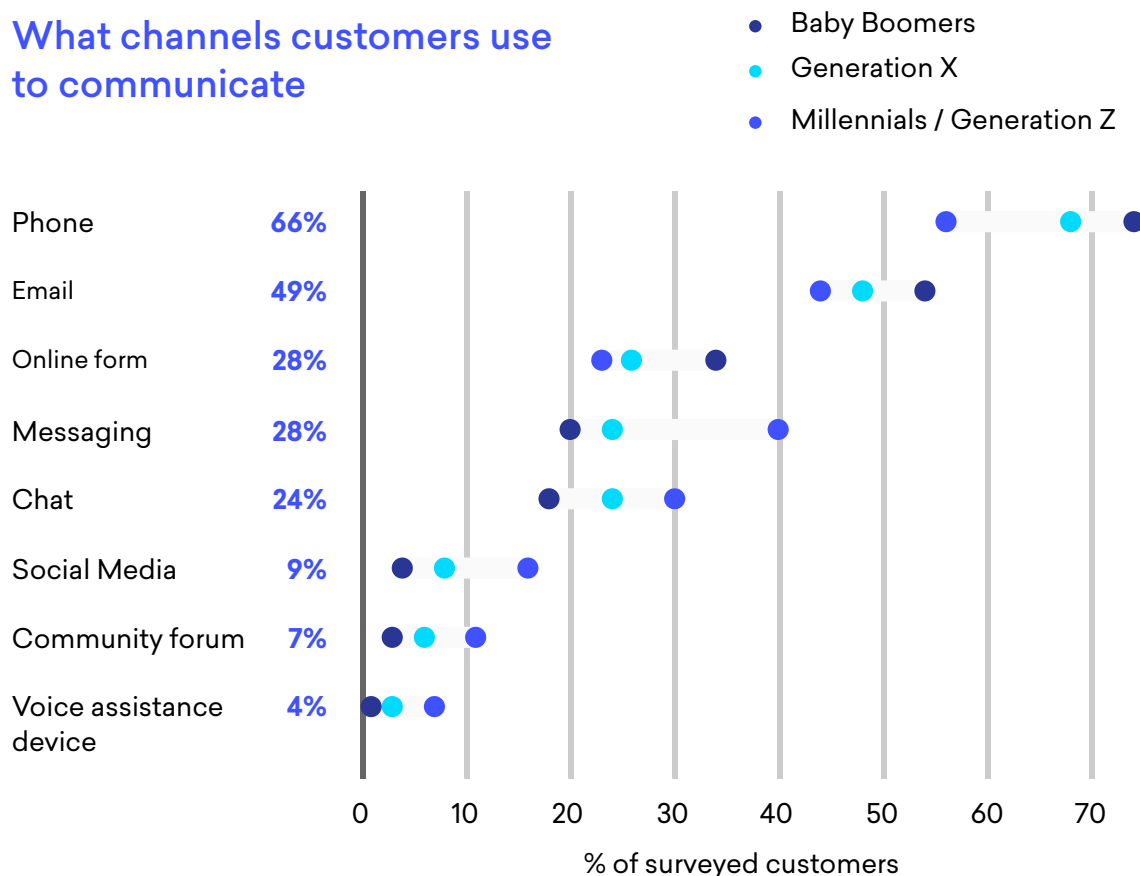
“Instant answers” were a driving force in consumer experience in 2019 and will continue to be in 2020. Digital users grow more impatient by the year and companies who provided useful answers with no wait gain a powerful competitive advantage.

### 2. True Omnichannel

Long gone are the days when having a website, email and a phone number were enough to do business. The rise of new social media and messaging apps is not limited to personal experiences, it also unlocked great potential to change the way that consumers interact with brands.

Consumers want to communicate with brands the way they do with their friends and family ([Zendesk](#)) and, the truth is we don't always use the same channel every time we reach out. If I wanted to confirm the opening hours of a shop, I would turn to the company's website or social media page. But if there is an issue with a payment, I would most likely call. Different problems and questions require different channels.

## What channels customers use to communicate



Source: [Zendesk Customer Experience Trends Report 2020](#)

Over the past few years, we have seen companies embrace this multichannel trend and open new lines of communication.

A survey made to 100 senior customer experience professionals across North America and Europe by [Conversocial](#) confirmed that 87% of businesses already used Twitter DM as a channel and 51% used Facebook Messenger by 2019. It also anticipated that 79% of companies were looking to adopt Google RCS and WhatsApp in 2020, 94% were making WeChat a channel priority, and 96% were seeking to implement Apple Business Chat. Undoubtedly, these numbers must have been precipitated during the pandemic, bearing in mind what we discussed before about the increase in WhatsApp, Facebook Messenger and live chat usage.

But having a multichannel strategy isn't the same as an omnichannel one. Since they have had more time to develop procedures and mechanisms, traditional channels tend to be more robust and comprehensive.

Digital channels, in most cases, still have an underwhelming experience. And being omnichannel is all about being able to provide the same experience across an entire brand, regardless of the channel a customer chooses to communicate with. This should not limit the development of channel-specific features, like the use of multimedia or emojis, but overall the tone, capabilities and offering should be the same no matter what channel a customer decides to use.

It is about enabling all channels to have the same capabilities, building on their strengths and introducing what makes them unique, while allowing the same efficiency for resolution across the board. Your client wants to change his plan, but why can he only do it if he calls by phone?

Today, only 35% of businesses have a truly omnichannel approach to communications ([Zendesk](#)). But this trend isn't going anywhere. The more channels emerge, the better brands will be at integrating them in an omnichannel way.

Today, only 35% of businesses have a truly omnichannel approach to communications

# Luis Elorza

## Post Sales Service Manager Mexico Mabe



In 2020, the interaction between customers and companies will be omnichannel, continuous and constant. The more interrelated communication options are, the more options for customers to interact with the brand, and vice versa. Even self-service mechanisms will continue to be relevant for industries when interacting with their current and potential customers.

# Roberto Maruyama Junior

## IT Manager Disal



In 2020, we believe that the integration between online and offline will become increasingly stronger. Clients will be served equally on all channels.

In the next decade, we imagine that all channels will be interconnected. Companies will need to operate in an omnichannel format, bringing the same benefits to all available channels. All information will be easily accessible and completely specific to each customer. Customers will increasingly demand practicality and efficiency.



More than 900 million people use Messenger each month ([Messenger Facts](#))

Each month, people and businesses exchange 20 billion messages in Messenger ([Facebook](#))

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More than 65 million text messages are sent through WhatsApp each day. ([CNET](#))

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200 million Instagram users visit a business profile at least once daily ([AdEspresso](#)).

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On average, businesses hold 1.5 million conversations a year via digital channels with businesses (Aivo)

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People from emerging countries are 2.4 times more likely to send messages to businesses than those from mature mobile technology markets ([Facebook](#)).

Being able to send a message to a business increases brand trust ([Facebook](#)).

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56% of people have sent a message consisting only of emojis ([Facebook](#)).





# Carlos Urdiales Torijas

## BPA&AIT - Architect II

BBVA

In just ten years we have changed the web for mobile apps. I can't completely imagine everything that this next decade will hold for us, but I believe that we will continue to have more and more channels of interaction with companies. It will become increasingly important how companies interact with us, the customers, offering what we want and how we want it.

### 3. Hyper-Personalization

Ever heard of the term, "hyper-personalized CX?" No, it's not just calling a customer by their name. It is about actually taking into account his or her preferences and acting upon that client's information in real time.

An Accenture Strategy study found that only 22% of global customers think that the companies with which they do business tailor their experiences based on a deep understanding of their needs, preferences and past interactions. Of course, this is only achievable if a company has in-depth data about their customers.

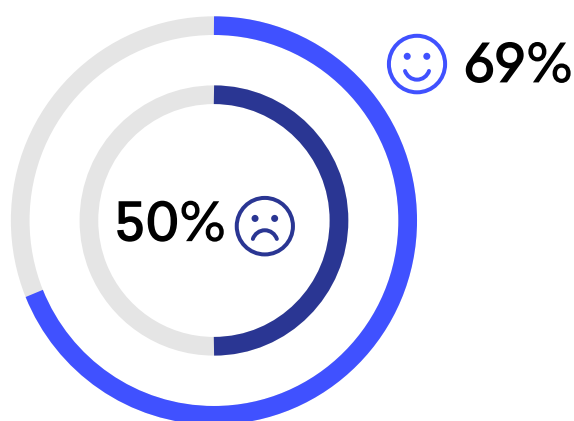
Companies today manage triple the data they did five years ago, and double the data per customer ([Zendesk](#)). To manage this data and apply it correctly, this trend leverages various technologies. For example, many organizations integrate customer service feedback and chat solutions with CRM tools. This allows for information to be all in one place, so it can be applied when helping a customer and when making strategic decisions that are based on actual customer insights (instead of assumptions).

**Today, the only chance for business survival is having a deep understanding of your customers' preferences, needs and every contact they've had with your company.**

In 2020, it is expected that more and more businesses will start experimenting and developing a hyper-personalized CX in order to understand and support customers, differentiate themselves from competitors and improve customer service metrics. In fact, companies that take advantage of the greater volume of customer data observe 36% faster resolutions and a 79% reduction in customer wait times ([Zendesk](#)).

From a customer service standpoint, there are so many factors, variables and analytics to help us understand customers better. Still, 34% of B2C companies and 28% of B2B brands don't measure customer service success ([Zendesk](#)). And as we say here at Aivo, you can't improve what can't be measured.

The next frontier for a customer-centric strategy will be to continue to reduce customer effort and focus on their needs.



**69% of consumers WANT to have a personalized experience, and yet less than 50% of brands are ACTUALLY delivering ([Internet Retailing](#))**



# Pablo Cuaron

Director  
Business Development, New  
Payment Flows  
Mastercard

During 2019 we strived for greater customization in automated CX models, and we believe that this trend will continue. New generations adopt digital platforms and solutions with greater fluidity, while still demanding personalized experiences. The challenge we foresee for 2020 is continuing to improve the level of personalization in experiences without compromising the security and privacy of its users.



# Eduardo Solano

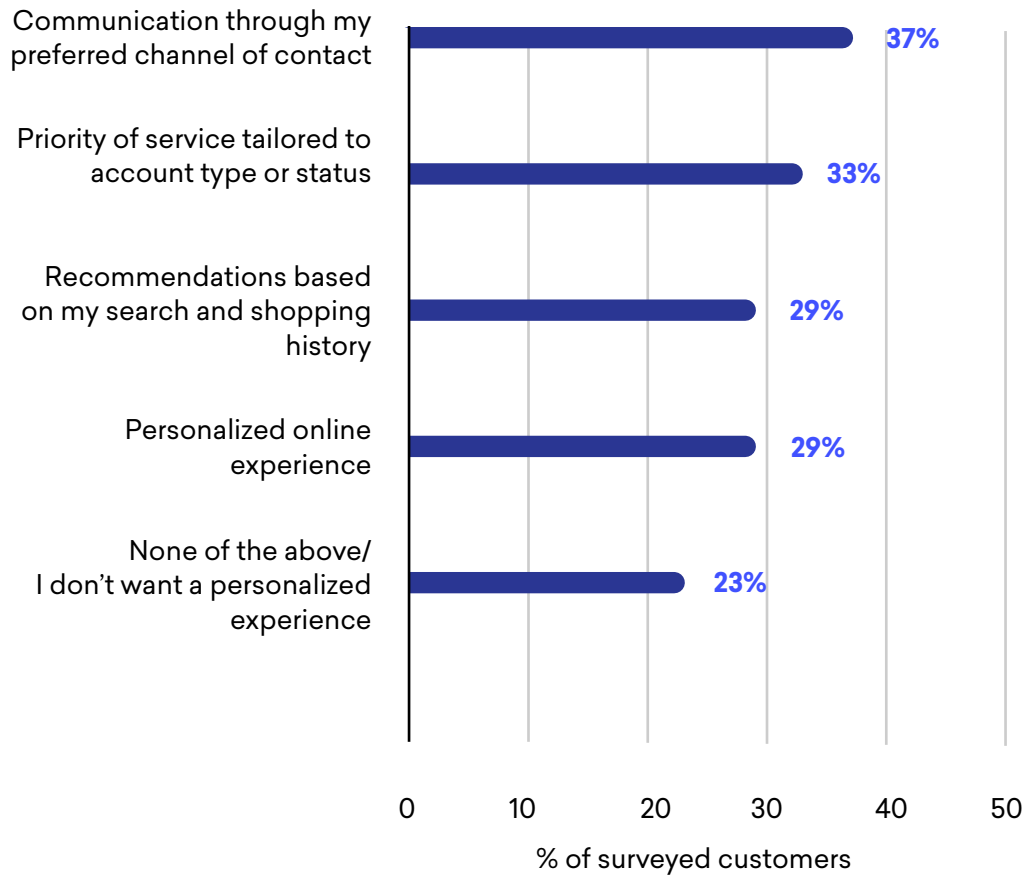
## Channel Sales Manager Genesys

In recent years, we have seen great advances in technology and its applications in different industries. Without a doubt, in 2020 these innovations will bring about new models of ultra-connected customer service. The next step will be brands applying these technologies to define new information models, and standardizing them so that they can predict the needs of humans in real time. This will be achieved by using Artificial Intelligence and developing data models based on our needs and tastes that can be shared in a transparent way between applications.

Giving companies the ability to anticipate their customers' "moments of truth" accelerates the processes of sales, support and problem solving. This, in the end, delivers greater efficiency, profitability and brand loyalty.



## How do customers expect companies to personalize their service?



Source: [The Zendesk Customer Experience Trends Report 2020](#)



# Éthel De Almeida Ribas

Coordinator of  
Customer Experience  
UHUU



The main trend of 2019 was the awakening to the concept of “person.” The person, and no longer the customer, becomes the center of all actions. Seeing customers as people is disruptive.

A big shift is already taking place and will continue in 2020. The solidification of sustainable cultures and the recognition of customers as intelligent, analytical people will also be essential. Actions based on honesty and responsible profit are prerequisites for success

## More integrations and more collaboration

The 2010s were all about automating processes and integrating more tools and solutions to make life easier, but there were some unintended consequences to all that. Many brands implemented a wide array of technologies, but then the data they collected ended up divided in silos. As a result, companies relied on human operations to make sure there was a universal vision and that data was linked.

This problem worsened with the arrival of the coronavirus. Many companies quickly introduced technologies and divided information even more. But in order to implement changes in a shorter amount of time, some others preferred solutions that could be integrated, and this trend will continue.



Brands are now focusing on solutions that are able to integrate with each other (hyper-personalization, for example). More and more companies are prioritizing the acquisition of new technology or adding new channels based on the fact that this solution or channel is able to collaborate seamlessly with their existing ones.

Over the last year, we have seen our clients' integrations with other technologies increase. They are making tools like Zendesk, Salesforce, Genesys, Hubspot and many others work in unison with our technology, and this trend will continue in 2020.

Being able to migrate data, make workflows more efficient, and drive higher-performing customer service, sales and marketing campaigns will be key in improving CX strategy in 2020.



The number of our client's integrations with other technologies increases every year.

## Security and Compliance Aren't Negotiable

In the last couple of years we have seen a huge focus on innovation, trying new tactics and exploiting data. In the race to stand out, security has been put on the back burner. Nonetheless, as increased personalization, data usage initiatives, and new international privacy regulations and the need to implement WFH schemes are put into play, a renewed focus on compliance and security in CX rises.

In 2020, companies will strongly scrutinize the digital tools they employ, and introduce higher security and privacy measures into their CX procedures. And with good reason, over 50% of consumers will view a brand negatively for well over one year after a data breach ([Neustar](#)). Data privacy regulations, encryption and isolation of sensitive data, restricted user access, and authentication are some of the terms CX leaders will need to get used to for years to come.





Over **50%** of consumers will view a brand negatively for well over one year after a data breach ([Neustar](#)).

## Voice Technology

According to an [Adobe report](#), 32% of consumers own a smart speaker and 44% of them access their voice assistant daily. In the US alone, voice commerce sales are projected to reach [\\$40 billion in 2022](#). Voice technology, which has only kicked off in the last few years, has seen impressive pick up from consumers all around the world. Yet, there is still an untapped potential as to how this technology can help redefine CX.

In the last decade, we have seen consumers slowly but surely move away from phone and email toward more customer-centric communications channels like chatbots and live chat. However, voice technology is showing us that there's still a place for non-text-based customer interactions.

Voice allows consumers to interact with products and brands in new ways and enhances the quality of their experiences. It brings a more personal touch and it helps avoid misinterpretations that can sometimes occur with text communication.

While it doesn't look like it will become a primary channel for customer experience yet, in 2020 we will see more brands exploring and experimenting with different voice applications throughout the customer journey, such as voice-based chatbots for phone support, voice messages options to explain complex queries in text-based chats, and many others.

The companies that are able to successfully integrate this innovation in a user-friendly way will definitely have a head start over their competitors.



# Malvina Celis

Online Support  
Coordinator  
BBVA



During 2019, we experienced great growth in non-traditional service channels, such as social networks and online chat. This year, we believe that this trend will increase and demand greater immediacy in our responses. During the next decade, the challenge will be to have more and better means of contact that allow the users' self-service, guaranteeing the privacy of their data. In this sense, there is still work to be done in terms of the implementation of new technologies that enable positive identification, such as facial recognition, voice identification, etc.



## Customers: the Responsibility of the Entire Company

The past year and these first months that we have experienced in 2020 have made many brands begin to understand that loyalty is not a right. It needs to be earned and it needs to be continually fueled with every interaction a company has with its customers, regardless if they are talking to customer support, sales, legal, admin, or even logistics, which may not be customer-facing but its performance will always have an impact on experience.

The days of CX being solely owned by a CMO or CXO are coming to an end. The pressure is now on the whole company and, as such, Customer Experience has become a universal responsibility. This creates new challenges including empowering employees to do what's best for the customer, decentralizing communications, and rewarding those who challenge the status quo.

CX will be a major issue throughout 2020 and we will see brands start to evolve, as a result. Boards and CEOs will aim to reduce data silos, the number of CX executives will grow by at least 25% ([Forrester](#)), , soft skills will stop being seen as a “nice to have” and become crucial. What is there to gain? Experience-driven businesses enjoy an average annual revenue growth of 15%, compared to 11% for other organizations (Adobe).

**70%** of customers expect companies to collaborate internally on their behalf ([Zendesk](#))

# Customer Service Management for Argentina

## Falabella



The access to information in the last decade significantly changed the customer experience and, therefore, the way companies operate and sell. Internet access and the customer's ability to compare and choose will continue to grow in this new decade. Companies are optimizing and innovating 100% of their services to provide the best experience to each client. From our perspective, loyalty will be the main objective of all Latin American companies.



## Luiz Antunes

### Director of Solutions Consulting Zendesk LATAM

Customers' expectations are increasingly high, demanding that companies not only provide a good product or service, but also create a special moment of interaction to impress them.

For 2020, service is the main factor of customer loyalty, followed only by price. Customers want to have a conversation with the brand as if they are talking to family or friends, via WhatsApp, WeChat, Messenger, or whatever channel they prefer. In addition, they expect companies to use the data and information they obtain about them to their advantage. Having a team dedicated to CX, which values and understands that this area should not be treated as separate, but as an essential part of the business and a major driver of company results, will be essential for the survival of companies.



## Shep Hyken

### Customer Service and Experience Expert

Customers are smarter than ever before. This is a trend from 2019 (and earlier) that continues into 2020, and if I had to bet, will continue for many more years. The customers' expectations for customer experience (CX) are higher for the simple reason is that they are constantly being trained by the best brands in the world on what a good CX is. The gap between what customers expect and what they actually get is getting bigger. The takeaway is this: You're no longer compared to a direct competitor, but to the best service the customer has received from anyone or any company.



Looking into the future, there is great opportunity in the customer experience world. Technology is helping drive a better experience in many areas, both inside the company and outside for the customer. AI is improving. Self-service solutions for both the customer support and the buying process is making life more convenient for customers. In the next decade, you'll find the companies that create a more convenient experience for their customers will have the advantage.



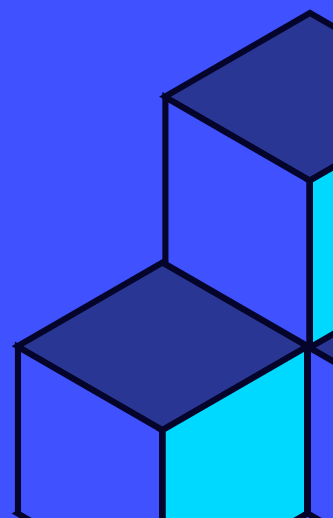
# Next steps

No doubt that the customer experience industry is facing an unprecedented challenge. The situation, customers and rules change every day, and team leaders have to outline new strategies that help them be flexible and keep serving their customers.

This is the time to monitor the situation, follow guidelines from local and international agencies and pay attention to how customers, colleagues and other companies in our industry are adapting their behavior. This is the time to unite as an industry.

We're in uncharted waters, but one thing is clear: companies that are providing excellent experiences to customers and employees in spite of the difficulties will be much stronger when this pandemic is over.

If you need additional information or if you need to take action ASAP, [fill out this contact form](#) and one of our representatives will contact you shortly





Want to know more about how you can enhance your 2020 strategy with AI to create an omnichannel, personalized and innovative experience for your customers?

[Consult with one of our experts](#)

[Learn more about Aivo](#)

## Featured contributors:



Jenny Catalina Medina Monroy  
Digital Tools Management  
Coordinator  
EAN University



Customer Service  
Management for Argentina  
Falabella



Santiago Martínez  
VP of IT Analytics Process  
ILATAM  
Teleperformance



Luis Elorza  
Post Sales Service Manager  
Mexico  
Mabe



Malvina Celis  
Online Support Coordinator  
BBVA



Éthel De Almeida Ribas  
Coordinator of Customer  
Experience  
UHUU

Carlos Urdiales Torijas  
BPA&AIT - Architect II  
BBVA



Lilian Oliveira  
Customer Success &  
Customer Care Manager  
Wirecard



Mario Castellanos González  
Innovation Strategy  
Movistar Mexico



Jeanne Bliss  
Founder and Customer  
Experience Pioneer  
Customer Bliss



Roberto Maruyama Junior  
IT Manager  
Disal



Pablo Cuaron  
Director Business  
Development, New Payment  
Flowsde pagamento  
Mastercard



Eduardo Solano  
Channel Sales Manager  
Genesys



Robert McLister  
Co-founder  
intelliMortgage Inc



Luiz Antunes  
Director of Solutions  
Consulting  
Zendesk LATAM



Shep Hyken  
Customer Service and  
Experience Expert



aivo