increasing DEMANDS ON CUSTOMER SERVICE

Expect real time response, and have inconsistent experiences across channels

Anticipated Increase in new Customer Service Metrics

- 81% growth in Customer Effort Score
- 111% growth in Social Promoter Score

Statistics courtesy of Salesforce’s Second Annual “State of Service” Report
THE FIRST STEP

customer identification
Fundamental Question: Who is this caller?
Customer identification

Challenges

Basic ANI MATCH: Mobile Phones have changed Caller ID

Lost in translation: Difficult to capture hard to discern information

OMNI-CHANNEL ID: Disparate systems don’t connect data across channels
STEP two

Fraud prevention
Fraud prevention

Fundamental Question: Is this caller really who they say they are?
## Fraud prevention

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<td>Increase in Card Not Present Fraud</td>
<td>2</td>
<td>Authentication with Voice Biometrics</td>
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<td>Blacklists</td>
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<td>4</td>
<td>Carrier Meta-Data for Green and Red Light Authentication</td>
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STEP THREE

IN HOUSE DATA
IN HOUSE DATA

Fundamental Question: How can we use past experiences to improve this caller’s experience?
In House Data

1  Purchase History
2  Responsive IVR
3  Intelligent Routing
STEP FOUR

Ambient data
Fundamental Question: What *external* information can we gather about a caller to help us improve that caller’s experience?
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<th>Behavioral Data during the call</th>
<th>Psychographic Data</th>
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Thanks for listening!

Tim Program

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