NUANCE

Dialers don't do digital

Four strategies to modernize
outbound customer engagement.

Contents

The smartphone is reducing human attention spans – now shorter than a common goldfish

Researchers surveyed 2,000 consumers and studied 112 others using electroencephalograms to understand how the smartphone revolution has affected our attention spans. They discovered that since the dawn of the mobile revolution at the turn of millennium, our attention spans have dropped by 33% now registering at less than even the attention span of the common goldfish.[1]

1 http://www.telegraph.co.uk/science/2016/03/12/humans-have-shorter-attention-span-than-goldfish-thanks-to-smart/
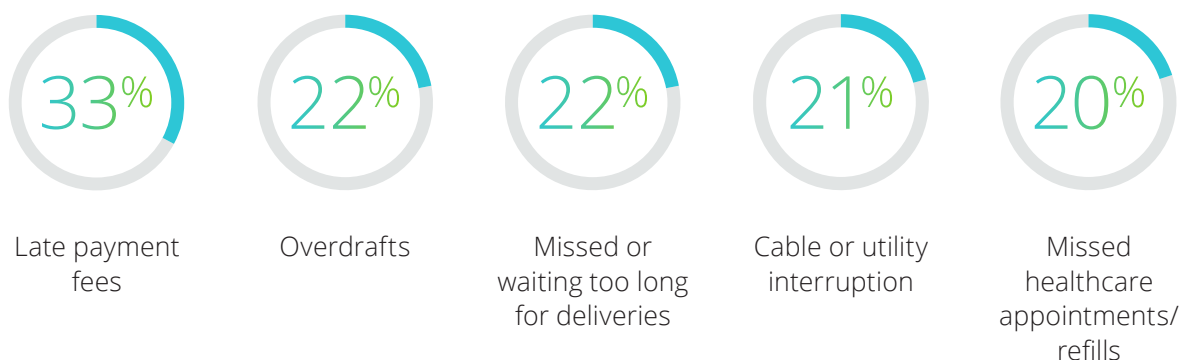
As smartphones erode our attention spans, they are also making us less likely to remember critical obligations and events. It's known as The Google Effect, or "digital amnesia" – and 85% of Americans who own a digital device experience it.[2]

Missed appointments. Missed bill payments. Missed prescription refills. Forgotten communications. The habit of depending on technology more than their own memory is causing them to forget critical responsibilities and obligations.

For organizations trying to reach and engage customers, especially those reliant on older contact systems and technologies such as predictive dialers, the effects cannot be overstated.

Distracted, forgetful consumers crave reminders
Top issues consumers believe could have been avoided

33%	22%	22%	21%	20%
Late payment fees	Overdrafts	Missed or waiting too long for deliveries	Cable or utility interruption	Missed healthcare appointments/ refills

---

Enter the Remind Me generation. Today's consumer now expects the organizations they do business with to use modern digital channels to remind them of critical events and obligations. In fact, 90% of consumers are more likely to do business with companies that send them reminders.[3]

But not just any reminders. Reminders that engage them in a personal way, and allow them to take immediate action.

Here, we explore these new consumer expectations, why the way you reach and engage customers' needs to change, and strategies to modernize your outbound outreach.

# The new expectations of the Remind Me generation

Shrinking attention spans and the outsourcing of their memories to technology means that customers want and need reminders and notifications that allow them to quickly take action—confirm an appointment, order a product, or get a problem solved. The benefit for you is lower costs, higher engagement rates and higher customer satisfaction. So why are so many companies failing to deliver?

As consumers increasingly count on smart devices to act as their outsourced memories, they now expect reminders from organizations to help them remember critical events. But not just any reminder.

They expect these reminders to be actionable, intelligent and delivered via the communication channels they use most frequently – text, email and in-app notifications.

Unfortunately, most company's outreach strategies (and the technology they use to reach and engage customers) remain woefully outdated in today's digital age.

The Remind Me generation

90%
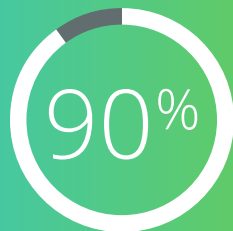
of consumers are more likely to do business with companies that send them reminders

Consider this: a recent survey by Wakefield Research found that 93% of consumers prefer non-traditional communication channels such as email and text.[4]

As demand for reminders skyrocket, companies fail to engage the Remind Me generation on their preferred channels.

16[%]
want text
2015

42[%]
want text
2016

7[%]
get text
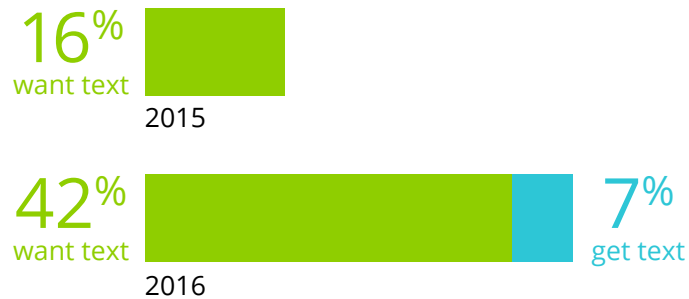
This demand is why outdated technologies such as predictive dialers are fast becoming costly relics. Here's why:

Unnecessarily high interaction costs.
Agent calls that are assisted via a predictive dialer cost $4 to $7 per contact versus 18 cents per contact when using modern proactive engagement solutions.

Don't allow conversational self-service.
81% of consumers want intelligent technology options which streamline their interactions and allow them to interact with automated messages, just as they would an agent, to immediately solve problems.[5]

Consumers demand intelligent outreach.

81[%]
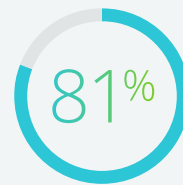
of Americans want intelligent technology options such as the ability to resolve issues through a text exchange

Inefficient interactions.
Research shows that on average, only one in three of the connections made by a predictive dialer result in a Right Party Contact (RPC). The other two-thirds are either wrong parties or dead air, which occurs when the person who answers the call hangs up while the predictive dialer is attempting to connect them to an agent. The result is poor agent utilization, burnout and turnover.

One size fits all.
93% of consumers say they would prefer businesses to contact them via non-traditional channels such as email, text message and calls to mobile phones. Predictive dialers don't deliver the multi-channel outreach customers crave.[6]

Simply reaching customers en masse, using a generic one-size-fits-all approach is no longer effective. To save costs and engage customers today, you must deliver the right message on the right channel at the right time. This is what will drive not only engagement, but will also compel them to take an action.

Next we share the 4 strategies to modernize your outbound reach.

4 The Remind Me Generation, Wakefield Research, 2016
5 The Remind Me Generation, Wakefield Research, 2016
6 The Remind Me Generation, Wakefield Research, 2016

Four keys to modernize your outbound outreach

As older technologies, like predictive dialers, reach their end-of-life, coordinated multi-channel proactive engagement takes hold as the preferred way to reach the Remind Me generation.

To be successful, the outreach must be:

1. Orchestrated

2. Personalized

3. Actionable

4. Connected

#1 Orchestrated

As multi-tasking has become the norm in our fast-paced lives, companies are adding additional outreach channels, such as emails and texts, to support outbound dialers.

Unfortunately, simply using these new outlets in a parallel or progressive strategy, cycling through channels until contact is established, is costly and ineffective. To maximize the impact of your outbound outreach it must be orchestrated across channels.

Case in Point – Large US-based Healthcare provider
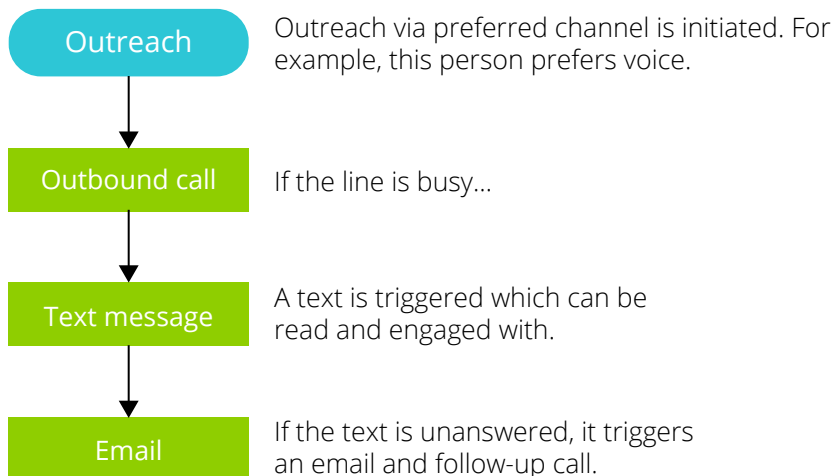
Orchestrated outreach boosts engagement

126%	25%	$2.3M
increase in engagement	reduction in missed appointments	in annual revenue freed up

Example of orchestrated outreach in action

Outreach → Outreach via preferred channel is initiated. For example, this person prefers voice.

Outbound call → If the line is busy...

Text message → A text is triggered which can be read and engaged with.

Email → If the text is unanswered, it triggers an email and follow-up call.

#2 Personalized

The overwhelming bombardment of information – emails, voicemails, texts, Facebook posts, and more, means that consumers experience information overload.

An article in the leading British newspaper, The Telegraph, explains the result of the condition: today consumers are "better at identifying what they want/don't want to engage with."[7] Which means anything deemed irrelevant is ignored.

To break through, in a cost effective way, you must engage a large number of customers through automation, but in a way that is personalized to each customer's individual preferences. We recommend using the following architecture.

Architecture of a personalized engagement strategy

Results-based decision engine	**Preferences captured**	**Deliver optimized message mix**
Capture outcome of individual interactions	Include everything from channels responded to, time of day, and language preferences	Use all preferences

Case in Point – Citi Mortgage

Efficient interactions improve contact rates:

40%

improvement in monthly contact rates

7 http://www.telegraph.co.uk/science/2016/03/12/humans-have-shorter-attention-span-than-goldfish-thanks-to-smart/

#3 Actionable

If you need your customers to take an action – pay a bill, confirm an appointment, refill a prescription – you have to get them to act now. Here we share a blueprint to make your outreach actionable and intelligent, increasing engagement in the process.

Blueprint for delivering actionable messages on every channel

Intelligent

Utilize technology like Natural Language Understanding (NLU) that makes it easy and intuitive for customers to take your desired action across their channel of choice – including voice and text. NLU is a technology which allows customers to simply talk or type a question or response to an automated system, and receive a response just as if they were talking to a live agent.

Interactive & Conversational

Ensure text-messages are a two-way conversation and utilize NLU so that customers can simply type a response as they would to a friend.

Carefully Crafted

Each message so that it is easily digestible at a glance and can be easily responded to.

Case in Point – Time Warner Cable

Actionable two-way communication improves collections

$2.8M

lift in monthly collections

#4 Connected

There is one resource which costs your contact center more than nearly everything else: time. The more time is takes for a customer to complete their interaction with an agent, or authenticate themselves in your system, the more it costs your organization. And, "having to repeat themselves over and over again" is reported as one of the top customer service complaints.[8]

One simple way to avoid wasting time is to introduce a shared data layer between your systems so that they can "talk" to each other. This allows you to anticipate customer needs and provides a seamless experience that helps them solve their problem quickly.

8 Wakefield Research – Consumer Survey, 2015

How to connect customer conversations to anticipate needs

Connect IVR & outbound messaging

Your inbound messaging platforms, such as your IVR, should be contextually aware of what messages have been sent from an outbound messaging platform, and anticipate why customers are calling.

Ensure agents have the information they need

Connect data from various systems including CRM, billing, loyalty programs (where applicable) and others so that agents understand why the person is likely calling, and can quickly help them.

For example, after receiving a text message about a flight delay, because the outbound and inbound systems were connected and shared information, Delta's IVR could detect the reason for Susan's call.

"Hi Susan, are you calling about the delay on your flight #612?"

Case in Point – Delta Airlines

Connecting inbound and outbound saves money and increases containment

$3M

saved per year

5%

increase in containment

Modernizing outbound outreach delivers enhanced business results

Replacing outdated technologies like predictive dialers or enhancing your current outbound communication channels with more sophisticated engagement strategies delivers a host of benefits. There is often an immediate improvement in key metrics including a reduction in inbound call volume and a reduction in misroutes. Over the long term, this increases customer and patient engagement, customer satisfaction scores, conversions, collections, optimal agent utilization, containment and more.

Below are a few examples from real life deployments.

INFORM & REMIND

Inform customers of upcoming issuesof importance, such as a planned outage. Remind customers of critical events andobligations such as appointments or bills.

126% increase in patient engagement netting $2.3Min revenue and 9% improvement in CQM

94% per message cost savings and 95% engagement

15% reduction in inbound calls

25% reduction in missed appointments

CONVERT & COLLECT

Convert by delivering re-order reminders, or shopping cart abandonment offers. Collect by reminding customers of past due bills or upcoming deadlines.

2x jump in sales conversion rates

40% increase in monthly contact rates

60% reduction in first payment defaults

14.6% improvement in collections netting $2.8M per month

Recap: The 4 keys to modernize your outbound outreach

A direct reduction in costs, an improvement in margins, enhanced business results as well as higher customer satisfaction – these are just a few of the benefits of modernizing your outbound outreach.

To achieve success with your strategy, and earn the loyalty of the Remind Me generation, keep these four keys in mind:

— **#1 – Orchestrated**
All channels are coordinated to deliver the right message via the right channel at the right time.

— **#2 – Personalized**
The "right message, via the right channel at the right time" is personalized based on individual contact preferences.

— **#3 – Actionable**
Customer's can take an action to resolve an issue – pay a bill, confirm an appointment, refill a prescription – directly in the outbound reminder.

— **#4 – Connected**
Inbound and outbound systems are connected and integrated to deliver a fast and seamless customer experience.
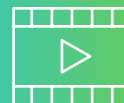
See modern customer outreach in action – alert, anticipate, remind!

Resources to make the business case

Check out these additional resources to optimize your outbound communications and improve your customer experience.

The Remind Me Generation

Find out how digital amnesia is changing consumer behavior and impacting your business.

Download now

Text Messaging: The Channel That Gets Attention

Find out what you need to know before texting your customers.

Download now

LEARN MORE
Contact your Nuance representative or email us at CXexperts@nuance.com.