



The Omnichannel CX Benchmark Survey Trend Report



Earnings

77,368,127
18,125,124
8,257,124
2,254,985
85,985,185
15,468,852
12,552,111
58,851,116

Efficiency Optimization by Branch

Marketing: 8.5 %
Cost: 12.8 %

Shanghai
Lagos
Istanbul
Karachi
Mumbai
Moscow
Sao Paulo

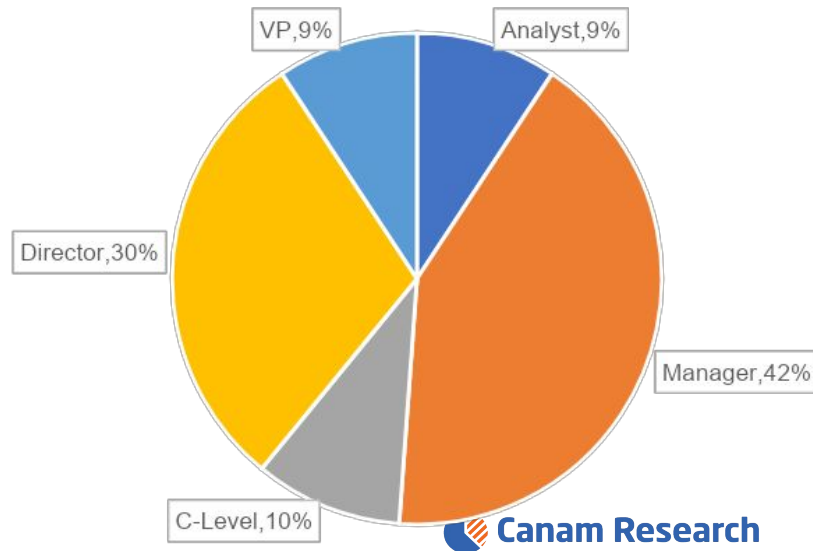
Executive Summary

- Canam Research partnered with Bright Pattern to conduct the Omnichannel CX Benchmark Survey
- To date, 221 Contact Center, IT, Marketing and Sales Professionals have participated as well as executive level personnel

Research focused on:

- The number of channels now being supported
- How well integrated systems are to manage the growing number of channels
- What processes and metrics are being measured
- Whether AI is being adopted in the contact center to measure quality

Respondents by seniority:



Key Observations

Contact Centers are supporting a lot more channels— of course voice, email and webchat are the most commonly supported channels but **42%** support social media, **32%** support SMS, over **25%** support messengers and nearly **10%** support video.

Only 22% of respondents are omnichannel so despite serving customers in more channels, the management of these interactions is not unified since **62%** of respondents indicated they are multichannel (note **17%** of respondents are voice only).

Over 40% of respondents are planning to use **Artificial Intelligence** for quality management within the next 3 years. **19%** indicated they are already using AI for quality management.

Sampling is the preferred method to review interaction quality— **78%** of respondents sample interactions for quality assurance only **13%** review every interaction and **9%** do not review interactions at all.

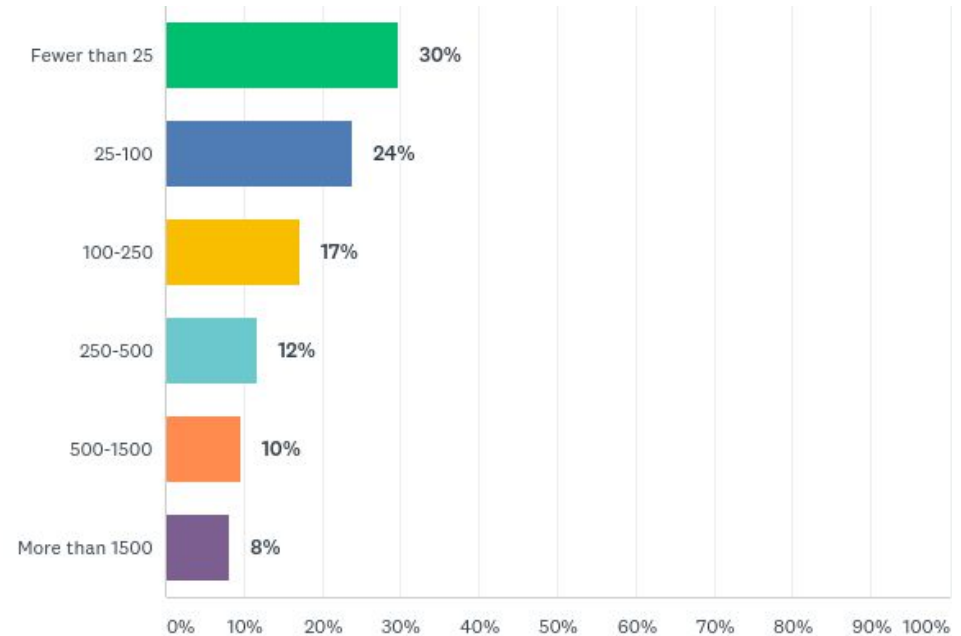
Do you consider your company omnichannel, multichannel or voice only?



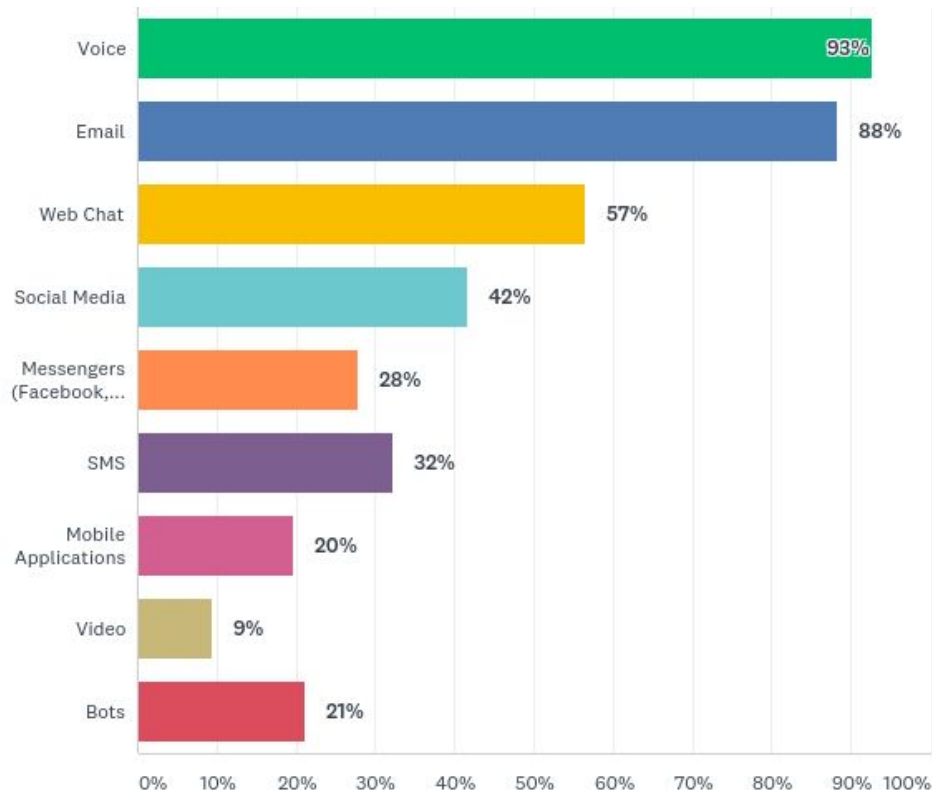
62% of respondents indicated that they are “**Multichannel**” and have separate conversations in each channel they support.

How many contact center representatives do you have?

Contact center survey respondents were about a 50/50 mix of larger and smaller sized contact centers. This gave the survey a good sampling of what is occurring in the industry

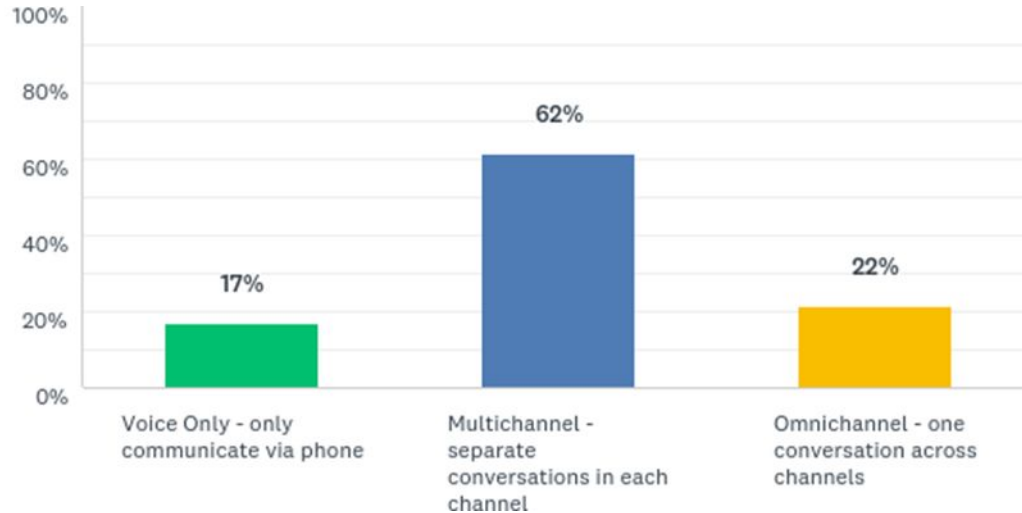


Which channels are currently implemented in your contact center? (check all that apply)



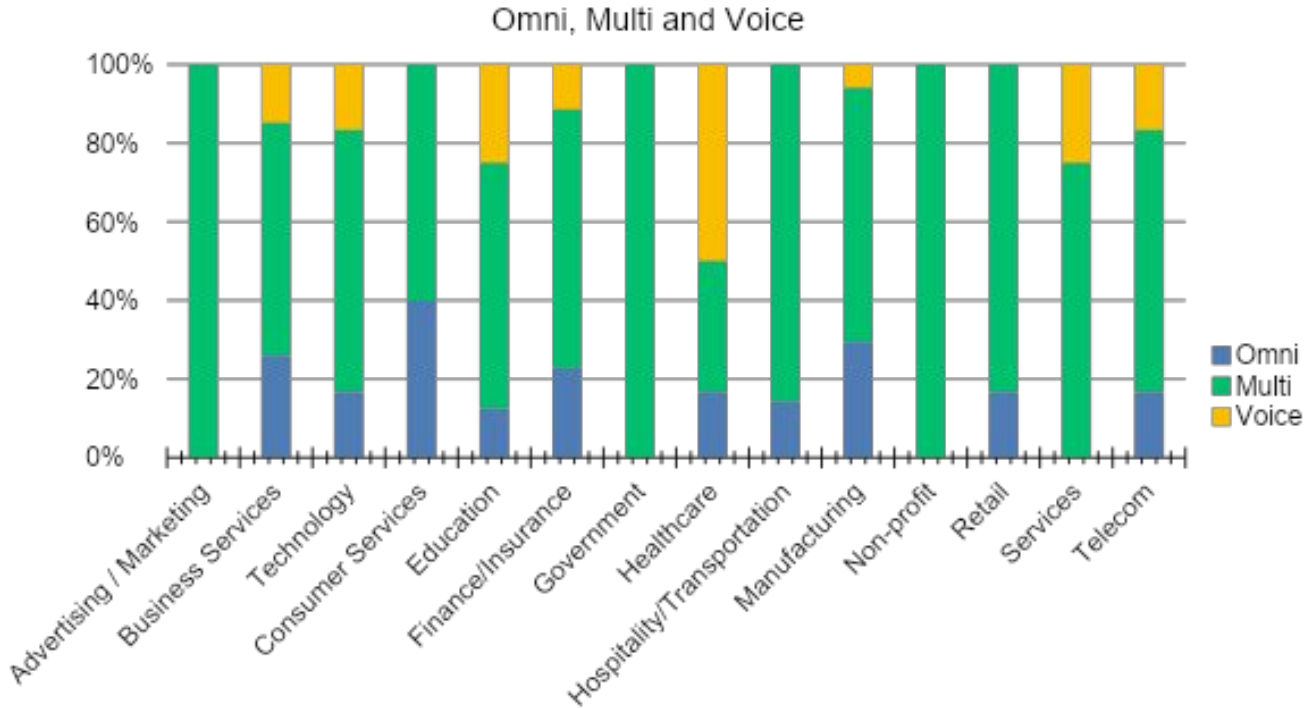
It's not surprising or very interesting that most respondents support voice, email and chat – what is interesting is the numbers that are supporting SMS, Bots, Video and Mobile Apps. Companies are adding more channels because customers want something other than voice or email.

Do you consider your company omnichannel, multichannel, or voice only? As you communicate with your customers with different channels do you have a single continuous conversation (omnichannel)? Or do you have separate conversations in each channel (multichannel)?

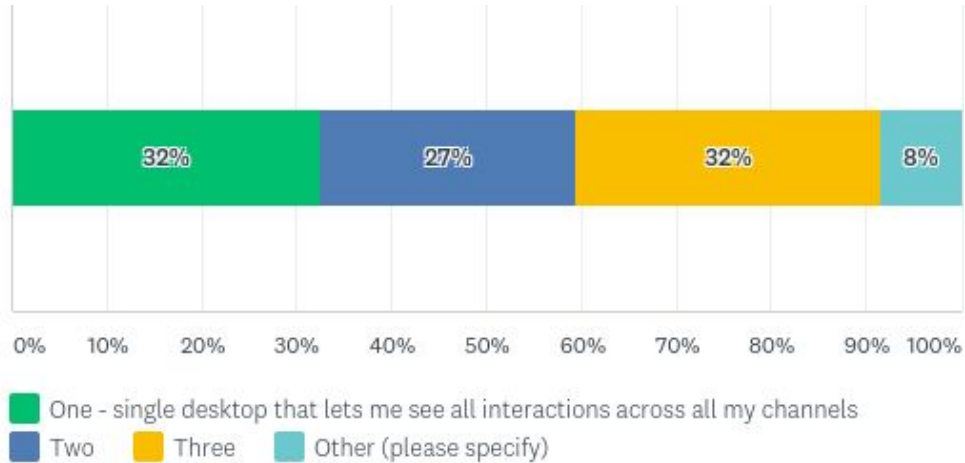


Companies have clearly adopted more channels to serve customers, what many are not doing is integrating the management and support of these channels. This probably indicates that companies have added channels in an ad-hoc manner as stand alone solutions.

Industry Breakdown on Omnichannel, Multichannel or Voice Only



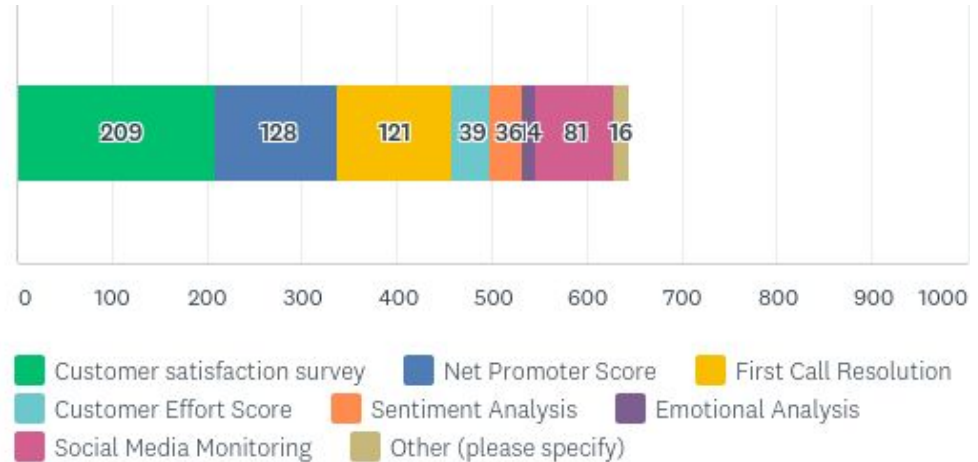
How many separate systems do you use to handle channels in your contact center?



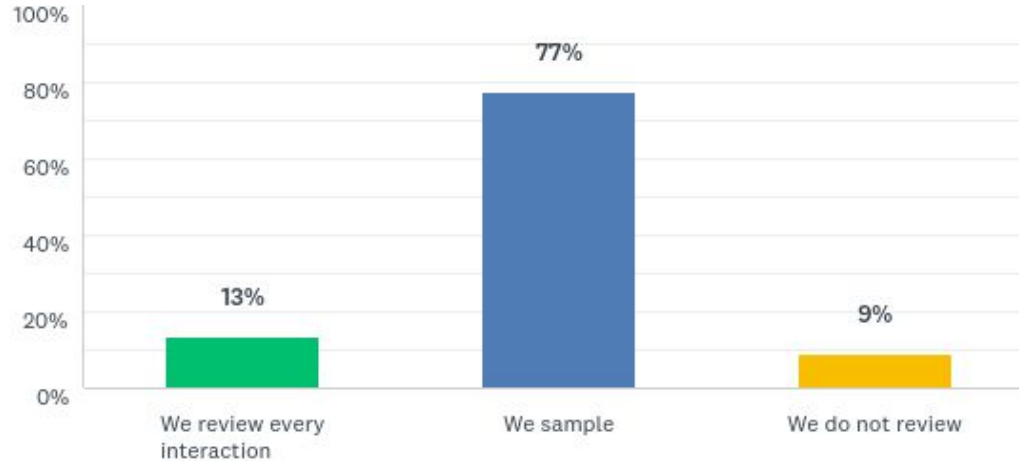
Nearly 60% of respondents have two or three systems to manage channels in their contact center and most of the “other” respondents said they had many more than three systems.

What processes or metrics do you have in place for measuring customer experience? (check all that apply)

Most respondents are not digging into deeper metrics of CX like Sentiment Analysis, Customer Effort and Emotional Analysis and could be missing an opportunity to discover insights to improve their business

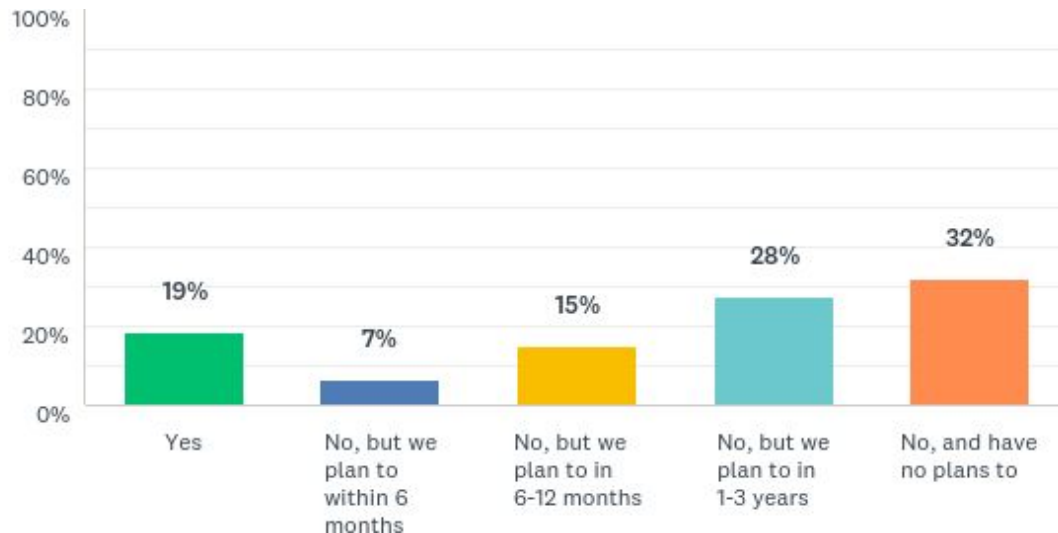


How do you review your contact center interactions for quality assurance?



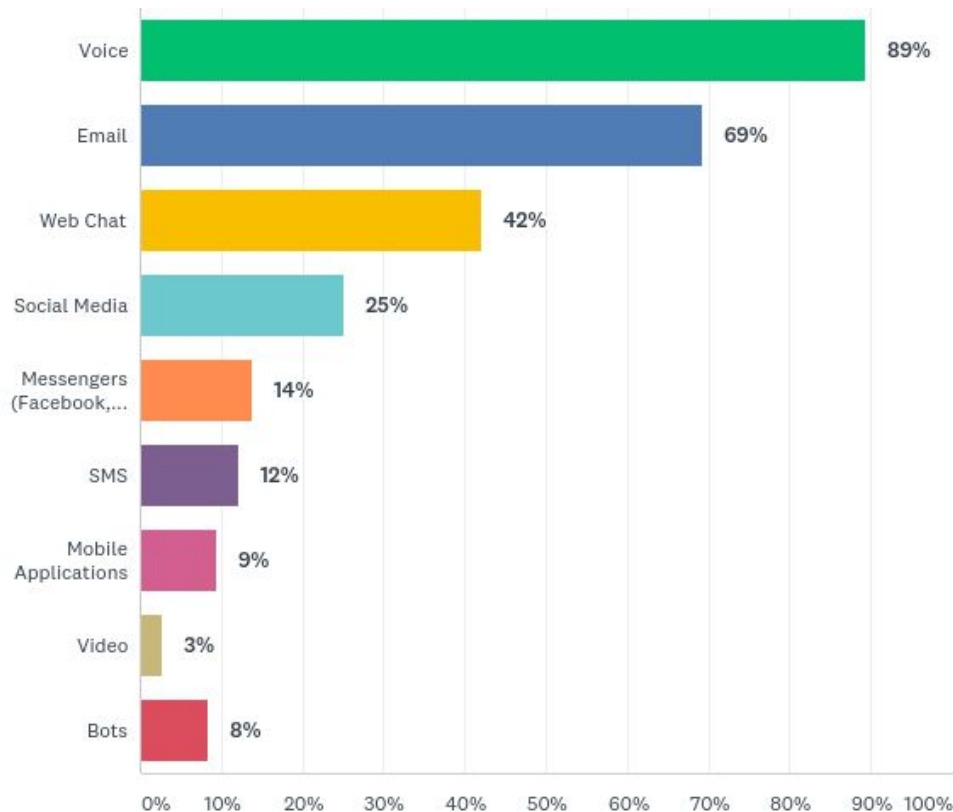
Most contact centers are using *Sampling* to QA interactions and this is probably due to the sheer volume of interactions that could be monitored. This is clearly one of the areas of contact center operations where AI could be used.

Do you use or do you plan to use Artificial Intelligence for quality management?



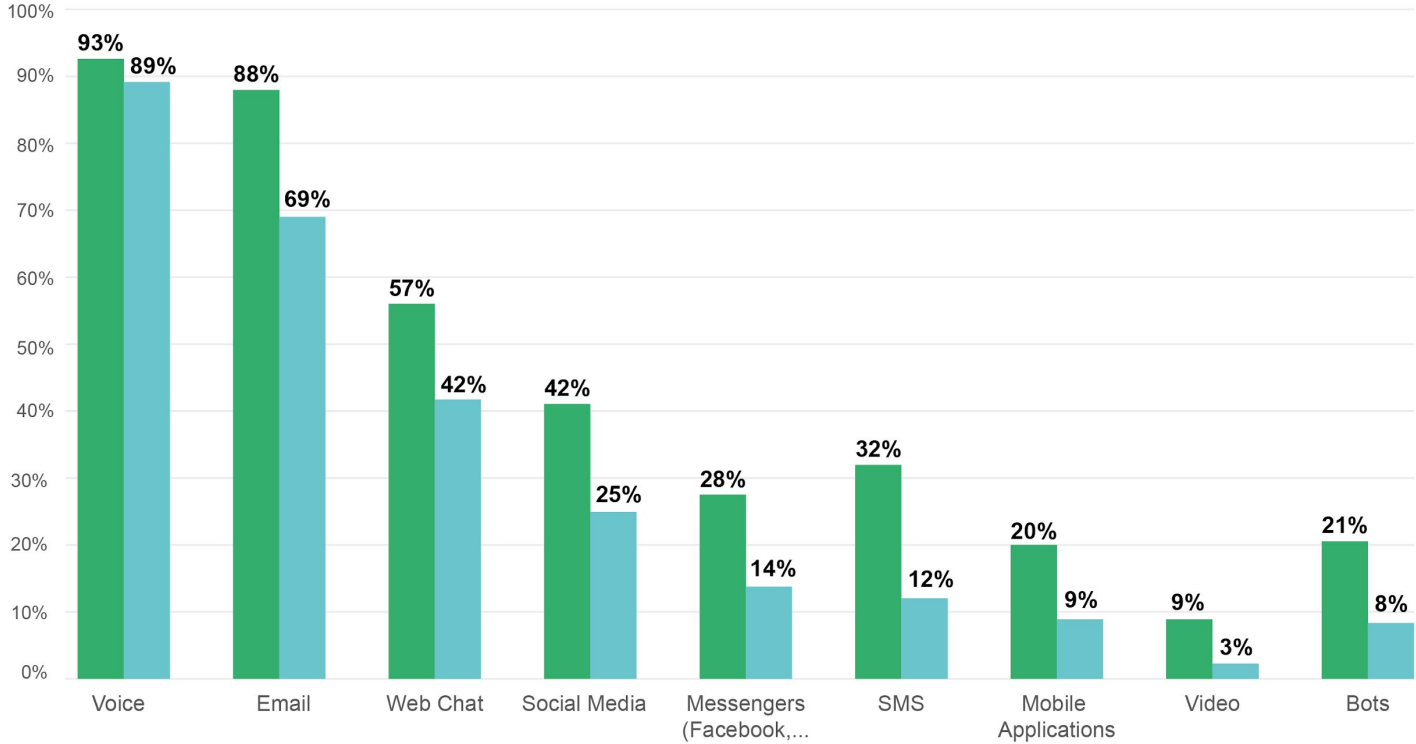
AI is being deployed for quality management. *With the volume of interactions to be assessed AI may be the only practical way to tackle the job and garner actionable data to improve customer experiences and in a few years most contact center will be using AI for quality management.*

Which channels do you measure quality? (check all that apply)



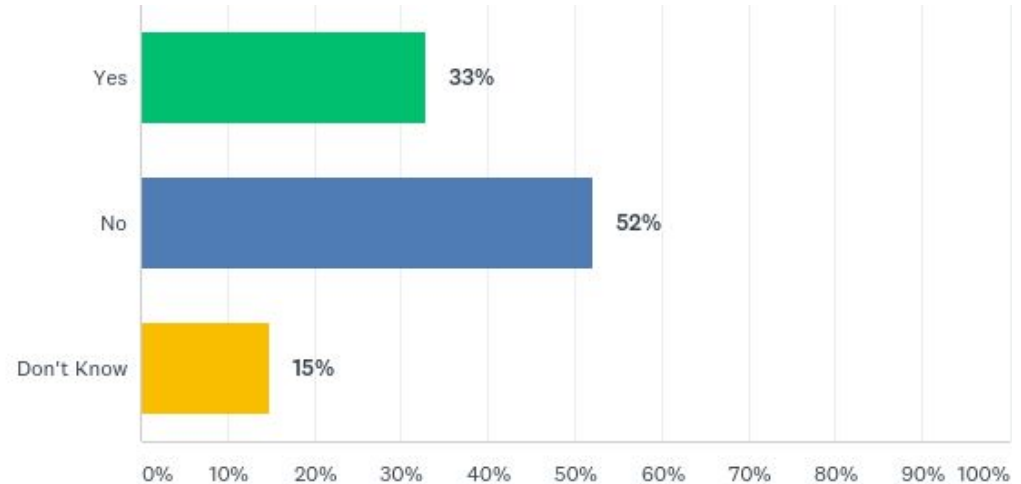
Contact centers are much less likely to measure quality in newer channels like mobile apps or messengers and this will need to change as more customer interactions move to newer channels.

Channels used versus channel being subject to quality management

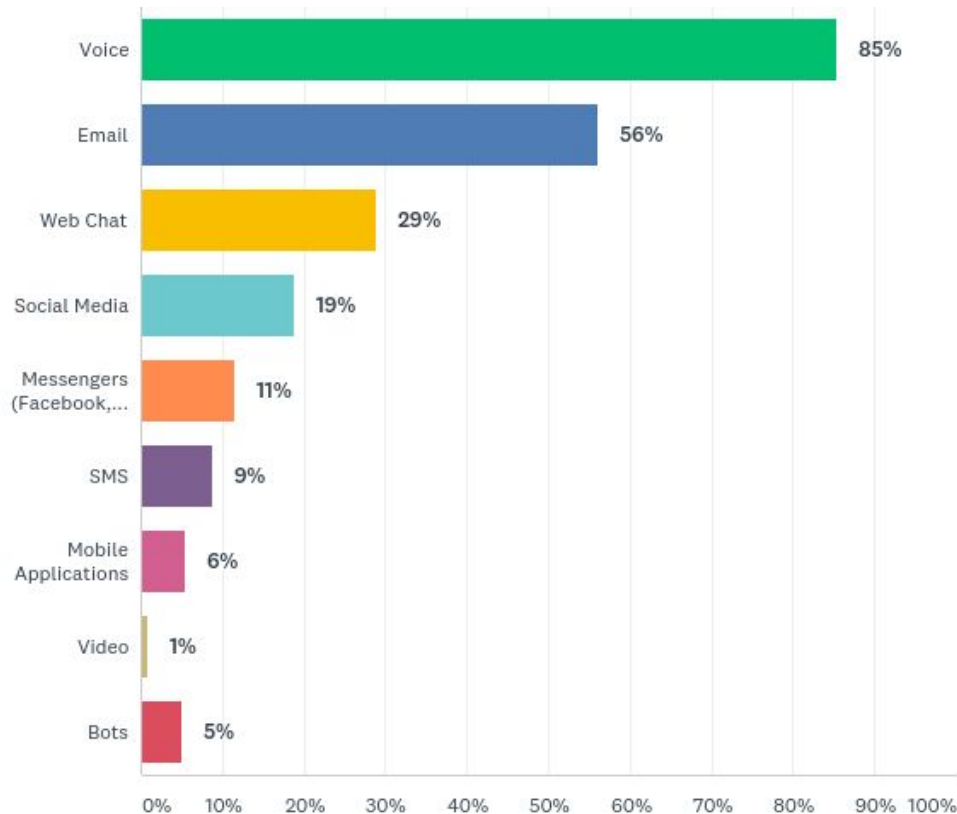


Can you monitor the entire customer journey from start to finish regardless of channel?

Assessing and monitoring the customer journey across channels appears to be a weak spot for many contact centers and that weakness undoubtedly affects customer experience.

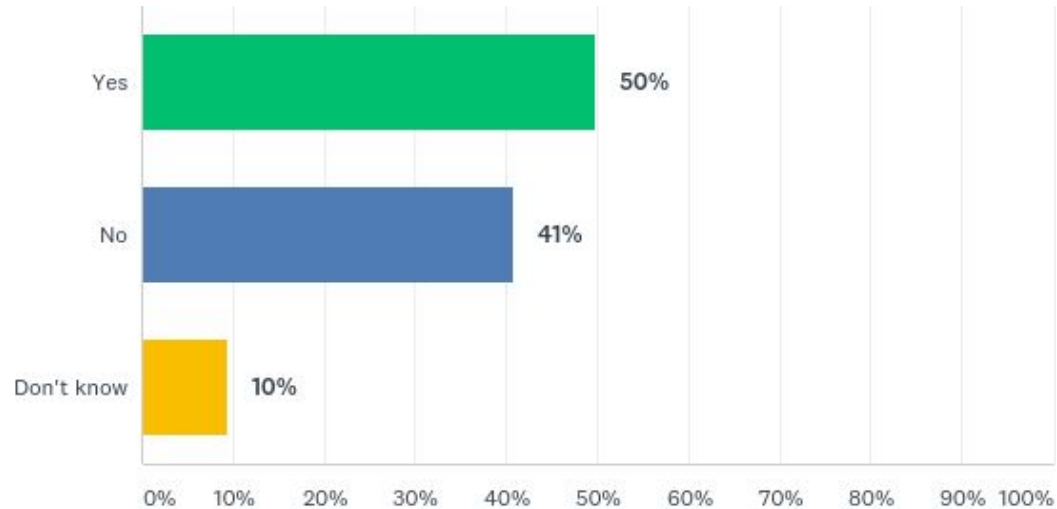


In which channels do you measure the voice of the customer (CSAT or NPS)? (check all that apply)



CSAT and NPS are primarily measured in older more established channels, which is not surprising, the question is how to adapt and measure in newer channels as more customer interactions take place in these newer channels.

If you encounter a poor interaction can you identify and act on it immediately (i.e. automatically route to a specialist)?



The ability to act on poor interactions once identified was about evenly split, we assume mostly in the area of voice, email and webchat interactions since most companies do not monitor other channels.

Bright Pattern is a provider of contact center software that enables omnichannel, cloud-based, web-enabled customer interactions.

Thank you!

