

LEARNING MADE EASY

NICE Special Edition

Digital Experience (DX)

for
dummies[®]
A Wiley Brand



Understand DX
advancements

—
Implement digital
tools with confidence

—
See the power of
DX in CX strategy

Brought to you
by

NICE[®]

Andrew Moore

About NICE

With NICE, it's never been easier for organizations of all sizes around the globe to create extraordinary customer experiences while meeting key business metrics. Featuring the world's #1 cloud-native customer experience platform, CXone, NICE is a worldwide leader in AI-powered self-service and agent-assisted CX software for the contact center — and beyond. Over 25,000 organizations in more than 150 countries, including over 85 of the Fortune 100 companies, partner with NICE to transform — and elevate — every customer interaction.



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Introduction

Digital experience (DX) is evolving rapidly and plays an increasingly important role in the future of customer experience (CX) and employee experience (EX) strategies. This digital-first approach to CX is particularly important as new technologies emerge, and you can leverage artificial intelligence (AI) to create world-class experiences that'll drive customer loyalty, employee satisfaction and engagement, and reduced operating costs — all which lead to increased revenue for your business.

About This Book

This book is designed to demonstrate how digital-first experiences are driving the future of CX and EX. You get advice on the ways you can create amazing customer and employee experiences. If you're a chief, senior vice president, vice president, or director responsible for CX, DX, or customer success, you're in the right place.

Icons Used in This Book

In this book, I use the following icons to grab your attention. Here's what the icons mean:



REMEMBER

When I point out core information that you should take away from a topic, I flag it with the Remember icon.



TECHNICAL
STUFF

The Technical Stuff icon marks extra information related to DX. This information isn't essential to understanding the topic at hand, but it gives you some additional context you may find helpful.



TIP

The Tip icon gives you additional information, shortcuts, or advice that you can use about a given topic.



WARNING

The Warning icon calls out things that you should pay attention to or things that are important to consider so you can avoid costly mistakes.

Beyond the Book

There's only so much I can cover in a book of this size, so for more information visit nice.com/go-digital. Here you find product documentation, white papers, blogs, webinars, and customer testimonials to help you create amazing customer experiences that'll delight customers and improve your business's bottom line.

IN THIS CHAPTER

- » Looking into the current state of DX
- » Recognizing the need for DX in your customer journey
- » Putting data first

Chapter 1

Integrating DX into Your Entire Customer Journey

In this chapter, you look at integrating digital experience (DX) into your customer journey. In the 1990s, industry analysts predicted the arrival of an experience economy in which customer expectations centered on experiences rather than products. Those predictions have certainly come true. This change in expectations requires companies to differentiate themselves and their products in new ways to stay competitive. In an increasingly digital world, personalized, data-driven interactions are at the center of high-quality customer-brand relationships and, ultimately, successful DX.

Grasping the Current State of DX

Customers today expect that the brands they do business with to provide exceptional, personalized experiences across all channels (increasingly digital) and be available 24/7. Customers want to control their own narrative through their journey so a one-size-fits-all approach to customer experience (CX) won't cut it.

Defining DX

Your business's CX is the sum of all interactions between your customer and your brand's products or offerings. The digital experience (DX) focuses on your customer's experience in the digital environment, including interactions, their choice of devices, and technologies. No matter if the methods are "old school" or cutting edge, each interaction your company has with customers shapes their impression of the brand.

CX encompasses all interactions, from the analog — like in-store displays, mailed postcards, or printed coupons — to modern digital interactions. Digital customer experience (DCX) focuses exclusively on customer touchpoints driven by digital technologies. Some examples of digital touchpoints include visiting your website, placing an order through an app, and chatting online with a customer service agent.

When your business focuses on DX, you need to consider everything that makes up the interaction. For example, focusing only on your website design and content may result in overlooking your site speed or the results delivered by your search engine negatively impacting your customer's experience.

An outstanding DX is important for your business's growth and success. When you offer online customer support like self-service, email, digital channels, and chat with virtual or human agents, your customers can get answers and resolve issues quickly, and as a result, customer loyalty soars.



REMEMBER

Your business can win at DX with the following strategies:

- » **Implement consistent touchpoints.** Your customers should move between your online experience, your self-service customer support, digital platforms (including social media), and live chat seamlessly with consistent, on-brand touchpoints.
- » **Allow customers to provide feedback.** If it's just a single question asking, "Did this resolve your question" at the end of a help document, or offering a chance to provide additional feedback at the end of a customer chat session, always give your customers the chance to provide feedback.

» **Identify and resolve issues impacting the customer journey.** When you uncover a touchpoint that's difficult for your customers to overcome, you must understand and quickly resolve their issues to improve your digital CX.

Viewing the DX market pain points

Since 2020, consumer demand for self-service has intensified. Nearly two-thirds (65 percent) of CIOs have seen an increase in the use of self-service, and that number is expected to grow rapidly. Nearly 8 out of 10 businesses offer at least one self-service app.

While there's tremendous growth in self-service digital experiences, there is also a need for live voice and chat interactions creating a "digital dilemma." Even though digital channels can be perfect for more complex tasks, and customers want resolutions in digital channels, those same channels need expansive data sets for training and tuning.



WARNING

The challenge today is that many organizations rely on guesswork and not data. Conversations between agents and customers contain an untapped wealth of data, but it's not easy to share these insights to digital channels. Businesses find it challenging to understand and derive value from live interaction data. Current approaches, such as workshops on whiteboards, can't grasp all the nuances of every interaction on every channel. DX requires data — and lots of it — and the narrative approach with workshops and outside consultants lacks the richness of human interactions.

Customer expectations for self-service are also increasing rapidly. Customers want to resolve their issues using self-service channels, and they expect 24/7 support. When your business can't provide self-service resolutions, your customers become frustrated, and costs soar.



REMEMBER

Contact centers spend 100 times more money on live agent service than self-service.

Customer issues have become more complex. Typical self-service today only resolves about 9 percent of interactions, composed of only the most simple, straightforward customer

intentions. The “guesswork” approach makes it difficult to expand digital capabilities to resolve more complex customer needs. Finally, the nonstop evolution of customer needs makes it challenging for businesses to update self-service fast enough to respond to them.

The solution to these challenges starts with data.

Understanding Why You Need DX in Your Customer Journey

Your customers expect much from you, and traditional CX can fall short. Are you missing opportunities to engage your customers better?

Defining key DX terminology

Customer experience interactions (CXi) include all customer interactions from any starting point across the entire customer journey — every time.

The *customer journey* is the sum of experiences that your customers go through when interacting with your business and brand. Instead of looking at each interaction separately, a customer journey documents the entire experience from the customer’s perspective. A *customer journey map* illustrates the steps your customers go through when engaging with your company through, for example, a product purchase, online experiences, retail purchases, a service, or any combination of these. The more touchpoints you have, the more complex and valuable the customer journey map becomes.

Your customer journey map only shows a linear progression through various interactions, yet the reality is quite different. Customers often retrace their steps and choose different paths. Nevertheless, customer journey maps are an important piece of your CX strategy because they help your business do the following:

- » Better understand your customers.
- » Identify and correct operational issues.
- » Align your organization’s CX strategy.
- » Gain insight into customer effort.



TIP

A *customer effort score* (CES) is a powerful way for your business to measure how much effort a customer must exert when doing business with you. Customers rank their experience on a seven-point scale ranging from very difficult to very easy. This score determines how much effort was needed to use the product or service and how likely they'll continue paying for it.

Contact center as a solution (CCaaS) is a type of contact center software that offers solutions, including connecting your customer journeys across any channel by empowering agents to provide quick, personalized, and proactive service. A quality CCaaS product goes beyond omnichannel routing to provide workforce optimization, analytics and reporting, automation, and artificial intelligence (AI) capabilities in a single unified and intelligent CX platform.



TECHNICAL
STUFF

Customer journeys today are increasingly omnichannel, meaning they can start with one digital channel or self-service option and move to another, for example, an interaction with a web page form could shift to a chat with a virtual or human agent. Omnichannel routing provides the intelligent path required to quickly and accurately offer information and deliver the best experience for your customer. Omnichannel routing enhances business agility by allowing information to be available quickly anywhere for maximum flexibility and personalization, all without making customers repeat themselves. Additionally, you can implement contact routing and interactive voice response (IVR) changes in hours, not days or months.

Discovering how DX solves your EX and CX pain points

Creating a competitive experience in the digital age requires the customer journey to be non-linear and a hybrid between digital and non-digital channels. Your customer journey must always be a work in progress to account for upgrades, new channels, new customer demands, and automation opportunities.

Solving your CX challenges requires collecting and analyzing real-time data from every customer touchpoint to map and refine a compelling digital journey. By using the right analytical tools, your business can see its products and brand through the eyes of the customer. By continuously analyzing channel use and customer preferences, your business can tailor communications to the personalization demands of customers.

Data-driven organizations create improved CX. They personalize services, promptly resolve stalled journeys, and empower their agents. Interaction data is a treasure trove of customer insights waiting to be mined and can reveal digital dead ends, automate routine processes, enhance the agent and supervisor experience, and better measure overall satisfaction leading to an engaged workforce and delighted customers.

Putting Data First: How Data Feeds Chatbots and Generative AI

Collecting and analyzing data from every customer touchpoint is necessary to create amazing digital experiences, but this massive treasure trove is becoming increasingly difficult to mine and analyze due to its massive scale. So how can you effectively make use of this valuable data?

Going back to the basics of AI

In 1950, Alan Turing, considered the father of computer science, published his seminal work “Computing Machinery and Intelligence” where he posed the question, “Can machines think?” Since then, researchers have focused on developing computer systems that can reason and act much like humans.

In its simplest form, AI is a field that combines computer science and robust datasets to enable problem-solving. AI also encompasses sub-fields of machine learning and deep learning that are frequently mentioned in conjunction with AI. These disciplines are made up of AI algorithms that attempt to create expert systems to make predictions or classifications based on input data.



Generative AI is technology that can learn from existing artifacts or data to generate new, realistic artifacts at scale that reflect the characteristics of the training data in new ways. You can use generative AI to create original content such as images, video, music, speech, software code, and product designs.

Understanding how data feeds everything

Chatbots have become an important part of most business' CX, delivering automated and efficient information, personalized recommendations, and seamless user experiences. Traditional rule-based chatbots often lack the ability to provide human-like responses or comprehend the nuances of human language. Without AI, chatbots respond to specific or “canned” queries but aren't equipped for more complex customer interactions.



REMEMBER

Generative AI can understand and process natural language inputs, including idioms and colloquialisms, by analyzing large amounts of training data to learn the nuances of language and generate contextually relevant responses. Your digital self-service can now consider individual user profiles and historical data to tailor responses, enhancing the user experience and driving higher engagement.

Discovering Enlighten XO for your organization

You want to drive continuous improvement of your DX strategy, so it's important to utilize the most valuable resource you have — customer interactions.

Enlighten XO is purpose-built AI for CX that's built on the largest dataset of historical conversational data to drive intelligent self-service. Enlighten XO identifies and understands customer intents, utterances, agent tasks, and workflows across all channels. These intelligent insights transform your self-service channels with a data-driven approach that constantly iterates and improves with benefits such as decreasing costs for human-assisted channels and increasing digital self-service resolutions.

Enlighten XO derives customer intents from voice and chat interactions, uncovering thousands of training phrases that pinpoint each customer's needs on every touchpoint eliminating the guesswork to give you more precision and new insights. AI can then prioritize top automation opportunities, optimize workflows, and build self-service applications.



According to NICE research, 95 percent of businesses are seeing growth in self-service requests; however, just 15 percent of consumers are very satisfied with self-service offerings.

Pulling together your data

Enlighten XO transforms how businesses use data to help drive growth by leveraging highly specialized models and data from products across the entire NICE platform suite. Enlighten XO streamlines the behind-the-scenes work of gathering and presenting self-service responses with unrivaled clarity and accuracy.

Customers and businesses constantly change. Enlighten XO helps your self-service keep up with your ever-changing insights while retaining brand accuracy. You can continuously update and adapt your DX strategy to match your changing needs. For example, if you have a new campaign and an increase in live customer service, with Enlighten XO, you can identify the newest customer intents and quickly update self-service for greater coverage and improve resolution through digital channels.

- » Looking into the predecessors of AI
- » Introducing AI technologies

Chapter 2

Automating Your DX

Digital automation isn't a new concept. Businesses have been automating their digital experience for decades. Interactive voice response (IVR), intelligent virtual agents (IVAs), and, more recently, conversational and generative artificial intelligence (AI) have been used to provide a digital self-service experience for customers. In this chapter, you investigate these technologies as predecessors to newer, AI-driven technologies that take digital self-service to the next level.

Reviewing AI's Predecessors

In this section, you discover the predecessors to AI.

IVRs

IVR systems have been around for decades and are familiar to use. If you've had to "Press 1 for English" or "Enter your account number" using your telephone's keypad, you've used an IVR.

IVR systems use your telephone's keypad to translate key presses to letters and numbers using dial-tone multifrequency (DTMF) technology, developed in the 1960s, that enabled telephones to be equipped with keypads. These phones were known as *touch-tone*

telephones. By the 1970s, innovations in computer-to-telephone interfaces (CTIs) and more powerful computer systems enabled software developers to create software that translates telephone key presses into letters and numbers and to execute commands and store information received from the telephone keypad.

IVR systems are composed of software applications that support DTMF technology and a rules engine that processes tones from the telephone to execute commands. For example, a bank IVR may allow you to press “1” to retrieve your account balance, or to press “2” to make a loan payment, and so on. IVRs can also be more complex and contain many sub-menus and other paths to take based on user selection.

Innovations and improvements in speech-to-text technologies in the late 1990s and early 2000s allowed IVRs to not only respond to telephone key presses but also to voice commands. Instead of pressing keys to enter your account number, you can now just speak and the IVR will process your requests.

Early versions of voice IVRs were rather primitive and could only respond to simple voice intents that had to match what the computer expected, for example, “yes” or “no.” Software applications couldn’t equate “yeah,” “okay,” or “sure” to also match the affirmative intent of “yes.” Also, IVR systems lacked the ability to process speech effectively for a wide range of speaking styles, leading to a sometimes-frustrating experience.



An *intent* in an automated system is the task, action, or response that the user wants. You invoke intents by providing input. In the case of voice systems, user inputs are called *utterances*. For example, a pizza ordering chatbot or IVR may have an intent called Check Order that can be fulfilled with the following utterances:

- »» “What’s my order status?”
- »» “When will my pizza be delivered?”
- »» “Show me my order.”

As computers became commonplace in the early 2000s, IVRs evolved from the telephony channel into email, chat, and even Simple Message Service (SMS) or text channels on mobile phones and became known as *omnichannel IVRs*.

IVAs

Technologically, IVAs pick up where IVRs leave off. An IVA is an intelligent virtual agent that analyzes customer inputs and responds with relevant information. An IVA, unlike an IVR, automates processing by gathering customer data stored in customer relationship management (CRM) databases or various other data sources to provide a more personalized interaction with customers.

IVAs use advanced natural language processing (NLP) and text-to-speech technologies to respond to more open-ended prompts and speak with customers in different languages. NLP also enables IVAs to understand accents, colloquial language, and synonyms for improved processing and results. For example, “yeah” or “okay” could be mapped to “yes,” and inputs like “noon, next Tuesday” could be mapped correctly to date and time for an IVA to book a lunch reservation. IVAs can also perform advanced tasks such as voice biometrics to verify caller identities to help eliminate fraud.

Contact center IVAs often incorporate chatbots and text-to-speech recognition to improve customer service and help customers get the support they need. IVAs now use conversational and generative AI technologies to make them intelligent enough to solve your customers’ complex problems.

Introducing Conversational, Generative, and Other AI Technologies

Advanced AI technology is no longer science fiction. It seems everyone is finding creative uses for this technology such as drafting social media posts, advertising copy writing, translation work, and much more. As AI capabilities have expanded, so have fears of AI eliminating much of the jobs people do today or AI becoming so powerful it will be able to create an artificial reality like in the 1999 sci-fi film *The Matrix*.

So, let’s separate fact from fiction. What are these AI technologies, how do they work, and how can they help you improve your CX?

Conversing with machines: Conversational AI

Conversational AI includes technologies like chatbots and virtual agents that you can talk to using human language. These technologies use large volumes of data, machine learning (ML), and NLP to imitate human interaction, recognize speech and text input, and translate their meanings across various languages.

Conversational AI technologies combine NLP and ML. The NLP processes flow into a continuous feedback loop where ML processes continuously improve the AI algorithms so that the conversational AI can process, understand, and generate responses in a natural way — pretty much just like humans do.



TECHNICAL
STUFF

ML is a subfield of AI, made up of algorithms, features, and data sets that continuously improve themselves with experience. As the machine takes in more input, the AI gets better at recognizing patterns and uses them to make predictions.

When implementing conversational AI technology, you start with thinking about how your potential users might want to interact with your product and the primary questions they may have. You can then use the conversational AI tools to help direct your customers to the relevant information. Some tips to help you create your conversational AI include the following:

- » **Develop a list of your user's frequently asked questions (FAQs).** FAQs are the foundation of your development process because they help you define your user's main concerns. If you can automate addressing your user's concerns with AI-based digital self-service, you reduce the volume of incoming contact center inquiries.
- » **Use the FAQs to develop goals for your conversational AI.** FAQs are the basis of goals, or intents, expressed by user input. You need to teach your AI the ways a user may phrase or ask for this information. For example, if the intent is "how to access my account," you may think of other phrases that users may use when chatting with an agent, such as "how to log in," "how to reset password," and so on. Your analytics team can help you by mining web data and investigating site search queries, or they can analyze transcript data from text and voice interactions.

DISCOVERING ENLIGHTEN AUTOPILOT

Generative and conversational AI technologies drive the next evolution of DX automation. NICE Enlighten Autopilot is purpose-built AI for consumers and provides personalization at scale for increased customer loyalty, delivering seamless experiences via digital journeys or AI-designed virtual agents. You can create customized self-service when and where your customers need it with trusted company knowledge aligning every response with brand and business goals. For more information, visit nice.com/ai-for-business.

- » **Use goals to understand and build relevant nouns and keywords.** You must think of the nouns, or entities that surround your intents. For example, in a banking account situation, you'd use nouns such as "username," "password," "account number," and so on. You can use the same techniques in developing goals above to determine the nouns that precede or follow your user's question.
- » **Put it all together to create a meaningful dialog.** All the above items work together to create a conversation with your users. Intents allow a machine to determine what the user is asking for and the entities act to provide relevant responses.

Generating new content: Generative AI

One of the most exciting technological events in recent years was the release of the generative AI tools. Now, it seems everyone is testing the waters to see what tools like this can do for them, from writing Instagram captions to advertising copy. Some feel that soon, generative AI will be writing movie and television scripts.

Generative AI technologies can create new content such as text, images, music, video, or computer code while interpreting and manipulating pre-existing data. Generative AI isn't a new idea: The ML techniques behind it have evolved over the past decade.



The latest evolution in generative AI bases its approach on a neural network architecture called *transformers*. Generative AI combines transformers with algorithms that analyze and cluster unlabeled datasets to create large foundation models that outperform existing models. You can create more specialized and sophisticated models tailored to specific use cases or domains.

Because the foundation models have been pre-trained on massive amounts of data, they deliver huge acceleration in the AI development life cycle, allowing organizations to focus on fine tuning for their specific needs. Some of the tasks these models can do for you include contact center transcript summarization and review analysis.



Generative AI must be used with caution. These foundational models can suffer from biases and hallucinations, yielding undesirable results. Also, you should beware of entering confidential information into these tools. You should ensure humans review content produced by these tools.

Leveraging AI with Enlighten Autopilot and ContactEngine

You can use AI technologies to delight your customers with a world-class digital experience. This section explains the different NICE solutions.

Enlighten Autopilot

Enlighten Autopilot acts as a trusted and valued employee for your business, giving your customers access to AI-driven applications with fully conversational responses that understand intent for faster, smarter, and more effective self-service. With Autopilot, your employees have fewer repetitive tasks, leaving more time to focus on higher-touch, higher-value, human-led experiences.

Enlighten Autopilot is an AI-powered solution customized to connect to enterprise grade knowledge for access to the right information, so it knows what to talk about and what not to talk

about. Autopilot's human level of comprehension is more intelligent and more efficient self-service that's fully fluent in your customers' needs. Autopilot enables you to deliver optimal experiences by meeting customers where and when they need it, increasing their brand loyalty. Enlighten's AI solutions are built on NICE's extensive data and domain-specific models created from various interactions so you can be confident that Autopilot always embodies the qualities of your brand's top employee ensuring data privacy and consistent, on-brand interactions.

ContactEngine

Most companies assume that their quiet customers are doing okay and rely on their customers reaching out, if needed. You must consider, however, how many important insights you may be missing from these quiet customers such as "We're going to cancel our contract," or "I still want your product, but I can't be bothered to sit around and wait."

Until recently, there's no efficient way to engage those silent customers. Some companies have tried dialers or one-way SMS or email messages, but they just don't deliver. For example, 14 percent of appointments fail because no matter how great self-service is, most customers don't bother to contact you.

ContactEngine leverages conversational AI technology to connect conversations across the entire customer journey. ContactEngine delivers proactive customer engagements in five steps:

1. Listen for conversation trigger.

ContactEngine analyzes your data to determine where intervention is advantageous. These triggers signal ContactEngine to start a conversation, or to change the path of an ongoing conversation.

2. Identify each interaction's path.

Every conversation has a preferred way to reach an objective. The AI identifies each customer's chosen path, increasing conversion rates — because it's much easier to lead someone down a road they'd choose for themselves.

3. Start intelligent conversations.

ContactEngine opens, maintains, and completes millions of simultaneous conversions 24/7/365, and its AI ensures that ContactEngine understands and replies to customers in less than half a second.

4. Bring in an agent.

ContactEngine monitors interactions and flags those that need agent intervention. AI equips agents with the full context, enabling precise and timely customer contact.

5. Confirm outcomes to your systems.

ContactEngine collects and formats data and automatically feeds it back into your system keeping your customer records fully up to date.

IN THIS CHAPTER

- » Looking through the self-service process
- » Deploying a DX strategy
- » Predicting the future of AI

Chapter 3

Taking Your EX and CX to the Next Level

You now work in a world where companies no longer just sell products to customers. Today, you need to make a personal connection to your customers and keep your employees engaged. Your customer experience (CX) and employee experience (EX) are essential to your success. Customer expectations go above the quality of the products they buy, and now they expect efficient, courteous, helpful, and an overall unforgettable experience interacting with your brand. In this chapter, you find out how implementing a world-class digital experience (DX) strategy helps you exceed these expectations.

Going from Self-Service to Full-Service, and Back Again

Customers today expect digital self-service to provide answers to their questions and solutions to their problems. Keeping customers happy means you have to solve problems without human interaction. Giving your customers the digital resources they need

to help themselves efficiently doesn't just make them happy; it's also exceedingly beneficial to your workforce and bottom line.

Making interactions with humans more effective and delightful



REMEMBER

Self-service solutions are nothing new. Ever since the days of interactive voice response (IVR), intelligent virtual agents (IVAs), and other technologies, businesses have attempted to offer do-it-yourself (DIY) options, but often these fail to satisfy. No one enjoys the prospect of an endless IVR menu where you must “Press 1 for this” and “Press 2 for that” with no end in sight. Often customers will attempt to press “0” to quickly get to someone who can help them, or they'll simply give up in frustration.



WARNING

Businesses have been slow to catch up with the exploding demand for self-service. According to NICE's 2022 *Digital-First Customer Experience Report*, businesses estimate that 60 percent of consumers want more self-service, yet 81 percent of customers say they want more digital options, and only 11 percent of businesses are prioritizing DIY service. In response, people are going directly to online searches for help and information.

Not only do customers want more self-service, but also they expect it to be intelligent. NICE's report states that just 15 percent of customers are very satisfied with the self-service tools offered today. Customers become frustrated when repeating information. If an automated system can't solve their problem, they move between digital channels or switch to speaking with a human agent. For more information on NICE's report, visit get.nice.com/Digital-CX-Research-Report.

Making automation useful for people to avoid talking to humans

Implementing intelligent self-service isn't rocket science. It's simply a matter of choosing the best automated tools, backed by data-driven technology and AI to offer your customers. By enabling them to digitally address more complex tasks with advanced technologies, you can deliver much more than the basic digital self-service your customers expect.

Providing accessible, accurate DX is table stakes. Customers expect to be empowered to solve their problems efficiently. Whether it's online chat, SMS, social messaging, your mobile app,

or IVR, your customers expect to have their needs met through a DIY capability.



REMEMBER

It's not enough to deliver an omnichannel experience. Your customers are on a nonlinear journey. They may initially prefer and choose self-service channels; they also want to engage easily with a contact center agent if it's necessary, and for the agent to already have their information instead of answering repetitive questions.

More intelligent self-service doesn't just create better DX; it also gives you a richer EX and a stronger bottom line by offering the following:

- » **Operational effectiveness:** When your customers help themselves, your contact center agents are free to focus on things that deliver high-value experiences like dealing with complex issues that require more time. Efficiency improves when repetitive tasks can be automated, plus agents won't mind performing fewer mundane tasks.
- » **Cost management:** When your customers can do more themselves, your costs per interaction will decrease just by augmenting live agents with self-service tools.
- » **Better CX with increased CSAT, loyalty, and revenue:** When customers do more on their own, they're happier and more likely to remain loyal to you, keeping a steady stream of revenue flowing.

Delivering your best self-service to everyone, everywhere



TIP

Your customers want more self-service options and better CX, and here's how to get there:

- » **CXone Guide:** Remove friction along your customers digital journey on web or mobile. By proactively delivering the right guidance at the right moment, customers don't have to worry about making a phone call.
- » **CXone SmartAssist:** You can fully and conversationally resolve customer service and support needs with a bot. This intelligent virtual agent interacts with customers as a live agent would by understanding sentiment, context, switches,

interruptions, and more. If a live agent is needed, SmartAssist seamlessly engages them with full context.

- » **CXone Expert:** Meet customers at their point of need with easy-to-find answers. By optimizing your organization's content on search and extending across web pages, bots, and digital channels, you can improve the customer journey and self-service experience. CXone Expert, powered by AI, helps you curate and deliver the right knowledge to your customers to fix the problem that's right in front of them, at the right time.
- » **Digital Platform:** CXone Digital Platform supports customers across any digital channel with a consistent experience. Deliver world-class CX at scale by offering self-service to everyone, wherever they are.

NICE Enlighten makes the contact center smarter so you can turn customer service into a powerful competitive differentiator. Enlighten offers your business a suite of innovative CX products built on industry-leading AI and machine learning (ML) frameworks for customer engagement.

Implementing a Digital-First Strategy

You don't need a crystal ball to predict that the future of CX is moving away from voice channels and toward digital channels. Voice channels are still in use, but your DX strategy must seamlessly integrate digital channels to remain competitive. Many people use digital channels such as WhatsApp, WeChat, Facebook Messenger, and LinkedIn to interact with their friends and family, and increasingly, they expect the same level of ease and accessibility from companies as well.

Avoiding focusing solely on CCaaS

Deploying a contact center as a solution (CCaaS) product is an important step for creating digital-first experiences for your customers, but choosing the right option is crucial. In this section you get some tips to ensure your DX strategy puts you ahead of the competition.

The key factor to establish your business as a market leader depends on the ability to make an emotional connection with your customers and your employees to keep everyone happy, loyal, and engaged. To succeed now and in the future, your business must

provide interaction methods that encompass all of the channels your customers seek to use, as well as seamlessly integrate next generation digital channels as they emerge.

Supporting next generation interaction methods impacts your forecasting and scheduling, and changes interaction routing and handling. For example, instead of recording a call, you need to capture activities on all channels. Your quality assurance processes also must change as do your performance management and analytics.

Five ingredients make up the “special sauce” to providing winning DX:

- » **Managing digital:** In many companies, DX can include several teams and types of interactions, including social media, AI technologies, chat, and email. Eliminating silos means you can access a complete view of customer history, interactions, and sentiment, to provide the high caliber service your customers deserve, no matter how they interact with your business.
- » **Support for digital messaging:** Customer preferences for digital channels vary considerably, underscoring the need for the omnichannel support that NICE offers, including the seamless integration of emerging channels as they become available.
- » **Unified agent experience:** Your agents need unified sources of organizational knowledge, product and feature updates, customer data, and so on to easily stay up to date without slowing down to complete constant trainings or searching for the latest information. Doing so not only empowers your workforce and creates time needed for complex tasks, but also it increases confidence, accuracy, and efficiency, all adding up to greater job enjoyment.
- » **The omnichannel journey:** Your customer’s journey is typically non-linear, so you need to support them through self-service, the contact center, and any combination of channels, through to resolution.
- » **AI for self-service:** You should use self-service capabilities powered by AI to optimize digital channels by beginning with simple and repetitive use cases that generate high value. You can also use intelligent routing to enable collaboration between live agents and self-service tools.

AI IMPROVES THE EMPLOYEE EXPERIENCE

An organization in the transportation industry uses Enlighten AI technologies to automate parts of its call evaluation process. This organization discovered that rather than AI reducing the size of their team, the team members expanded their roles and influence within the organization.

Instead of spending their time searching and reviewing a sample of calls, they now focus on mining insights that would otherwise go unnoticed. As new data analysts, they now have a new purpose for listening to calls, helping uncover issues with products and helping contact center supervisors identify obstacles in their processes that they need to address. This organization was also able to upskill the contact center quality team.

AI's benefits include the following:

- The QA team building queries and proactively identifying issues
- Uncovering large-scale trends and insights that benefit the business as a whole
- Greater job satisfaction
- Improved employee retention and advancement

Taking on AI as your partner to a successful future

The arrival of sophisticated AI technologies has many speculating on which jobs will be replaced by AI and how many people will find their work made redundant. AI doesn't replace your employees; it upskills them and allows them to perform more advanced tasks and increase their impact and value to the organization.

Look at an example of using Enlighten for evaluating the performance of contact center agents. Before using AI, supervisors used the following to evaluate contact center agent performance:

- » Random, manual selection of a few agent interactions per month

- » Manual preparation of feedback based on random samples resulting in a lack of agent trust in the system
- » Coaching for agents based on a random sample
- » Repeat coaching session to continue reinforcing agent soft skills

AI lets you focus on the metrics that matter most and removes the subjectivity and guesswork improving both the EX and CX of your organization. Enlighten removes the subjectivity from contact center evaluation by doing the following:

- » Automating analysis of 100 percent of interactions
- » Targeting automatically high-priority interactions for review so accurate feedback can be prepared in minutes
- » Removing random review for more meaningful conversations
- » Reinforcing training with real-time interaction guidance

When agents trust the system evaluating their performance, job satisfaction, and engagement increase. The businesses that win the future are those that can maximize employment loyalty and engagement while delivering amazing experiences for their customers. AI promises to deliver both.

Facing the Future of AI Solutions

The role of AI in customer interactions is relatively new, so what does the future hold?

AI has the potential to revolutionize every facet of CX across industries. If you use augmented reality (AR) as an example, AR already enables you to visualize furniture and paint colors in your rooms, enhancing your ability to make informed decisions. AI, in a similar fashion, can enhance CX by providing a more personalized experience. Even something as common as planning a birthday party becomes an immersive experience with AI. With this technology, you could preview decorations, synchronize schedules, and integrate contextual information like favorite restaurants, for unparalleled convenience and satisfaction.

IN THIS CHAPTER

- » Reducing silos
- » Using automation for routine tasks
- » Improving the employee experience
- » Increasing availability and accessibility
- » Bridging the CX divide

Chapter 4

Ten Ways a Strong DX Benefits Your Organization

Customer experience (CX) is about the way your business forms not only a transactional but also an *emotional* connection with your customers. The key to world-class CX, and your organization's success, lies with implementing a strong digital experience (DX).

In this chapter, you see ten ways a strong DX strategy helps your organization outpace your competition:

- » **Reduces silos in organizations:** A strong DX strategy unifies digital channels like social media and traditional live channels such as voice, chat, and email, giving your team complete visibility into the entire customer journey.
- » **Automates routine tasks:** Automating routine tasks frees your employees to focus on higher-value, human-led interactions with your customers.

- » **Enriches employee training:** Artificial intelligence (AI) in the contact center can analyze every interaction and yield insights that help you improve employee coaching and training. By automating routine data analysis tasks, AI enables employees to upskill to higher-value analytical tasks increasing their job satisfaction.
- » **Improves employee experience and decision-making:** AI tools give supervisors insights into performance metrics, allowing them to provide objective team member evaluations that yield greater employee satisfaction and success, as well as overall data gathering to increase decision-making velocity and allowing supervisors to make proactive choices around process automation and training.
- » **Delivers customer service that's always on-brand:** AI tools such as Enlighten Autopilot embody your brand's top employee, ensuring your customers receive high-quality self-service that's consistently accurate and on-brand.
- » **Increases availability for your customers:** Your customers can contact you on the platform of their choice, which increases their ease as well as the likelihood they will reach out for information, enabling increased retention and brand loyalty.
- » **Increases accessibility for your customers:** AI-backed customer service increases accessibility by offering your customers conversational interactions tailored to their needs and in the languages of their choice.
- » **Reduces contact center costs:** Self-service interactions cost a tiny fraction of human interactions, driving an improved bottom line for your business.
- » **Provides AI that constantly improves:** Generative AI models are constantly learning and improving so that, over time, you gain richer customer insights and provide improved customer service.
- » **Bridges the CX divide giving customers what they want:** There's a gap in expectations between what customers want and what businesses think their customers want. For example, 81 percent of customers want better self-service, yet companies believe that number is only 60 percent. A strong DX strategy eliminates this gap to meet customer expectations and keep them engaged with your brand.



Deliver
exceptional
digital
experiences
the first time,
every time.

nice.com/go-digital

Innovate with DX to optimize your CX

Learn how to navigate the realms of digital experience (DX) and AI technologies to revolutionize your customer experience (CX) strategy. Explore how you can elevate every interaction securely and efficiently with powerful digital tools that harness automation and data, anticipate needs specific to your organization, build brand loyalty, and delight your customers at every turn.

Inside...

- Look back on the history of DX
- Understand AI's crucial role in CX
- Explore how to improve your EX
- Surpass customers' DX expectations

NICE®

Andrew Moore is a leader in software engineering with 25+ years' experience working on contact center automation, management tools, discrete-event simulation, and air traffic management. He also leads a team of engineers that's developing software to transform teaching and learning around the world.

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