



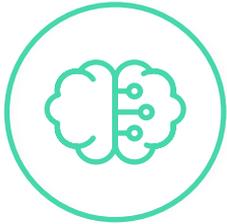
# **Digital Customer Experience: Trends, Challenges, and Solutions**

Read this eBook to know how you can take your digital CX to the next-level





# Top 5 CX Trends to Watch Out in 2023



**AI is evolving and becoming seamless**

**64%** of consumers want bots to provide same level of service as a human



**Conversational experiences are empowering the consumers**

**60%** of leaders are planning to implement conversational CX.



**Customers are eager for deeper personalization**

**62%** of consumers think companies should do a better job at personalizing experiences.



**Consumer well-being and sentiments are reshaping CX**

**66%** of consumers said a bad interaction with a business ruined their day.



**CX teams are breaking down silos, as they become more integrated**

**77%** leaders say their service department could be the revenue driver.



# Key CX Challenges: Evolving Customer Expectations & Rapidly Changing Market

## Spike in Customer Expectations

*Customer expectations are higher than ever;* they expect easy and accessible ways to connect with a brand. They want a conversational, personalized interaction. As a result, anything that brands provide to customers today digitally, is 24/7/365.

## Expanding Role of Support Team

*Customer support faces pressure to do more with less constantly.* They are expected to reduce costs while driving incremental revenue growth by increasing customer lifetime value (CLV).

## Market and Workspace Changes

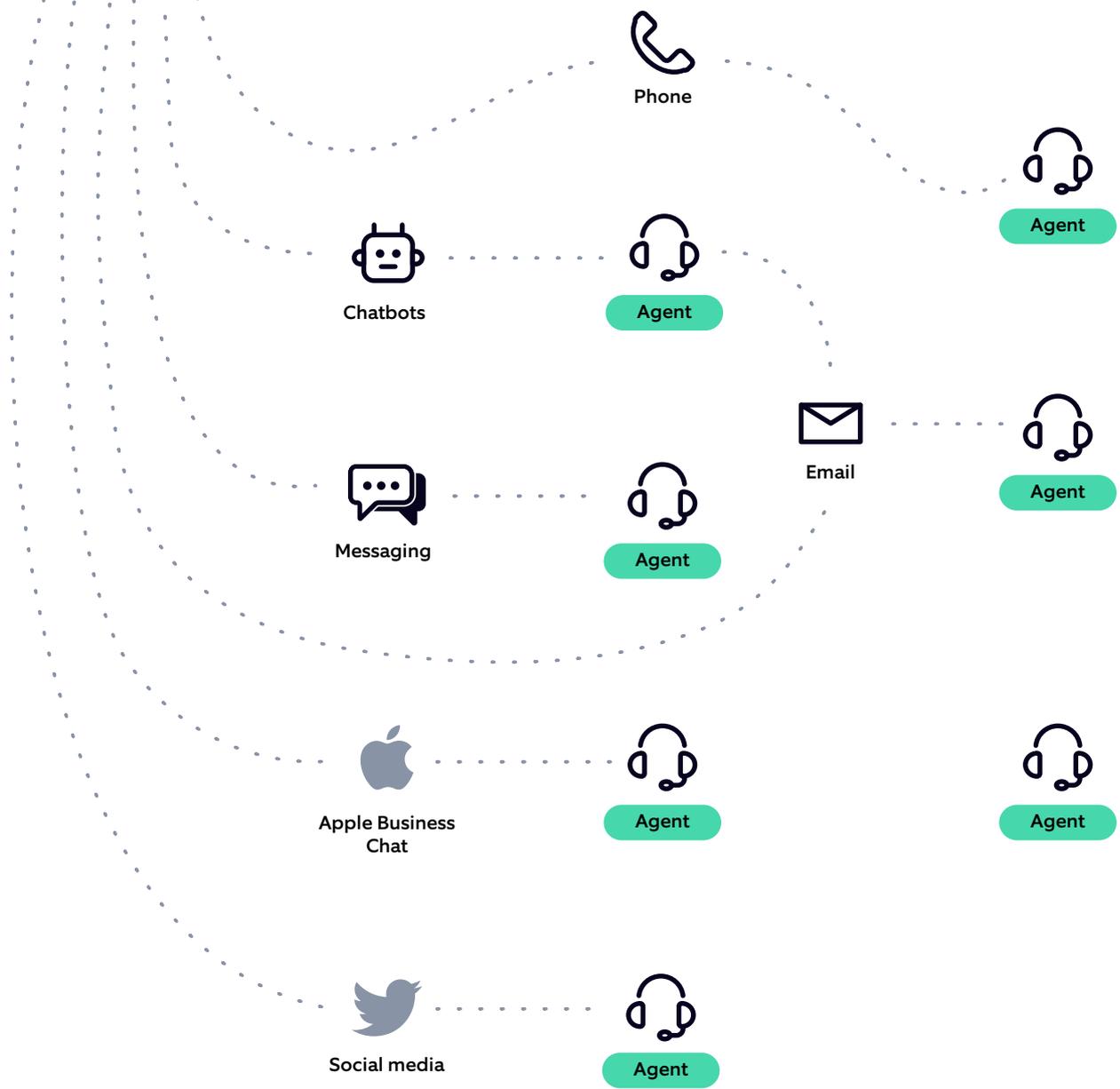
*As the market and workplace environments change, disruptive competitors eat away at your market share.* Besides, adherence to government regulations and the new compliance and data privacy laws is another added challenge. The adoption of new technologies and digital disruptions are happening at lightning speed.



# Upsurge In Customer Expectations



Customers are reaching out on social media, phone, etc., where they're welcomed by self-service. Tech giants like Google and Apple are enabling business messaging with channels like Apple Business Chat. You've got to figure out how to integrate chatbots without sacrificing a good customer experience. How are you planning to utilize these emerging technologies?





# What If You Don't Step Up Today

Being just average at customer service can cost you big! Here is what's at risk if CX leaders don't adapt:

## Customer churn

After a bad experience there is a high chance, your customers will leave you for a competitor.

## Agent attrition

It's time consuming and costly to hire and train replacements and has a trickle-down effect, leading to poor CSAT.

## Soaring operational costs

Band-aid solutions cost more in the long run. Costs skyrocket due to inefficiencies, and you miss out on revenue generating opportunities that the service dept can drive.

“  
**80% of customers will leave after more than one bad experience**  
”

*Gartner, Future of Work Trends: Top 3 Customer Experience Trends, Don Scheibenreif & Tori Paulman, 18 October 2021*



# Deliver a Differentiated Experience

Omnichannel is like table service or table stakes; it must be more conversational. Let customers switch seamlessly between channels at their preferred time, asynchronously. Also, try to make their experience rich through media: images, links, emojis—which we use in our personal conversations.

Customer service (CS) must be smarter and faster. Leverage AI to serve up helpful content rather than forcing customers to find it.

Utilize intelligent assistance for agents while they are in a live interaction, so they don't have to spend time thumbing through information to help a customer. This impacts driving up your first-call resolution (FCR) and reducing your average handle time (AHT).

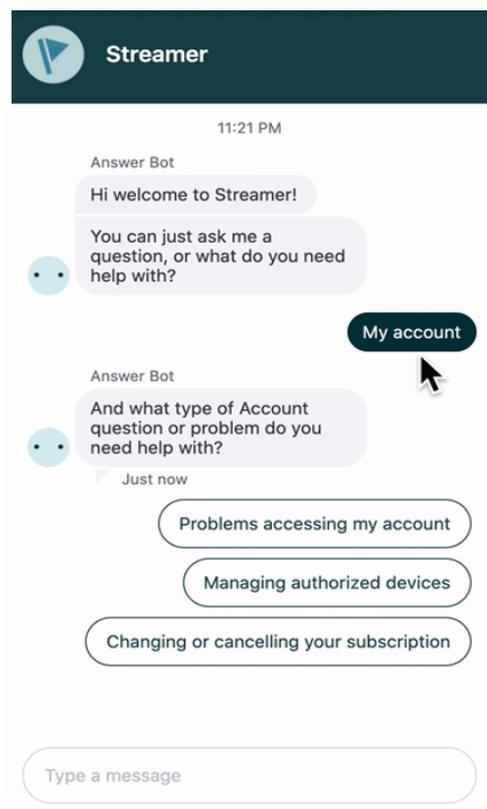
Customers need a service that is more predictive, such as anticipating their needs and sending them notifications before they reach out to you. It is time to expand the role of CS by enabling agents to cross-sell and upsell by easily plugging into your eCommerce operations.

**Deliver a differentiated experience that sets you apart from your competitors.**

**But how?**

**87%** of the companies want to compete based on CX. Delivering a differentiated CX requires a shift.

**Smarter & faster**  
Self-service infused with AI  
Intelligent agent assist





# Building Blocks of a Successful CX Strategy

## Flexible and extendable platform

Align support with the rest of your business using key integrations.

## Frictionless agent experience

Empower your agents with a unified and complete toolset.

## Seamless, conversational customer experience

Eliminate barriers for your customers by providing them the help they need.

## Operational efficiency and business insights

Capture the insights you need to improve your business.

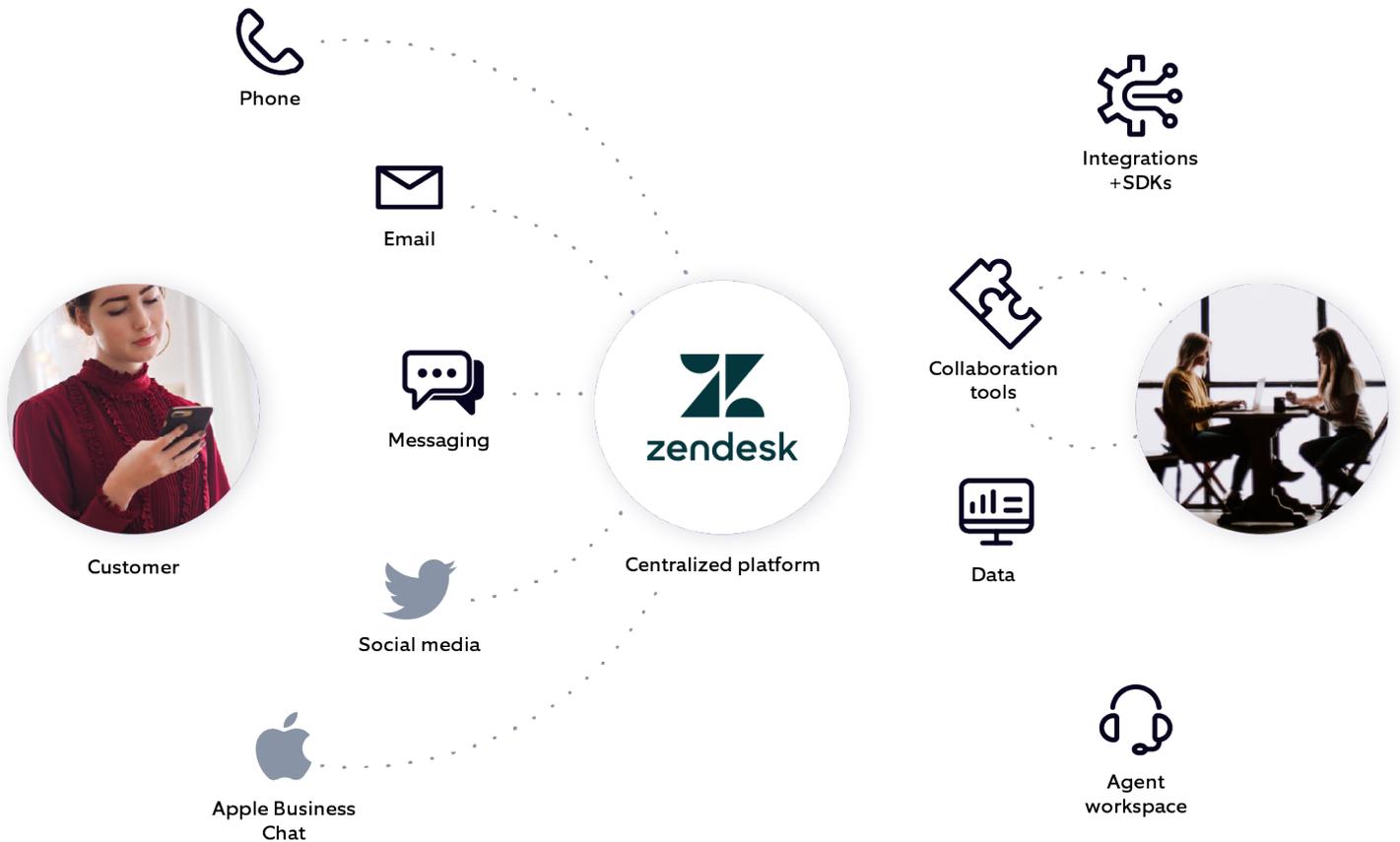
## Partner for CX expertise and best practices

Work with technology experts who can help you envision, design, and deliver smarter experiences that drive growth for you.



# Create customer experience with Zendesk solutions from Nagarro

Nagarro as a Zendesk implementation partner, provides CRM solutions in line with the evolving customer needs and expectations. This collaboration blends Nagarro's technology, innovation, and service excellence expertise with Zendesk's customer engagement platform in delivering a 360-degree customer experience backed by intelligent CX analytics.





# Grow your CX with the Zendesk Suite

The Zendesk suite ensures that you deliver exceptional customer service:



## Power modern digital experiences across channels

Offer a fundamentally unique customer service experience



## Transform the way agents work for excellence

Utilize a unified console that is in line with contemporary CX Trends



## Scale up and manage complexity without increasing cost

Benefits in-tune with economics of scale



## Execute CX effortlessly

Enhanced omni-channel experiences, leveraging efficacy of Sunshine conversations

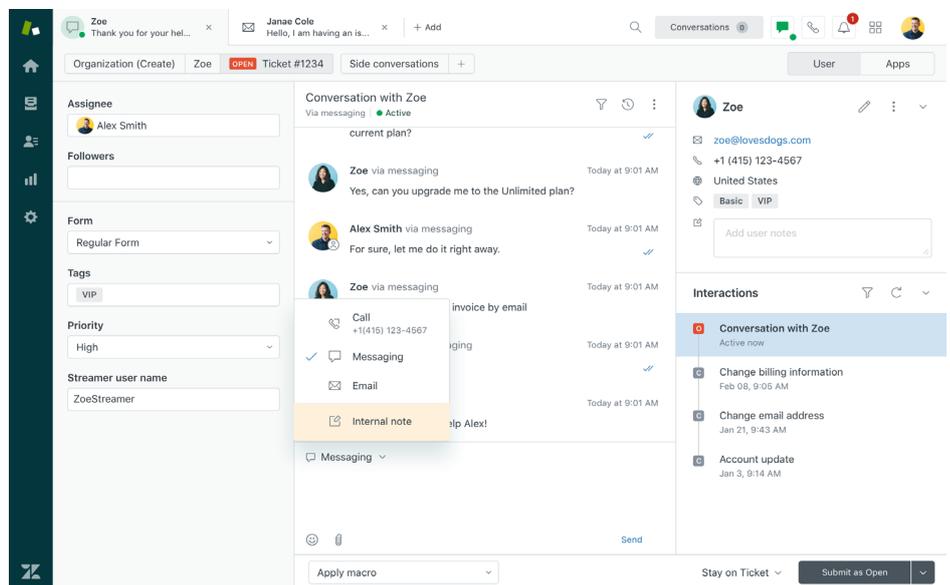
Purpose-built

Conversational

Scalable

Open and flexible

Easy-to-use





# Increased Agent Productivity

Zendesk unifies incoming interactions from any channel into one workspace. On top of that, it gives the agents collaboration tools to work with folks across the company and resolve customer issues via Zoom, Microsoft Teams, Slack, and other tools.

It provides more context to agents via historical interactions, customer profiles, and integrations to critical data pieces like order history and CRM data – in one unified workspace, enabling faster resolution times.

**Manage all customer conversations in one place**

**Give agents the context and ways to collaborate**

**Adapt quickly with powerful tools and integrations**



**Agent workspace**



**Customer context**



**Marketplace**



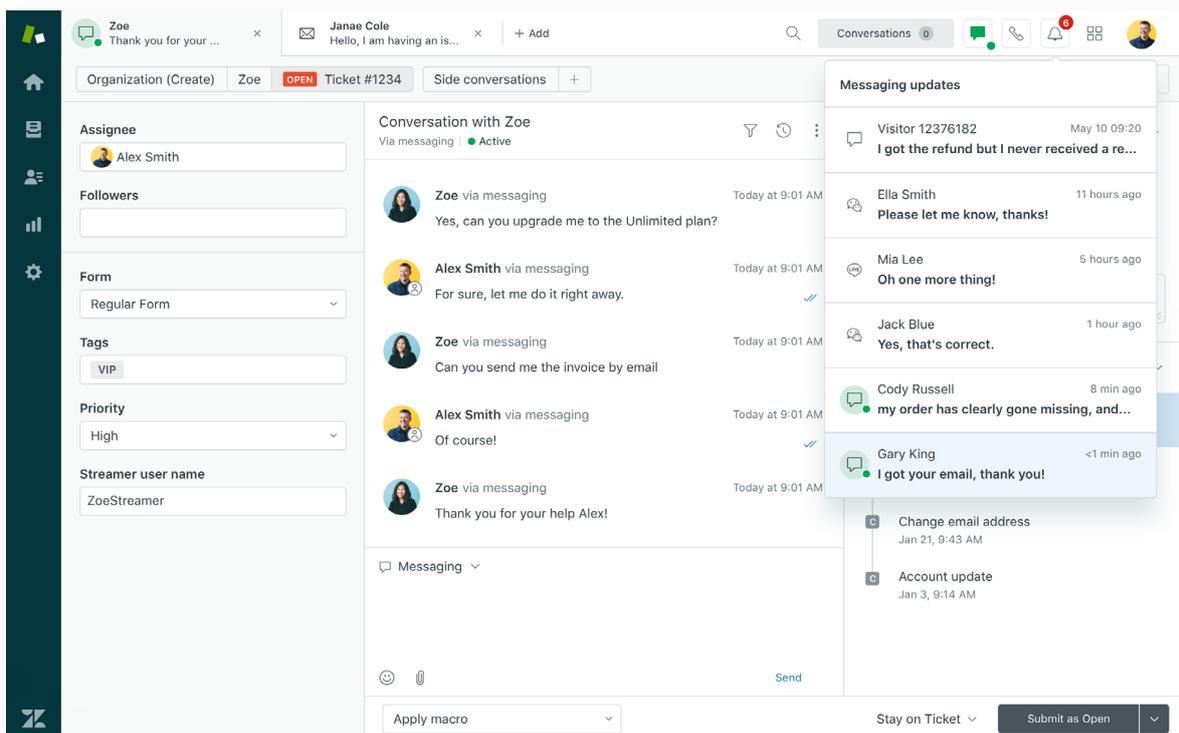
**Knowledge management**



**Collaboration tools**



**Routing and intelligence**





# Increased Agent Productivity

Zendesk enables you to take swift action with data and get actionable insights into your service operations.

Powerful reporting and analytics that unifies all channels to understand your data through insights.

Workflows that are intuitive to build, manage and optimize to ensure consistent execution of processes across teams.

Collaboration tools gives agents the ability to work with back-office colleagues to solve customer inquiries much faster.

Integrate relevant customer data and have data flow in-and-out of Zendesk across any area of the business once you've connected your systems



Reporting and analytics



Integrations and SKDs



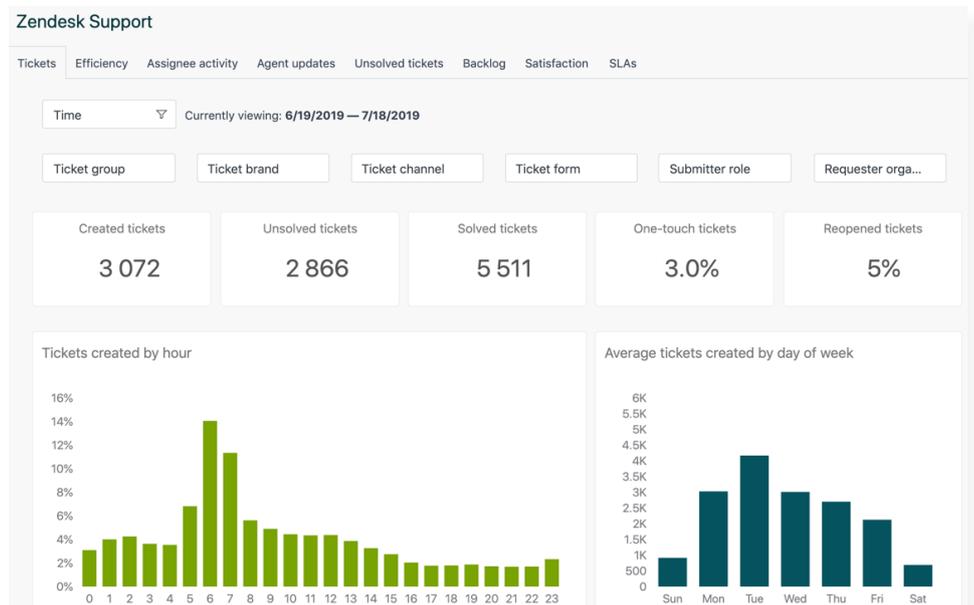
Workflows



Developer tools



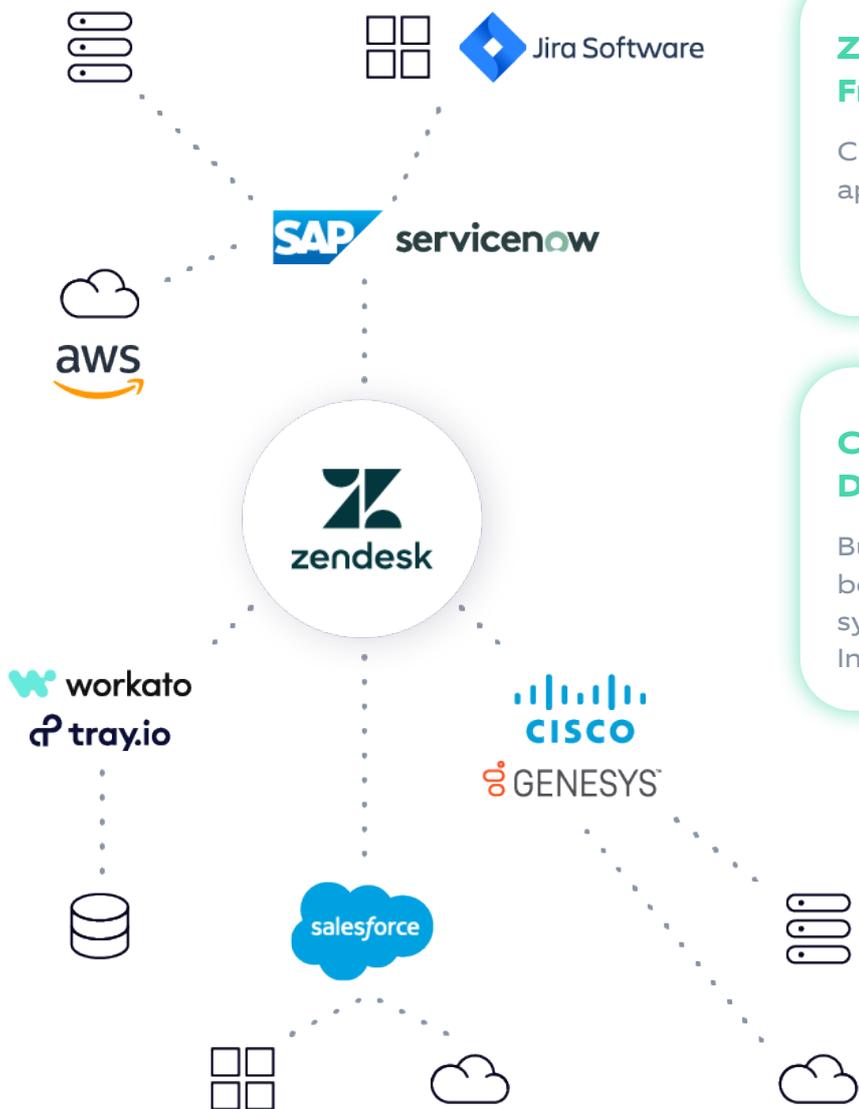
Custom apps





# Zendesk is powered by an open and flexible platform

Zendesk platform has out-of-the-box integrations, over 100 enterprise APIs, and a flexible developer toolset that allows for limitless possibilities to extend and customize Zendesk.



## REST APIs & Webhooks

Integrate with Zendesk to exchange data, drive workflows

## Zendesk Application Framework

Create your own workspace app and do nearly anything

## Conversational Data Orchestration

Build custom integrations between Zendesk and other systems using Zendesk Integration Services



# Zendesk security & compliances

Scale with confidence

Enterprise-grade security & compliance

**3.3 Billion**  
Total Users\*

**4.75 Billion**  
Total Annual  
Tickets

**2.8 Trillion**  
Total Annual  
Requests



CCPA



# Embark on a CX journey with Nagarro!

Deliver consistently exceptional customer service that starts with strong communication.

Connect with us

to get started on the best-in-class CX journey.

## Nagarro's four-step roadmap for implementation of a successful CX transformation strategy.

### Design

Consultation on a customer service strategy that is unique to your brand

### Implement

Bring your vision to life with a flawless execution.

### Optimize

Enhance the deployment for impact as your business evolves.

### Transform

Elevate the customers' experience across their journey.

Drop us a note at: [dgzendesk@nagarro.com](mailto:dgzendesk@nagarro.com)