



zoho for Enterprise

The new face of **DCX**

Digital Customer Experience, Q4 2021

Digital advances have transformed the customer experience, with self-service, omnichannel, and AI leading the way.

The last few years have made DCX (Digital Customer Experience) more important than ever. Many have taken work, education, and socializing online, with consumers and companies alike discovering that things once done face-to-face can be completed far more simply and inexpensively through the web. Looking forward, these new digital habits aren't going anywhere.



Online sales topped \$791 billion in 2020, up 32% from \$598 billion in 2019.

[Source: DigitalCommerce360, 2021]

Streaming entertainment is now so prevalent that movie studios are changing their film distribution channels to include at-home viewing. In the US, BOPIS (buy online, pickup in-store) has been almost entirely eclipsed by curbside pickup.¹

[1] RetailDive, 2021

In short, consumers are clamoring for easier, more convenient, and more on-demand services in everything from online banking to customer support. Those rising to meet the demands of today's customer are creating seamless, personalized and fast experiences that are driving up sales while driving down costs.

Mobile, social, and IoT have changed the way people interact with the world. The digital revolution has put services, products and experiences at people's fingertips, and when brands fall short of expectations, consumers are more than willing to walk.



Don't take loyalty for granted

27.9% of people said they are extremely willing to switch to have a better customer service experience.

32.7% are very willing to switch.

[Source: Forbes, 2020]

So what are companies doing to meet those expectations? Creating more ways to engage with customers, offering more self-service options and deploying AI to create more personalized journeys.

Customers are everywhere. You should be, too.

On average, customers use ten channels to engage with companies.² Unfortunately, only 9% of marketers feel equipped to run campaigns across multiple channels. That leaves a lot of opportunities for missed communication.

[2] Deloitte UK, 2020

Optimizing the digital customers experience can pay significant dividends. User's expect that will be a consistent and seamless, no matter how they are choosing to engage. But, it is worth investing time in these efforts; for every additional channel a customer uses, they spend more money, as much as 10% more,³ and have a higher LTV. Additionally, omnichannel companies see nearly 3x the customer retention rate.⁴



Nearly 3/4ths of consumers use multiple channels before making purchases.

[Source: Harvard Business Review, 2017]



[3] Harvard Business Review, 2017 | [4] Forbes, 2018



The personal touch

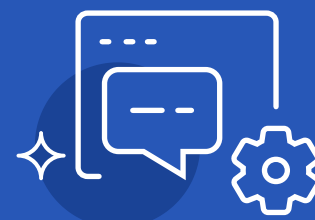
As experience increasingly becomes a key differentiator, personalization goes from “nice to have” to a “must have.” Zoho has been helping to drive this trend, primarily through their AI-driven suggestion engine, Zia. With the deep, omnichannel context Zia provides, Zoho has turned once generic emails into targeted, personalized engagements with customers.

Self-service as the first choice

Customers are also increasingly looking to self-service options as the first place they turn to for help. From scheduling appointments to checking out groceries, people are opting for DIY as a faster, more convenient way of doing basic things, and companies are responding in turn. Offering your customers self-service options can yield significant long-term savings.

Knowledge bases and FAQs covering the user’s major pain points let the simplest and most common issues be resolved quickly and without human intervention.

Customer education or certification programs give your users the ability to solve their own problems. As Peter Balaji, Zoho’s Director of Sales and Support, notes, “It’s also a great way to build brand loyalty. Every time users visit your website to take courses, watch videos, or read whitepapers, you have the opportunity to foster deeper connections and get people more invested in your brand.”



Serving the DIY customer

Consumers today are pushing for self-service, on-demand solutions. Zoho has seen this transformation to “DIY” firsthand, and has reshaped their support offerings in response. By making use of omnichannel-derived data, Zoho uses intelligent chatbots to drive smarter, faster engagements.

AI: 24/7 service without 24/7 staffing

Prior to 2020, 24 hours used to be considered an acceptable response time for sales or support inquiries; the expectation now is to get answers within hours (or minutes)⁵. AI is one way that companies are meeting this need, providing customers with quick and effective help while also saving billions of hours and trillions of dollars.⁶

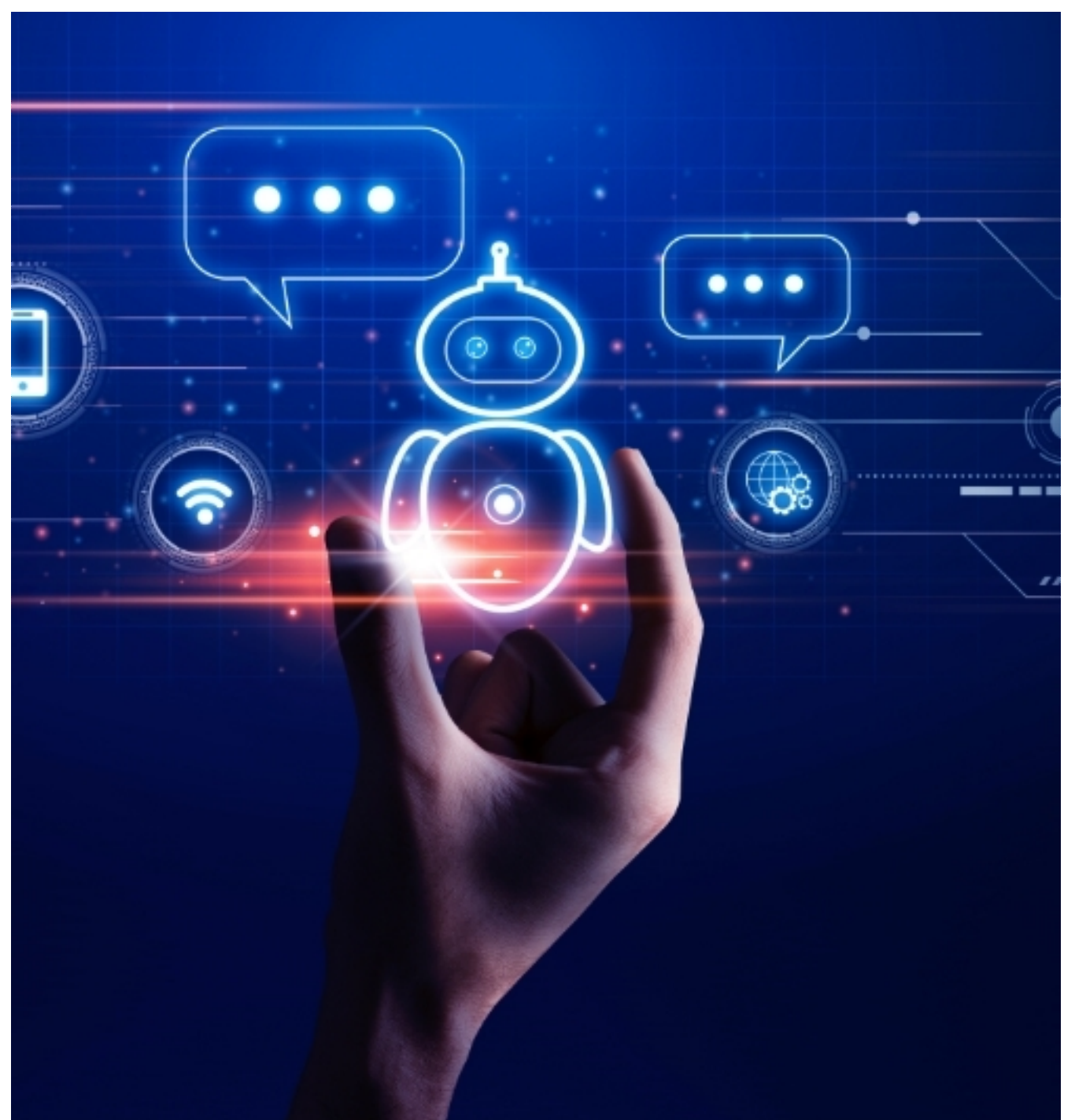


Chatbots are predicted to save the finserv industry alone more than 862 million people hours by 2023.

[Source: Juniper Research, 2020]

AI also offers a wealth of possibilities for agents: reps can generate incredibly specific customer profiles with data drawn from all over the web; it improves personalization in everything from hyper-

targeted marketing campaigns to purchase recommendations; it can perform sentiment analysis so that agents know how their customers are feeling before they even enter a call. What it amounts to is a deeper, more context-rich picture of the customer, one that enables reps to make better connections.

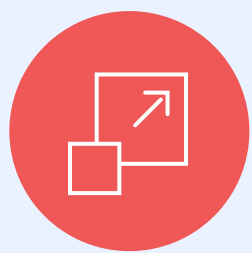


Good DCX is, fundamentally, about reducing roadblocks and friction for your visitors. It's about establishing processes and communication channels that meet people where they are, and empowering your employees with the information they need to do their best. Digital is improving every aspect of the customer experience; are you taking advantage of what it can do?

[5] OpenBusiness Council, 2021 | [6] Finance Online, 2021

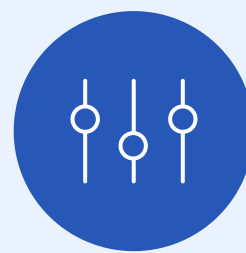
Why Zoho for Enterprise?

Proven software, customer commitment, tremendous value.



Scalability & Reliability

Zoho for Enterprise reduces the cost of infrastructure, unifies existing apps, and solves complex business problems for increased enterprise fitness, resilience, and scalability.



Customization & Extensibility

Through granular customizations and powerful in-house developer platforms, Zoho lets you orchestrate workflows, streamline data management, and deploy world-class solutions at scale.



Security & Privacy

From owning our own data centers to GDPR compliance features, Zoho enables enterprise organizations to focus on core business priorities, rather than data management.



Enterprise Services

From data migration to consultation and implementation, our team is armed with the in-depth product knowledge and industry expertise to meet your unique technical requirements.

Are you ready to transform your organization?

We're here to help. Have a 15-minute, no-obligation call with one of our **Business Architects** to get all your questions answered.

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