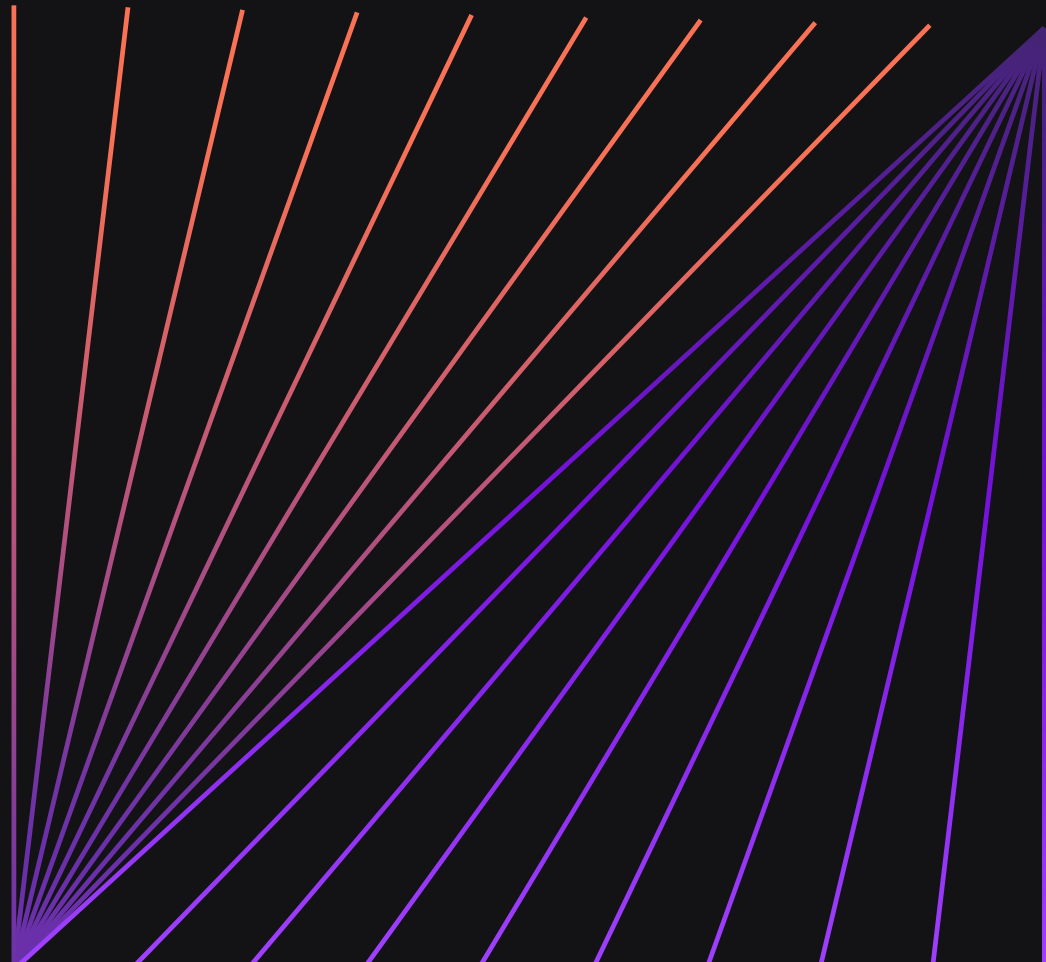


Avoiding Digital Disappointment

Why Digital CX Fails. And How You Can Succeed with a Digital-First Approach.



Introduction

The 3 Main Causes
of Digital Disappointment

Why Digital-First Is Digital Done Right

Getting Real Results
and Measurable Value

Achieve True Digital CX Transformation

About ASAPP

Customers increasingly shop, bank, and manage their lives in digital spaces. Understandably, companies are eager to meet them there by moving customer interactions to digital channels, like web chat, social media and mobile apps. Digital CX is convenient for customers and efficient for businesses. So, why are contact center phones still ringing off the hook?

Far too often, digital options disappoint and leave customers frustrated or even bewildered. Confusing self-service, unhelpful bots, and dead-end digital conversations send customers fleeing to the familiar and dependable choice: a phone call. In fact, research indicates that, in many industries, voice still represents a majority of the interaction volume.

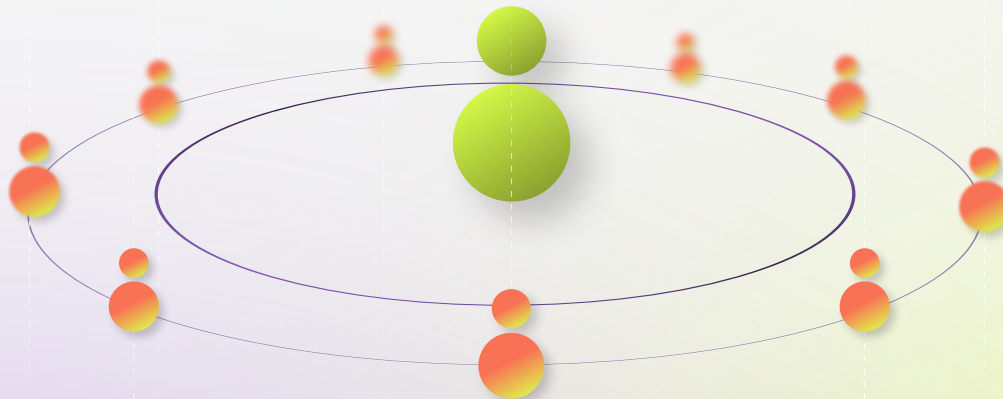
So much for digital CX transformation.

The Broken Promise of Digital CX

Digital transformation offers an enticing promise for contact centers: meet customers on the channels they prefer with better service at a lower cost. The problem? CX leaders have been hearing this promise for the last decade, yet we're still waiting for it to happen. While digital customer service has seen incremental increases in adoption over this time, the transformational benefits it promised haven't materialized.

In retrospect, the disappointing outcomes should have been foreseen. Too many businesses—and their CX tech vendors—took the approach that if you build it, they will come. They added a multitude of digital channels to the mix, tossed in a few bots and expected customers to flock to these new options—and prefer them.

It didn't work out that way, and the reason is clear: digital transformation requires more than adding digital channels.



Introduction

**The 3 Main Causes
of Digital Disappointment**

Why Digital-First Is Digital Done Right

Getting Real Results
and Measurable Value

Achieve True Digital CX Transformation

About ASAPP

The 3 Main Causes of Digital Disappointment

Bad digital experiences disappoint everyone—customers and businesses alike. But why are so many digital experiences bad?



Problem 1: Not understanding what drives channel choice

Every customer has channel preferences, but they don't choose the same one for every interaction. Their previous experiences with your brand, the reason they're contacting you now, and where they're reaching out from (at home or on the go) all affect the choice they make. Even younger digital natives will sometimes choose a phone call.

Crafting a digital strategy around the assumption that customers will prefer digital options across the board, and then funneling them into the most cost-efficient digital channels, often leads to an experience that doesn't quite fit the customer's needs. That results in frustration, eating away at customer satisfaction and loyalty, and can steer customers right back to a phone call.

The implications for the contact center are equally damaging. The technology investments and staffing for digital channels just drain resources if those channels don't meet customers' needs.

Problem 2: Treating all channels the same

In our personal and professional lives, we expect different experiences from different channels. We choose text and chat for quick, uncomplicated connections. We use email for more formal communication. And phone calls are often reserved for lengthier, complex issues. Customers have the same kinds of expectations for interactions with your business.

When a brand treats all channels the same, the experience can be disappointing. For example, bots and digital self-service options that are built on the same flows used in phone calls can come across as too wordy and annoyingly slow. That's frustrating for customers.

For the contact center, it means that the potential efficiencies of digital channels are largely lost. Agents handling digital interactions may also be trapped in workflows and user experiences originally designed for linear, one-and-done phone calls instead of the unique elements of on-screen or asynchronous digital interactions.



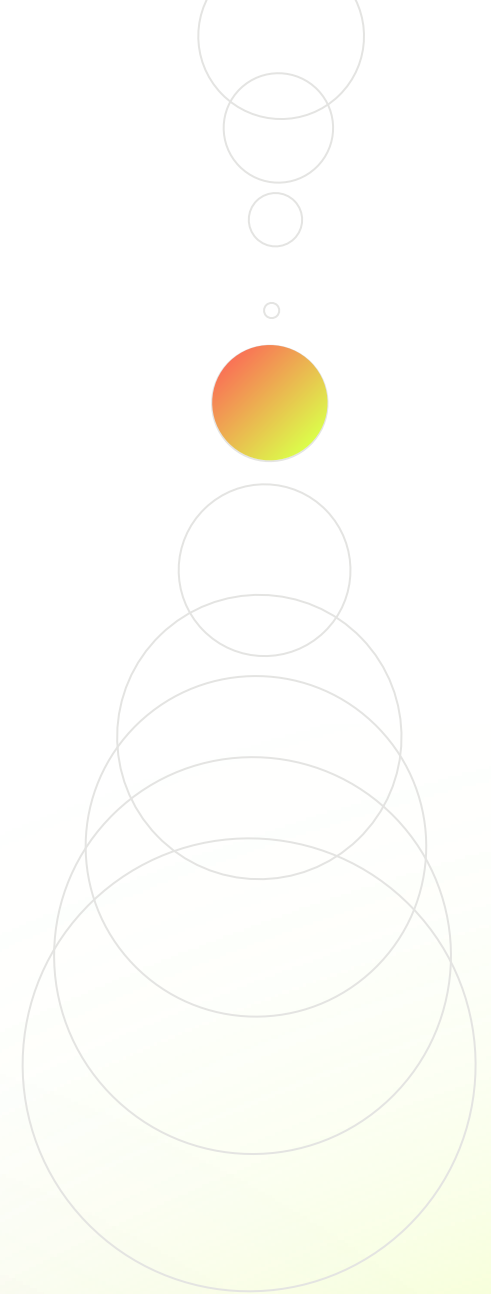
Problem 3: Thinking communication, not resolution

It might sound obvious, but customers don't reach out just to talk. Building a personalized relationship with your brand is probably not top of mind at that moment. They have an issue they want to resolve. Maybe they need to dispute a charge, update their account information, or troubleshoot a technical problem.

When chatbots and automated options can't resolve the issue, or worse, can't even understand what it is, that strands the customer in a digital dead end. And nothing is more frustrating than explaining your issue to a bot, only to be directed to call and talk to an agent instead. Digital options should offer customers a clear and efficient path to resolving their issues.

Issues that are not resolved in the first contact through a digital channel often escalate to a phone call. And those customers are more likely to be unhappy or even angry at how hard it is to get what they need. Instead of reducing the call volume through digital containment, these unresolved issues lead to longer handle times and more difficult conversations for agents.

You can prevent all three of these problems with a digital-first approach that treats digital experiences as a top priority instead of an afterthought. A CX platform specifically designed as digital-first can support and enable this strategy.



Introduction

The 3 Main Causes
of Digital Disappointment

Why Digital-First Is Digital Done Right

Getting Real Results
and Measurable Value

Achieve True Digital CX Transformation

About ASAPP

Why Digital-First Is Digital Done Right

Plenty of CX platform vendors offer digital options, but not all are optimized for a *digital-first* approach.



The distinction between digital and digital-first is more than semantics. Digital-first solutions are designed and built from the ground up for the unique aspects of digital interactions and workflows. In contrast, omnichannel platforms that tack on digital channels typically remain voice-centric and treat all channels the same. They overlook the critical differences between voice and digital interactions.

That makes true transformation more difficult. With a typical omnichannel solution, you’re likely to face some predictable problems that disappoint customers and drag down your efficiency metrics. That’s bad for customers and your business.

Digital-First Platforms vs. Traditional Omnichannel Solutions

	Digital-First	Digital as Add-On
Optimized to support...	Asynchronous conversations that occur over time (minutes, hours, days).	Live voice conversations that begin and end in very short time periods, handled one at a time.
Agent experience	Designed to manage stop-and-start, text-based interactions with speed and efficiency while preserving history and context.	Originally designed to handle phone calls, so use cases and workflows are voice-centric. Digital channels were added on later—some natively, some “bolted on.”
Automation, including virtual agents	Designed specifically for the digital experience, including automated options. Can connect to a live agent if necessary, within the same uninterrupted interaction.	Often promises “design-once, deploy-to-all” flows that treat voice and digital experiences as if they were the same.
Innovations, such as generative AI	More easily layered into digital experiences, as they are natively available.	Often difficult to integrate with an existing platform. May be natively available.
Concurrency	Designed for concurrency, so agents can handle more than one interaction at a time, with features to manage agent workload.	Concurrency is possible, but research indicates only incremental improvement from 1:1 voice concurrency without digital design and tooling for agents.

Introduction

The 3 Main Causes
of Digital Disappointment

Why Digital-First Is Digital Done Right

**Getting Real Results
and Measurable Value**

Achieve True Digital CX Transformation

About ASAPP

Getting Real Results and Measurable Value

With so much noise around digital CX transformation, and so many years of disappointing results, it's natural to be skeptical about the difference a digital-first platform can make. But the results are real—and measurable.



Decreased Costs

Compared to voice, digital interactions substantially reduce the cost of customer service. Our research demonstrates that with the right technology, contact centers can automate up to 80% of digital interactions without sacrificing customer experience or satisfaction.

Every interaction shifted from voice to digital adds to your contact center's capacity. And because digital is more efficient and cost effective, it's money and time saved for your organization.

Cost per Interaction

↓ 52%

With ASAPPMessaging

Top 3 Cable Company

Greater Efficiency & Scalability

A digital-first platform that supports intelligent concurrency enables customer support agents to handle multiple interactions at once. And with AI-driven agent augmentation that serves up relevant suggestions based on an agent's conversation, agents can resolve issues faster than ever before.

Virtual agents powered by generative AI deliver even greater efficiencies. For example, ASAPP GenerativeAgent works with best-of-breed chat platforms to fully automate tier 1 use cases for both chat and voice. That offers more breathing room for your agents and an exponential increase in efficiency and scalability for your contact center.

Organizational Throughput

↑ 127%

With ASAPPMessaging

US Airline



Improved Customer Experience

Consumers increasingly prefer digital to voice. But when they're resistant, it's typically because they don't expect digital interactions to be capable of solving complex problems.

With more powerful chatbots and augmented agents, modern digital contact centers can meet and exceed customer expectations by resolving complex issues efficiently and providing low-effort, high-value experiences for customers.

NPS

↑ 45%

With ASAPPMessaging

Global Network Operator

Better Agent Experience

By improving the agent experience, digital-first contact centers boost efficiency and decrease costs, while maintaining (or improving!) customer satisfaction. AI-driven augmentation provides agents with the information they need, when they need it, including suggested responses, next-best actions, autocomplete, and more. That reduces time spent searching knowledge bases or escalating for additional help.

Ideally, digital-first contact centers should increase concurrency, in part due to a thoughtfully designed agent experience that prevents burnout, protects the agent's headspace, and improves their ability to handle the issues in front of them.

Agent Productivity

↑ 86%

With ASAPPMessaging

Insurance and Financial
Services Provider

Actionable Insights

A digital-first platform unlocks the full power of your data with unparalleled visibility into the customer intents (why they contact you), how successfully agents are resolving those issues, and where existing processes or the knowledge base might fall short.

First Contact Resolution (FCR)

↑ 138%

With ASAPPMessaging

Financial Services Provider



Introduction

The 3 Main Causes
of Digital Disappointment

Why Digital-First Is Digital Done Right

Getting Real Results
and Measurable Value

Achieve True Digital CX Transformation

About ASAPP

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Here's the bottom line: digital-first platforms capitalize on the unique characteristics and benefits of each digital channel to give customers the experience they're hoping for. When customers get the resolution they need from digital channels, they're more likely to engage on those channels again. That boosts digital adoption, improves digital concurrency and containment, and reduces demand for costlier voice interactions.

In addition to cost savings, a CX platform optimized for digital experiences also increases agent productivity, enables greater visibility into and control of your operations, and dramatically improves your ability to adapt and scale. That's a solid foundation for true digital CX transformation.

**Ready to see firsthand how ASAPP
optimizes digital CX?**

[Book a demo](#)



Introduction

The 3 Main Causes
of Digital Disappointment

Why Digital-First Is Digital Done Right

Getting Real Results
and Measurable Value

Achieve True Digital CX Transformation

About ASAPP

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ASAPP is an artificial intelligence cloud provider committed to solving how enterprises and their customers engage. Inspired by large, complex, and data-rich problems, ASAPP creates state-of-the-art AI technology that covers all facets of the contact center. Leading businesses rely on ASAPP's AI Cloud applications and services to multiply agent productivity, operationalize real-time intelligence, and delight every customer.

To learn more about ASAPP innovations, visit www.asapp.com.

Learn more



