



LumenVox®

# Your CX may be worse than you think

Making sense of which CX channel to use for each customer interaction

Featuring:

FORRESTER®



# Recognizing you have a problem

Are you lying to yourself about the quality of your CX?

Most of us are.

**80%** of companies believe they deliver “super experiences”

**8%** of customers agree with them.

*See the disconnect?*



# How to measure CX performance

*In our webinar, we discuss the three E's:*

- ✓ **Effective:** How well did the brand meet customer needs?
- ✓ **Easy:** How easy was it to work with the brand?
- ✓ **Emotion:** How did interacting with the brand make the customer feel?

“People will forget what you said, people will forget what you did, but people will never forget how you made them feel.”

*Maya Angelou*

# The Rewards of Superior CX

Companies that score high in these 3 areas will achieve the following benefits:

- ✓ **Retention** – the customer will stay with your brand
- ✓ **Enrichment** – the customer will buy additional products and services
- ✓ **Advocacy** – the customer will recommend your brand to their friends

*All 3 have a real impact on revenue.*



# When customers prefer IVR

*Despite popular misconceptions, customers actually prefer using an IVR for more transactional interactions.*

*For example:*

**53.1%** identification and verification

**51.1%** order management (including processing and tracking)

Source: NTT 2020 Global Customer Experience Benchmarking Report

# When people prefer CX via telephone

For certain CX needs, customers prefer a live agent so they can “have their day in court” so to speak.

These include:

**71.4%** prefer using voice for dispute resolution

**43.6%** want to use voice for general customer service

\*Source: NTT 2020 Global Customer Experience Benchmarking Report

# The Savings are Huge

That's why it's so important to quickly and easily determine customer intent at the start of the call.

Many companies are leaking money by putting live agents on the front lines to triage calls when customers would prefer to use an automated system.

Using an IVR to allow customers to specify their needs before they are connected to an agent can shave 30 seconds or more off the call.

*That adds up, both in customer satisfaction, as well as company dollars:*

**30** seconds × **1000s** of agents × **365** days a year = **money wasted**

# How to do good telephonic CX

If you are looking to stand up your IVR or upgrade to speech-enable it, we can help.

LumenVox is the leading provider of automated speech recognition technologies. The LumenVox ASR engine relies on Deep Neural Networks to understand what customers are communicating, no matter how they speak.

Learn more about choosing the right speech-enablement software for your IVR solution in this free half-hour webinar.

Download Webinar →

[www.LumenVox.com](http://www.LumenVox.com)



Contact

[hello@lumenvox.com](mailto:hello@lumenvox.com)

+1 (858) 707-7700