

Chat, tap, talk: trends to transform your digital customer experience

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BT's Research & Development

£2.8bn

spent on R&D over the last five years

2nd

largest investor in R&D in the fixed line telecoms sector over past ten years

3rd

largest investor in R&D in the UK over past ten years

4,900

patents in our portfolio

13,000

Scientists employed worldwide

£520m

invested in R&D in 2016/17

30+

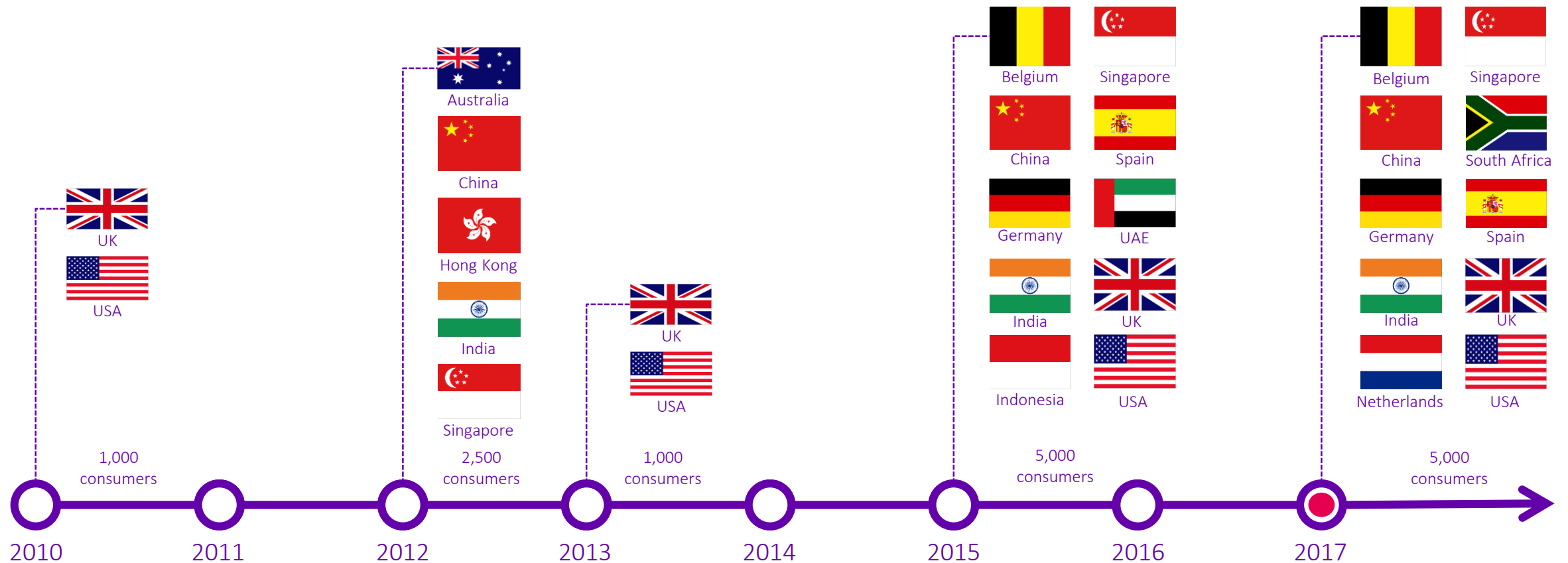
direct university research relationships

4th

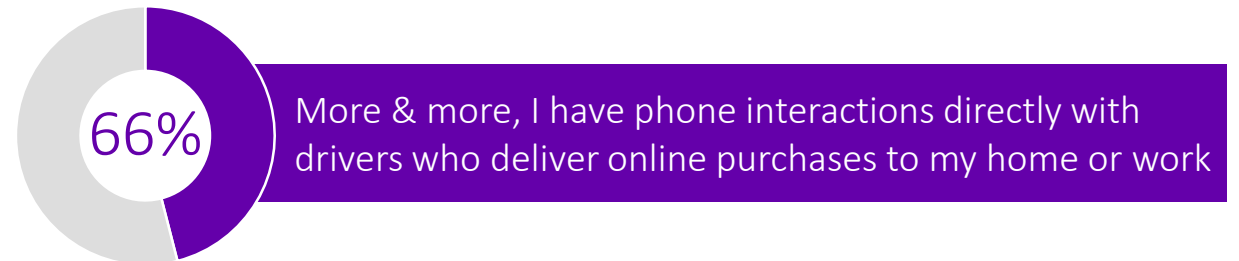
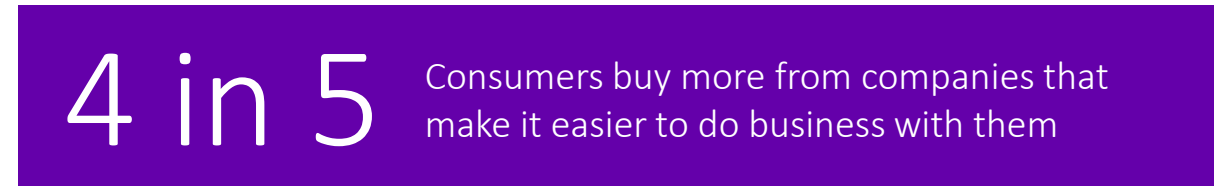
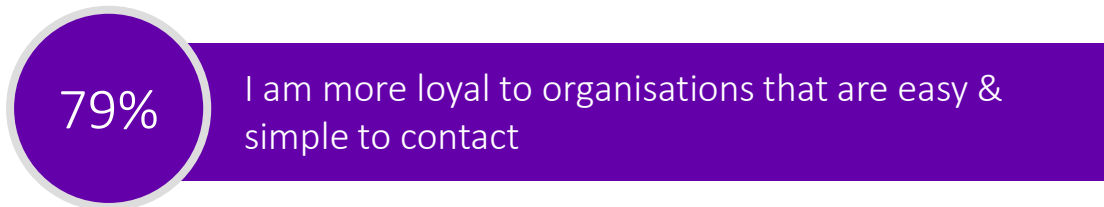
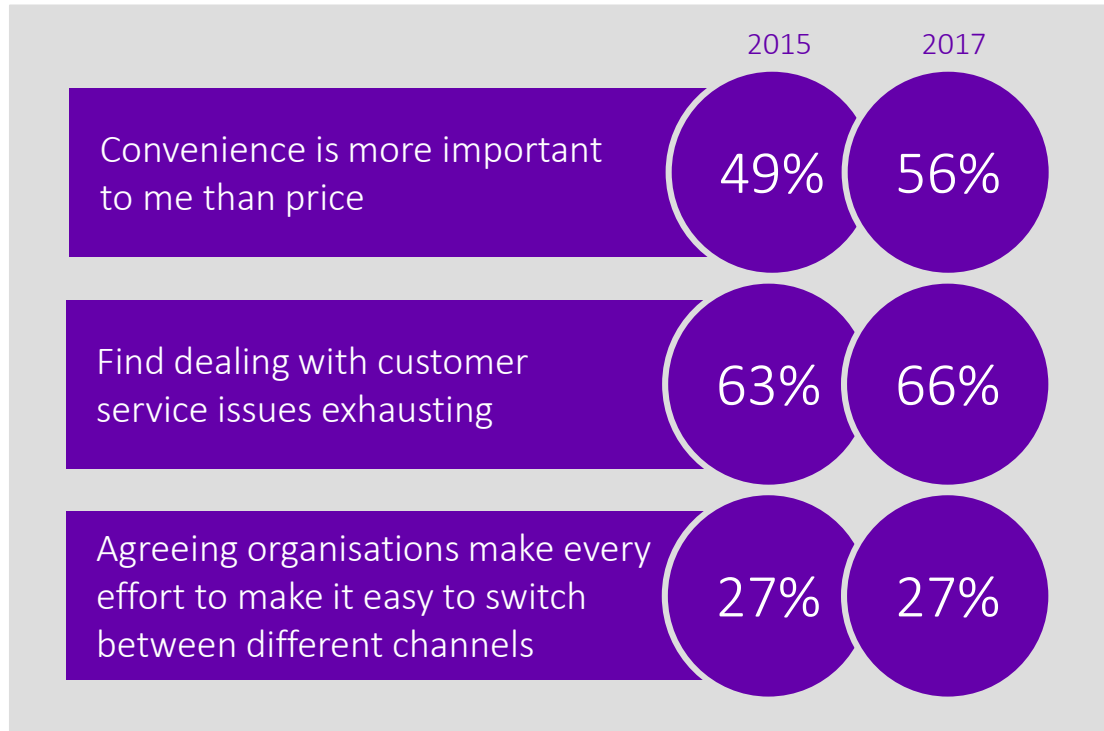
highest number of patents filed with European Patent Office of UK-based companies

Timeline - 7 years of trend data explaining the rise of the global Digital Customer

Consumer research to understand the customer journey



Seeking simplicity: digital customers want easy journeys



Smartphones are becoming more important in digital experience

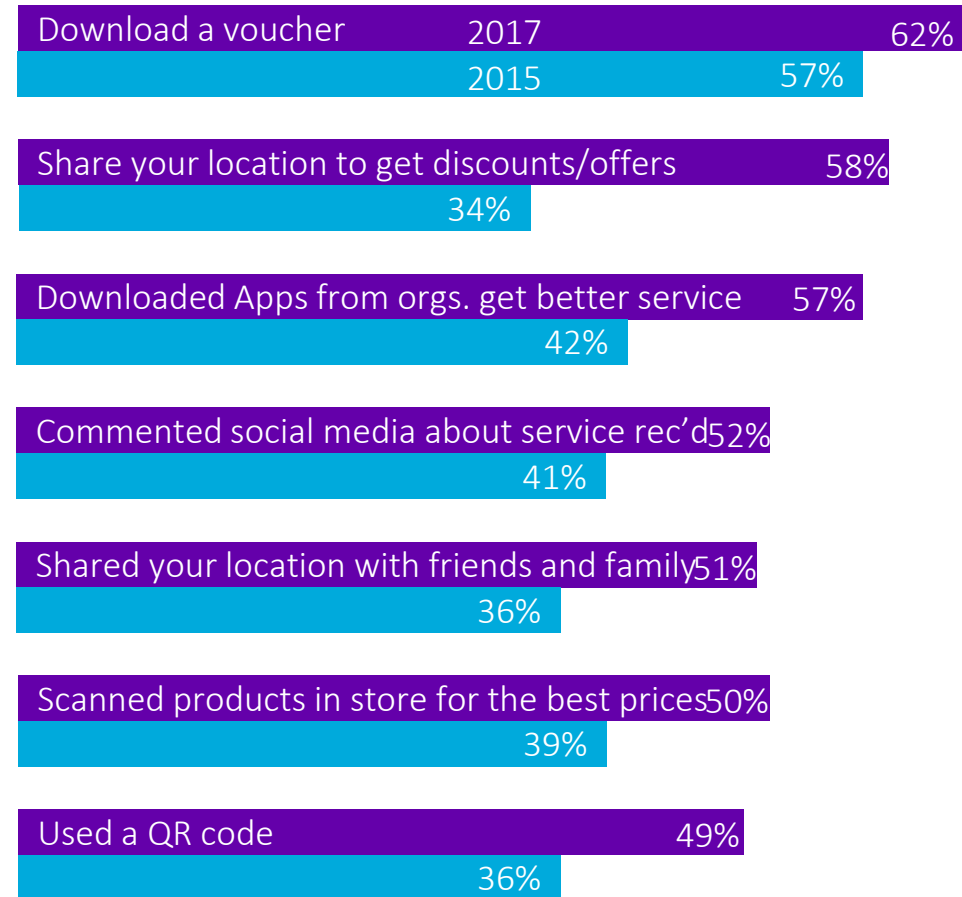
Used in the last 6 months	2015		2017
Android smartphone	57%	↑	59%
iPhone	26%	↑	31%
Home PC/Lap-top	80%	↓	63%
Android tablet	30%	↓	28%
iPad	27%	↓	23%
Apps on your smart phone which link to your location	34%	↑	52%

46% have used chat on smartphone to contact orgs.

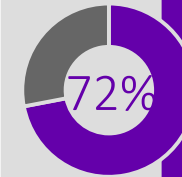
Currently use a smartphone App of an organisation to contact that org.

21%

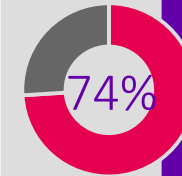
Often or sometimes...



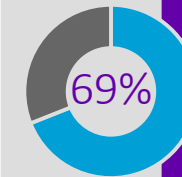
Agreeing they would like...



Visual options on smartphone - when you call an org you can see the dept. options on your screen and select by touching the screen



If organisations made it cheaper to call them from a mobile/cell/smartphone



If organisations had the data/information that I give them in one place (eg via their website) available in another (eg shop, smartphone App or call centre)

Omni-channel shifts human channels towards complexity

Channel choice

Want "Immediate access to a well-trained employee e.g. someone to talk to on the phone or face to face..." if...

24%

You want to complete a routine, mundane task e.g. paying a bill

30%

You are looking to improve your lifestyles by the purchase of a product or service

52%

There is a crisis and you need a solution to a problem with a product or service e.g. reporting a fault

How interested would you be in the following initiatives from organisations?

If organisations always offered different channels to meet my needs

81%

Start a customer service conversation in social media but then transfer to a phone call if you choose, without having to dial

69%

Make a call to an organisation using Skype from an internet enabled device

58%

If I could order products and get customer service through organisations' Facebook pages

57%

Sharing your social media profile with your bank/supermarket/utility so they had better information about you and can give you better customer service

48%

61%

I change how I contact an organisation depending on my situation (65%, 2015)

62%

I do simple things via website or app, and call for more complex issues (60%, 2015)

Context drives channel behaviours

	Visionary.	Utilitarian.	Customer in crisis.
	You are looking to improve your lifestyle by the purchase of a product or service e.g. moving house or booking a holiday. You're in a positive and motivated state of mind, and willing to invest time. You may even enjoy the experience	You want to complete a routine, mundane task e.g. paying a bill or buying everyday products and services. It is low value in terms of your time, you're not looking for the "wow" factor or enjoyment	There is a crisis and you need a solution to a problem with a product or service e.g. reporting a fault or getting advice. You might be frustrated, angry or worried.

Allow me to explore, research and get advice using a wide range of resources e.g. online, webchat, face to face/in-store advice

40%

19%

23%

Make the transaction fast and easy e.g. an App, online self-service technology

24%

52%

21%

Give me immediate and straightforward access to a well-trained employee e.g. someone to talk to on the phone or face to face who can sort my problem

30%

23%

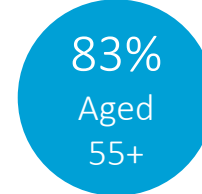
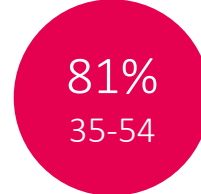
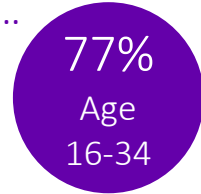
52%

Phone is still popular: a key part of digital strategy

84%

Have phoned a call centre in the last 6 months (86% in 2015)

There should be a phone number on every web-page or App...



Experience problems getting customer service with....

85%

Apps of orgs.

92%

Websites of orgs.

70%

Agents put me on hold as they don't know what to say (72%, 2015)

61%

I have known more about the product or service than the agent in the call centre (56%, 2015)

Would like it if...

I could share my screen so the agent can help you



I could choose to be routed back to the same advisor I spoke to previously



77%
2015

81%
2017

There should be a phone no on every web-page or App

90%
Spain

88%
India

85%
South Africa

82%
Belgium

81%
Germany

81%
China

77%
US

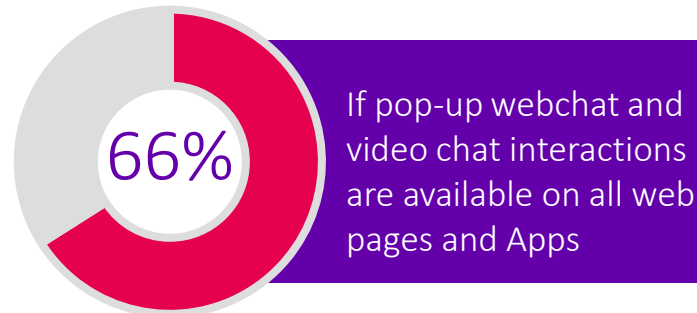
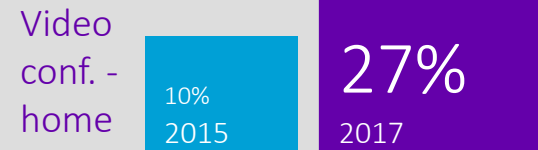
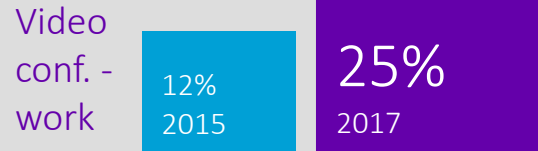
77%
Netherlands

73%
UK

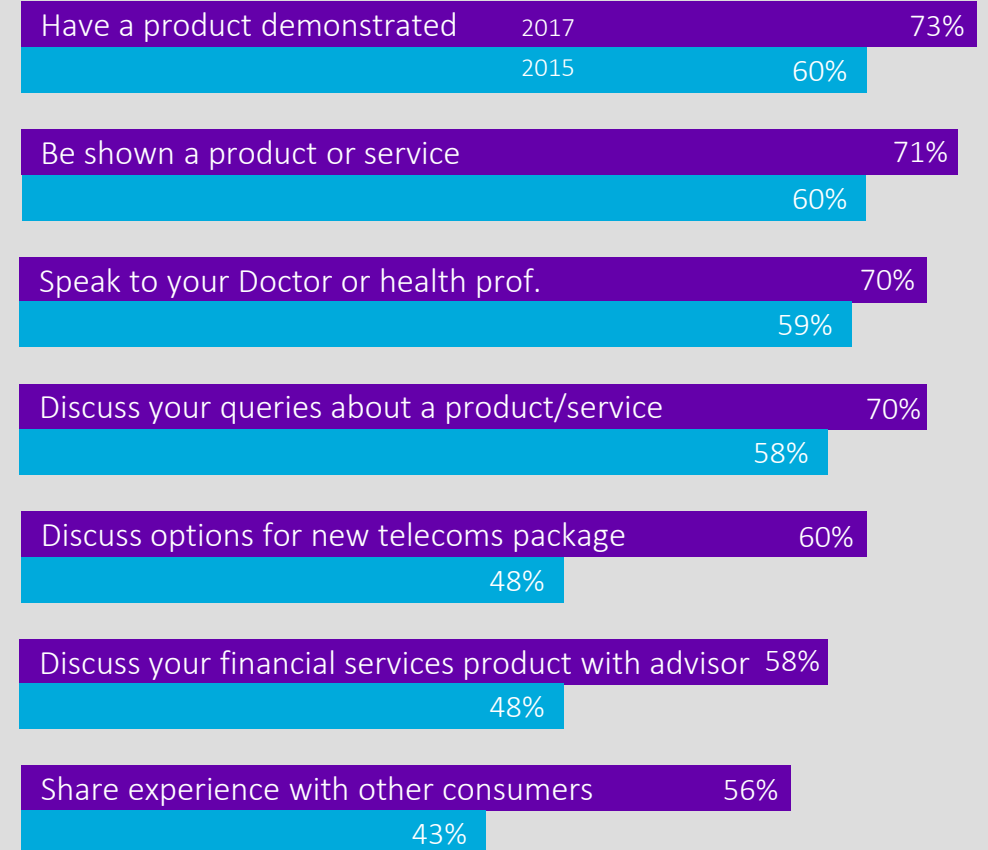
69%
Singapore

Seeing is believing: video can transform the customer experience

Using 2 to 3 times a week or more



In which of these situations would you want to be able to use video-chat to COMMUNICATE with an organisation on their website? Definitely and possibly



47%



Use video to resolve problems with products and services (2015, 42%)

Chat is where it's at

58% Issues can be resolved on chat without referring me to e-mail, a shop or a contact centre

50% The option to chat makes me more likely to use the organisation again / talk favourably about them

58% I get a quicker / more instant response with chat than when I email or call the contact centre

48% I get frustrated when chat is not available

Being able to look at the screen makes chat more useful (49%, 2015)

59%

Like chat because you have a record of the conversation (48%, 2015)

54%

If you have a problem how do you want support?

65%



Chat
(45%,
2015)

38%



E-mail
(34%,
2015)

29%



Social media
(22%,
2015)

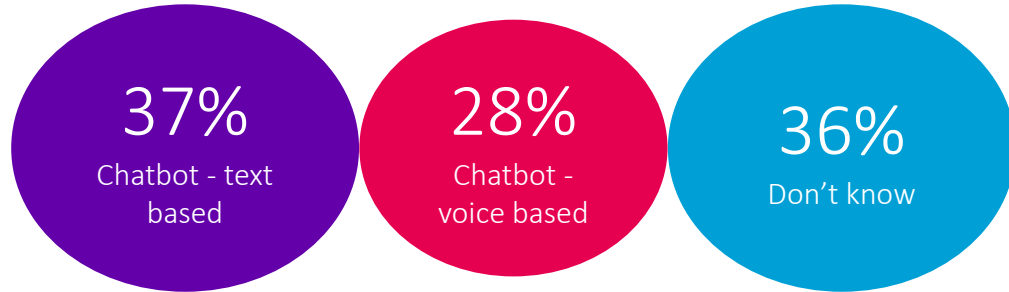
9%



Web FAQs
(21%,
2015)

Chatbots have appeal – but with ‘checks and balances’ from human agents

A Chatbot (a computer program which conducts a conversation via voice e.g. Siri or text methods eg messenger using artificial intelligence). Which do you think would be most effective?"



2 in 3
The benefit of chatbots would be in getting an immediate response

73%
Chatbots will help companies improve their customer service

60%
Responses should be available as notifications on my smartphone

74%
Human agents should check the more complicated responses of chatbots



Chat is where it's at: are chatbots "IVR for digital"?

Challenges:

Works for simple queries – effectively steering the customer through the “known knowns”, i.e. GIGO.

More difficult for complaints/complexity - if we get angry, we tend to tell long, rambling stories which are hard to parse.

Sarcasm tends to throw algorithms: e.g. “Thanks, @TrainCo for my free sauna this morning”; “It was so good to see that your maintenance department hadn't spoiled things by making unnecessary repairs”; “I would have cheerfully strangled them”.

Limited ability to parse emotional context - YET!



Botman + SuperAgent: Augmented Intelligence.

Sally the
“Swiss Army
Knife” advisor

Paula the
trouble shooter

Natalie the
negotiator

Tony the techie

Chris the
crowdsourced
advisor



Trainers*

Explainers*

Sustainers*

* H. James Wilson, Paul R. Daugherty, and Nicola Morini-Bianzino (2017), The Jobs That Artificial Intelligence Will Create, MIT Sloan Review, 23rd March: <http://sloanreview.mit.edu/article/will-ai-create-as-many-jobs-as-it-eliminates/>

One step ahead: consumers are impressed by proactive service

78%

I like it when organisations notice I have been having difficulty with a website/completing an order and contact me directly to try and help

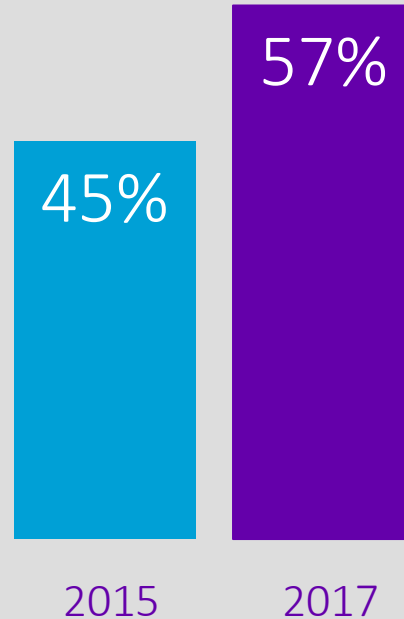
70%

Personalisation of pages depending on the preferences, behaviours, location and device being used by the customer

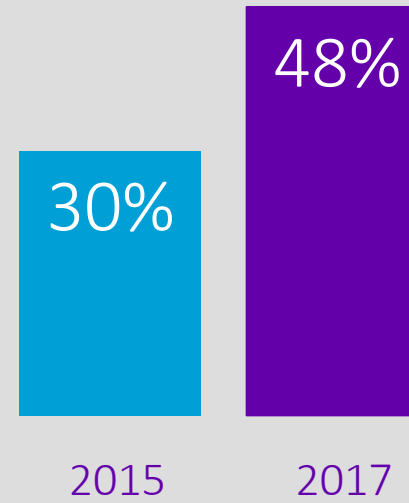
68%

Like organisations using the internet to monitor the condition of products and services you use

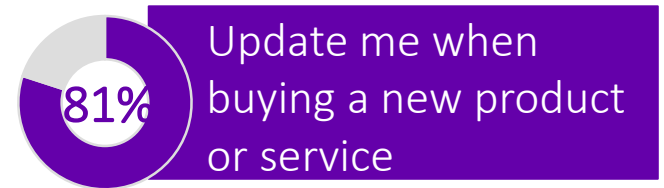
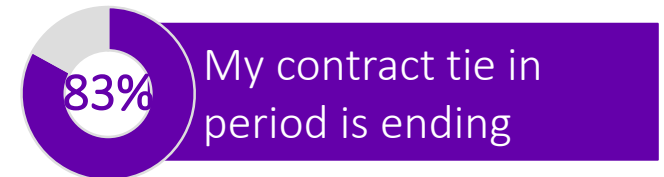
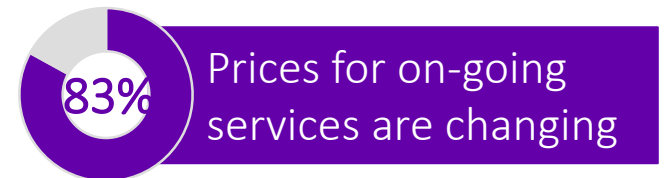
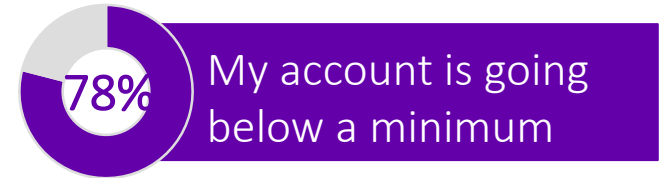
Open to sharing my location automatically with companies using GPS if it means I get good offers or better customer service



Open to sharing your social media profile with your bank/supermarket/utility provider so they had better information about you and can give you better customer service



I would like a notification when...



Thank You

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Housing Technology Conference

Digital customer experience

Innovations

Phil Newton

Innovation consultant – Customer experience

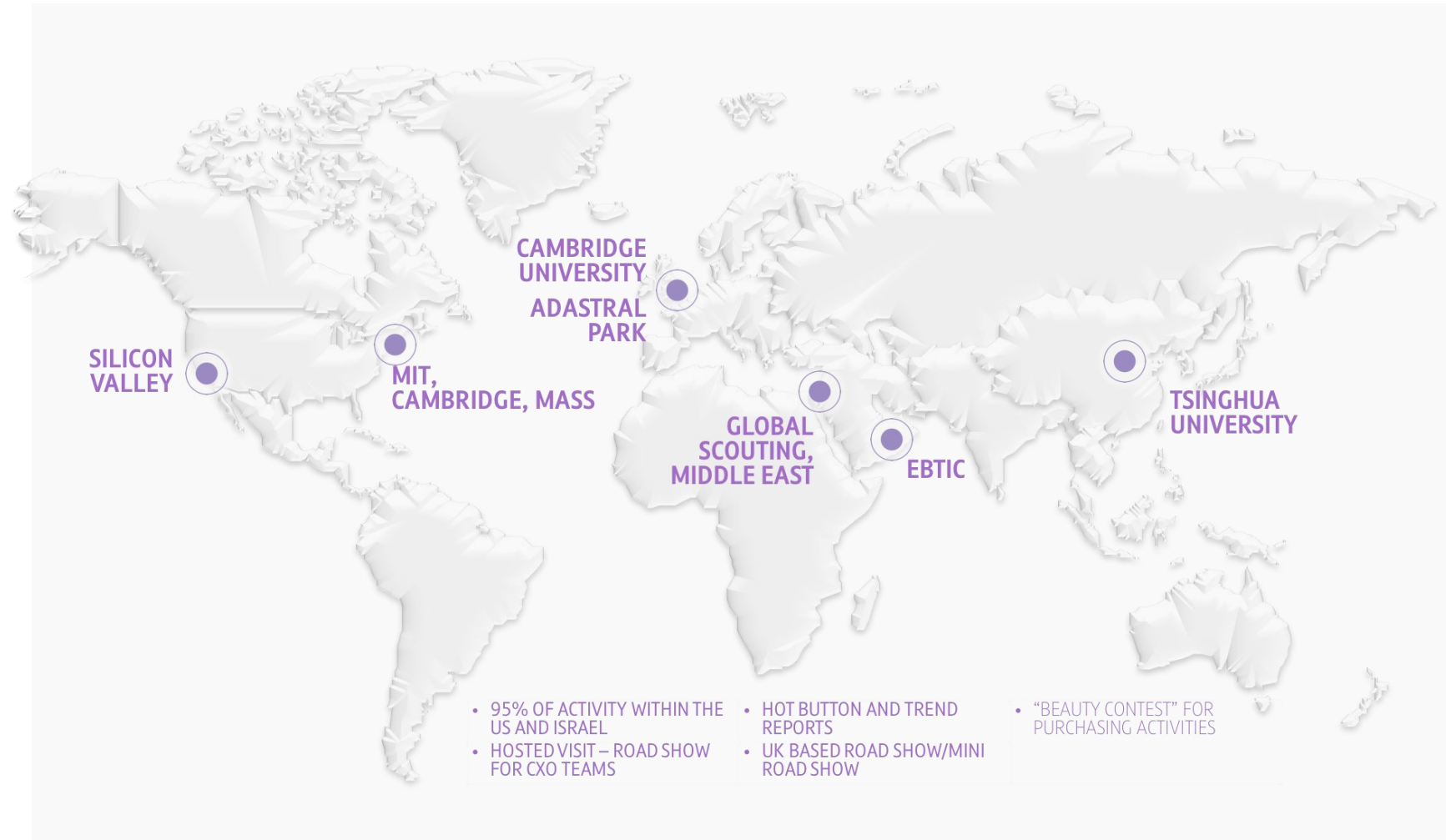
BT

Customer Experience Programme

Digital Transformation....



- Look at new Digital channels to support our customers – and how we support them.
 - AI, Chatbots, Virtual assistants, Async messaging.
- Drive engagement on Digital channels.
 - Personalised Video, Wraps, Contact Engine
- Provide new capabilities to our agents to resolve customer issues
 - Remote Video support
- Provide supporting tools to agents
 - Sat-nav for agents, Content Sharing



Customer Experience Programme

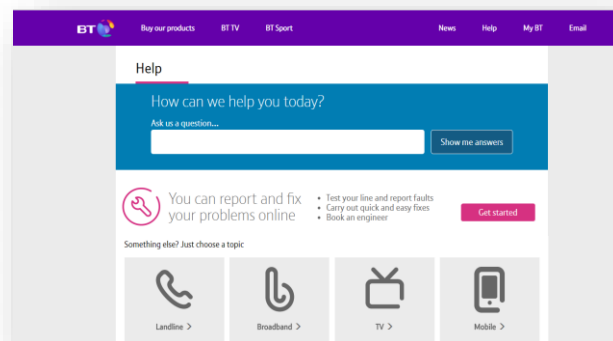
New digital channels

AI Virtual Assistant Chatbots

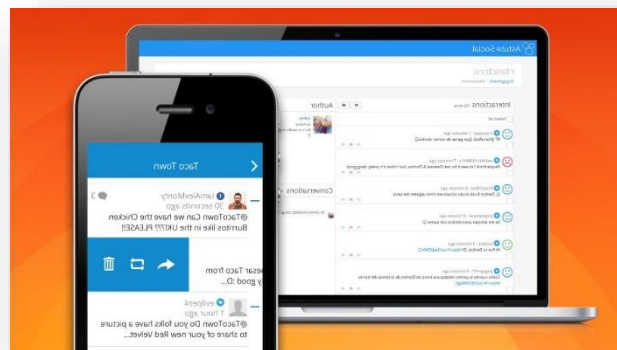
Chatbots are not new but with recent breakthroughs in AI and increasing R&D investment from big players the crowded market is evolving fast

- It seems like everyone is an “AI” or “chatbot” company – the market is expanding to include the good and the mediocre – plenty of companies are promoting a “bot” as an add on to their other services without it being their core capability – often they are resellers
- NLU “plug ins” / cherry picking the best NLP – while most companies still have their own proprietary Natural Language Understanding many will now build bots or provide a bot building platform that can utilise multiple NLU models from 3rd parties e.g. IBM Watson, Dialogflow (Google.) This provides flexibility to ensure solutions can evolve as more investment is made in R&D
- Zero coding bot builder tools – many now offer “drag and drop” builder tools to enable CX experts without coding experience to replicate key workflows with the bot
- Multiple pricing models available - cost per bot vs. cost per resolution, consultancy fees, NLP licensing – big variations in total price
- Alexa and Google assistant integration – increasingly companies are supporting voice assistants either by adding voice to text processing in front of their current platform or by building bespoke skills or actions
- Linear workflows vs non-linear multi intent conversations – a limited number of companies are now able to offer more sophisticated non-linear conversations. Not all use cases require this but in more complex scenarios it creates a more natural interaction
- Bots and advisors in harmony – sometimes a human is better. Handoff interfaces have improved with many bots learning from the best advisors and providing recommendations and support
- Supervised learning and feedback vs unsupervised ML/ deep learning – Although most companies claim to use machine learning, the majority use basic supervised learning using customer and advisor feedback to improve over time.

creativevirtual
The science of conversation™



British Telecommunications plc 2017



 Astute Solutions.



Customer Experience Programme

Digital engagement...



Proposition

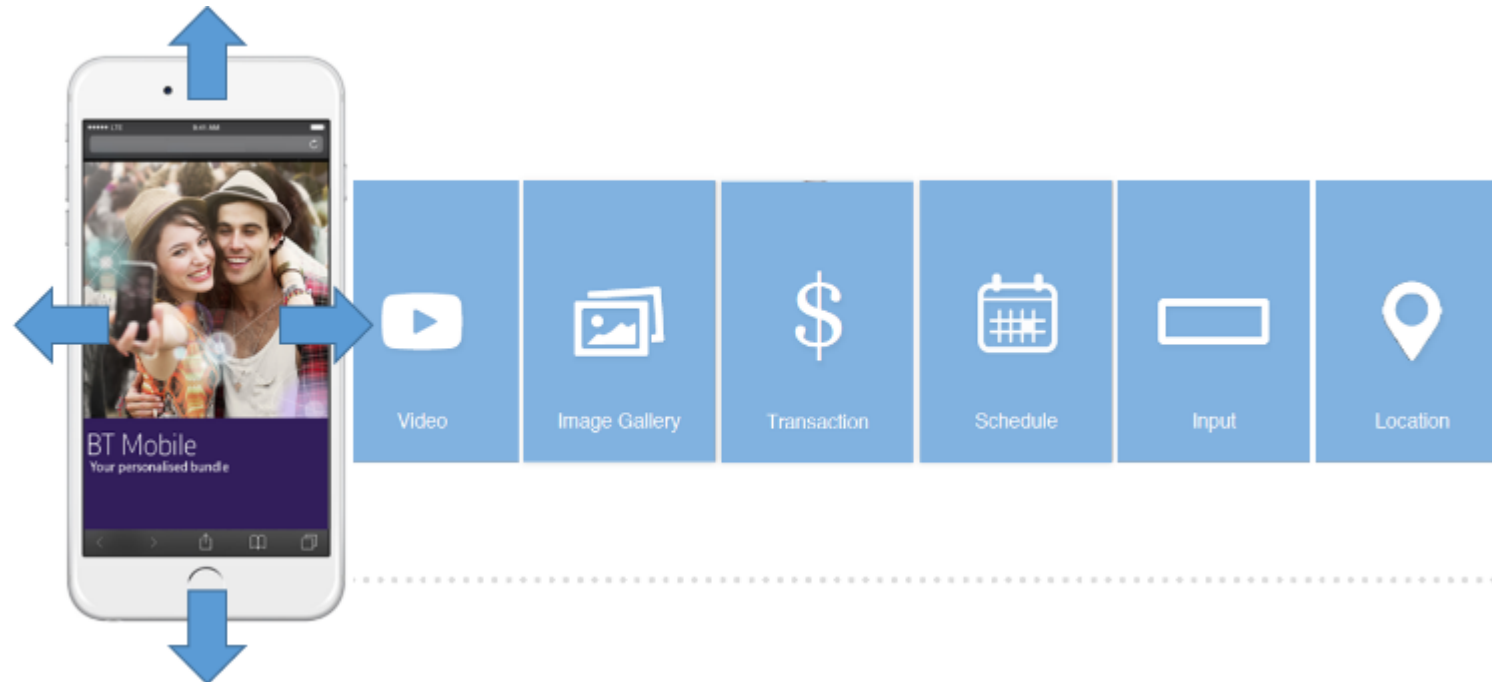
- Wraps are the modern micro-app experience for the mobile Web.
- They provide superior mobile engagement and offer rich, interactive experience without the need for full native apps
- They are Inherently omni-channel (SMS, email, social feeds, messaging, Web embed, ads)
- Great engagement drives conversion
- Connects with back-end systems to enable advanced user interaction and transactions

Opportunity

- Wraps can be used following a conversation with a customer where the agent selects the products/services discussed and on the fly generates a personalised mico-site which the customer can walk away with. This would work well in an EE shop environment.
- A Wrap can also be auto generated following a customer order, billing cycle or upcoming engineer appointment. This would be an ideal delivery mechanism for welcome to service messages,

Status

- Deployed



Customer Experience Programme

New capabilities...



Proposition

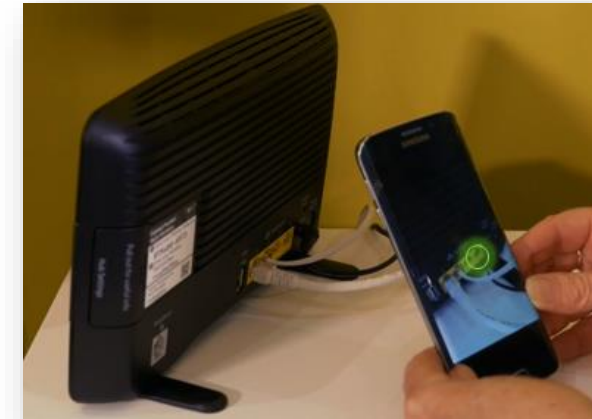
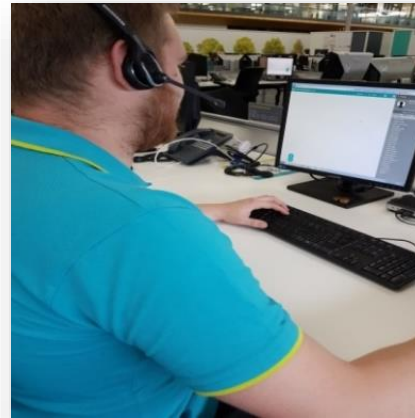
- Sightcall offers a simpler Customer Experience to deliver as See what I see experience to the customer.
- Very quickly allow the customer to share the smartphone camera to understand a home network/setup problem.
- Agent can take screen shots, annotate a video image, co-browse

Opportunity

- The Sightcall technology has been deployed by Verizon in the US to support their Fios (fibre) product.
- The opportunity is to give an innovative customer experience to home Network and home setup issues.
- Allowing an agent to see what the customer sees can significantly reduce the time it takes to solve a problem and potentially reduce the need for costly engineer visits.

Status

Deployed across BT



Customer Experience Programme

Supporting tools...



Proposition

- Lightico allows advisors to quickly establish a session with a customer either through a text or email
- The link sent through opens up a browser session where content can be pushed live to the customer.
- Images, videos, contract, e-signatures can all be pushed directly through to the customer.
- Both parties a permanent record of the session and copies of any documents signed.

Opportunity

- Within BT and EE signing T&C's and contract signatures can be a long drawn out phone conversation with advisors having to read out a standard script.
- The Lighico solution reduces call handling times by putting the content in front of the customer to read through whilst the advisor progresses the order.
- The Contract signature provides a much improved customer experience and secure method to record customer sign-off
- The contact push of images and videos is also a very helpful tool in sales conversions.

Status

In trial across BT and EE

