

Argyle for Marketing and Customer Experience

White Glove Service in the Digital Age: Reimagining Customer Service Excellence

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@ArgyleExecForum



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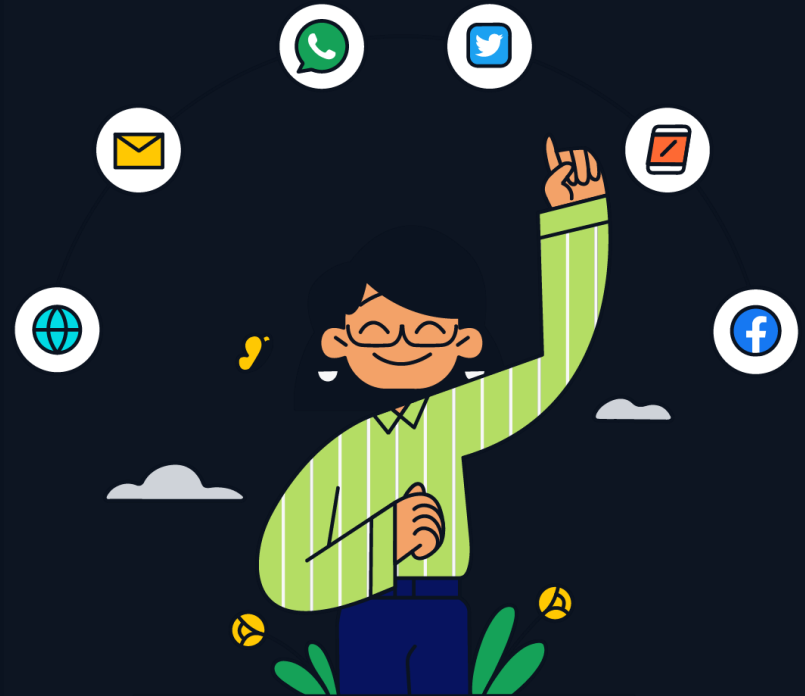
Submitting Questions

In order to submit a question at any point during the discussion, you can type it in the chat section of the console.



Transforming Service Excellence

Matt Arnold
Enterprise Solution
Engineering Manager



Matt Arnold
Manager
Solution Engineering



Today's Presentation

Freshworks at a Glance

Customer Experience Trends

Omni-Channel Support

Strategies to Support Omni-Channel Excellence in a Retail

Environment

Discussion





Freshworks at a glance



2010

Founded



\$308M

LTM Revenue



49%

LTM Revenue Growth



4300

Employees



Award Winning

Top 10 Forbes Cloud



~52,500

Total Customers



Trusted by 50K+ customers

With a +40% YoY growth



w@terstons

vroom

NIELSEN BRANDBANK

FIFA



Blue Nile



Hamleys





Product Portfolio

Customer Solutions (CRM)

Customer Experience



Freshdesk

Sales



Freshsales

Marketing



Freshmarketer

Employee Solutions

IT Service Management



Freshservice

HR Management



Freshteam

Platform





Poll Question

Which option best describes your current customer experience strategy?

- Reactive, we allow customers to call and email us
- We have a customer focused omnichannel strategy
- Our leaders have asked us to research Bot solutions
- CX is not currently a high priority for our organization





Customer Behavior Has Changed As We Know It

**Prefer
digital channels**

50%

increase in usage of
messaging
apps - WhatsApp,
Facebook Messenger

**Show less
patience**

8 sec

average attention span
for the modern
customer

**Demand white
glove experience**

66%

say being treated like a
person, not a number, is
very important



Current trends towards Omni-Channel Support



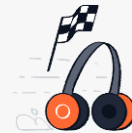
43% of all customers would pay more for greater convenience; 42% would pay more for a friendly, welcoming experience.



Business growth can be put in jeopardy by not providing both a positive mobile and cross-device shopping experience via a wide range of channels.



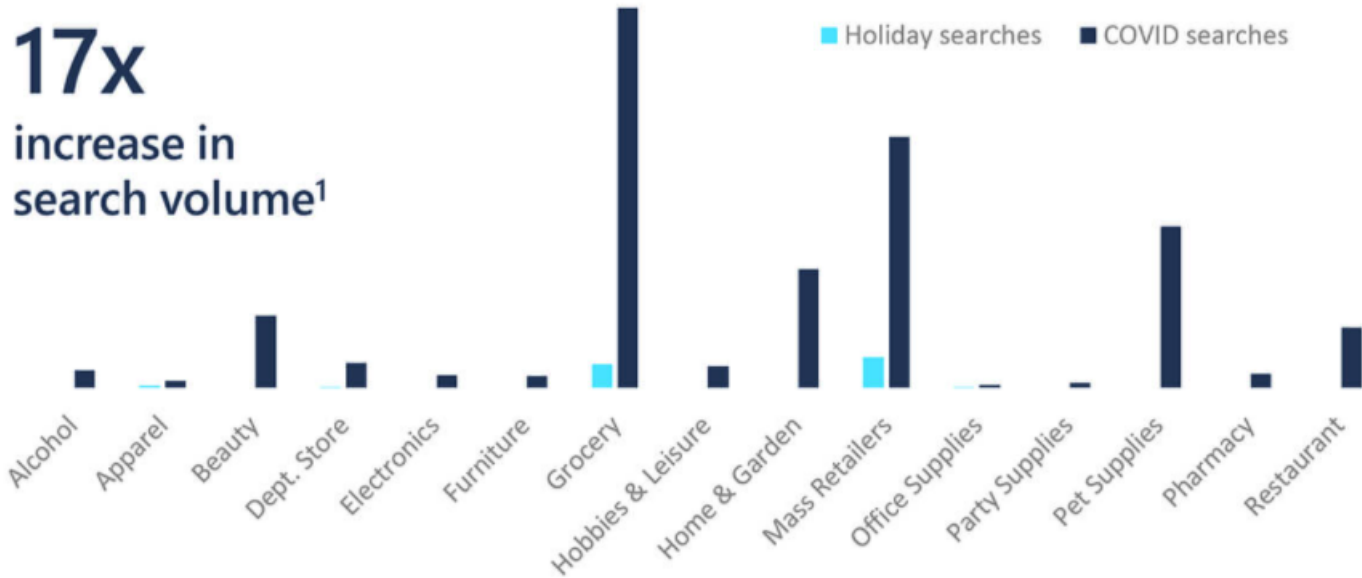
Customers are willing to find the answers themselves. So much so, that by 2030, [Gartner estimates](#) that a billion service tickets will be raised automatically by customer-owned bots.



Customers expect personalization using data. This might include engagement over their preferred contact method, product recommendations based on purchase or search history.



90% of Retailers Plan to Implement BOPIS

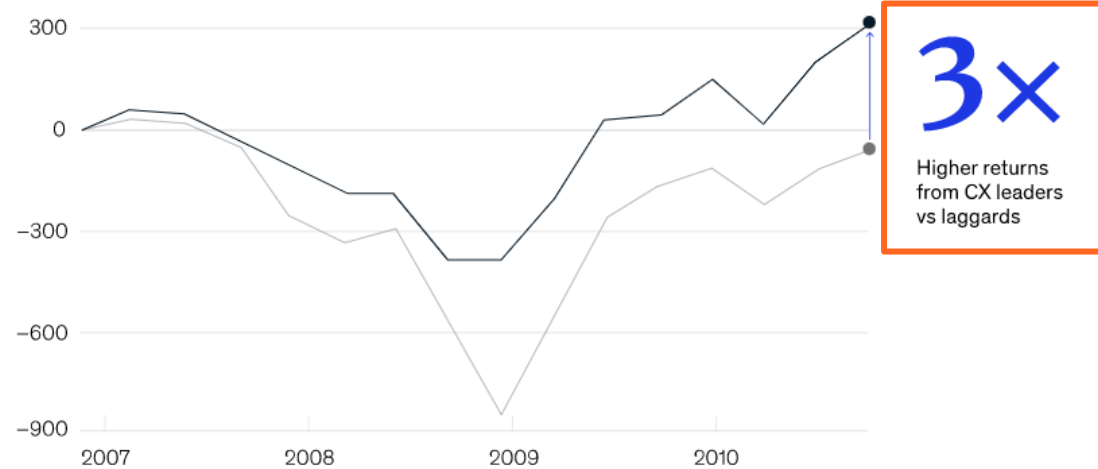




CX Is a Competitive Differentiator

Customer experience (CX) leaders are more resilient during recessionary periods, experiencing shallower troughs and quicker recovery.

Financial performance (total shareholder returns) of CX leaders vs laggards¹

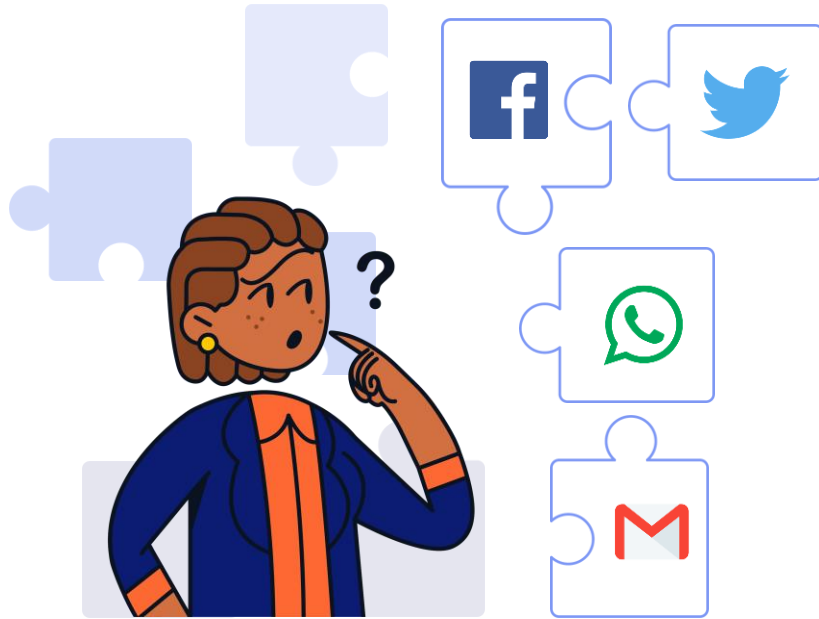


¹ Comparison of total shareholder returns for publicly traded companies ranking in the top ten of Forrester's CX Performance Index from 2007–09. Source: Forrester Customer Experience Performance Index (2007–09)

Today's Customer Experiences Are Broken



Customers expect immediate, personalized and delightful experiences.



“Organizations **struggle to be successful with customer engagement** today.

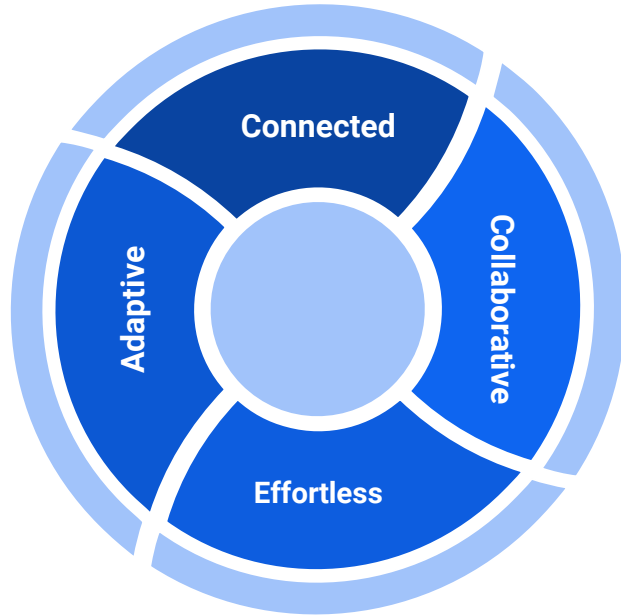
They must **‘meet customers where they are’** by increasing the number of channels they serve.”

Gartner 2021

The Future of Customer Engagement



Business are Rapidly Redefining New Support Experiences



Digital-first capabilities become the conduit to reimagine employee and customer experiences.



Connected



Collaborative

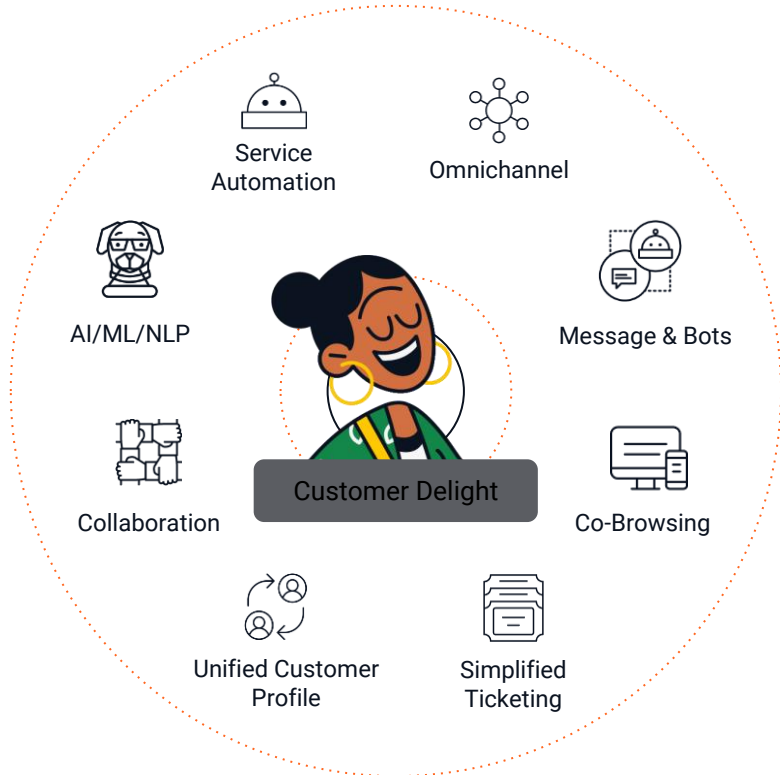


Adaptive



Effortless

Delight Customers with Effortless Omnichannel Experiences



Delight Customers Everywhere

Have more meaningful conversations across the entire customer journey.



Master Service Excellence

Solve inquiries faster and provide highly personalized service.

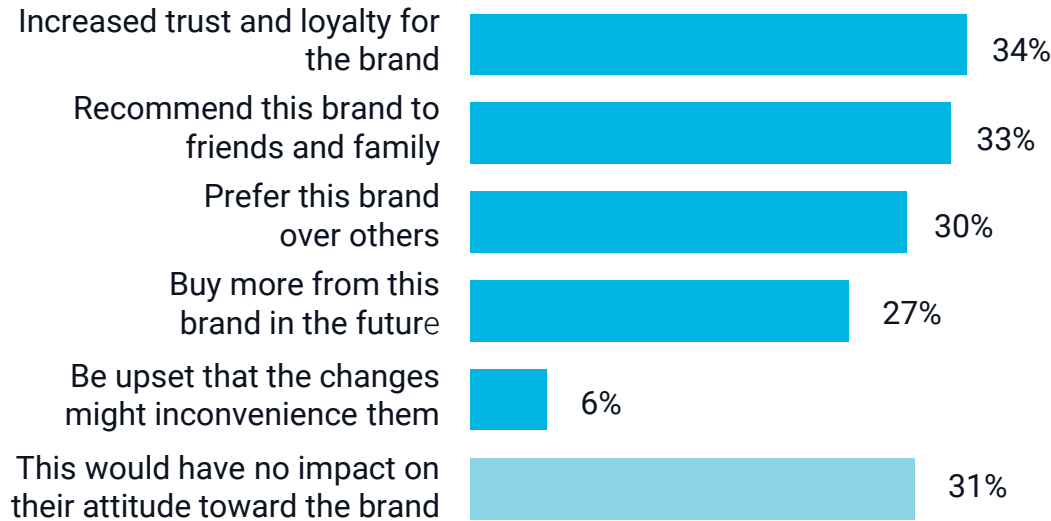


Effortlessly Grow Customer Value

Proactively anticipate customer needs and convert more business.



When Companies Put the Customer at the Center of Their Omnichannel Strategy



When customers find brands that prioritize them, they reward companies with preference, advocacy, and spend. The most precious currency of today - **customer trust.**

Forrester, 2021



Digital Support is the New Normal



Distributed Service Teams

76% of customer service functions have 80% to 100% of their staff working remotely



Unprecedented Call Volumes

Over 40% of customer service leaders have experienced increased service contact volumes.



Empathy Matters

76% customers say they are re-evaluating 'what matters most' in their relationships with companies.



CX-Focused Companies Generate More Revenue

Superior experience

Companies with a customer experience mindset drive revenue **4-8% higher** than the rest of their industries

Personalization

Brands with superior customer experience bring in **5.7 times more revenue** than competitors that lag in customer experience

Analytic inaction

84% of companies that work to improve their customer experience report an increase in their revenue

Prioritizing future investment

59% of companies with a CEO involved in CX report higher revenue growth



Omnichannel Service ≠ An Added Cost Center

Truth: A great Customer Experience (CX) is a competitive differentiator and a means to increase revenue, and retain both customers and employees.

Studies Show

One in three consumers (32%) **say they will walk away from a brand they love after just one bad experience**

[Source](#)

Surveyed service leaders report that as much as 40% of today's live volume could be resolved in self-service channels. [Source](#)



Poll Question

What do your service teams struggle with the most?

- Navigating technology to find the right information efficiently
- Feeling empowered to deliver the best experience
- Unclear performance and metric expectations
- Handling a high volume of incoming requests





Steps towards Omni-Channel Excellence

Understand the friction points in customer experience

Empower customers with self-service and agents with tools that recommend the next best action

Measure the right KPIs to drive data-driven decisions

Implement omnichannel strategies to meet customers where they are with relevancy



Maximize Zero-Contact Resolution with AI-Powered Self-Service

Make self-service the first touchpoint of customer service interaction.

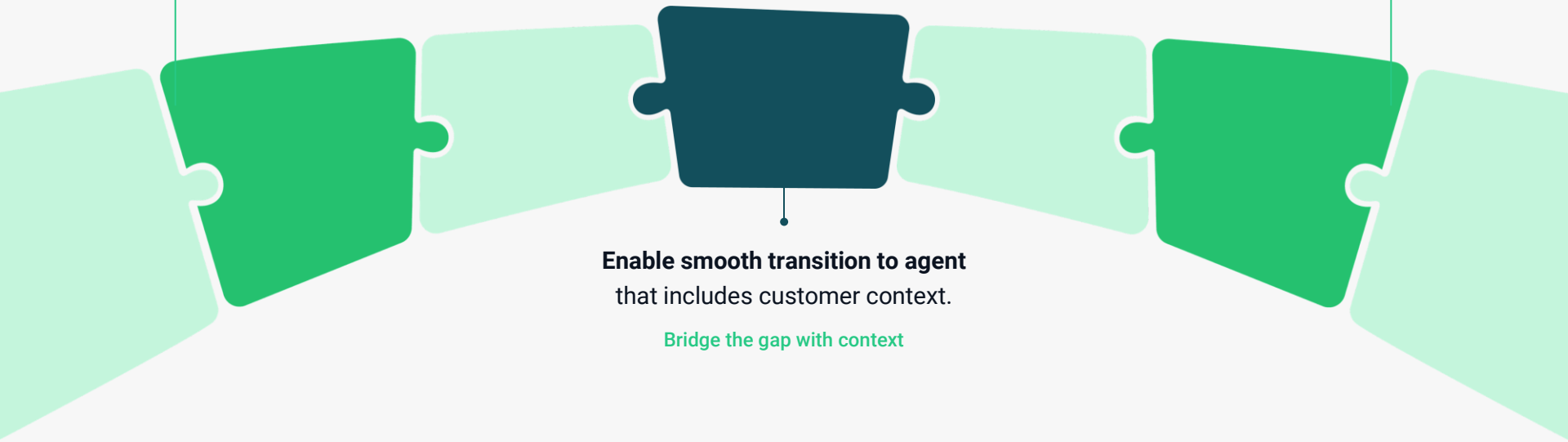
Self-service for
Customer Experience

Use agent-facing bots to hyper-automate repetitive tasks and workflows.

Self-service for
Agent Experience

Enable smooth transition to agent that includes customer context.

Bridge the gap with context





An AI-powered, omnichannel, customer service platform for intuitive, personalized, and collaborative customer service.

Delight your customers with effortless omnichannel service.

Engage in more meaningful conversations every day, across every channel, with every customer.

27% lower ticket volumes due to self-service and AI-chatbots

2.9M in savings and **38% fewer** phone calls by deploying digital service channels

47 FTEs worth of capacity unlocked due to improved operations



Call to Action

Ask your customer experience teams how they are measured

Review your technology stack and processes

Talk to your customers / journey map their experience



Delight made easy with Smart customer support

www.freshworks.com



Thank You

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