

TOMORROW'S CUSTOMER CARE: MORE THAN JUST A COST CENTER

A number of companies are dramatically reimagining customer care.

HOW? By treating the contact center as a vital source of value generation. In fact, Gartner predicts that **40%** of contact centers will turn into profit engines by 2025.¹ Here's how your contact centers can do the same.



¹ <https://www.gartner.com/en/newsroom/press-releases/2021-01-12-gartner-predicts-80-of-customer-service-organization>

MINE FREE CUSTOMER INTEL

76%

*of companies don't
analyze their
customer data.²*

That's like leaving money on the table.

Contact centers yield a wealth of intelligence that can help brands upsell, personalize offerings, and match agents with customers based on long-term relationship value.



² <https://www.zipppia.com/answers/what-percentage-of-companies-use-big-data-analytics/>

DRIVE BETTER DIGITAL ENGAGEMENT

Borrowers crave ease and speed across all channels.

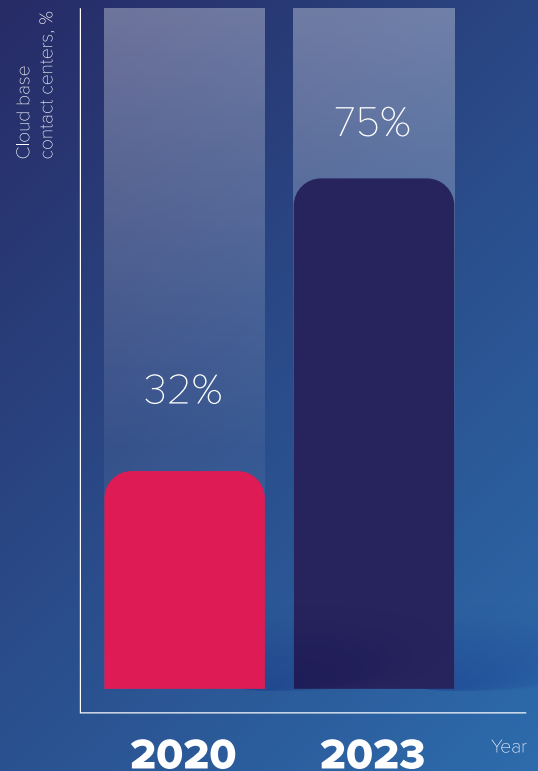
That will change as customer service migrates to a centralized platform on the cloud.



10%

of businesses have perfected omnichannel engagement.³

75% of contact centers expect to be cloud based by the end of 2023 — up from just **32%** in 2020⁴ — paving the way to better customer engagement and more-profitable interactions.



³ <https://www.deloittedigital.com/us/en/offerings/customer-led-marketing/digital-customer/elevating-customer-service.html>

⁴ Ibid

AUTOMATE BASICS WITH AI

When AI fields routine customer queries, agents can focus more on revenue opportunities.

Consider a top provider of gaming consoles:

Overwhelmed by password resets, the company delegated the task to chatbots. In just **60 days**, the bots freed up live agents by handling **250,000 resets**, while generating **70% savings** per interaction.

60
days

250k
resets

70%
savings



122%

Another early adopter is a sports media giant:

It enlisted chatbots to help fans create tournament brackets. The result? **An annual increase of 122%** in engaged fantasy-sports sessions.

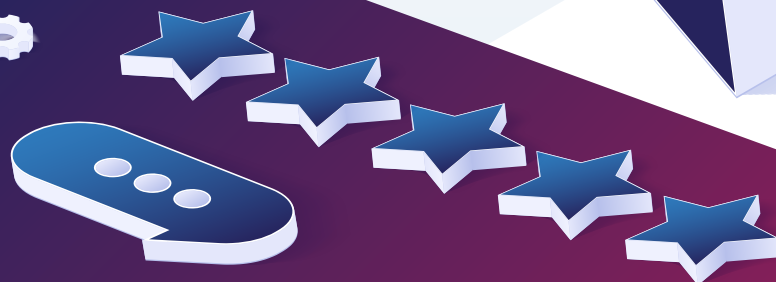
DEPLOY DATA-DRIVEN OUTREACH

Proactive engagement is always better than reactive defense.

50%

Rather than wait until customers enter churn mode, **use predictive data analytics** to anticipate complaints and convert them into incremental sales.

of customers abandon a favorite brand after just a couple of bad experiences.⁵



CAPITALIZE ON REAL-TIME ANALYTICS

Gartner predicts that **45%** of AI-assisted customer-agent interactions will use real-time analytics by 2027 to improve customer and business outcomes.⁶

Also on the horizon:

Agents will receive dynamic, real-time CSAT feedback based on sentiment analysis.



One global telecom company is practically already there.

The company gives agents feedback just minutes after an interaction, with tangible benefits.

Before too long, real-time insights will help boost revenue too.

86%

resolution rate

\$45
mln.

in savings

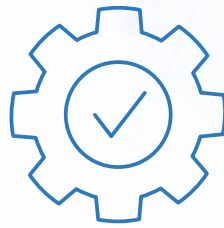
NEXT BEST ACTIONS

To make the most of these digital accelerators, keep the following tips in mind:



STAY HUMAN

Train your agents to treat customers as relationships to nurture, not just problems to solve.



DO MORE WITH LESS

Operational savings from automation can help fuel growth-focused digital investments.



PAY FOR RESULTS

Work with a customer care partner that charges based on outcomes, not rate per hour.

Want to learn more? Please see our whitepaper
Customer Care in 2030: Where the Future Is Heading.

In the meantime, let's talk.

We make digital
human™

sutherlandglobal.com
sales@sutherlandglobal.com
1.585.498.2042



Sutherland is an experience-led digital transformation company. Our mission is to deliver exceptionally designed and engineered experiences for customers and employees. For over 35 years, we have cared for our client's customers, delivering measurable results and accelerating growth. Our proprietary, AI-based products and platforms are built using robust IP and automation. We are a team of global professionals, operationally effective, culturally meshed, and committed to our clients and to one another. We call it One Sutherland.

