CXaaS: The Future of Customer Experience

Revolutionise customer experiences with
a CX as a Service model focused on outcomes

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Serve your customers with speed and agility

Too often, customer experience (CX) projects aren't fast enough for today's digital age, where speed and digital channels are essential. Long, arduous, IT-driven implementations often take years, making them obsolete before they launch. Success is measured by operational effort (handle time, capacity), not by how well costs are contained or customer satisfaction improves.

Rather than stick to the old way of doing business, progressive firms are creating innovative, flexible customer experiences at scale and budget with speed. Customer Experience as a Service (CXaaS) is an end-to-end managed services approach that combines CX strategy, technology innovation, data integration, automation, and employee expertise to quickly develop and expand customer-centric initiatives. CXaaS emphasises outcomes with flexibility to change.

This strategy guide examines the market forces pushing CX in this direction, why CXaaS matters, and the benefits for organisations across industries.

Read this strategy guide for:

- A clear definition of CXaaS and why it matters to your business
- Technology and people solutions that power CXaaS
- Ways to get started with an outcome-based CXaaS program

Market forces driving the shift to CXaaS

The events of the past year significantly accelerated the emphasis on digital transformation and flexible customer operations. 2020 "kicked in the digital front door" for companies who had been hesitant to invest in technology around the customer experience.

A number of simultaneous market forces have converged to create the perfect opportunity to advance how customer experiences are designed, deployed, and managed.

Virtual workforces

35% of the CX workforce will be remote by 2023 (Gartner)

Shift to direct-to-consumer

D2C sales are projected to surpass $21 billion in 2021 (eMarketer)

Digital-first customer experiences

Digital customer service interactions will increase by 40% in 2021 (Forrester)

Legacy systems reaching end of life

Operations are struggling to keep up with technology and customer needs without breaking the bank

Ecosystem full of unrealized potential

Expertise is needed to get the most value of CX tech investments

CXaaS
defined

CXaaS is more than just another technology with "as a service" on the end of it. **It is a cloud-based customer solution for planning, designing, and executing activities that encompass all parts of the customer experience.** CXaaS operations are typically managed by a third-party partner on behalf of a brand.

What makes CXaaS so powerful is that the risk shifts from the brand to the CX solutions partner to drive outcomes. Giant internal technology investments are replaced with a **flexible cloud-based platform managed by the partner.** Customer experience tools and services can be ramped up or down within the platform in near real-time to foster continuous improvement. It is the backbone of true digital transformation.

Rethink your approach to CX operations

CXaaS looks at contact centre operations in a whole new way

From This ⇒⇒⇒	To This
Rising costs to serve	**Reduced cost** per customer and overall TCO
Complex, disconnected vendor network	**Strategic, end-to-end partnership with aligned incentives**
Contracting challenges related to a fees-based approach	**Innovative, shared-risk commercial framework**
Reliance on Capex investment	**Cloud-based OPEX structure**
Technology point solutions	**Transfomational, omnichannel, digital-first customer experiences**

A focus on outcomes

CXaaS is made up of services, talent, technology & digital solutions, CX strategy, and data integration that is managed by a single strategic partner to ensure enterprises can derive maximum benefit from the engagement and achieve their transformation goals. It provides the structure for today's risk-averse business climate to **deliver digital transformation and positively impact the entire customer journey** without placing a heavy burden on IT or straining budgets beyond what's already allotted.

How to get to the outcomes isn't the primary focus. That's for the partner to figure out. Instead, the two partners agree on specific outcomes that will be delivered.

Potential outcomes in the contact centre

- Cost reduction for same number of customers served
- Increase in customer NPS
- Customer calls resolved per day
- Improvement in employee productivity

CX solutions that power CXaaS

Customer journeys are becoming more complex. The end-to-end journey requires technology investment in a number of areas to improve the customer experience, reduce costs, and streamline employee operations. The CXaaS model incorporates best-of-breed solutions into a single cohesive, cloud-based platform, managed by the partner. Solutions can be turned on or off as needed to achieve outcomes.

The engine of CXaaS

Intelligent omnichannel contact routing

Back-office RPA/RDA automation and customer-facing chatbots

Mobile messaging

Highly skilled contact centre staff

Remote agent support

Interactive Voice Response (IVR)

CRM integration connectors

Call recording and Quality Management

Work Force Management (WFM)

Outbound omnichannel support

Contact centre and customer analytics

How it works

Leverage technology and expertise across the CX journey to create a holistic approach and deliver incremental CX improvements that drive further investment and improvements.

1 Virtual contact centres for flexible remote operations

2 Segment customers for personalised outreach

3 AI sidekicks to support employees during customer interactions

4 Customer intent mapping to deliver actionable insight at key points of the customer journey

5 Mobile messaging to reach more customers in a preferred channel

Getting started with CXaaS

CXaaS brings strategy to life with technology and experts in three phases to continually make progress and pivot based on insights from previous phases, starting with call deflection and automation. Here's how it could look at your company:

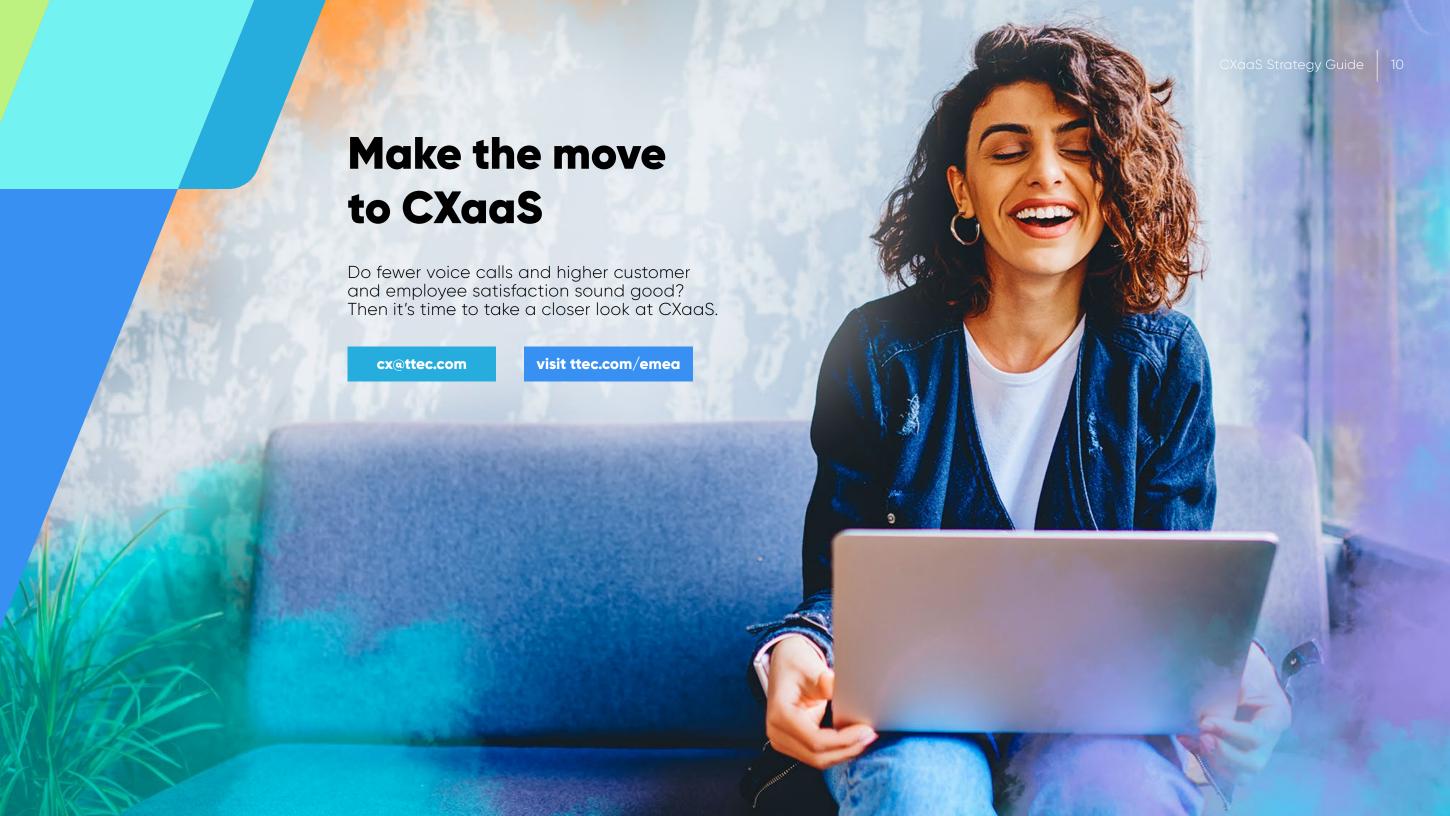**Step 1: Execute on the CX roadmap to optimise the current contact centre.**
Find quick wins for efficiency and optimisation gains to create a more seamless experience with less effort.

Step 2: Pivot to customers.
With insights now in hand, focus on knowledgebase improvements to enable self-service, automated chatbots, and proactive notifications. Done right, it will reduce calls and dependence on human labour while improving customer resolutions and further improving the customer experience.

Step 3: Become future-ready across the organisation.
Building off the prior two phases, move beyond the contact centre to activate digital transformation across customer channels throughout the lifecycle.

Make the move to CXaaS

Do fewer voice calls and higher customer and employee satisfaction sound good? Then it's time to take a closer look at CXaaS.

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About TTEC

TTEC Holdings, Inc. (NASDAQ: TTEC) is one of the largest global CX (customer experience) technology and services innovators for end-to-end, digital CX solutions. The Company delivers CX technology and operational CX orchestration at scale through its proprietary cloud-based CXaaS (Customer Experience as a Service) platform. Serving iconic and disruptive brands, TTEC's solutions span the entire enterprise, touch every virtual interaction channel, and improve each step of the customer journey. Leveraging next-gen digital and cognitive technology, the Company's Digital business designs, builds, and operates omnichannel contact center technology, conversational messaging, CRM, automation (AI / ML and RPA), and analytics solutions. The Company's Engage business delivers digital customer engagement, customer acquisition & growth, content moderation, fraud prevention, and data annotation solutions. Founded in 1982, the Company's commitment to CX excellence has earned its leading client NPS scores worldwide. TTEC's nearly 61,000 employees operate on six continents and bring technology and human ingenuity together to deliver happy customers and differentiated business results. To learn more, visit us at **ttec.com/emea**

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