

LogMeIn 2018 AI Customer Experience Report

The Impact of Chatbots and AI on the Customer Journey



As customer experience becomes a key success factor for organizations across North America, many are struggling to deliver the fast and personalized service modern consumers are demanding. Emerging technologies – like Artificial Intelligence (AI) – are helping companies transform the customer experience, but businesses need to act quickly to stay ahead of the pack and start delivering the type of service that becomes a true competitive differentiator.

Despite strong interest in AI, North American Consumers are still mostly utilizing traditional channels like telephone and email when contacting brands. While channels like online chat (with a human or chatbot) and self-service are employed by some, the telephone remains supreme. However, NA Consumers also report a higher than average time to resolution of 12 hours. While telephone has been a go-to method of communication up to this point, there is evidence to suggest that the use of more advanced channels can expedite this process, resulting in efficiency gains for businesses and better experiences for consumers.

Channels used for most recent brand interaction



FIGURE 1
 "CONSIDERING YOUR MOST RECENT INTERACTION WITH A BRAND, WHICH OF THE FOLLOWING CHANNELS DID YOU USE?" SPLIT BY REGION, ASKED TO ALL CONSUMER RESPONDENTS (4,500)

A faint, light-colored map of North America is visible in the background of the top section of the page, showing the outlines of the United States and Canada.

Businesses from the US and Canada recognize a shift in future channel preferences

Though traditional channels have been popular in North America, more than three quarters (76%) of Business respondents from the US and Canada believe that online chat, either with a human or a chatbot, will be among the most prominent channels used by customers in three years' time (71% globally). And this shift in channel preference could easily pave the way for an increase in net first contact resolution which is currently a huge concern for many organizations.

On average, Business respondents in North America report that only 51% of customer problems are solved on the first interaction, which is slightly higher than the global average (49%), and the best performance of any region. But realistically only solving half of customers' problems on the first interaction is not good enough. Just over two thirds (68%) admit that their organization's customer service agents struggle with the volume of customer enquiries which could be leading to the lack of first touch resolutions. The move toward AI-powered tools could be a turning point for organizations by helping customers self-serve on simple FAQ-type queries and/or gathering pertinent information about an issue before bringing in a human agent who can then jump right into solving the issue.

This transition could also provide positives for the speed of resolution. More than six in ten Consumer respondents from North America believe that it takes

too long for brands to solve their enquiries, which is on par with the global number. Brands cannot afford to take the opinions of their customers lightly, as 87% of North American Consumers who believe that it takes too long to solve inquiries, or would simply like this process to be faster, would take retaliatory action if the brands don't reduce this time. In fact, 37% would consider using another brand that offers similar products or services.

While speed is important to many consumers, it is not the only factor that goes into creating a great (or not so great) customer experience. More than eight in ten Consumer respondents from North America have experienced at least one problem when interacting with brands for support including having to repeat themselves, difficulty in getting where they need to be, and wanting to speak to a human but being unable to do so being among the most common.

Issues experienced with brand support

“Have you experienced any of the following issues when interacting with brands for support?” split by region, asked to all consumer respondents (4,500)

“I had to repeat myself to more than one advisor as my query was escalated.”

35.3%
GLOBAL

38.5%
US & CANADA

“The problem took too long to solve.”

32.7%
GLOBAL

33.7%
US & CANADA

“Difficulty in getting where I need to be.”

26.4%
GLOBAL

32.6%
US & CANADA

“I wanted to speak to a human agent, but was unable to do so.”

25.7%
GLOBAL

32.1%
US & CANADA

“The problem was never solved”

19.8%
GLOBAL

23.6%
US & CANADA

“Poor experience on channels that are important to me.”

14.5%
GLOBAL

15.2%
US & CANADA

“There were no self-service options.”

13.1%
GLOBAL

14.7%
US & CANADA

“Service not available on channels that are important to me.”

11.3%
GLOBAL

11.5%
US & CANADA

“I have never experienced issues when interacting with brands.”

16.7%
GLOBAL

13.5%
US & CANADA

While these issues showed up in customer experience scenarios across industries in the US and Canada, the telecoms industry has the most work to do. Only about four in ten (43%) Consumers from this region ranked the overall customer experience provided by businesses in this industry in a favorable light, including just 15% who rate it as excellent. **By comparison the financial services industry is the most favored among North American Consumers, with almost two thirds (65%) rating it as excellent or very good.**

A large graphic showing the fraction 6/10. The number 6 is green and the 10 is blue. A thin green line connects the text 'almost two thirds (65%)' to the number 6.

6/10

Despite still relying largely on traditional channels, 72% of Consumers from the US and Canada agree that brands should leverage technologies such as chatbots to reduce the amount of time that it takes to resolve a customer enquiry (72% globally). Just under half of Consumers believe that AI is changing customer experience for the better, which could be a result of lack of exposure — leaving many consumers unfamiliar and unaware of the benefits that AI brings.

A large graphic showing the percentage 77%. The number 77 is green and the percentage sign is blue. A thin green line connects the text '77% of surveyed Business respondents' to the first 7.

77%

While consumers are still warming to AI, **77% of surveyed Business respondents from North America believe AI is changing the customer experience for the better.** And large proportions believe that improving customer engagement will lead to increased customer satisfaction levels (65%) and resolving customer enquiries more quickly (60%), clearly displaying the benefits that such changes can produce.

In addition, more than 60% of North American Businesses report that if their organization could reduce the number of enquiries to their customer service teams by implementing AI then they would train their agents to handle different or additional tasks (65% globally).

This opens the door for human agents to focus their time on new and more complex tasks that could have significant impacts on their organization and also their career.

The speed and efficiency benefits that AI can provide to the customer experience are apparent to Businesses, but the implementation needs to be well thought out and structured in a way that improves the jobs of customer service agents, brings increased speed and efficiency to the organization, and improves the overall customer experience.

This is by no means an easy feat, but it is certainly achievable for organizations in the US and Canada, and across the globe – those who get there first will likely leave their competitors behind.




Research scope & methodology

LogMeIn commissioned the leading independent market research firm Vanson Bourne to undertake the research upon which this executive summary is based. A total of 850 Business respondents with involvement in the decision making process regarding customer experience in their organization were interviewed in May and June 2018. All respondents came from organizations with 500 or more employees across the financial services, IT/technology, retail, travel and hospitality, telecoms and outsourced contact centers sectors.

In addition to surveying business decision makers, over this same time period, 4,500 Consumers who have contacted a brand during the last six months with an enquiry or issue to be resolved, were also interviewed. The following number of interviews were collected across each respondent type in each of the below countries:

COUNTRY	# OF BUSINESS INTERVIEWS	# OF CONSUMER INTERVIEWS
US & CANADA	200	1,000
UNITED KINGDOM	100	500
FRANCE	100	500
GERMANY	100	500
INDIA	100	500
SINGAPORE	100	500
HONG KONG	50	500
AUSTRALIA & NEW ZEALAND	100	500

The interviews were conducted using online interviewing, all of which were undertaken using a rigorous multi-level screening process to ensure that only suitable candidates were given the opportunity to participate. Unless otherwise indicated, the results discussed are based on the total sample of either respondent type.



About LogMeIn

LogMeIn delivers industry leading solutions designed to empower companies to deliver smarter, more personalized customer engagement and support. Supporting over 200 million customer interactions every year, LogMeIn is helping companies transform how they interact with their customers in real-time, creating experiences that drive increased satisfaction and brand loyalty.

As a key part of our product portfolio, Bold360 is the ultimate customer engagement solution delivering the richest customer profiles and fastest time-to-value. By leveraging the power of AI, Bold360 helps personalize and enhance every engagement, no matter where it takes place—allowing companies to deliver better and more consistent customer experiences seamlessly across both AI and agent-based interactions. Bold360 delivers groundbreaking intelligence with out of the box simplicity and helps agents do what they do best—be human. For more information please visit www.bold360.com.

About Vanson Bourne

Vanson Bourne is an independent specialist in market research for the technology sector. Their reputation for robust and credible research-based analysis is founded upon rigorous research principles and the ability to seek the opinions of senior decision makers across technical and business functions, in all business sectors and all major markets. For more information, visit www.vansonbourne.com.

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