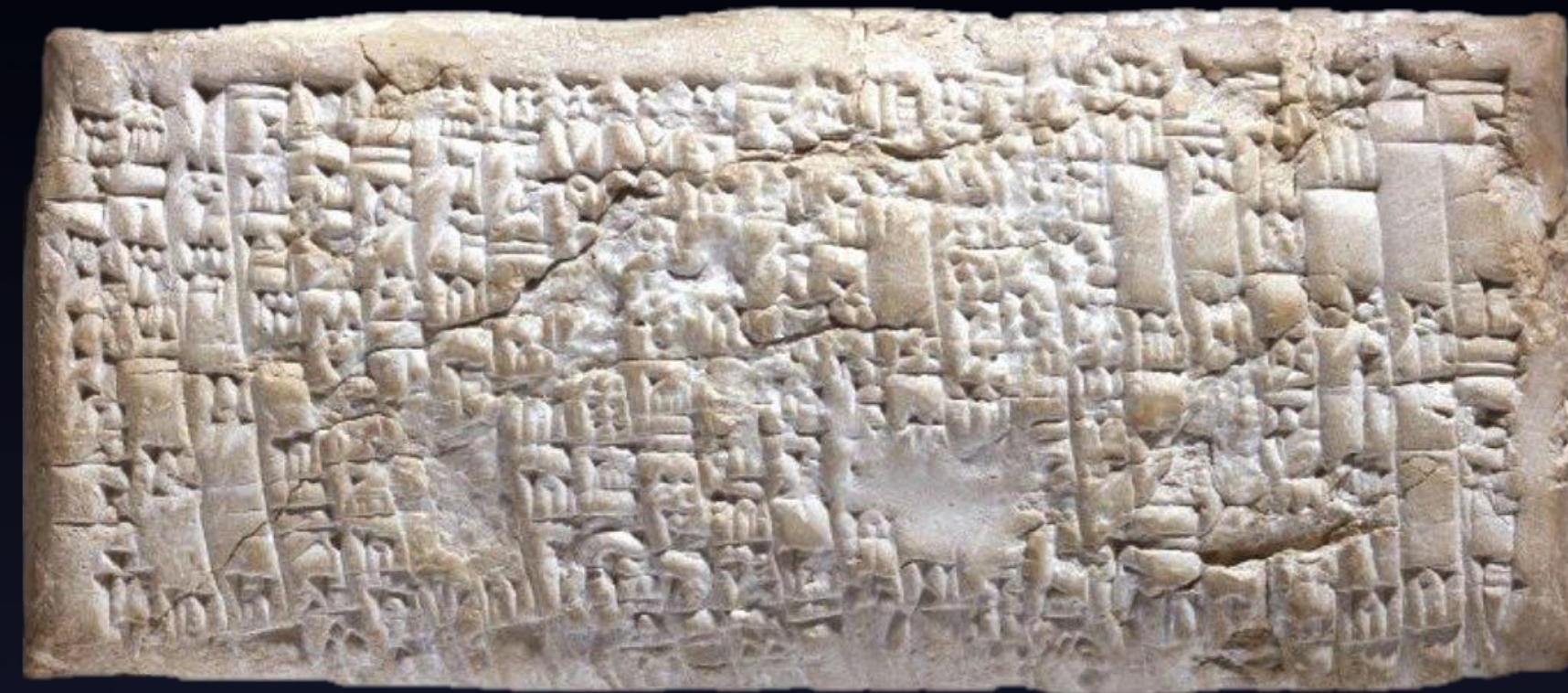




# Avoiding the **CX Mistakes of the Past**

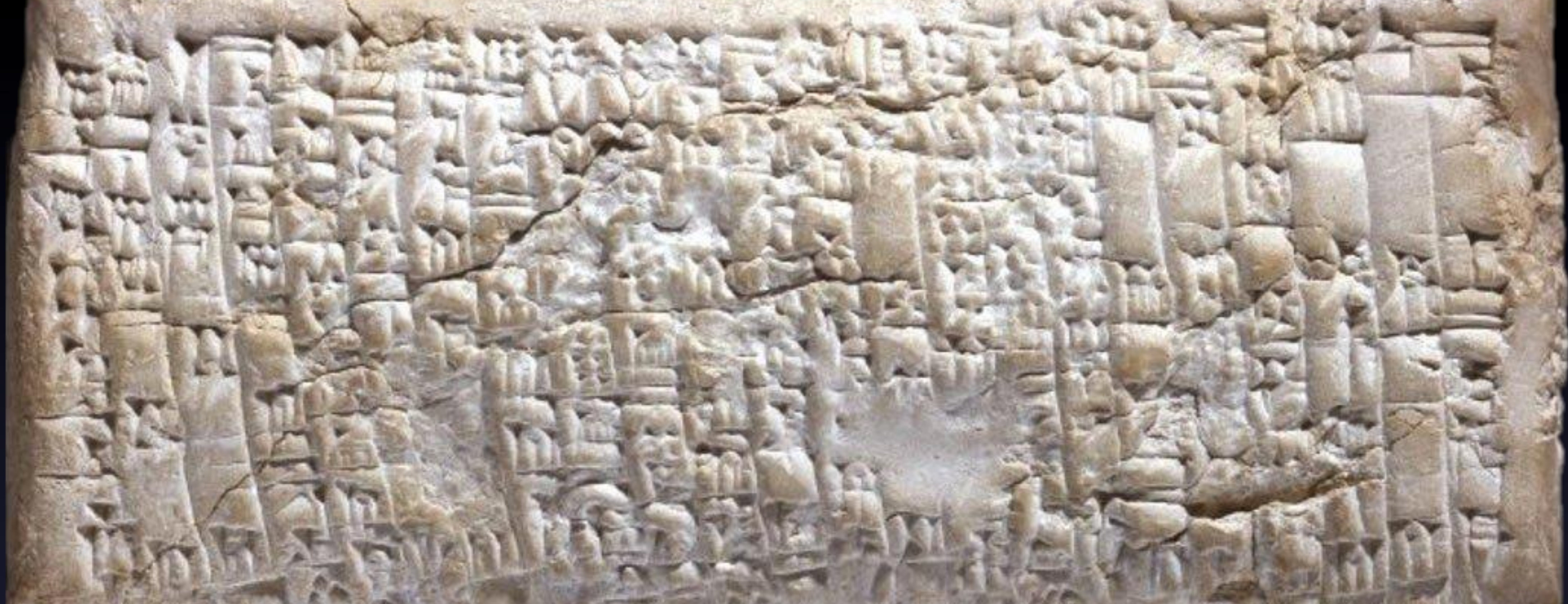
**Yaniv Reznik** Head of Customer Engagement Products, LogMeIn

**#CXNEXT**



#CXNEXT





#CXNEXT



四 五 三 二 一

What do you take me for, that you treat somebody like me with *such contempt*?

*You alone* treat my messenger with contempt!

It is now up to you to *restore my money to me in full.*

*I shall exercise against you my right of rejection* because you have treated me with contempt.

南京艺术学院学报



# then

VS

now



2



5



# Today



**Syed**  
@HVSVN



Don't fly @BritishAirways. Their customer service is horrendous.

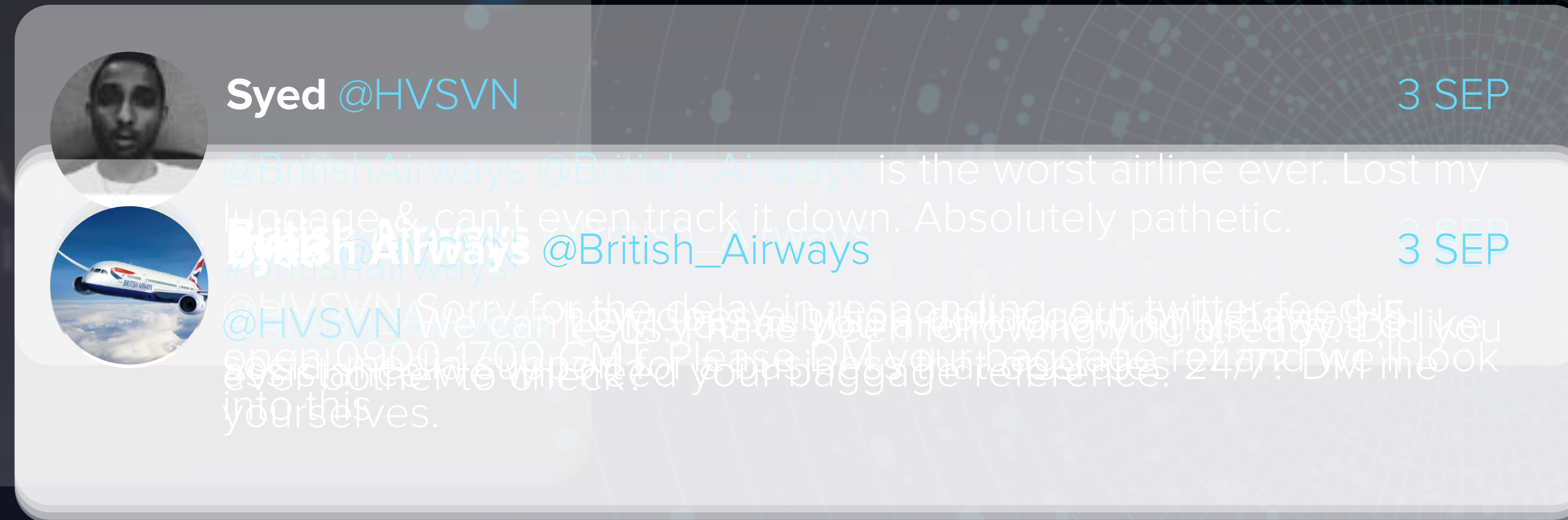
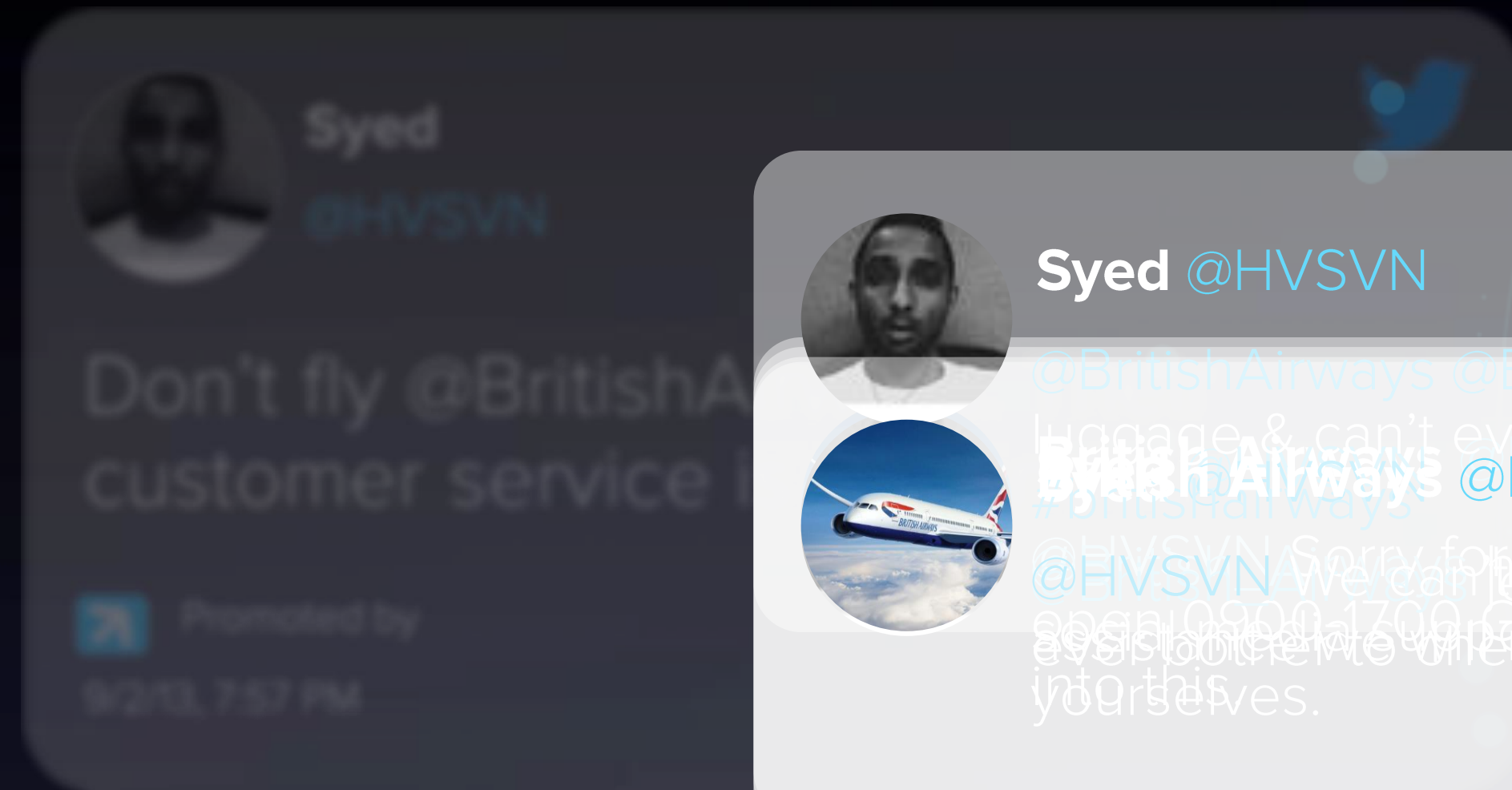


Promoted by

9/2/13, 7:57 PM

**#CXNEXT**





Today  
complaints can be  
**amplified**  
at a scale **unfathomable**  
4,000 years ago

#CXNEXT



...and so what?  
**Well, there's a cost.**

**#CXNEXT**



## BUSINESS IMPLICATIONS OF CX

# 65%

of buyers find a positive experience with a brand to be more influential than great advertising.

*PwC: Future of Customer Experience Survey (2018)*





## BUSINESS IMPLICATIONS OF CX

# 65%

of buyers find a positive experience with a brand to be more influential than great advertising.

*PwC: Future of Customer Experience Survey (2018)*

One in three consumers say they will  
walk away from a brand they love

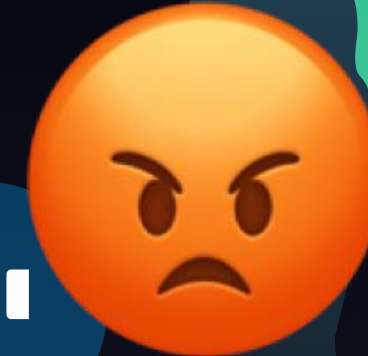


**Kaite** @kate1984

16 MAR

They used to be awesome, but after what happened today I'm never going back.

After 1 bad experience.



#CXNEXT





# More technology, same problem

#CXNEXT



Great technology  
can still create  
bad experiences. 😡


🏠GoldSilverPlatinum

Live Spot Prices: Gold Ask \$1,280.00 Silver Ask \$861.60 Platinum Ask \$861.60 ▼\$-14.50


CopperKingdom

Fine Quality Copper

Copper > Copper Bars



1 oz \$1 Banknote Copper Bar (New)



1 oz \$100 Banknote Copper Bar (New)

CopperKingdom Service

Nanni

How do I return my order? I just received a low quality copper shipment. That's not what I ordered!

Charlie

Charlie: I'm not sure I understand that question. Is there anything else I can help you with? We offer a variety of premium products. Click here to choose: premium quality and you lied. I want a refund.

Copper

Bronze

Silver

Gold





**What's the impact?**

**#CXNEXT**



Bringing  
bots and humans  
together.



# CopperKingdom

## Fine Quality Copper Ignots

RETURNS

Copper > Copper Bars



1 oz \$1 Banknote Copper Bar (New)



1 oz \$10 Banknote Copper Bar (New)



1 oz \$100 Banknote Copper Bar (New)



1 oz \$100 Banknote Copper Bar (New)



# Bringing bots and humans together.



## Talking with a Live Agent

Chat Session Started

Hi there, I'm Copper the BOT.  
★ **Chris – Client Relationship Mar**

We have a no-questions asked return

I need a full refund ASAP.  
My construction is now delayed and I  
need to put the money toward another  
copper vendor.

...  
attending to this so quickly.

#CXNEXT

# Harmony in motion

## Enable self-service

### RETURNS



Hi there, I'm Copper the BOT,  
I'm copper-smart, and bright as gold!  
Do you need help with a return?



## Seamless transitions



### ★ Chris – Client Relationship Mgr

Mr. Nanni, on behalf of CopperKingdom  
I apologize for shipping you the wrong  
product. I can issue you a full refund  
today or, if you'd like, I can upgrade  
your order and overnight you our best-  
selling PremiumPlus copper, at no  
additional cost.

That seems beyond my pay-grade, let  
me connect you with our client  
relations manager:

## Empowering agents



### ★ Chris – Client Relationship Mgr

Mr. Nanni, on behalf of CopperKingdom  
I apologize for shipping you the wrong

I can upgrade your order and  
overnight you our best-selling  
PremiumPlus copper, at no  
additional cost.



# Harmony in motion

## Enable self-service

### RETURNS



Hi there, I'm Copper the BOT,  
I'm copper-smart, and bright as gold.  
Do you need help with a return?



How can I help you?

Today

I want to check on the status of my order,  
can you help?



I'm happy to help, what is your order  
number

It's 6583947D



Great.  
Your order has been shipped and  
will arrive by Monday, June 10

Type your question here



Seamless  
transitions

Empower  
agents

#CXNEXT

# Harmony in motion

Enable  
self-service



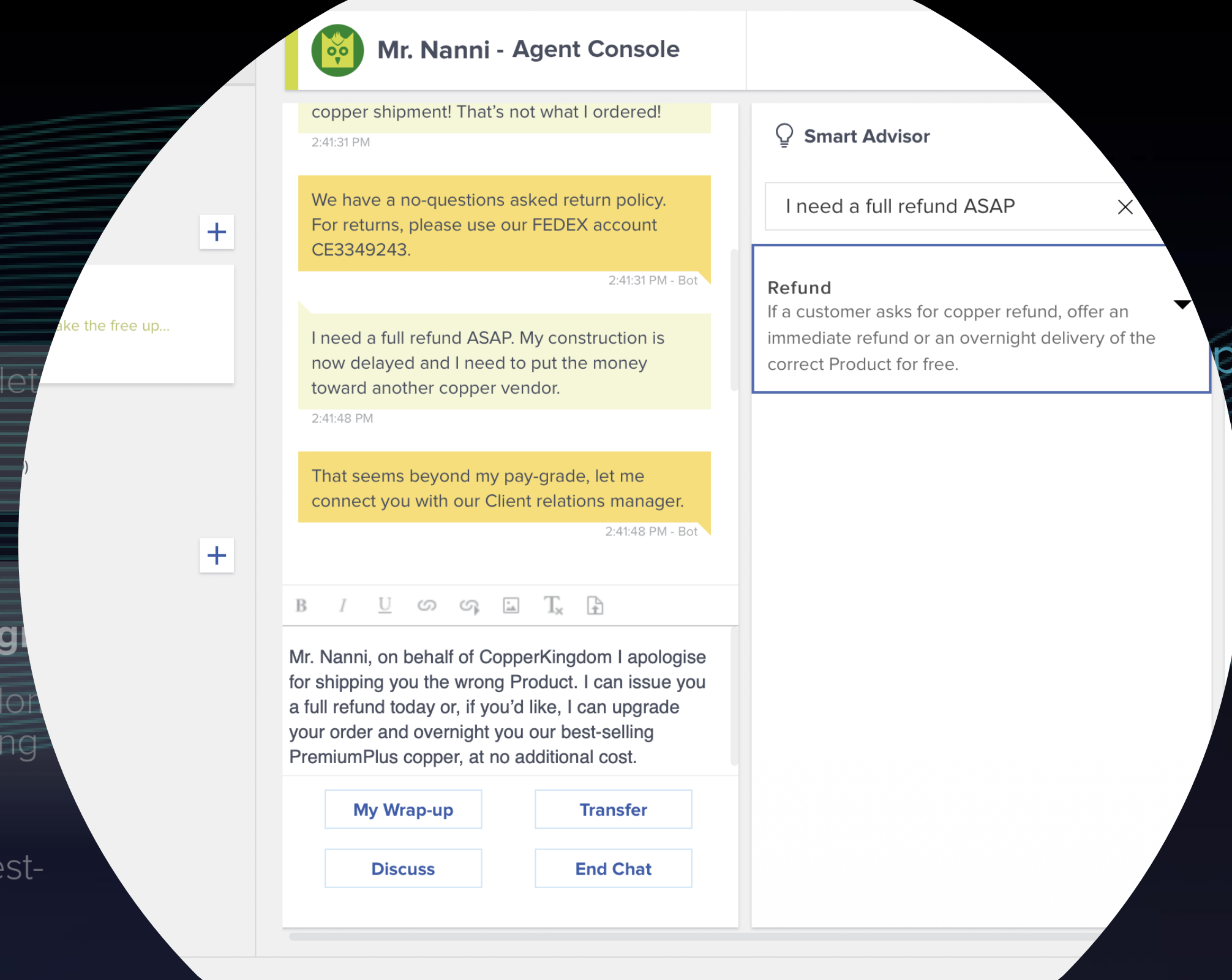
That seems beyond my pay-grade, let me connect you with our client relations manager:



## ★ Chris – Client Relationship Manager

Mr. Nanni, on behalf of CopperKingdom I apologize for shipping you the wrong product. I can issue you a full refund today or, if you'd like, I can upgrade your order and overnight you our best-selling PremiumPlus copper, at no additional cost.

## Seamless transitions



#CXNEXT

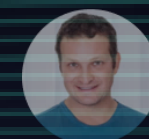


# Harmony in motion

Enable  
self-service

Seamless  
transitions

## Empowering agents



### ★ Chris – Client Relations

Mr. Nanni, on behalf of CopperKingdom I apologize for shipping you the wrong product. I can issue you a full refund today or, if you'd like, I can upgrade your order and overnight you our best-selling PremiumPlus copper, at no additional cost.

Mr. Nanni, on behalf of CopperKingdom I apologize for shipping you the wrong product. I can issue you a full refund today or, if you'd like, I can upgrade your order and overnight you our best-selling PremiumPlus copper, at no additional cost.

Thanks. I'll take the free upgrade. It's a frustrating situation, but I appreciate you attending to this so quickly.

2:51:36 PM

Smart Adv

I need a full refund

Refund

copper refund, offer an  
overnight delivery of the  
correct Product for free.



# bold360

Vonage  
Business

HSS Hire

jenny  
CRAIG

WILLIAMS-SONOMA

Cognizant

Fannie Mae

zoominfo

HEALTHHELP  
A WNS COMPANY

R A Z E R

Morgan Stanley

ING

Long View

AON

VANS

advia  
credit union

HQ

CIBC

Superdry.  
極度乾燥(しなさい)

WW

Legal &  
General

FPL

FIBI  
FIRST INTERNATIONAL  
BANK OF ISRAEL

ThermoFisher  
SCIENTIFIC

Belfius

blue  
prism

American  
Addiction Centers

SUSS  
SINGAPORE UNIVERSITY  
OF SOCIAL SCIENCES

TARION  
REGISTERED BUILDER  
TARION WARRANTY CORPORATION

cleartrip

FILTERSFAST.COM  
Filter. Purify. Protect.

See TICKETS

FJELLINJEN

HYATT

Abbott

iowa.gov

VW

SAP

WCCU

INTERNETSTORES

CARAVAN AND  
MOTORHOME CLUB  
SINCE 1907

UNITED SPORTS BRANDS

McDAVID SHOCK CUTTERS X6 NATHAN

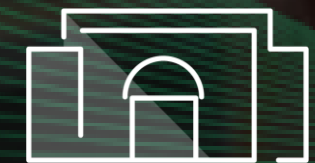
Johnson & Johnson

SOUTH  
AUSTRALIA

Government of South Australia  
Department for Industry and Skills

Pacific Crest  
FEDERAL CREDIT UNION





**Digital agent**

**Bold360**

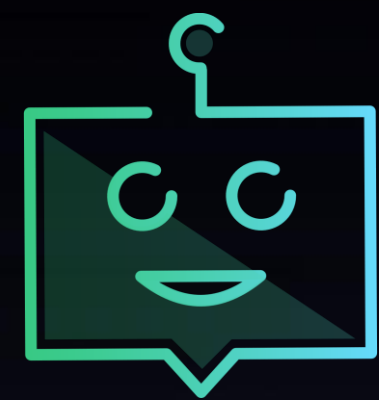


**#CXNEXT**









Available  
anywhere



# Welcome to Our Support Center

How Can We Help You

Type your question here



Account, bill  
and top up



Getting started  
and upgrading



Using our network



Device Guides



CX Mobile apps

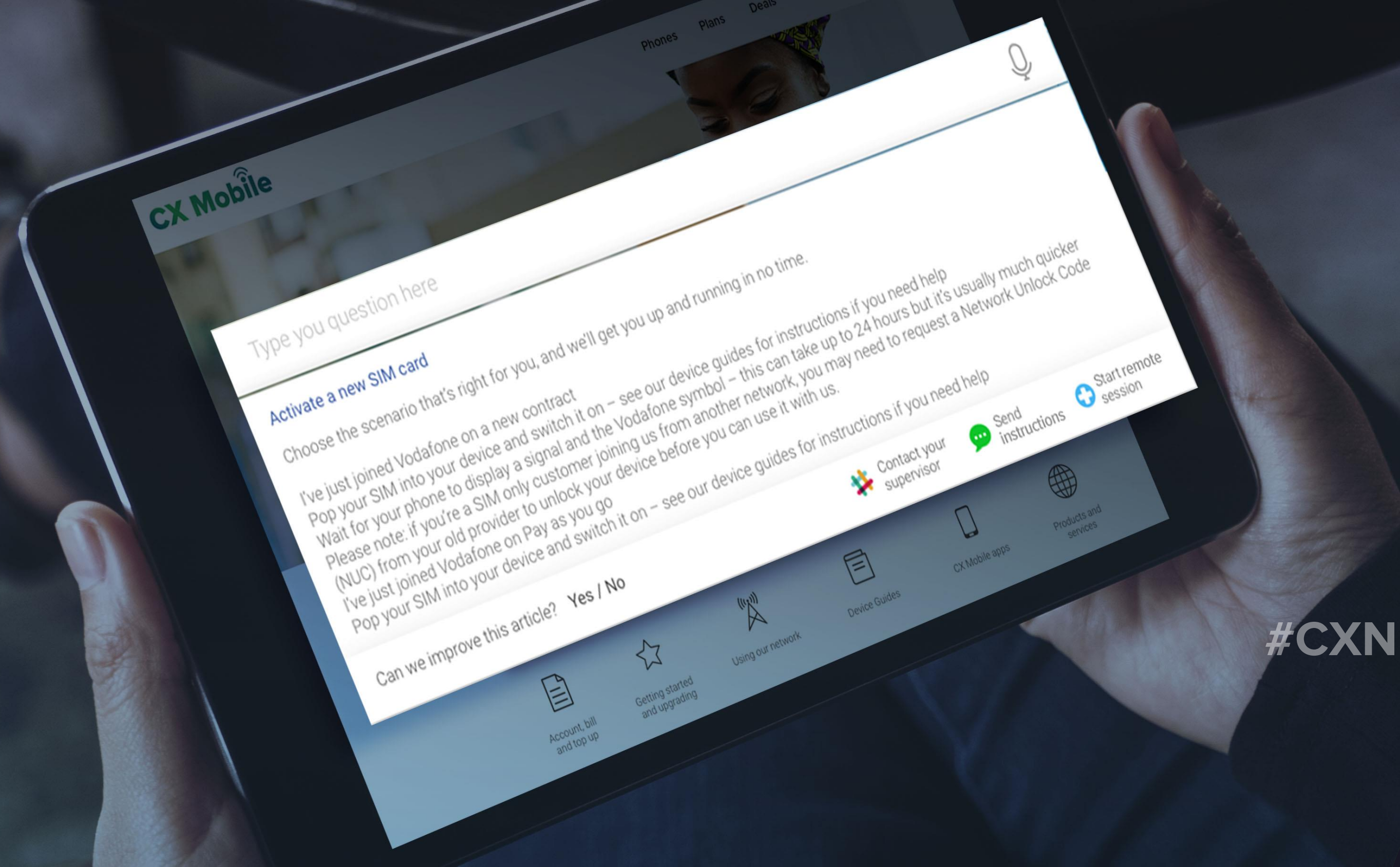


Products and  
services



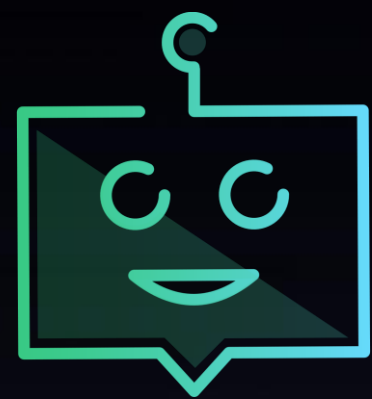


# Consistency of experiences

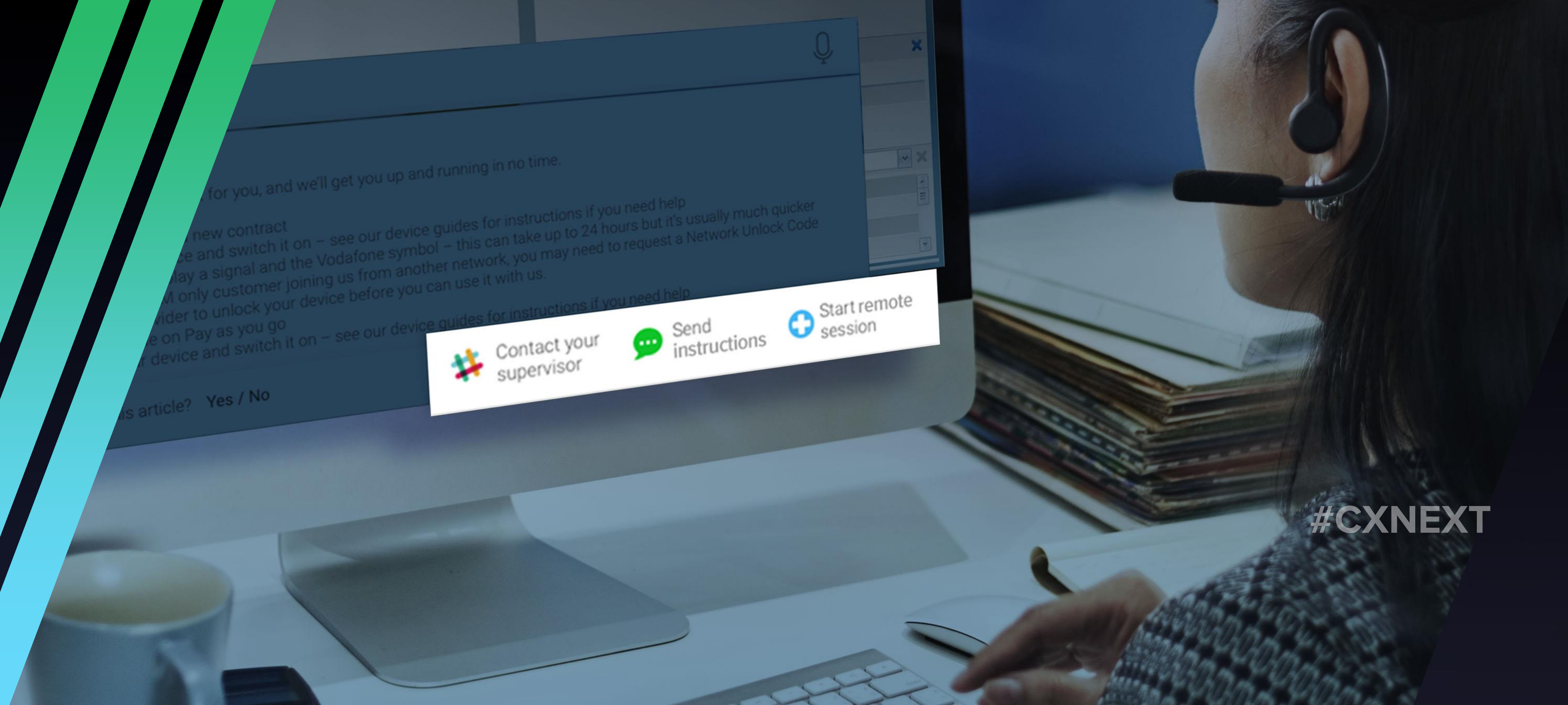


#CXNEXT





# Employee empowerment



#CXNEXT



WILLIAMS-SONOMA



HYATT®

#CXNEXT




OPPORTUNITY

86%

of buyers are willing to pay more  
for a great customer experience.

*PwC: Future of Customer Experience Survey (2018)*

#CXNEXT



Find the  
product that  
fits your need

PRODUCT DISCOVERY

PRODUCT EDUCATION

PERSONALIZED EXPERIENCES

# Accelerate growth

by removing friction in the  
buying process

**Bold360 Acquire**



CONVERSION IMPROVEMENTS

Improve the  
purchase  
experience

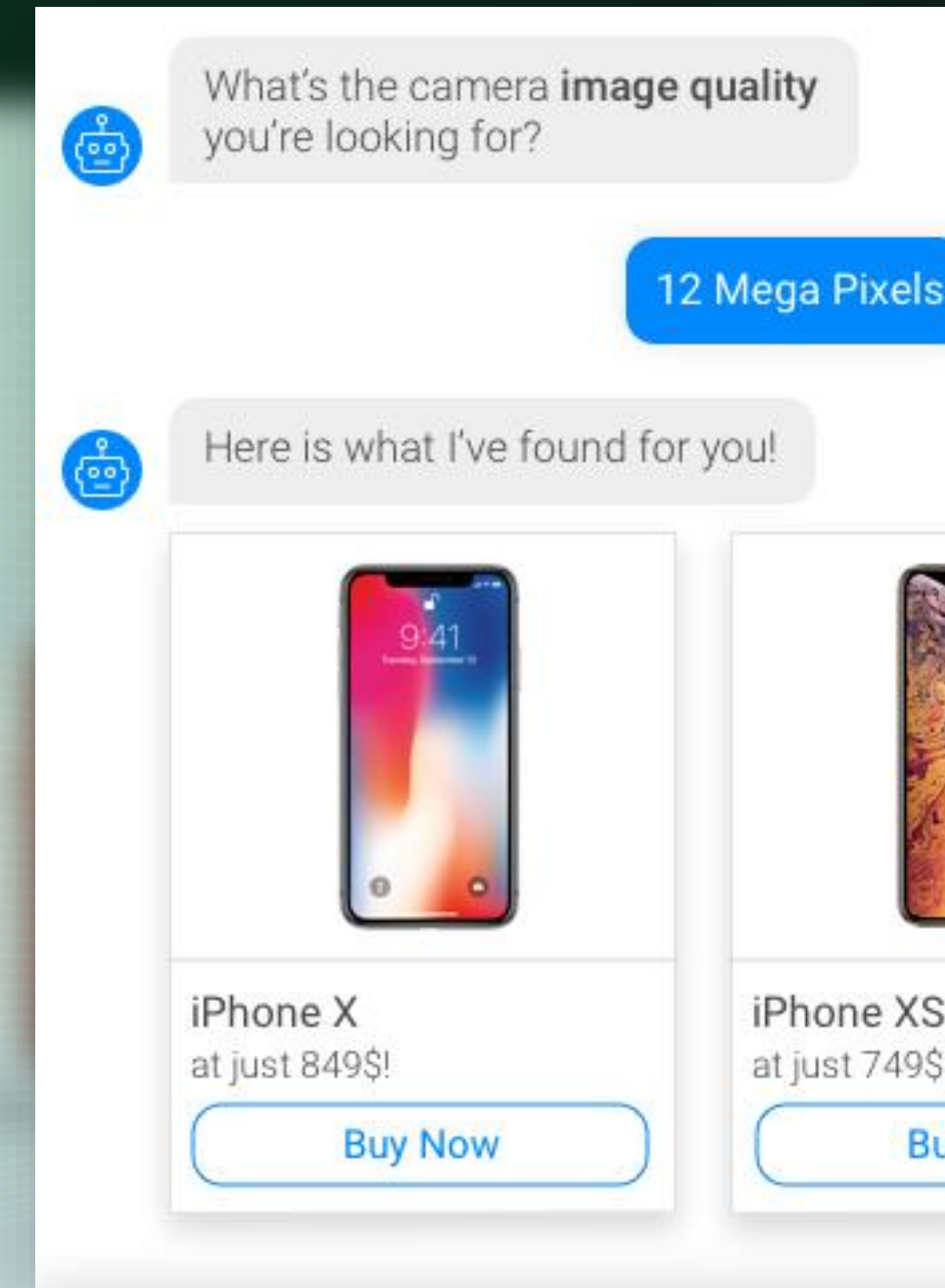
CAMPAIGN OPTIMIZATION

DECREASED CART ABANDONMENT



# Product discovery

Help customers find  
what best suits their need



#CXNEXT

# Campaign management

## Put the right message in front of the right audience

Dashboard

Knowledge

Voices

Touchpoints

Engagement

Campaigns

Channeling

Contact Forms

Analytics

Admin Center

Support Center

Help

Campaigns / Edit Campaign

Campaign title

supe

Set the schedule

Set when the campaign starts and ends.

Start

Started at Mon, 20 May 2019 14:42:07 GMT

End

End manually

Pick a date

Choose your customer segment

Set criteria that define the target audience of the campaign.

Current URL

contains ignore case

superdry.com/shopping-bag

AND

Visitor extended info

contains ignore case

low-cart

AND

Visitor extended info

contains ignore case

mouse

Choose what to show

Set the widget you want customer in segment to see.

Launch AI chat window

Superdry Low Cart Window

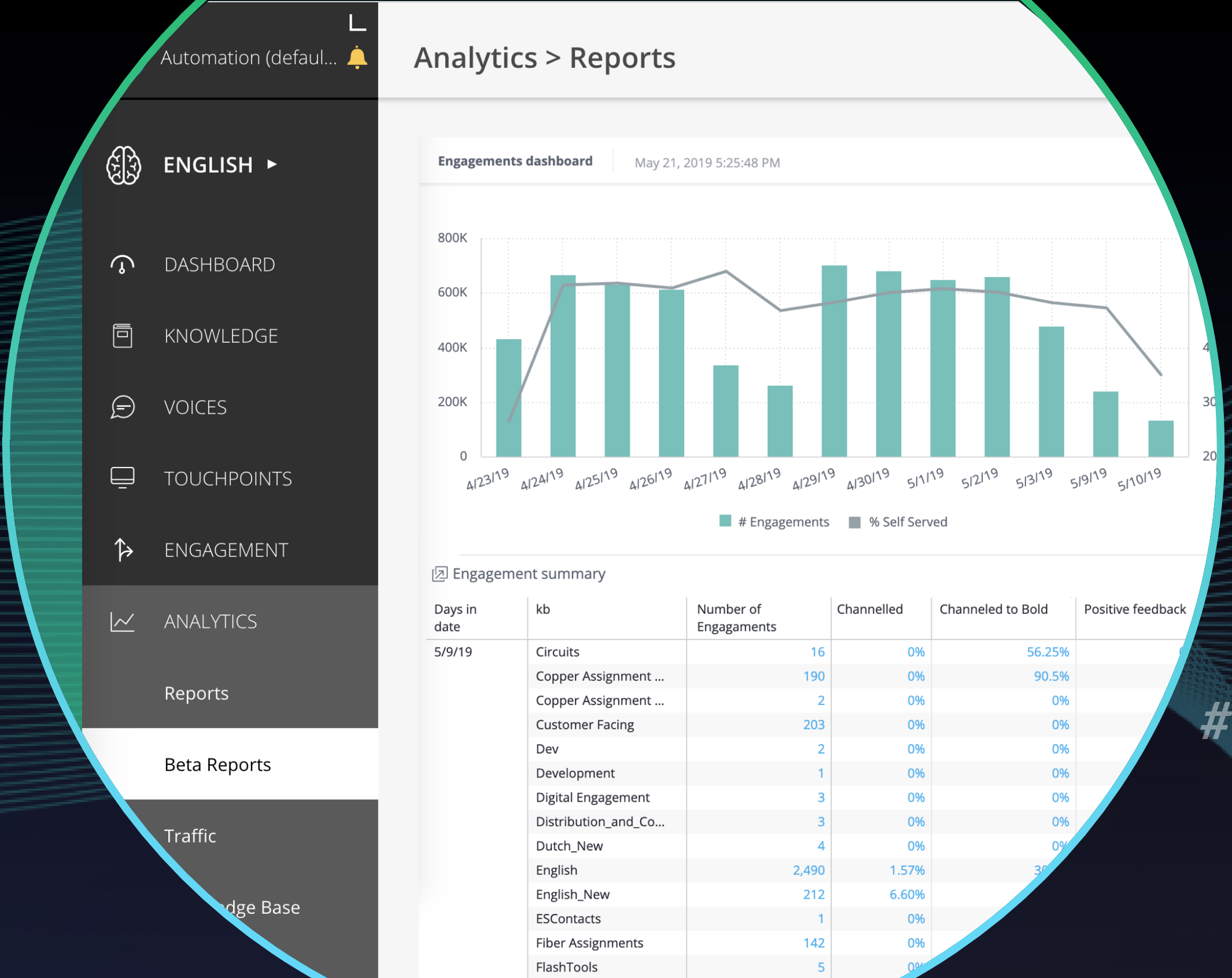
100 %

#CXNEXT



# Conversion optimizations

## Reporting and insights to drive smarter business decisions



#CXNEXT

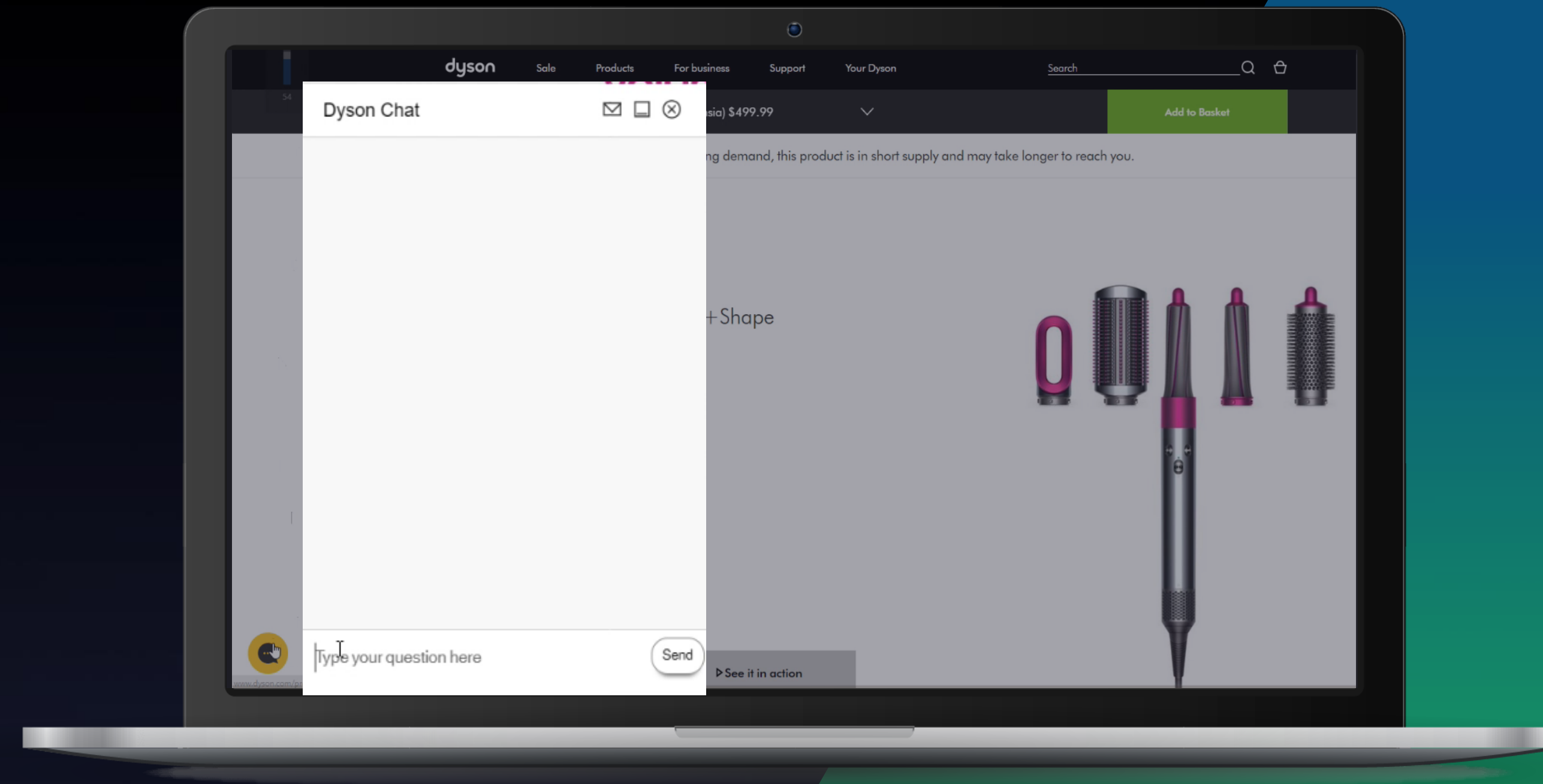
dyson



#CXNEXT



# dyson



#CXNEXT

One more thing...



# Bold360 Service

Operational  
efficiency

Expanding the  
conversation

Accelerate  
adoption of AI

Harmony between AI and humans

Natural language processing

Smart routing

Reporting

**Bold360 Core AI Platform**

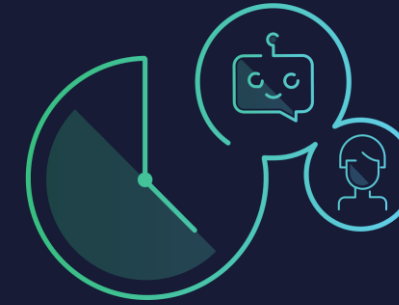
Knowledge base

Analytics & insights

Conversational AI



Bold360  
Acquire



Bold360  
Service



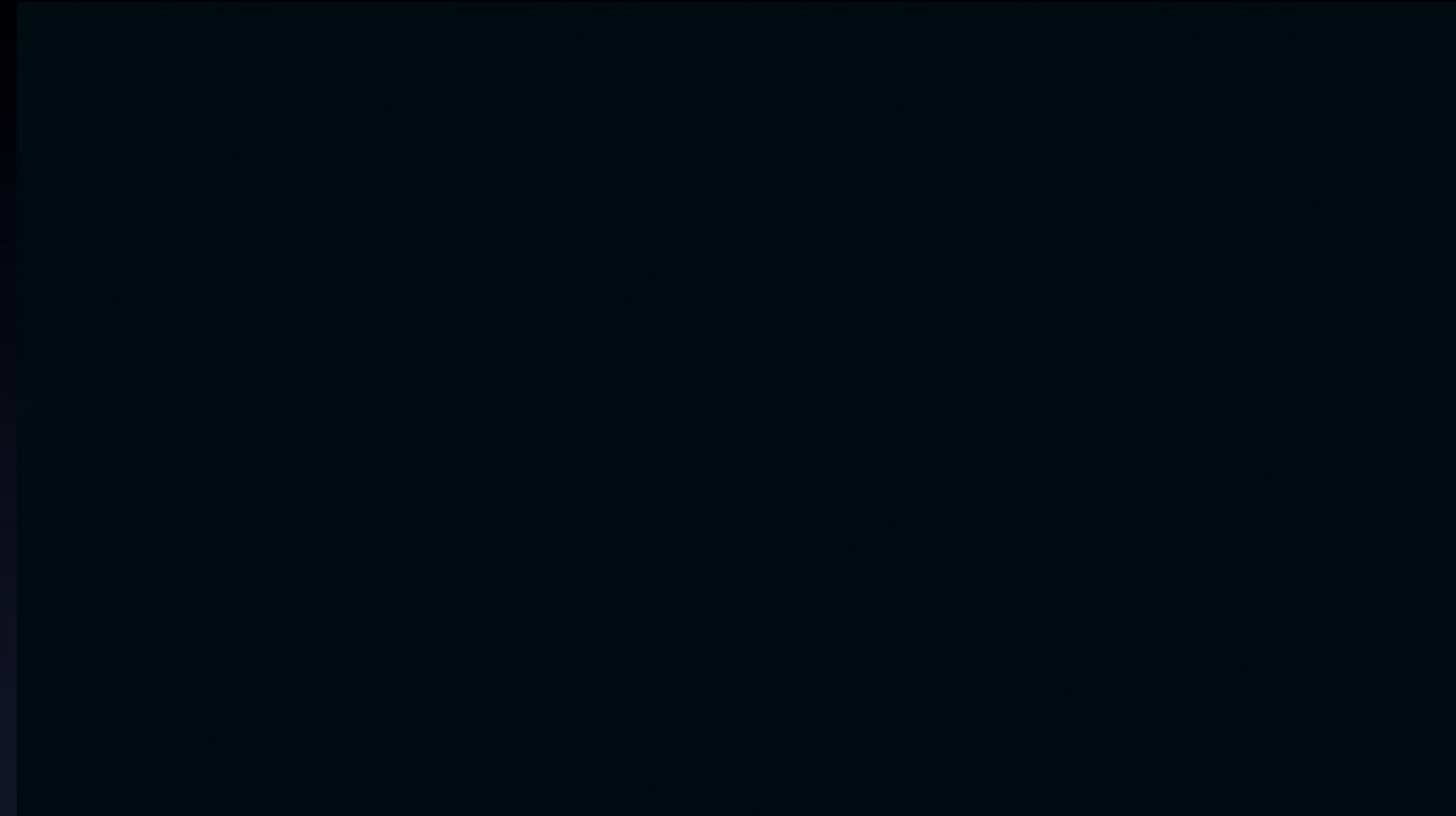
Bold360  
Advise

Harmony between AI and humans

Bold360 Core AI Platform



Meet the new  
**bold360**



**Ancient Mesopotamia**

4,000 years ago

#CXNEXT



# Bad CX = **Bad business**

**CUSTOMER**

Poor  
quality

Broken  
promise

Unmet  
expectations

Lack of  
response

Business  
declined

**COMPANY**





# History repeats itself.



#CXNEXT



Every experience **matters.**

#CXNEXT