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Evolving Customer Expectations Drive Adoption Of Visual Engagement Tools

How Visual Engagement Technology Can Solve Top CX Priorities In An Increasingly Remote World

Table Of Contents

- 1 Executive Summary
- 2 To Meet Top CX Priorities, Customer Experience Investments Must Evolve
- 4 Businesses' Current Toolsets Struggle To Achieve Their CX Goals
- 7 Investments In The Right Visual Engagement Technology Lead To Better Customer Experiences
- 9 Key Recommendations
- 10 Appendix

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Businesses' top CX priorities are creating customer trust and ease.



89% of respondents are planning on investing in visual engagement technology in the next year.

Executive Summary

In today's digital world, consumers conduct much of their personal lives through taps, clicks, and finger swipes. But they do not find that same freedom and ease in the agent-assisted experiences they have when doing business with brands. Instead, consumers struggle through a series of disconnected experiences and painfully long calls that leave them frustrated and less trusting of brands.

Businesses expect to change these experiences by augmenting agent-assisted encounters with visual engagement technology — video, cobrowsing, screen sharing, and annotations. These tools will allow agents to create a more personal and secure customer experience, from any location. And although companies are on the right path by implementing visual engagement technology, they still struggle to create a seamless and secure customer experience with the features they're using today.

In December 2019, LogMeIn commissioned Forrester Consulting to evaluate the current market for visual engagement tools. Forrester conducted an online survey with 300 respondents at the manager level or higher in customer experience/support, eCommerce, or digital innovation to explore this topic. We found that companies look to visual engagement tools to meet their top customer experience (CX) priorities, establish trust, and remove some of the pain points in today's agent-assisted interactions. But organizations' current toolsets still lack the features they need to provide the customer experience they aspire to deliver.

KEY FINDINGS

- › **CX professionals prioritize customer trust and effortless engagements but are struggling to deliver.** Respondents' top CX priorities are building customer trust (67%) and an effortless experience (62%). These priorities are reflected in their business goals and top desired features in their CX technology.

However, while businesses are well aligned on the prioritization of building customer trust and reducing customer effort, most decision makers admit their companies still struggle to create an effortless and secure customer experience.
- › **Businesses are exploring visual engagement technology to accomplish their top CX priorities.** While traditional tools (phone and email) are still popular CX methods, companies are moving toward nontraditional methods, (video, chat, social media, etc.) to keep up with customer expectations. Specifically, firms are using visual engagement tools — video, cobrowsing, screen sharing, and annotations — to augment their customer experience. But not just any visual engagement tool will work; companies that don't pay attention to the features of their technology feel the consequences.
- › **Businesses will gravitate toward the very best visual engagement technology.** Most (89%) respondents indicated that they are likely to invest, or increase investments, in visual engagement technology in the next 12 months. The expected returns on this investment are improved customer trust (56%), customer experience (52%), and customer satisfaction (56%).

To Meet Top CX Priorities, Customer Experience Investments Must Evolve

Customer experience is the heartbeat of businesses today and quantitatively impacts top-line revenue through customer retention, enrichment, and advocacy measures.¹ To be successful, organizations must create strong customer experiences based on trust. To accomplish this on a virtual level, many CX professional have invested in AI technologies that equip customer-facing teams with the technology to deliver high-quality customer experiences. This has been successful; however, AI does not make a comprehensive CX strategy: Companies still need a strong agent-assisted customer experience.

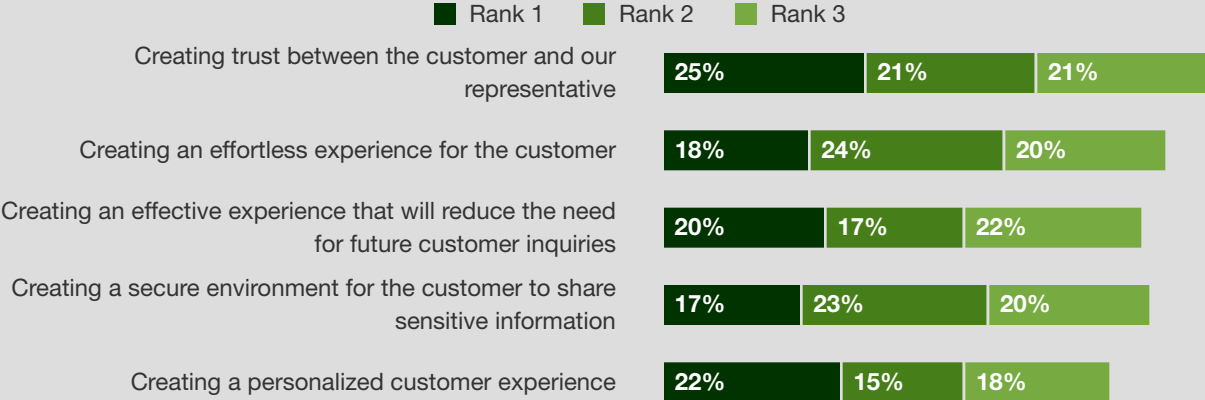
When it comes to human-based interactions, customers expect a more personalized experience. Companies have looked to visual engagement technology — video, cobrowsing, screen sharing, and annotations — to respond to this need and better connect agents with customers. These solutions have shown great success — creating a white-glove customer experience that allows the agent to guide the customer step by step and ultimately build customer trust. In the end, the customer learns by watching and doing, which makes future interactions more efficient.²

In surveying 300 respondents at the manager level or higher in customer experience/support, eCommerce, or digital innovation, Forrester found that:

- › **Companies strive to create an effortless customer experience based on trust. In the age of the consumer, customer experience has never been so important.** We asked our respondents the most important aspects of delivering a strong digital customer experience: 67% said they want to create trust between their representatives and customers, and 62% said they want to create an effortless experience for their customers (see Figure 1).

Figure 1

“In your opinion, what capabilities are most important to delivering a strong digital customer experience?”



Base: 300 customer experience and support/service, eCommerce, field service, and/or digital innovation decision makers
 Source: A commissioned study conducted by Forrester Consulting on behalf of LogMeIn, December 2019

› **Traditional tools won't suffice in today's customer-centric world. Phone and email are still the most popular methods for human-assisted interactions (see Figure 2).** But in today's hypercompetitive CX landscape, these traditional methods no longer cut it by themselves. These channels are one-dimensional, relying solely on voice or text for communicating. If companies want to wow their customers, they need to augment these engagement channels and invest in other forms of human-assisted interaction. Adding a visual dimension provides more depth, substance, and context for more meaningful interactions.

Figure 2

“For the following customer interactions, please indicate which tool you find most important for human-assisted interactions.”

CUSTOMER INTERACTION	Email/ phone	Visual engagement (cobrowsing/ video/ screen share)	Chat/ messaging/ SMS	Social media	Remote support
Adjusting a membership or subscription	59%	18%	11.7%	6.0%	4.3%
Website navigation	39%	29%	15.0%	12.0%	4.3%
Help completing an online form	41%	27%	19.0%	6.3%	5.3%
Onboarding and education	37%	31%	11.7%	13.0%	4.0%
Advisory services	44%	25%	9.7%	8.7%	6.3%
Supporting physical devices and products	35%	30%	12.7%	9.3%	9.0%
Warranty and repair support	42%	25%	12.0%	7.3%	8.0%
Customer service	54%	16%	16.3%	9.3%	2.7%

Base: 300 customer experience and support/service, eCommerce, field service, and/or digital innovation decision makers

Source: A commissioned study conducted by Forrester Consulting on behalf of LogMeIn, December 2019



Visual engagement is the most popular tool for human-assisted interactions, behind email/phone.

- › **Visual engagement technology is on the rise.** Visual engagement technology is the most popular nontraditional CX tool. Among all the human-assisted interactions listed in Figure 2, respondents indicated that visual engagement is the most valuable CX tool behind email/phone.

Companies are betting on visual engagement technology because they hope it will create seamless and trusting customer experiences. Respondents indicated that the ideal capabilities for a visual engagement tool are the ability for a customer to initiate visual engagement sessions within the mobile app (35%) and the ability to mask private or personal data, creating a secure experience for the customer (31%).

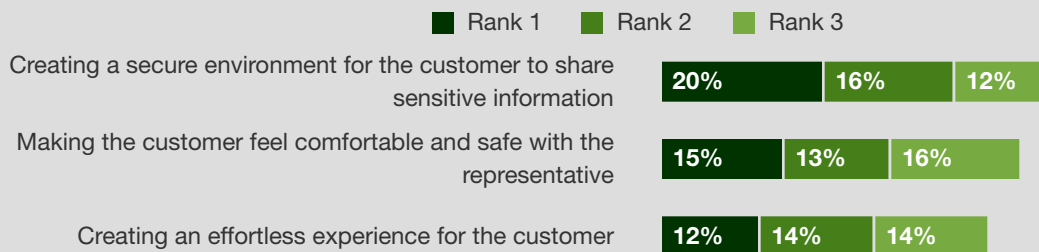
Businesses’ Current Toolsets Struggle To Achieve Their CX Goals

Today’s tech-savvy customers expect a more personal and efficient interaction. And although phone and email aren’t going anywhere, customers are looking for a more seamless way to communicate with companies. Current interactions are inefficient as customers are often passed from agent to agent, requiring them to repeat their problems and preventing agents from understanding what the customer is trying to convey. Current toolsets don’t seem to be working, considering that: (see Figure 3):

- › **Companies are challenged to create an effortless experience.** Forty percent of respondents ranked “creating an effortless experience for the customer” in their top three challenges for human-assisted interactions.
- › **Companies are struggling to create customer trust.** Companies face challenges in creating a trusting customer environment: 70% of decision makers listed a trust-related challenge as one of the top three challenges for human-assisted interactions. More specifically, respondents are challenged to create a secure environment for customers (48%) and/or make the customer feel comfortable and safe with the representative (44%).

Figure 3

“What are the biggest challenges you currently have managing human-assisted interactions?”



Base: 300 customer experience and support/service, eCommerce, field service, and/or digital innovation decision makers
Source: A commissioned study conducted by Forrester Consulting on behalf of LogMeIn, December 2019

ORGANIZATIONS WITH VISUAL ENGAGEMENT TOOLS STILL STRUGGLE TO ACHIEVE THEIR TOP CX PRIORITIES

Visual engagement technologies help to provide a more seamless and secure customer experience, regardless of location. These tools are solving companies' top CX challenges by allowing agents to see what the customer sees in real time and providing security features like data masking. However, in many cases, visual engagement tools lack the capabilities needed to build trusted, effortless experiences.

› **Current visual engagement tools require too much effort from the customer.** Current visual engagement tools often require undue effort from the customer. For example, many respondents have tools that (see Figure 4):

- Require the customer to download software or an app (70%).
- Do not support mobile apps (62%).
- Do not have the capability for the agent to make in-session annotations on the customer's screen (59%).

These components matter to the customer experience; 62% of respondents said the time and confusion associated with requiring the customer to download an app or file extension is a top challenge with their current visual engagement tools (see Figure 5).

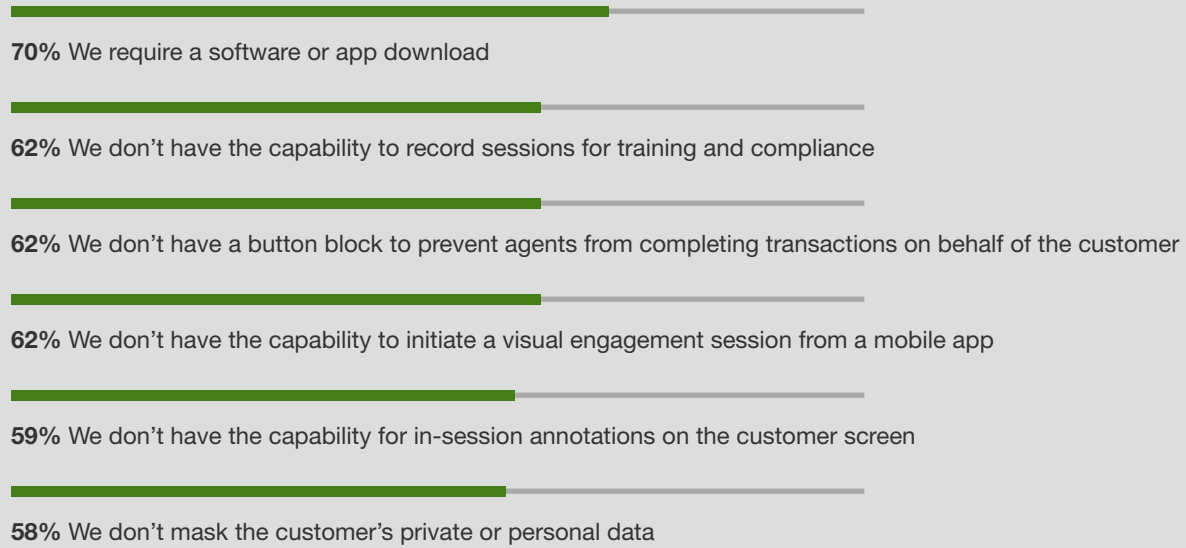
› **Visual engagement tools lack the security features needed to impact customer trust.** For example, our respondents indicated their current visual engagement tools (see Figure 4):

- Don't mask the customer's private or personal data (58%).
- Don't prevent agents from completing transactions on behalf of the customer (62%).
- Don't record sessions for training and compliance (62%).

Again, this detracts from the overall customer experience: 46% of respondents said not being able to hide customer data is a top challenge of their current visual engagement tools (see Figure 5).

Figure 4

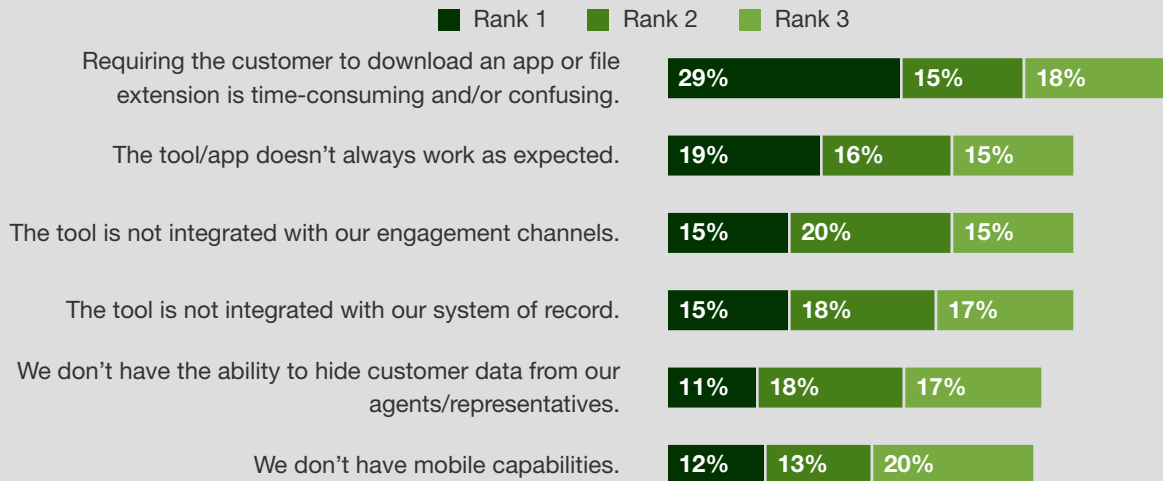
“What capabilities does your current visual engagement technology (not) have?”



Base: 164 customer experience and support/service, eCommerce, field service, and/or digital innovation decision makers
 Source: A commissioned study conducted by Forrester Consulting on behalf of LogMeIn, December 2019

Figure 5

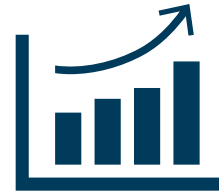
“You indicated that your company uses a visual engagement tool. What are your biggest challenges with that tool?”



Base: 164 customer experience and support/service, eCommerce, field service, and/or digital innovation decision makers
 Source: A commissioned study conducted by Forrester Consulting on behalf of LogMeIn, December 2019

Investments In The Right Visual Engagement Technology Lead To Better Customer Experiences

Connected customers compare their customer service experiences not just with your competitors, but with the best experiences that they've had with consumer brands. They broadcast poor experiences in the moment, over a growing set of digital and social channels, leading to abandoned purchases, lost sales, and brand erosion.³ However, great service motivates customers to return to a company that has delivered differentiated service experiences. Companies are cognizant of the economics of creating satisfying experiences at every customer touchpoint.

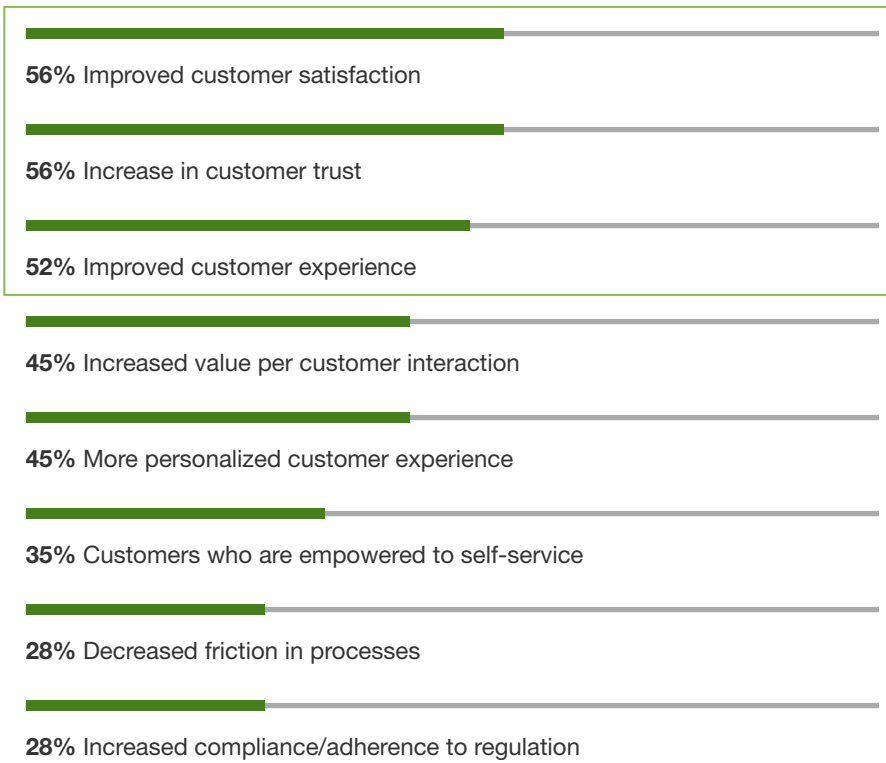


Customer service leaders report that increasing the quality of their digital customer experiences is their top customer experience priority this year.⁴ Our survey data shows that leaders believe visual engagement technology can help them achieve their top CX priorities, and they are increasing investment to support these priorities.

- › **Leaders plan to invest in visual engagement.** Eighty-nine percent of decision makers indicated that they are likely to invest, or increase investments, in visual engagement technology in the next 12 months.
- › **Investments are expected to drive customer trust, customer experience, and ultimately customer satisfaction.** Leaders expect investments in visual engagement tools to improve their CX. Over half indicated they expect improved customer satisfaction (56%), increased customer trust (56%), and improved customer experiences (52%) by increasing investments in visual engagement technology (see Figure 6).

Figure 6

“What CX benefits would you expect if you invested in, or increased investments in, visual engagement technology?”



Base: 300 customer experience and support/service, eCommerce, field service, and/or digital innovation decision makers
Source: A commissioned study conducted by Forrester Consulting on behalf of LogMeIn, December 2019



Key Recommendations

Today's customers hold the power in business relationships. As the customer continues to have more choices of brands and products, a company's CX capabilities are critical. Customers expect their interactions with service teams to be effortless, secure, highly personal, and in context of where they are in their purchase journey.

To garner customer satisfaction and brand loyalty, companies must meet these expectations. A mature customer engagement strategy drives customer retention, enrichment, and advocacy — and this level of maturity drives top-line revenue.

Forrester's in-depth survey of CX professionals about visual engagement strategy yielded several important recommendations:



Put the customer at the center of your engagement strategy. A competitive strategy is obsessed with understanding, engaging, and delighting customers at scale. Companies must use visual engagement to connect with customers, value their time, and provide secure, differentiated, and trustworthy experiences.



Optimize the customer experience. Today, customers contact companies more often and over more channels, providing new opportunities for engagement. They readily embrace new modalities of interaction such as chat. Brands should respond by adding visual engagement to these channels to optimize those experiences and see the world through the eyes of the customer.



Help agents better engage with their customers. Customer service organizations have invested in supporting customers over a broader array of channels. They have embraced AI to make operations more effective and to deliver better experiences. However, they have not focused on the agent experience, which has left customers frustrated. Brands should add visual engagement to help agents better support their customers.



Always let the customer be in control. Map customer journeys across touchpoints and channels for common inquiries, and pinpoint steps where visual engagement may reduce the friction in the journey. Then let the customer decide whether to engage visually once you present the option.

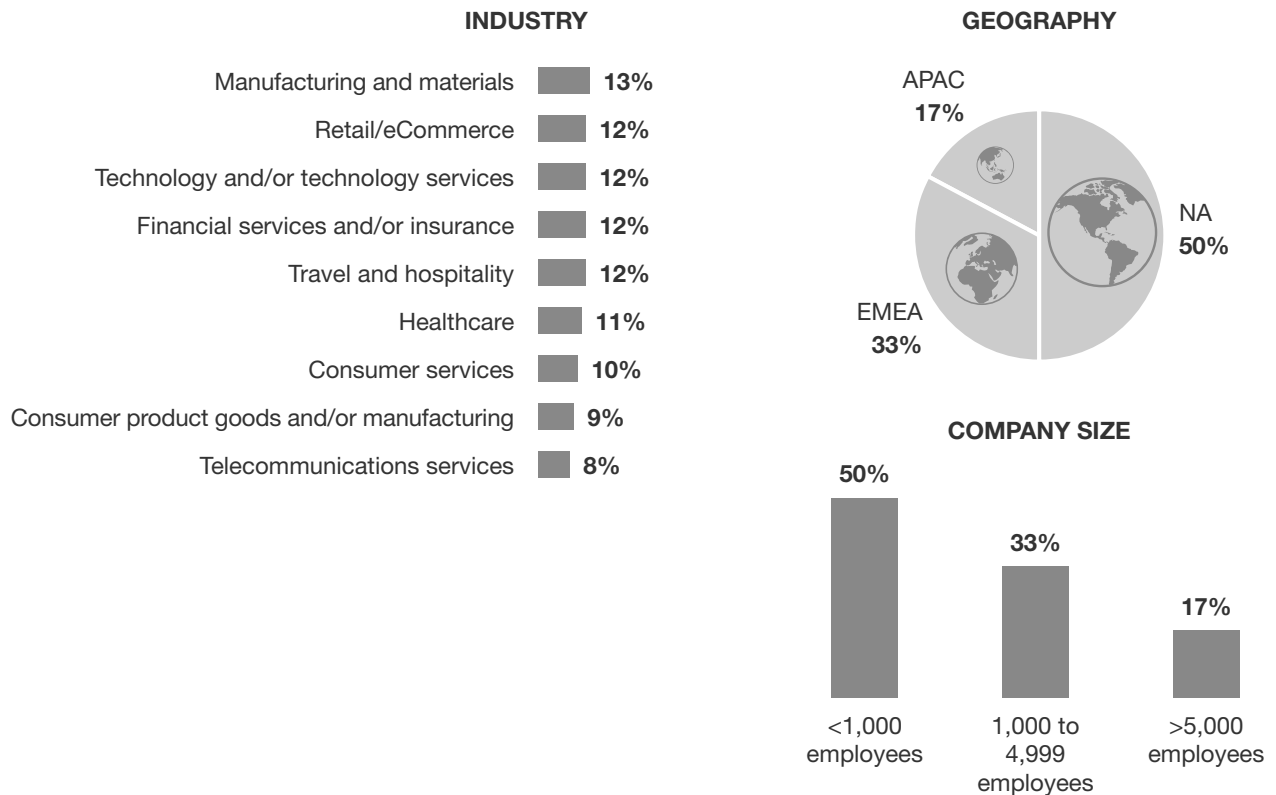


Track the success of visual engagement. Visual engagement can improve customer experiences, drive revenue, decrease incident handle times, and cut down dispute resolution times. Determine the objective you want to achieve with visual engagement, then define the metrics that you'll use to benchmark your success.

Appendix A: Methodology

In this study, Forrester conducted an online survey of 300 respondents across industries in APAC, North America, and EMEA to evaluate the current market for visual engagement technology. Survey participants included decision makers in customer experience/support, eCommerce, or digital innovation. Questions provided to the participants asked about their current practices and challenges as they pertain to human-assisted interactions and visual engagement tool usage. The study began in November 2019 and was completed in December 2019.

Appendix B: Demographics



Base: 300 customer experience and support/service, eCommerce, field service, and/or digital innovation decision makers
 Note: Percentages may not total 100 because of rounding.
 Source: A commissioned study conducted by Forrester Consulting on behalf of LogMeIn, December 2019

Appendix C: Endnotes

- ¹ Source: "The ROI Of CX Transformation," Forrester Research, Inc., August 15, 2019.
- ² "Visual Engagement Drives Relationships And Revenue For Customer Service," Forrester Research, Inc., May 5, 2017.
- ³ Source: Shep Hyken, "Businesses Lose \$75 Billion Due To Poor Customer Service," Forbes, May 17, 2018.
- ⁴ Source: "The Three Customer Service Megatrends In 2020: Fuse AI And Agents To Drive Better Experiences," Forrester Research, Inc., January 14, 2020.