

Digital is Everything

Digital channel usage is fastening everywhere during the COVID-19 pandemic. Corporate investment in digital engagement will require to reflect new ways of living and working. How long such customer reaction will last is unclear, but we recognize there will be no reversion to the old operating ways.

Customer expectations for what composes "basic" digital abilities have changed forever. As customers continue to stay digital, post-crisis expectations for digital engagement will continue to climb.

Intellect, compassion, and reciprocity will become the differentiators. Trust will be more significant than ever. Companies require to plan for the prospect of digital engagement versus digital transactions. The pace at which organizations develop and deploy these abilities will become a reference to a competitive edge. The extent to which they can nurture them will become a source of cost-benefit.

Being ready to Engage

During their extended time at home, customers have become more prepared and able to use digital engagement practices. Individuals who opposed digital communications such as e-commerce, mobile finance, and video calls are rising as digitally engaged customers.

The rise of new digital customer profiles is expected to last and will need an ongoing study to control the right customer sales and service channel mix. Unique customer choices will also significantly impact the percent of total profit companies should anticipate driving through e-commerce.



Virtual Access

Social separation has drawn technology even closer to the heart of the human experience. The most impactful events have mixed physical and digital dimensions to produce global reach for previously restricted experiences.

Arguably more remarkable than the abundance of virtual social engagements are advisory assistance changes once thought to need in-person interactions. Medical appointments have found their way online. Online training and education are fastening, and customers are getting more relaxed with remote advisory assistance, such as banking and insurance. Digital is earning traction and trust as they were used during the crisis across crucial business contexts, creating access, security, and continuity.



Interactions based on Relationships

Trust has long been a decisive element of digital customer engagement. Still, COVID -19 has produced the real idea of brands to the fore. It has also put the thought of security front and center in consumer values. Post-crisis, customers will be looking back to reflect on how brands delivered under pressure.

During and post-crisis, organizations should concentrate customer engagement on reassurance to continuously strengthen the usefulness of products, services, and the business itself. A luxury automobile company may not succeed during these global isolation measures. However, one brand recently conceived a virtual showroom that supports personal safety and ease of vehicle use without mentioning COVID -19. The shift shows that digital capabilities produced during the pandemic can become a perpetual engagement strategy.



Endless Adjustment

Many organizations have been pushed to build agility in their workforce to maintain their business's developing needs during the crisis. The lines between diverse human customer support channels have blurred.

Retail store agents, field service engineers, and airline gate agents have briefly turned their focus to the call center, using chat and voice platforms.

Old barriers have crumbled. In the light of transformation, sales and service organizations held their breaths and dashed out the rule book in the name of producing continuity for their customers.

As a result, the base has been set for companies to imagine their workforce's flexibility across customer engagement touchpoints holistically. It will force vital shifts in customer sales and support operating models and the workforce abilities needed to succeed.



Delivering Real Results, Virtually!

Most companies were required to do the unimaginable during the COVID-19 crisis. They made an entire workforce work from their homes. Banks, information providers, and governments moved thousands of agents to remote work, overcoming support, security, and speed-to-competency hurdles along the way.

Since work-from-home rules have been productive in building security for the workforce without compromising customer quality, we anticipate businesses to turn work locations from physical to virtual.

It will give them more elasticity to react to customer demands with an optimized price structure – merging roles and physical spaces in new forms.

Teams may consist of people with abilities to address customer requirements across the customer life cycle or take complete issue ownership at specific lifecycle steps. It will help clarify customer engagement as well as workforce operations. The disruption will mean that the administration strategy will change from line management to relationship management as cross-functional teams work across various locations.



Conclusion

Customer engagement will depend massively on digital, social, and virtual assistant technology. With the increase in these channels, the human workforce's use must grow. Ultimately, allowing people to meet heightened adaptability expectations will be necessary. Technology solutions must be advanced to help clear agents to concentrate more on improving relationships and delivering results to their customers.

Businesses must simplify traditionally complicated agent desktop, point-of-sale, and field solutions and increase scale by combining AI into their operations. More limited focus on the process allows a higher emphasis on the customer, placing organizations for success.



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