

SMARTER SELF-SERVICE HELPS YOUR CUSTOMERS HELP THEMSELVES

Gartner found 70% of customers use self-service channels during their resolution journey. The problem is, only 9% are wholly contained in self-service.¹

Your customers' ability to successfully, easily, and quickly self-serve is one of the largest opportunities to increase customer experience and decrease cost. Low-effort experiences lower costs by reducing up to **40%** of repeat calls, **50%** of escalations, and **54%** of channel switching.² [So how do you lessen their effort?](#)

Help your customers help themselves with intelligent AI-powered technology across self-service channels.

- Website
- Email
- Chatbot
- Digital Channels
- SMS
- Mobile Apps
- IVR

01 AGENTS WORKING FROM HOME IS HERE TO STAY



84%

of consumers are more willing to do business with companies that offer self-service options. But only **61%** of consumers say companies offer easy, convenient self-service.³

57%

of customers have stopped buying from a company because a competitor provided a better experience.⁴

02 THE COST OF LIVE CHANNELS VS. SELF-SERVICE CHANNELS

Gartner states that “live channels such as phone, live chat, and email cost an average of **\$8.01 per contact**, while self-service channels such as company-run websites and mobile apps cost about **\$0.10 per contact**.⁵”



3.3% reduction in service costs

3.4% improvement in revenue⁶



03 WHEN DONE WELL, SELF-SERVICE IS A WIN FOR:



Business



Customers



Agents



Strategy

&



Technology



Agents need to be equipped with the context on every customer contact—whether it happens in a self-or-assisted-service channel.

1/2 of consumers who begin with self-service channels are transferred to a live agent⁷



Self-service systems need to be accurate, effective, and capable of seamlessly moving customers to an agent when necessary.

96% of customers expect companies to make it easy without the need to repeat information⁸

04 SMART SELF-SERVICE IS SHIFTING CUSTOMER BEHAVIORS



46% of businesses are offering chatbots⁹

43% of businesses are offering conversational IVR¹⁰



66% of customers use a search engine like Google to find solutions to issues¹¹



73% of customers prefer to visit a company's website before contacting customer service¹²

68% of customers would rather use self-service channels—like knowledge bases or customer portals—for simple questions or issues¹³

05 INTELLIGENT, AI-POWERED SELF-SERVICE IS REVOLUTIONIZING CX. USERS OF AI HAVE ALREADY SEEN SIGNIFICANT IMPACT:

7.2% higher YoY customer satisfaction¹⁴

7.3% higher YoY customer retention¹⁵

3.5% higher First Call Resolution (FCR)¹⁶

4.3% higher YoY agent productivity¹⁷

06 WITH INCREASINGLY ACCESSIBLE AI-POWERED TECHNOLOGIES, THE FUTURE OF EFFORTLESS SELF-SERVICE IS EVEN BRIGHTER:



67%

By 2022, two-thirds of organizations will have enhanced their Voice of the Customer (VoC) data analytics beyond surveys, to AI/ML analysis of spoken recordings and text interactions.¹⁸



70%

By 2024, 7 in 10 customer interactions will occur with a combination of automated, conversational self-service and live agents, reducing costs, time, and enabling agents to focus on high-value interactions.¹⁹

50%

Through 2024, more than one-half of inside sales organizations will utilize AI to recommend engagement models for potential buyers using consistent and repeatable playbooks to maximize lead-to-opportunity conversion.²⁰



69%

By 2030, 69% of decisions made during a customer engagement will be completed by smart machiness.²¹

07 USE AI-ENRICHED SELF-SERVICE TO ACCELERATE THE SPEED OF FULL RESOLUTION.

Don't leave any interaction to chance. Explore the role self-service plays in enabling your CX in the eBook “Effortless Service, Happier Customers.”



[→ Download your copy now!](#)

1 Gartner: Does Your Digital Customer Service Strategy Deliver? (2020)
 2 Smarter With Gartner: How to Measure and Interpret Customer Effort Score (CES) February 2020
 3 NICE inContact: 2020 Customer Experience (CX) Transformation Benchmark
 4 NICE inContact: 2020 Customer Experience (CX) Transformation Benchmark
 5 Gartner: Does Your Digital Customer Service Strategy Deliver? 2020
 6 Aberdeen: State of the Contact Center 2020
 7 NICE inContact: 2020 Customer Experience (CX) Transformation Benchmark
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 11 Accenture: Next Generation Customer Service
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 14 Aberdeen: Best Practices for AI in the Contact Center [Pending UTM Link]
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 21 SAS: Customer Experience 2030