

How to uplevel your customer experience game

Every success metric points to adding more ways for customers to interact with your business. Here's the proof based on the 2019-2020 *Intelligent Customer Engagement* research study by Nemertes Research.

↑ REVENUE



↓ COSTS



😊 CSAT



Be available on more digital channels.

More than half of customers interact with businesses on digital channels (56.7%). The attraction of these messaging apps is clear: they offer the convenience of having conversations with brands as casually and effortlessly as they would with a friend.

63%

Increase in customer ratings when going from 1–4 channels to 8+ channels

96%

of customers expect their issues to be resolved (quickly) on **the channel of their choice**

Which channels to add?

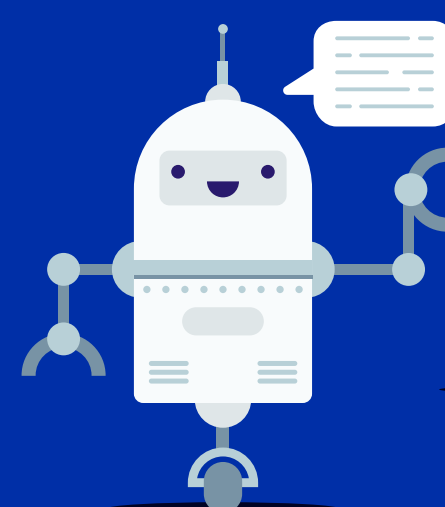
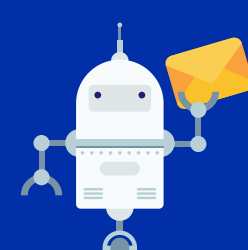
The days of relying primarily on phone calls and email are over. In the digital age, social media, live chat, and in-app messaging—to name a few—must all function seamlessly as customer support channels.



Power your conversations with AI

With an AI plus omni-channel strategy, you can increase customer ratings by 104%.

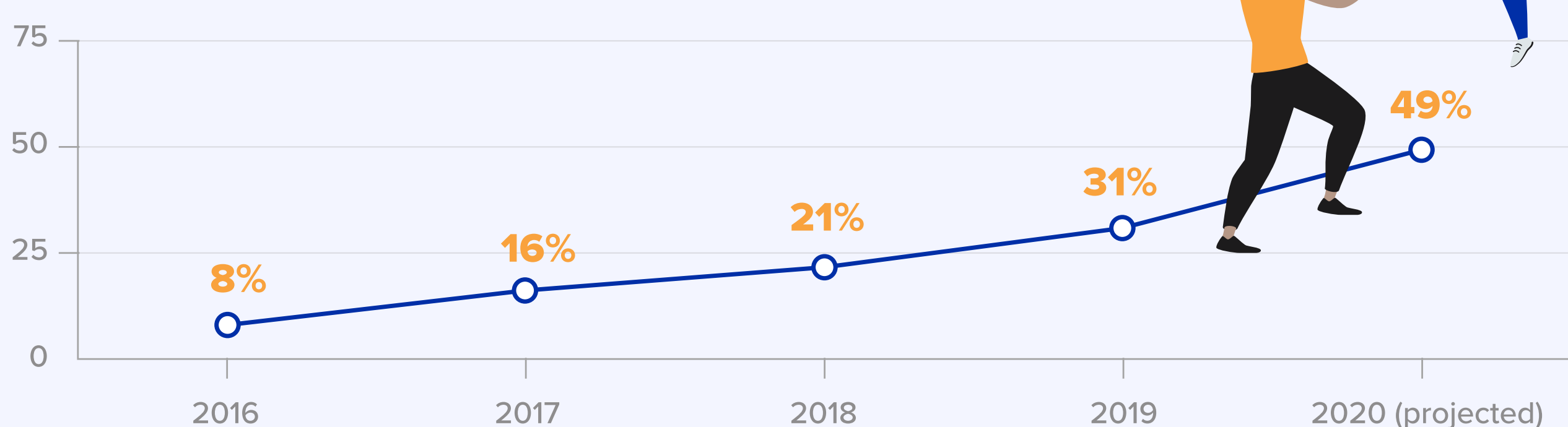
As you add ways for customers to get in touch, the volume of interactions you experience will increase. To sift through the noise and provide faster responses, leverage AI to provide context and guidance across every channel.



Omni-channel is the future. Don't get left behind.

By 2020, **nearly half** of companies will be omnichannel. As the customer moves across multiple channels throughout their journey, the only way to deliver an intelligent and personalized experience is to also provide agents with a unified view of historical interactions from a unified platform.

OMNICHANNEL ADOPTION, 2016–2020



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