

# Omni



## **FUTURE OF CUSTOMER SERVICE: 2021 TRENDS & PREDICTIONS**

Powered by



# TABLE OF CONTENT

The New Frontier of Customer Service.....	01
Trend 1 Chatbots and Artificial Intelligence.....	02
Trend 2 The Growth of Live Video and Co-Browsing.....	03
Trend 3 Personalization .....	04
Trend 4 Reducing Customer Effort.....	06
Trend 5 Mobile Experience and Augmented Reality.....	07
Trend 6 VOIP.....	08
Trend 7 Machine Learning.....	09
Trend 8 Social Media .....	10
Trend 9 Self-Service.....	11
Trend 10 Omnichannel Support.....	12
It's Time to Up Your Customer Service Game .....	13



## The New Frontier of Customer Service

The consumer is fed up!... And it's time for your business to capitalize on that.

The digital era has brought about significant changes in customer service.

With so many choices, the modern consumer no longer has to deal with poor customer service (CX). They can just head right to the competitor.

Customers want to give their time and money to businesses they trust and positive interactions with customer service is a part of building that trust.

In **2021**, the quality of a brand's products and services won't be the only determining factor in repeat customers. Customer service will be a major differentiator between a brand and competitors.

With the proliferation of big data and artificial intelligence in the CX space, brands are challenged to adapt to the future.

Systems that were handled by mail and series of phone calls have rapidly shifted into live chat, social media, and chatbots powered by artificial intelligence.

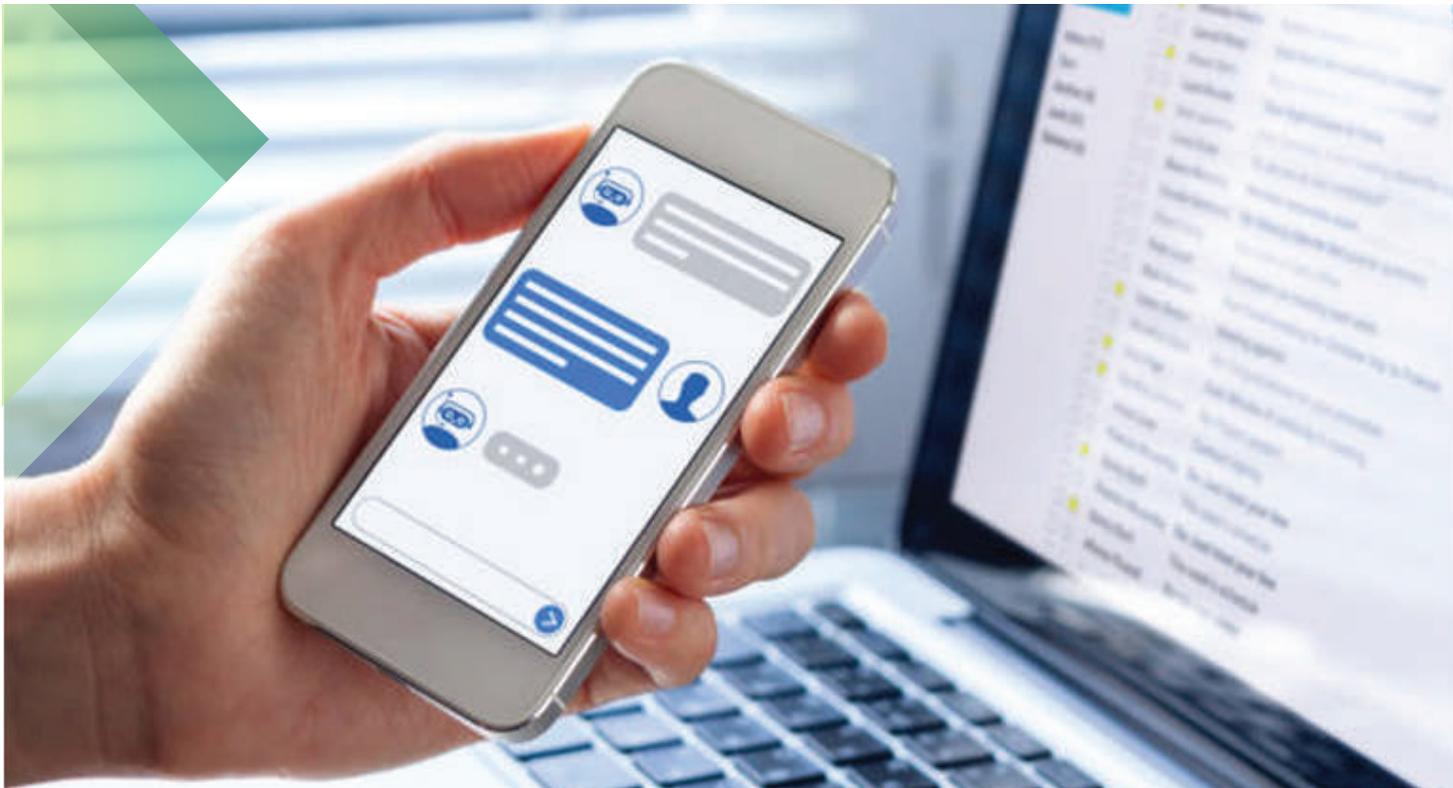
## Trend 1: Chatbots and Artificial Intelligence

Chatbots are popping up everywhere and will continue to do so in the years to come.

Powered by AI and ready at any time, chatbots are increasingly being used by savvy businesses to fill in gaps in customer service and free up teams to tackle more challenging customer inquiries.

Unlike earlier chatbots that were used for basic FAQs, chatbots can understand user intent and are becoming more human-like with the ability to carry on complex conversations. If a question can't be answered, chatbots can connect to a live human operator.

However useful chatbots are, they don't replace human-to-human interaction. There should be a balance between bots and the availability of human operators.



### Example:

Ride-sharing company Lyft lets users set up rides by messaging a chatbot

## Trend 2: The Growth of Live Video and Co-Browsing

Live video chat and co-browsing (viewing and sharing screens between the customer and an operator) are bridging technology and human interaction.

Some companies are incorporating live video into their operations during product launches or answering questions from customers live.

Video is also being used to offer better customer service. Complex problems can be difficult to explain over the phone or through email. Co-browsing gives users an avenue to address their problem through video while being able to preserve privacy through limiting what they are sharing.

Live video chat can be used for both individual customers and for general updates. Host live chats that address common Q&A questions.



### Example:

Many banks are using co-browsing to provide video chat to customers wishing to discuss matters such as investments and loans.

## Trend 3: Personalization

Expect personalization to become the norm. Customers are no longer looking for a one-size-fits all approach to marketing, they want their needs as individuals met.

Brands are adjusting to these demands by using data and analytics to guide their retargeting campaigns and personalizing ads and pricing. Customers who've made previous purchases would see personalized recommended products.

Personalization can be as simple as sending an email or using custom call greetings that includes the customer's name. Start collecting data from your customers and work on providing personalized messaging and offers.



### Example:

Netflix uses a complex algorithm to offer viewers new content to watch based on their personal viewing history

Omni is a Virtual Phone System that allows you to operate your very own call centre & business phone system at the palm of your hands. Let the Omni mobile app handle your calls while you focus on growing your company. Supported by Digi Telecommunications Sdn. Bhd., Malaysia's best mobile telecommunications service provider.

The logo for Omni, featuring the word "Omni" in a bold, green, sans-serif font. The letter "o" is stylized with three curved lines above it, resembling a signal or Wi-Fi icon. The logo is centered within a green rounded rectangular frame.

## Trend 4: Reducing Customer Effort

According to Harvard Business Review, the #1 most important factor in customer loyalty was a reduction of **customer effort**.

Customers don't want to have to track down numbers to call or be transferred repeatedly in an effort to get their problems solved. Nor do they want to go through a maze of a website to purchase a product.



### Example:

Through their Prime service, Amazon has created a near effortless customer experience. For example, Amazon made returns easier for customers with printable return labels and convenient drop-off locations.

## Trend 5: Mobile Experience and Augmented Reality (AR)

Smartphones will continue to grow as an important aspect of consumer experiences. Many shoppers are using phones in-store to research products and do price comparisons. It has become important for brands to create great experiences for mobile users.

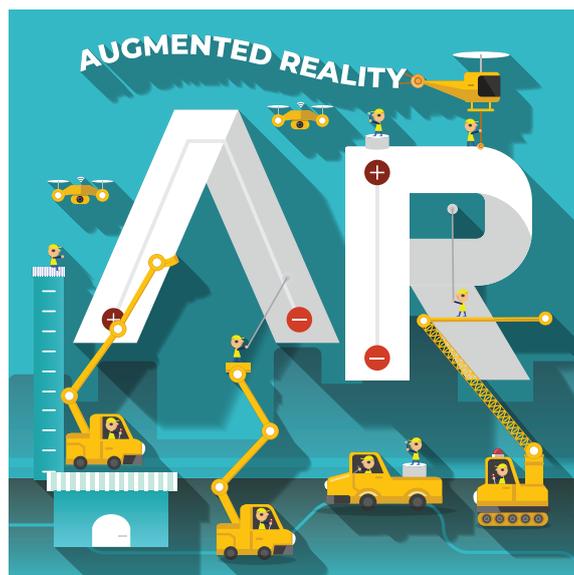
Brand's are creating and promoting their mobile apps for customers seeking savings or quick access to information. Effective apps are non-intrusive and utilize data to reach customers along the appropriate points of their buyer's journey.

Smartphones are also playing a part in bringing Augmented Reality (AR) into retail.

To compete with ecommerce stores, brick and mortar locations are bringing better mobile experiences inside and outside their physical locations with AR - the ability to overlay physical objects with digital images, allowing customers to use their phones to visualize products in various settings.

By **2021**, millions of consumers are expected to use AR as they shop.

Focus on creating mobile experiences that are intuitive and platform appropriate (such as noting the differences between Android and iOS devices). Send app notifications in a manner that suits your audience and the specific customer (they shouldn't come off as spammy). Discover ways your business model can make use of new mobile technologies.



### Example:

The store Lush has made use of AR to produce informative in-store experiences for customers. If store employees are unavailable, customers can scan products using Lush's mobile app. Alongside product information, customers are given information about the brand's commitment to sustainability. With a cohesive mobile experience, Lush has found a solution to improve their service while pushing the brand's core principles.

## Trend 6: VOIP

The quality of your customer interactions are going to be very important in 2021 and beyond. With its scalability, (Voice Over Internet Protocol) VOIP technology is being adopted by businesses at a growing rate.

As an alternative to the landline, VOIP improves the way customer service is done. With the option to have multiple lines (such as one number with 5 lines), businesses have the flexibility and capacity to answer calls locally and globally with just an internet connection.

Some VOIP providers offer options to integrate VOIP with virtual assistants and routing. This enables your customer channel to automate portions of customer service calls and quickly route customers to the correct agent instead of wasting their time.

Find VOIP providers that offer customization that fits your business's needs. With the ability to manage your customer service calls from beginning to end, providers such as Omni make call handling affordable and scalable.



### Example:

VOIP is used in many industries (hotels and healthcare) as a part of their customer service channels.

## Trend 7: Machine Learning

Machine learning will bring real-time support and greater efficiency into customer service experience. Already used in virtual assistants and chatbots, machine learning is being used to analyze customer activity and historical data from individuals to route customers to the appropriate resource or agents.

Machine learning is expected to speed up interactions by shortening the time it takes to resolve problems and tickets. Agents receive relevant information about the customer instead of wasting time asking and pulling the data up. Emails or on-site recommendations will be sent to customers automatically based on how they are searching.



### Example:

JPMorgan Chase uses machine learning to extract relevant information. Rather than needing to search through document after document, customers can find information quickly.

## Trend 8: Social Media

Customers are looking for service that is convenient and meets their needs. For millennials (as well as the up-and-coming GenZ population), social media is an important source of interaction with a brand.

In 2021, social media is going to be a significant part of customer service. When customers want to ask a question, they'll be heading to Twitter, Facebook, Insta-gram and other platforms to get answers. Research from the company Smart Insights shows that not only will they make inquiries - customers expect fast responses.



### Example:

JetBlue airlines implements an excellent customer service strategy. By tracking mentions, hashtags, and keywords, JetBlue actively monitors and responds directly to customers while helping to resolve issues.

## Trend 9: Self-Service

Customers are going to be seeking ways to solve their own problems. To meet that demand, brands are moving away from the isolated FAQs and help desk to create an integrated, personalized approach.

With CRM technology, new self-service systems are being built that will utilize information about customer's past interactions with support, location, and order history to help them resolve issues.

When customers do require live help, the system can send the details of the customer's issue to other areas of support such as chat or phone.

Video is also going to be a larger part of customer service as some complex issues can be better explained through video rather than text.



### Example:

Blue Diamond offers a chatbot that allows customers to select a product and receive unique responses.

## Trend 10: Omnichannel Support

The future of customer service doesn't just lie in a chatbot or social media or a phone call with a customer service agent. It lies in an omnichannel approach where every channel melds together to provide a unified customer experience.

Like multichannel, the omnichannel approach allows customers to communicate the way they choose. Sometimes, selfservice is better than hopping on a call.

But omnichannel goes a step further to make customer service seamless by supporting the customer based on where they are on their journey.

Instead of having to re-explain their issue to a new agent or start at zero every time they switch channels, customers are offered a streamlined approach offline and online and across multiple channels.



### Example:

Bank of America has implemented an omnichannel approach that allows customers to perform many common banking tasks (checking, deposits, and paying bills) on both mobile and desktop.

## It's Time to Up Your Customer Service Game

The year 2021 is expected to bring significant shifts in customer experience. It's not enough to know how trends will shape the modern customer experience landscape in the future - you need to consider implementing new elements into your customer service in a way that makes sense for the consumer.

Customers are demanding excellent service. Creating integrated strategies and incorporating new technology allows your business to deliver them.

At Omni, we help you do just that. Learn more about our services and how you can set up a business number without any extra hardware. With Omni Hotline, building your customer service channel just got a lot easier.

[FIND OUT MORE](#)

The logo for Omni, featuring the word "Omni" in a bold, green, sans-serif font. The letter "o" is stylized with three curved lines above it, resembling a signal or broadcast icon.