

The Most Valuable Omnichannel Customer Service Trends For 2022

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Omnichannel Customer Service Trends for 2022 and Beyond

One of the reasons we love omnichannel customer service so much is its dynamism. I've been around in business communications for a substantial time. I've seen that every year brings new trends and changes to the way customers behave.

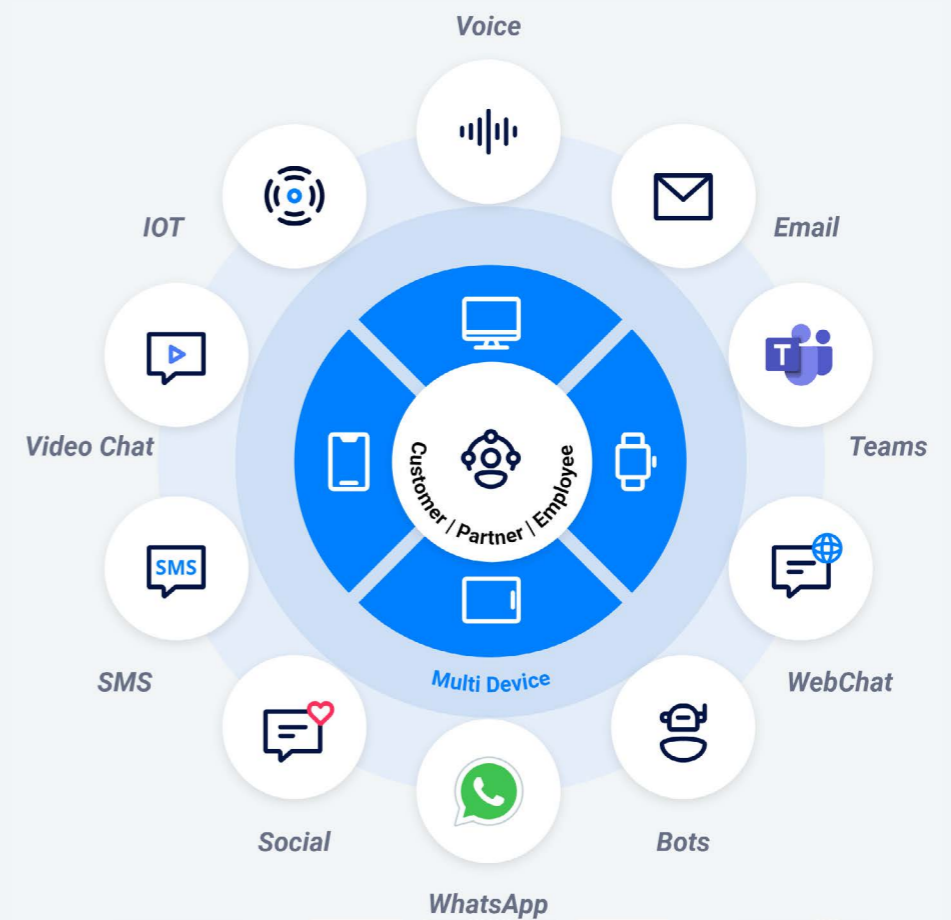
Every year there are new tools and technologies that transform the way we deliver customer service, and 2022 is no exception. That's for sure!

Shopping trends and consumer behavior have changed dramatically since the start of the pandemic. Furthermore, the adoption of remote working technologies has altered omnichannel in ways we couldn't have imagined years ago. The question that lies before us is: which of these trends are here to stay and have a long-term value on the way out of this pandemic?

Read on to discover the top trends in omnichannel customer service to watch in 2022 and beyond. We'll also offer some practical ideas for how you can best support your evolving customer base.

Gijs Geurts,
CEO Anywhere365®

Omnichannel Dialogue Management



Chapter 1: Omnichannel customer service, powered by bots

Homeworking is here to stay. In fact, around [12.3% of Europeans are now working from their own house](#). Before the pandemic that was only 5%. This has quite an impact on consumer behaviour. Customers aren't constrained by ordering online to fit in with working hours anymore. Plus, they don't have to squeeze calls to customer support in during lunch. This means businesses have to adapt their approach to be there when customers need them, on the channels they prefer. The usual peaks and troughs in call volumes just don't apply anymore. It's all about 24/7/365.

Customer communication has become less "person-led", but actively more personalised. AI bots are beginning to take over easy-to-close customer inquiries, while humans tackle more complex queries. Voice bots can pick up the phone and start a conversation with CRM data from the customer's profile.

Maximizing Customer Convenience

If you're calling an Audi/Volkswagen/Seat dealer, and they know that you drive an Audi, it's silly to ask what brand you are calling for. And did they send you a letter about a maintenance appointment? Then that's probably what you are calling for, so why not immediately offer you 3 options to schedule your annual maintenance. Only if a customer actually asks to speak to a person, or the voice bot can't understand the question should the client be passed to a human person. This process maximizes customer convenience and reduces the amount of expensive unnecessary dialogues.

If you haven't already invested in AI-powered chatbot and voice bot technology, now's the time to do so. The days of slightly creepy stilted chatbot interactions are long gone. Today's tools deliver a much more natural and intuitive experience for all your enterprise dialogues. Plus, they can save contact centers, sales teams and others a significant amount of time. And money.

"If you haven't already invested in AI-powered chatbot and voice bot technology, now's the time."

Personalization round the clock

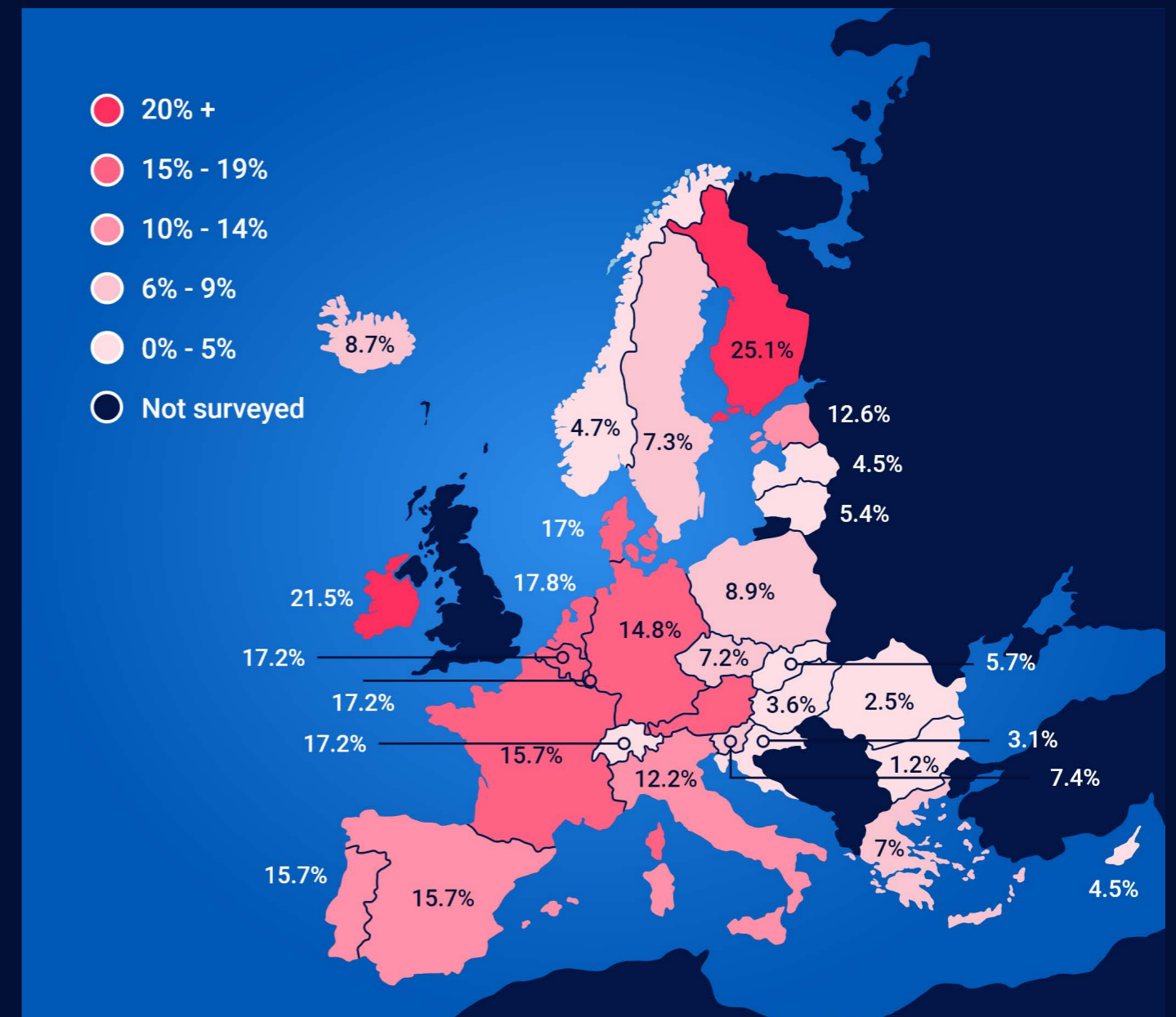
Chat bots and voice bots provide an instant and personalized response, round the clock. Especially this personalization is highly valued. Examples include guiding customers with FAQs, delivering automated status updates, and managing complaints. Bots can also qualify sales leads, onboard new customers, and generally advise and assist the user. To these ends it's important to inform your bots with data from your CRM or other data systems.



We highly recommend that your customer service software is docked to your CRM. At Anywhere365® we integrate into [30+ different data systems](#), including Salesforce, Microsoft Dynamics 365, SAP C4C and ServiceNow. Not just to make the customer experience great, but also to collect valuable insights into your customer behavior. This helps you improve and enhance your services and stay ahead of the competition.

Where Europeans get to work from home

Share of employed people who usually worked from home in 2020
Share of total employment (people aged 15-64)
Source: Eurostat



Internet of Things

Chapter 2: Internet of Things as Integral Part of Business Communications

It's worth mentioning that we're seeing a unique trend in use of Internet of Things (IoT) solutions. Customers use our software to integrate IoT solutions into the conversational puzzle. Companies will want to keep making their communications processes smarter. IoT is already transforming the products we use on a daily basis, but it has the potential to do a lot more.

We reckon that we are on the eve of a transition, as a growing number of businesses start to realize that they have been viewing IoT on a wrong communication level. They start to allow sensors as data sources for communication and critical alarms. Many dialogues will add more value if they'd include sensor-based communication.



Anywhere365® Critical Dialogue Cloud for IoT allows you to revolutionize dialogue management. And reduce alarm fatigue in the process. As with any of our products the Critical Dialogue Cloud for IoT is natively attached to Microsoft Teams. Yet another big plus: it was designed hardware independent. We can deliver on the hardware from Apple, Samsung, Avaya or any other global vendor.

Omnichannel service scenarios for IoT

It's not hard to imagine your new car sending a WhatsApp message or an in-app alert in case of a (critical) malfunction, telling you what to do next. And at the same time it can schedule an emergency appointment in the nearest dealer workshop's Teams calendar. This will not only be of value for the driver, but also create more efficiency for that car dealer.

This is just one example. Similar scenarios apply to manufacturing, healthcare, banking or retail. Here are [8 scenarios to integrate IoT](#) into your enterprise dialogues.

Omnichannel for IoT Process



Sensor sends notification

8:30 AM

01



WHATS APP

It seems that there is an error with your powertrain. Drive to a dealer shop.

Do you want me to find the nearest dealer?

No

Yes

8:31 AM

02

Automatically open Google Maps



MAPS

Use the right lane to take the N-101 ramp to Roebling St Broadway W

Continue for 0.5 mi

Send dealer notification

8:32 AM

03



TEAMS

To: FunCars Dealer Shop

A BMW 3-series with license plate XX99X9 is coming to your shop. ETA in 20 minutes. Potential error with powertrain.

Contact Customer

8:33 AM

04

Send confirmation to customer



WHATS APP

We have notified your dealer that you will arrive in approximately 20 minutes.

Values & benefits

05



Higher Productivity
Higher Customer satisfaction
Higher Sales efficiency

Enterprise Dialogue Management

Chapter 3: Worldwide Shift from Point Solutions to Enterprise Dialogue Management

Naturally, we don't know what movement restrictions we will be subject to in 2022, if any. But we are already adapting to the increasing reliance on e-commerce and remote service provision. So, it stands to reason that the role of contact centers is going to change. Customer service hubs are often the first point of contact people have with a brand. From ordering medical supplies to renewing subscriptions, the roles, responsibilities and expectations have broadened significantly.

However, as previously explained by our virtual colleague Liam [in this bot video](#) we believe that this is unnecessary, inefficient and expensive. To really manage your warehouse of time in customer service we'll have to work towards a 'new normal'. You don't have to rely solely on formal agents, losing time and money in your contact center.

Building Transformation On Top Of Microsoft Teams

If you have Microsoft Teams as the backbone of your IT architecture, we can help you extend your contact center capabilities to anyone in your organization. Any worker, from formal agent to subject matter expert and managers, can become part of a customer dialogue in any channel, at any time. This will enhance the whole dialogue experience, for omnichannel customers as well as your workforce.

**Customer experience x Agent
experience = Dialogue Experience**

The changing role of contact centers presents a number of exciting opportunities for ambitious brands. So, it's a great idea to seize the moment and get one step ahead of your competitors. It's time to transition to omnichannel dialogue management!

"The changing role of contact centers presents a number of exciting opportunities for ambitious brands who transition to omnichannel dialogue management."

Transitioning to omnichannel dialogue management

When customers are struggling with a new process or tool why not be the company that smoothes their journey? When they want a seamless click and collect experience, make sure you're the brand that is at the forefront of their mind.

The best way to do this? Be where your customers are, whenever they need you. Not just with contact center agents, but make your entire workforce a potential part of any conversation. This will drive customer happiness, and eventually profitability of the entire business. Especially when you also add conversational AI and IoT, like we mentioned above.





Self-serve

Chapter 4: Taking self-serve to the next level

When customers can't find answers to their queries they look elsewhere. It's as simple as that. According to Gartner more than [40% of customer service and support leaders say call volumes have increased since the pandemic](#). Clearly, it's not possible for agents to cope with every query personally. Though with an increasingly competitive market, it's also not the time to scrimp on the quality of customer support! That's where a great self-serve strategy can help.

Make your self-serve content resources



Consistent



Valuable



Up-to-date



Customer-focused

Impact of COVID-19 on customer service contact v

- 41% Increased
- 25% Decreased
- 34% Stayed the Same



Source: Gartner (March 2021)

Save time and enhance the customer's experience

If the above benefits sound good, you need to make sure you adopt the right tech and tools to help your customers self-serve in the methods. And this has to be on the channels that suit them. You also need to develop a valuable, consistent, up-to-date, and customer-focused content resource. Doing so will help to steer self-serving customers in the right direction, saving time and enhancing the Dialogue Experience.

Make sure the self-serve options are prominent on your apps and website. You should also take the time to create predefined response templates that are personalized as much as possible. As with all your omnichannel customer service activities, be sure to keep a close eye on your analytics. They can help you identify bottlenecks, issues with user experience or barriers to engagement on particular channels.

Realtime and actionable insights are key



"The ability to access the right information in an instant empowers customers, demonstrates your credibility and can save huge amounts of time and money."



Chapter 5: Action, right away

As you can see, there are certainly a few interesting trends in omnichannel customer service to watch in 2022.

The pandemic has highlighted the need to prioritize delivering the right omnichannel customer service. It's shown how critical it is to ensure that all the tools and approaches are customer-focused, cost-effective, and fit for purpose. Failing to do so risks alienating customers and sending them into the arms of your competitors.

So here are 3 steps to take



1 Understand

Try to devote a good amount of time to understanding the new consumer behaviors we have outlined above. If you use our products we are helping with extensive dialogue analytics and reporting tools, based on PowerBI and web wallboards.



2 Strategize

Think about how these behaviors might impact your customer base, both now and in the future. You may want to involve people from different departments such as marketing, customer support and IT.



3 Execute

Not sure how to implement your insights? Feel free to reach out to us and we'll hook you up with someone from our valued network of partners to take your omnichannel customer service to the next level.

More resources

Golive!

The GoLive! site <https://golive.anywhere365.io/>
Explains in detail all aspects of installing, customizing, maintaining or using the software.

Anywhere365® website

<https://anywhere365.io/>


Social media

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Watch our product demo's on

 [YouTube](#)



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