

CUSTOMER EXPERIENCE AND THE FUTURE OF WORK

Trends in workforce strategy, culture and
technology

April 27th 2023

 GENESYS™





Klaus Markussen
Sales Executive

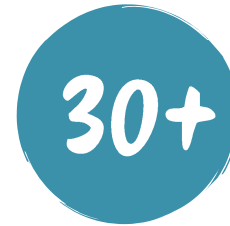


Jens Olesen
Senior Principal
Solution Consultant

GENESYS IS THE GLOBAL LEADER IN CLOUD CUSTOMER EXPERIENCE AND CONTACT CENTER SOLUTIONS



Spanning over 100
countries we cover
a lot of ground



More than 30 years
of innovation and
market leadership



Genesys employees work
together to create the best
customer experiences.



Nuuday Q4 report

"Nuudays overordnede kundeoplevelsesprogram lykkedes også med at øge den samlede Net Promoter Score (bNPS) med +6 point i gennemsnit YoY, med markante forbedringer hos YouSee og TDC Erhverv.

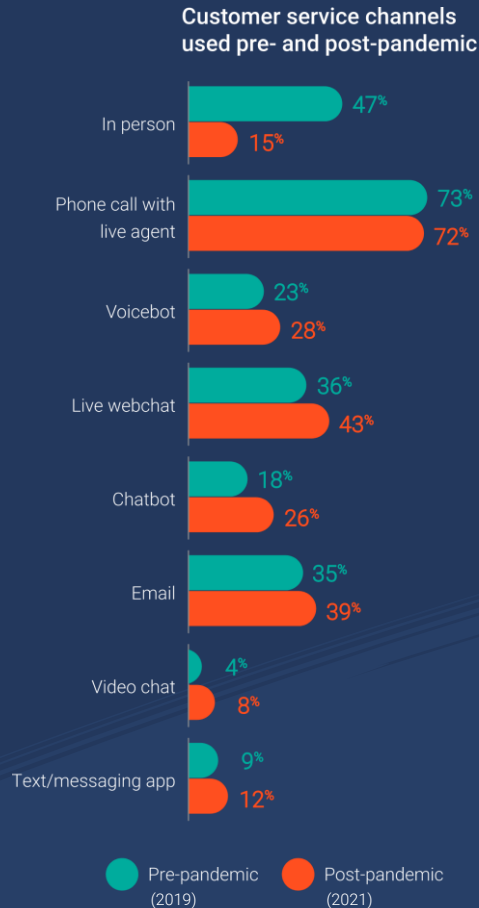
Der har særligt været en klar forbedring af kundeserviceopfattelsen i 4. kvartal efter implementeringen af den nye cxm-plattform Genesys."

/Jon James, CEO Nuuday

HOW CONSUMERS INTERACT WITH COMPANIES IS CHANGING

DIGITAL INTERACTIONS

have replaced in-person experiences, with live chat and chatbots being the **fastest growing channels globally**



19%

of consumers in Latin America have started using online **CHATBOTS** since the start of the pandemic (55% total)

45%

of consumers in Asia-Pacific now use **LIVE CHAT** to interact with customer service (2nd most frequently used channel)

100%

growth in use of **VIDEO CHAT** across every region

WHAT CONSUMERS EXPECT FROM A BRAND IS CHANGING



70%
CONSUMERS

across the globe believe that a company is only **as good as its customer service**

2 in 3
CONSUMERS

feel that companies **collecting data** on their customers **improves** the service **experience**



59%
CONSUMERS

prefer an empathetic customer service experience to a speedy resolution

1 in 3
CONSUMERS

say dealing with customer service is always a hassle

Video link:

[Genesys Experience Orchestrator](#)

