



The Client Vision for Next Generation Customer Service

Market Analysis
Report Abstract

February 2018

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BPS Market Development
NelsonHall

119 pages

February 2018
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Who Is This Report For?

NelsonHall's "The Client Vision for Next Generation Customer Service" report is a comprehensive market assessment report designed for:

- Sourcing managers investigating "the art of the possible" in next generation customer service & looking to transform their customer interaction services
- Vendor marketing, sales and business managers developing strategies to target digital & service transformation opportunities within customer service
- Financial analysts and investors specializing in the IT services and BPS sector.

Scope of the Report

The report is based on interviews with executives with responsibility for customer service operations in the U.S., U.K., and Continental Europe, specifically addressing the customer service visions of executives in each of the energy & utilities, healthcare payer, high tech, life & P&C insurance, life sciences, retail, retail banking, telecoms, and travel sectors.

The purpose of this study is to assist organizations in understanding the requirements and expectations and visions of major organizations from next generation customer service.

In particular, the study uses senior executive interviewing to establish:

- The level of current satisfaction with customer service operations overall and by service component and attribute
- The importance of customer service innovation to organizations together with their visions and initiatives around "next generation" customer service
- The channels and technologies that are key to next generation customer service together with the level of intention to introduce new technologies by 2020
- Expected changes in the levels of voice and digital customer interactions over the next three years
- Anticipated impacts of next generation customer service models on organizations' sourcing and shoring strategies, including the extent to which introduction of next generation customer service delivery models will lead to greater use of BPO or insourcing
- The key capabilities sought from third-parties in implementing and running next generation customer service.



Key Issues & Highlights

Customer service processes are relatively mature in most organizations, with high levels of satisfaction in areas such as customer care and end customer technical support. However, these processes are no longer static, with innovation in customer service delivery highly important to 85% of organizations over the next three years, and with innovation perceived to especially important by executives in the high-tech and telecoms sectors.

In particular:

- Organizations are seeking to eliminate voice interactions, where appropriate, as part of their channel mix optimizations strategies
- Organizations are seeking to implement new digital customer service process models, led by new techniques such as customer journey mapping and improved UX design and supported by new technologies such as cloud based platforms, NLP, analytics, RPA, machine learning, and new channels such as cognitive chatbots
- Contrary to many expectations, BPS is favored by the shift to next generation customer service as access to external technology expertise becomes increasingly important and multi-shore delivery retains its importance.

Contents

1.	Introduction
2.	Executive Summary
3.	Customer Satisfaction & Delivery Enhancement
4.	Next Generation Customer Service Vision & Initiatives
5.	Next Generation Customer Service Channel & Technology Adoption
6.	Next Generation Sourcing & Vendor Selection

Report Length

119 pages, consisting of 6 chapters

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