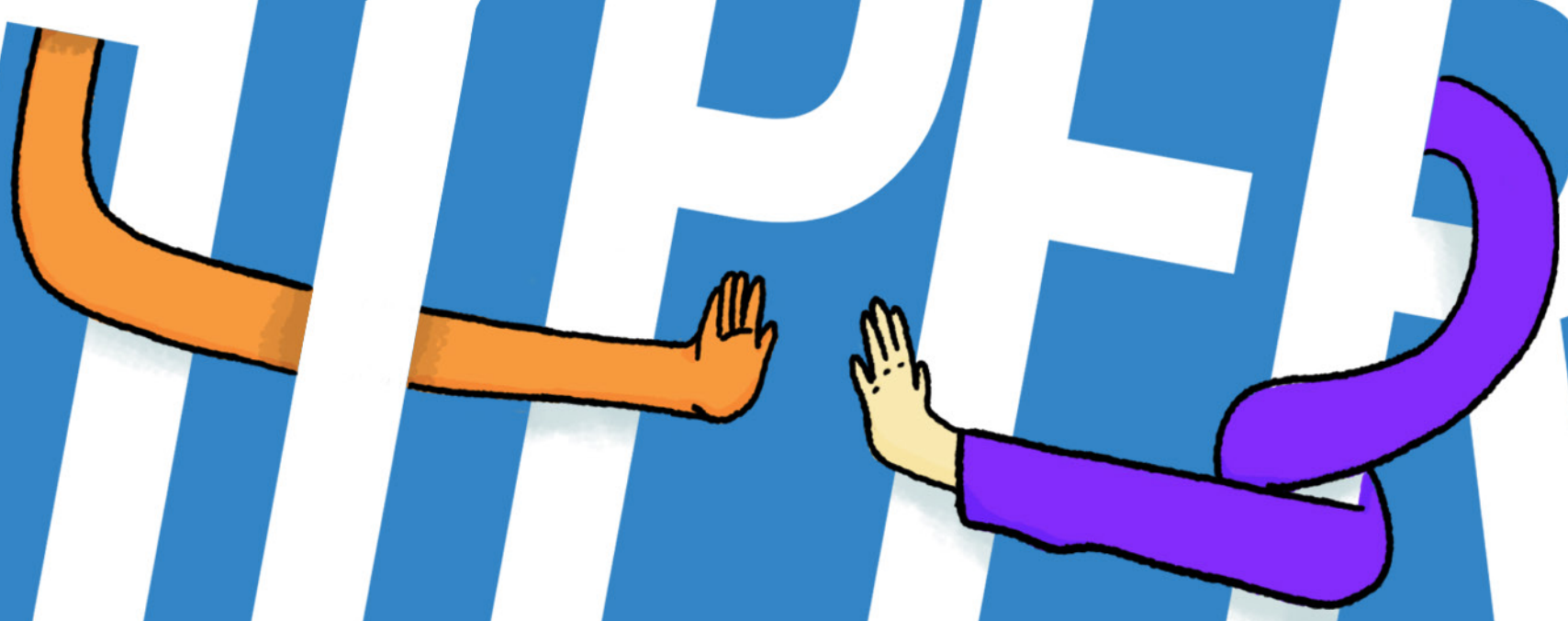


HYPER

An illustration of two stylized arms reaching towards each other. The arm on the left is orange and the arm on the right is purple. They are positioned as if they are about to clasp hands, with their fingers slightly spread. The background is a solid blue color.

PERSONALIZATION & EMPATHY

How can you better connect
with your customers using
technology and AI?

zendesk + aivo

Providing a good customer experience just doesn't cut it anymore. Everyone's implementing the same CX tactics and practices.

In the context of the hyperdigitalization, companies need to adapt their digital channels to better connect with their customers. AI and predictive technology are the heavy hitters when setting up personalized and empathetic experiences.

What tools can companies implement to better connect with their customers?



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Martín Frascaroli

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Learn more about Aivo and Zendesk

1. 

Customers want
to be known

Customers want to be known

Consumer behavior has been significantly transformed Consumer behavior has been significantly transformed over the last decade. Habits, expectations, and even hobbies have changed and adapted as a result of new technologies.

Modern customers are demanding, vocal and nonconformist. They prefer digital channels and look for others' inputs when making a buying decision. They're focused on the experience and on businesses that are empathetic and can adjust to customers. Because of this, their relationship with brands has changed.

With stiffer competition and an uncertain economy, it's so important to understand and design a CX strategy around these expectations in order to drive a company's success.

So what can companies do to guarantee an amazing customer experience?

According to a study by Forrester, a personalized experience tops the list of the 10 key success factors to win in the "customer era."

Today, **CX is what makes a brand stand out the most.** Companies that successfully stand out from the competition are the ones who provide more convenience and offer a personalized experience according to expectations.

**CX is what makes
a brand stand out
the most**

2.

What is
personalization?

What is personalization?

Basically, personalization is the practice of using something you know about a customer to make each interaction unique and powerful for them. It's about taking into account their preferences and acting on that information in real time. This usually touches on everything, from using a customer's name in messages to learning which products are selling best in order to define the customer journey.

Personalization **is essential for a positive customer experience because it's what consumers expect.** When done right, it can make for a much smoother and more positive experience, from transactions to customer service calls.

Top-notch personalization can lead to customer loyalty, **which can increase company profit by 70%, according to Gartner.** Plus, according to a study by [Accenture](#), 75% of consumers are more likely to buy from a brand when they're acknowledged, remembered or get relevant recommendations.

Why? **People can't help but connect**

with something personalized especially for them. It makes them feel special to think a brand created something just for them.

But nowadays **customers think most companies don't personalize their experience.**

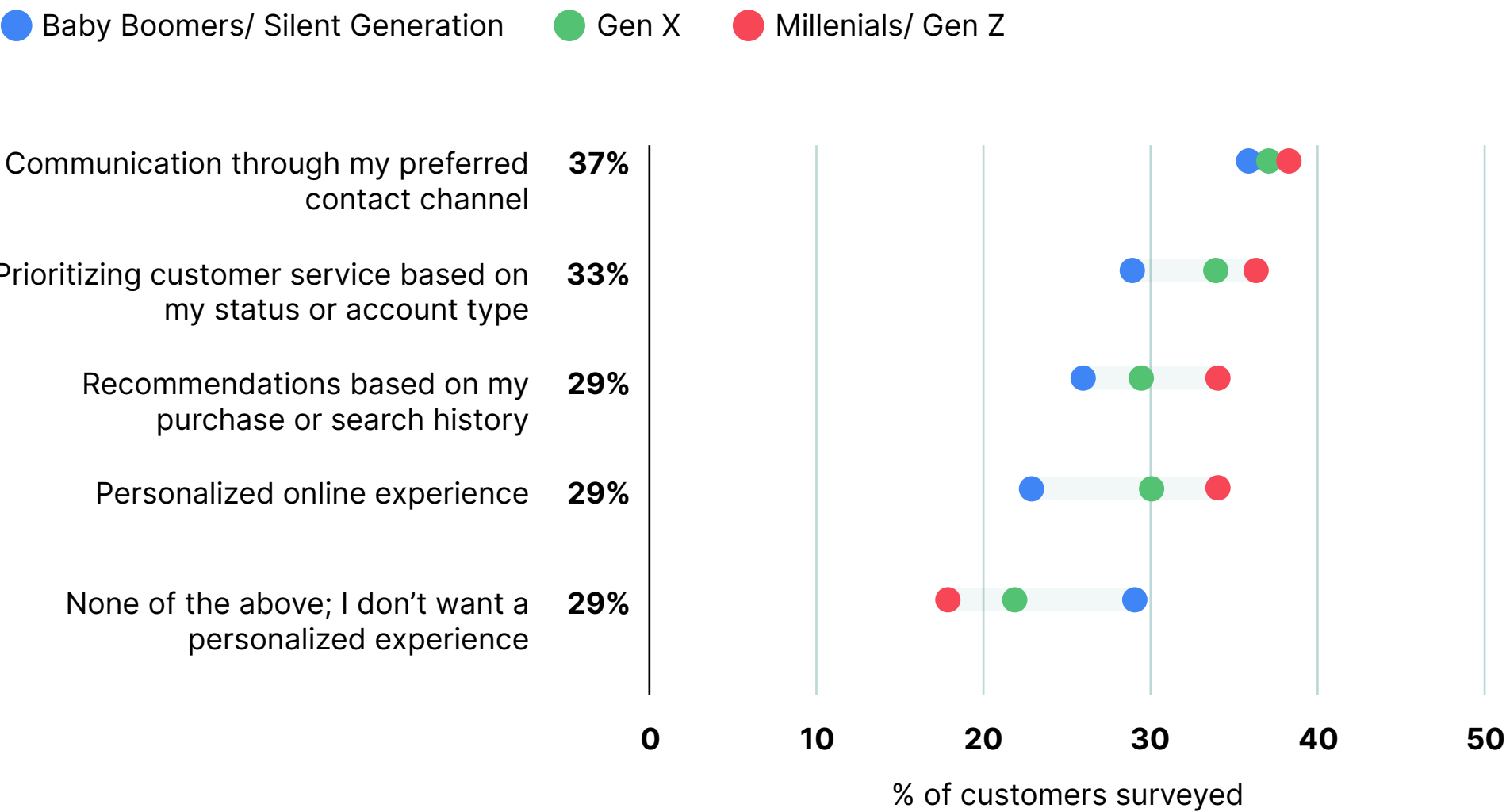
An [Accenture Strategy study](#) found that only 22% of global customers think that companies they do business with customize their experiences based on a deep understanding of their needs, preferences and past interactions. And this affects business: 4 out of 10 consumers have changed providers because of poor personalization.

Personalization:

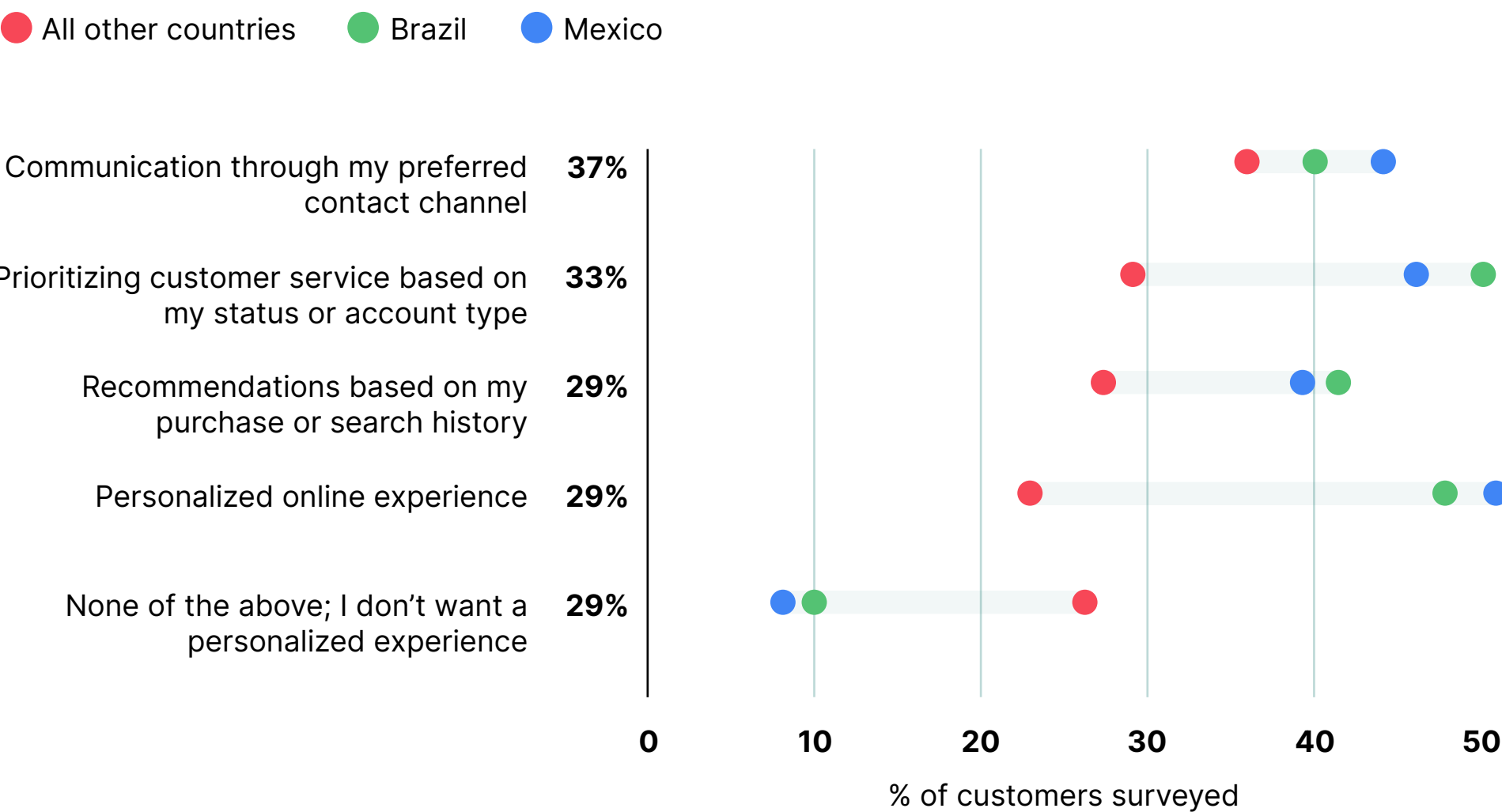
Taking into account customers' preferences and acting on that information in real time.

What do customers understand by personalization

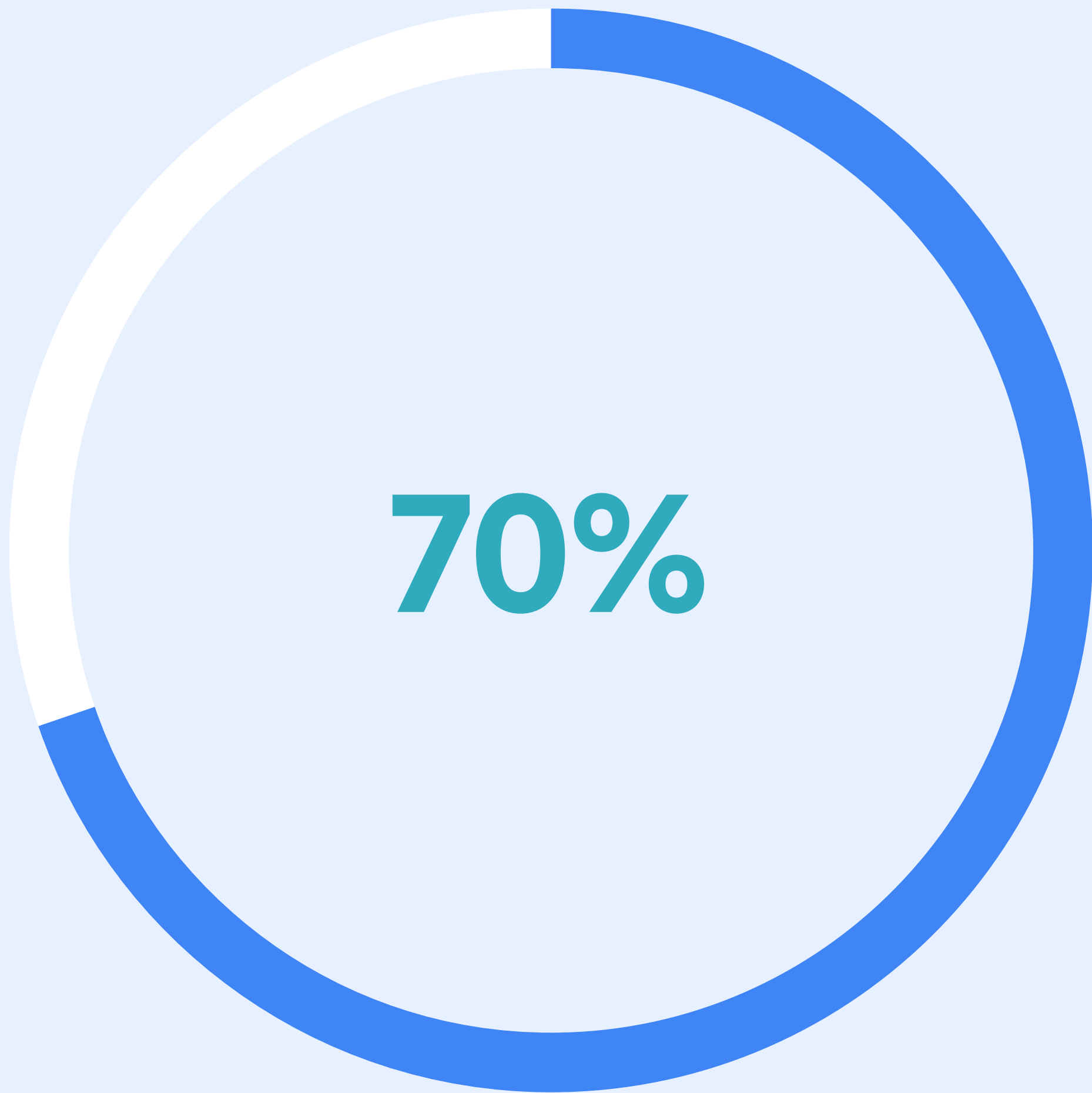
How do you expect companies to personalize your experience with them?



How do you expect companies to personalize your experience with them?



Source: [Zendesk Customer Experience Trends Report](#)



Personalization can **increase company profit by 70%**, according to **Gartner**.

Customers want companies to follow up on their information if it means a tangible improvement in their experience. No one likes getting transferred from agent to agent and repeating the same story over and over.

According to the latest Zendesk CX Trends Report, most consumers (76%) expect some kind of personalization through data. For example: Interactions on their preferred contact channel, account type or status, recommendations based on purchase or search history, or some kind of personalized online experience.

This is definitely a global trend, but there's a higher demand for personalization in Latin America, especially Brazil, where companies are just beginning to explore these initiatives.

Personalization has to be implemented at every step of the customer

experience, from marketing offers and sales cycles to the quality of customer service.

Today, the only chance of business survival is having a deep understanding of your customers' preferences, needs and every contact they've had with your company.

So what tactics can companies start implementing to better connect with their customers?

Today, the only chance of business survival is having a deep understanding of your customers' preferences, needs and every contact they've had with your company.

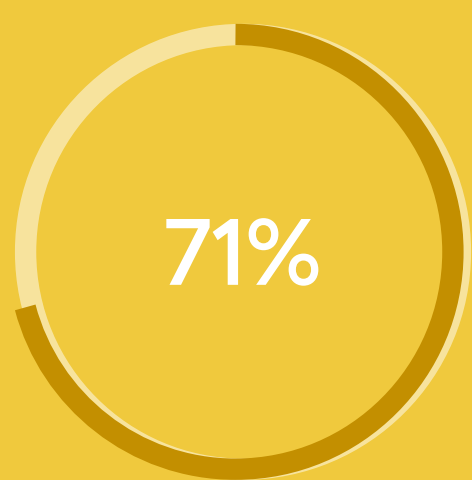
3.

Keys and tools to
better connect with
customers

Empathy and instant resolution

Empathy: The ability to perceive, share or infer other people's feelings, thoughts and emotions based on the acknowledgment of others.

Basically, it's being able to walk in someone else's shoes. And applied to customer experience, it's tied to **defining a strategy based on understanding what's going on or will be going on with a customer.** It's about helping them reach their goals as effectively as possible.



71% of customers expect companies to collaborate internally to avoid repeating themselves.

What's most important is providing convenience to make the customer's life easier.

73% of customers say that valuing their time is the most important thing a company can do to deliver good service. (Forrester).

This means:

- Providing self-service options that include FAQs (chatbots, knowledge bases, etc.)
- Defining a strategy that focuses on resolution with transactional answers (for example, if a customer makes a credit balance inquiry, reply with its actual balance number)
- Providing the option to speak with an agent when the customer needs it and quickly transferring them to the right department.
- Easily creating tickets and providing prompt resolution.

Empathy:

The ability to perceive, share or infer other people's feelings, thoughts and emotions based on the acknowledgment of others.

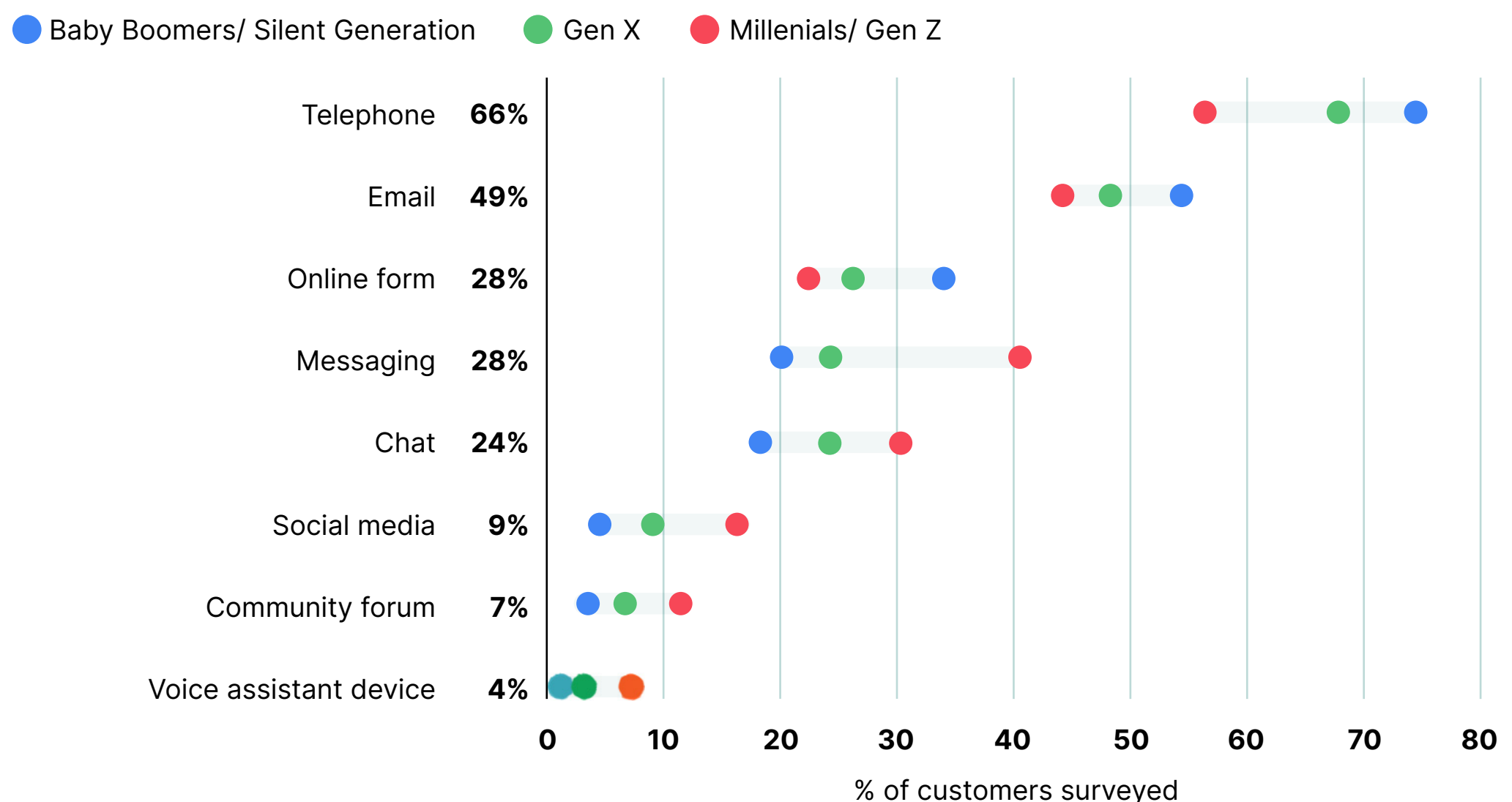
Omnichannel service: Giving customers the chance to communicate on their preferred channels

Having a website, email and phone number isn't enough to do business anymore. The rise of social media and new messaging apps isn't limited to social contacts, it's also driven change in the way consumers interact with brands.

Customers want to communicate with companies the way they do with their

friends and family, and the truth is we don't always use the same channel every time we reach out. **Different problems and questions require different channels.**

How do you usually resolve problems with companies?



Source: [Zendesk Customer Experience Trends Report](#)

Over the past few years, we've seen companies embrace this multichannel trend and open new lines of communication, **but having a multichannel strategy isn't the same as an omnichannel one.**

Traditional channels tend to be more robust and comprehensive. They've had more time to develop procedures and mechanisms over time. On the other hand, digital channels, for the most part, still provide an underwhelming experience.

Being omnichannel is all about being able to **provide the same experience across all contact points with a brand, regardless of what channel the customer uses.** Regardless of the channel, the offering, resolution and operation capabilities should be the same.

Customers should be able to change channels without having to continuously repeat information. It's about enabling all channels to have the same capabilities,

playing to their strengths and showing what makes each one unique, while allowing the same efficiency to solve problems across the board.

Today, only 35% of businesses have a truly omnichannel approach to communications ([Zendesk](#)). That said, this trend isn't going anywhere. The more channels that emerge, the better brands will be at integrating them into an omnichannel service.

What's more, according to the [Zendesk Startups CX Benchmark](#) study, 72% of startups have grown faster globally and have adopted an omnichannel strategy. There's a growing need to receive the same customer service quality and fluidity across all communication channels, regardless of customer choice.

Today, only 35% of businesses have a truly omnichannel approach to communications

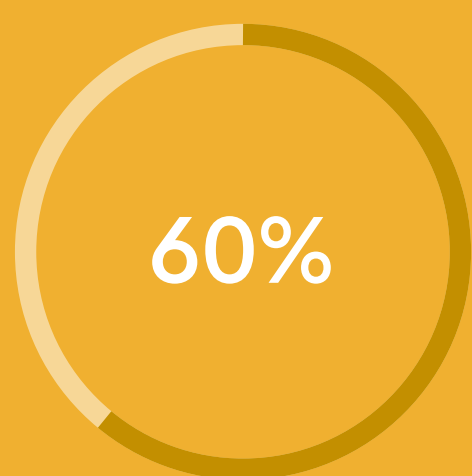
Omnichannel services have become especially important during the pandemic and this trend hasn't gone anywhere now that we are back to normal. The customer that during the pandemic discovered how easy and efficient digital channels are to interact with brands, it's a customer that doesn't go back to traditional customer service.

And when it comes to digital channels, [WhatsApp](#) has been the fastest growing channel in the last few years, all around the world.

Despite being aware of this trend, today less than 30% of companies offer self-service, live chat, social media messaging, app messaging, bots or peer community tools ([Zendesk -](#)

[Customer Experience Trends Report](#)).

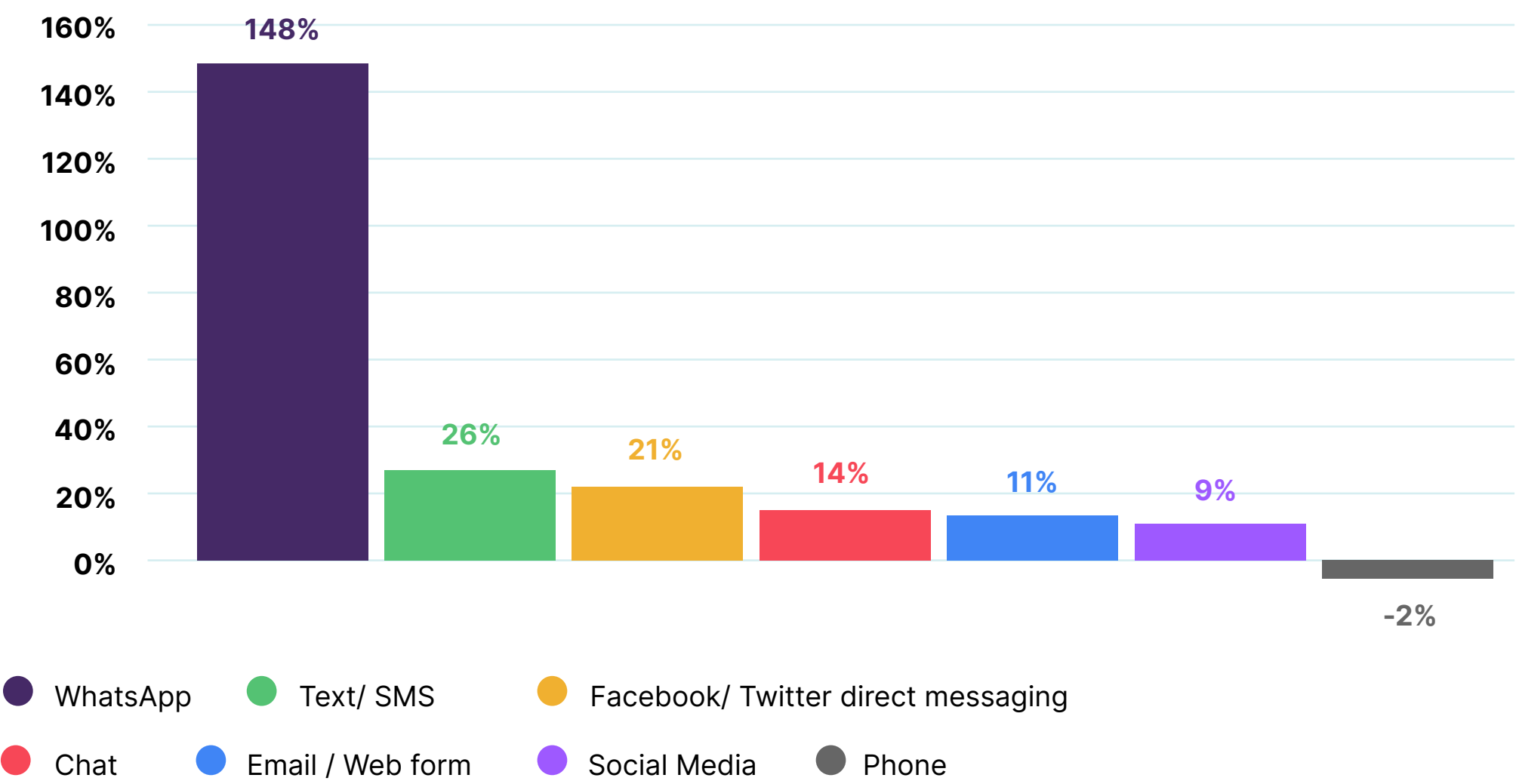
Yet customers today are defined by their ability to solve their own problems. It's no surprise that 61% of the most successful startups analyzed by Zendesk added self-service more quickly, things like Help Desks or community forums within their first year, according to the [Zendesk Startups CX Benchmark study](#).



More than 60% of customers say they now have higher customer service standards.

Today, companies have the chance to provide communication options through different channels and create new business opportunities to face the competition.

Customers increasingly turn to WhatsApp



30%



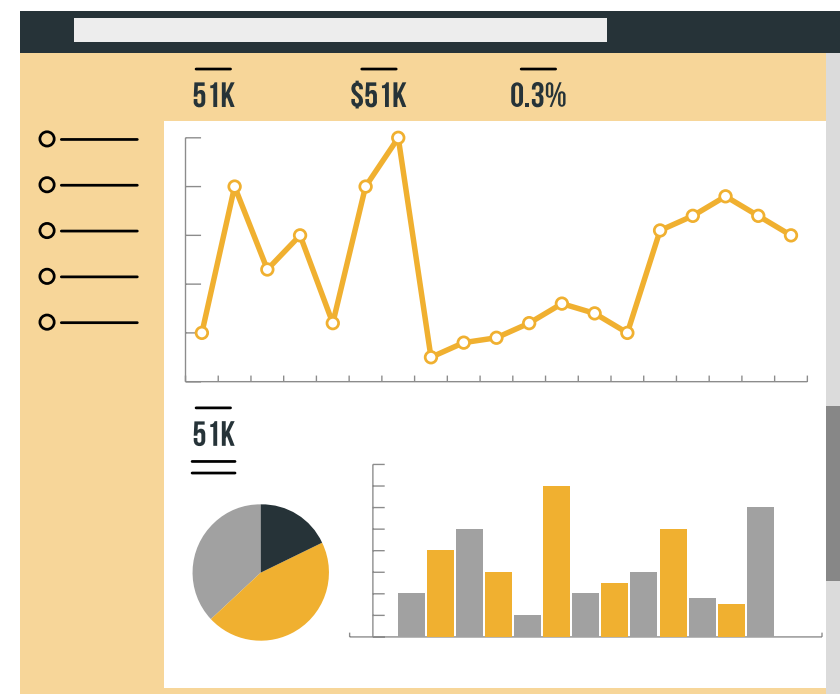
Less than 30% of companies offer self-service, live chat, social media messaging, app messaging, bots or community tools.



- Half of customers choose a channel based on how quickly they need a response
- **40%** of customers choose a channel based on the complexity of their problem

Data and analytics

One of the most important aspects of personalization is knowing customers. Managing and interpreting data is essential to understand customers and proactively identify opportunities to provide service. Companies today manage triple the data they did five years ago, and double the data per customer ([Zendesk](#)). To manage this data and apply it correctly, this trend leverages various technologies.



Companies manage three times more data than they did 5 years ago

Many organizations integrate customer service feedback and chat solutions with CRM tools. This keeps information all in one place, so it can be applied easily during customer service and when making strategic decisions based on actual consumer knowledge (instead of assumptions).

Companies that tap into higher customer data volume experience:

- 36% faster resolutions
- 79% decrease in wait times
- Four times more inquiry resolutions

The type of data that should be considered in a personalization strategy:

- Basic data: which devices customers use, their geolocation, if it's the first time they're interacting with the brand or not.
- Activity data: this requires a little more sophisticated level of analysis. This is related to what they're doing on the company's site or with the product, how much time is spent there, pages visited, click activity, which ads or offers they look at, the types of products they previously bought, or if they've ever contacted customer service.
- Behavior data: A combination of the two above categories, in order to draw deeper conclusions. What type of content do they prefer? What types of products do they like? What channels do they usually use to

communicate with us? Do they use self-service channels? Were we able to answer their questions in the past?

It's important to use customer data to give them not just accurate but also relevant information. Take geolocation data as an example. This can be used to recommend the nearest store or branch or specific deals in the customer's city.

To deliver a positive experience for the customer, data must always be handled in accordance with privacy or information management regulations of their country or region.

Artificial Intelligence

AI helps to communicate better and analyze those communications.

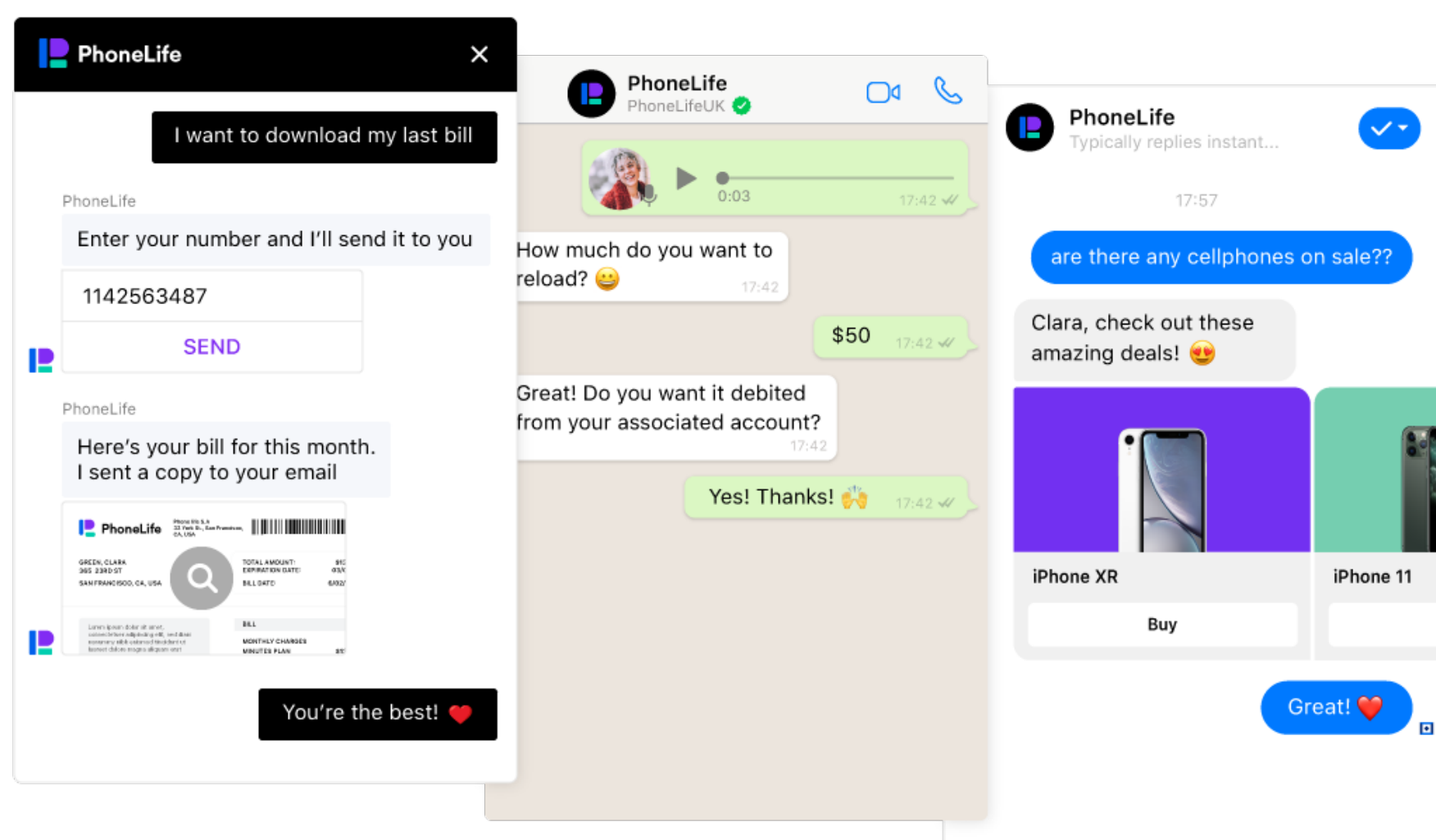
We've already talked about the increasing importance of digital channels. Another great benefit of them is that it's easy to automate communication on them. And so, another trend we see in the market is the growing use of chatbots.

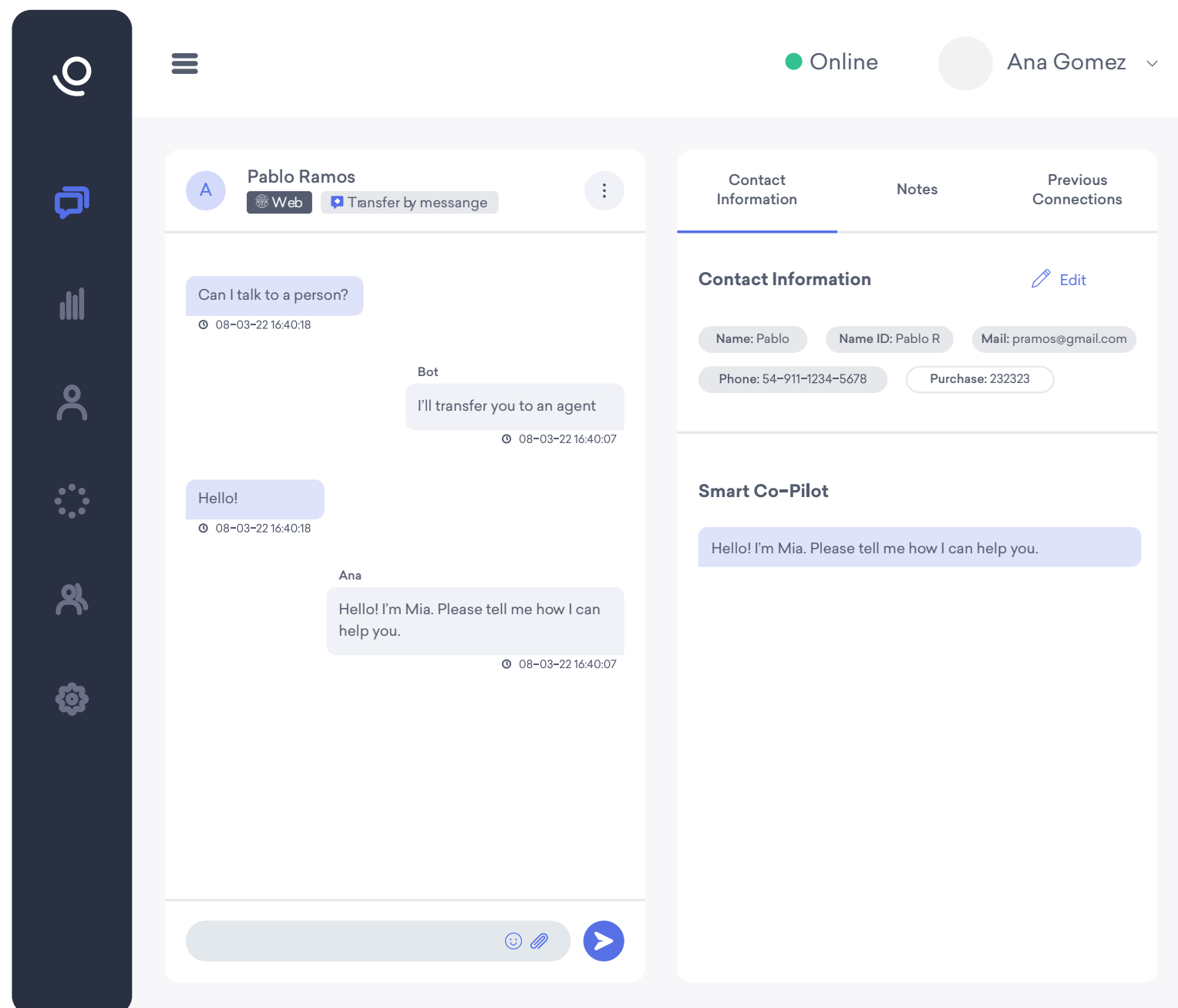
However, most of these are extremely simple systems with rigid data flows that aren't really trying to understand or solve customers' problems.

That said, **there are AI chatbots that can chat naturally with customers**

and deliver a more personalized experience. Instead of choosing from a menu, customers ask their questions directly. The bot doesn't just answer, it answers empathetically, understands local slang, uses emojis, understands audio messages, uses GIFs; in other words, it can relate to customers' needs.

In cases the chatbots can't resolve an issue, they quickly transfer customers to a human agent, who's also assisted by AI. This speeds up their work, showing the past chat history and suggesting answers to questions.



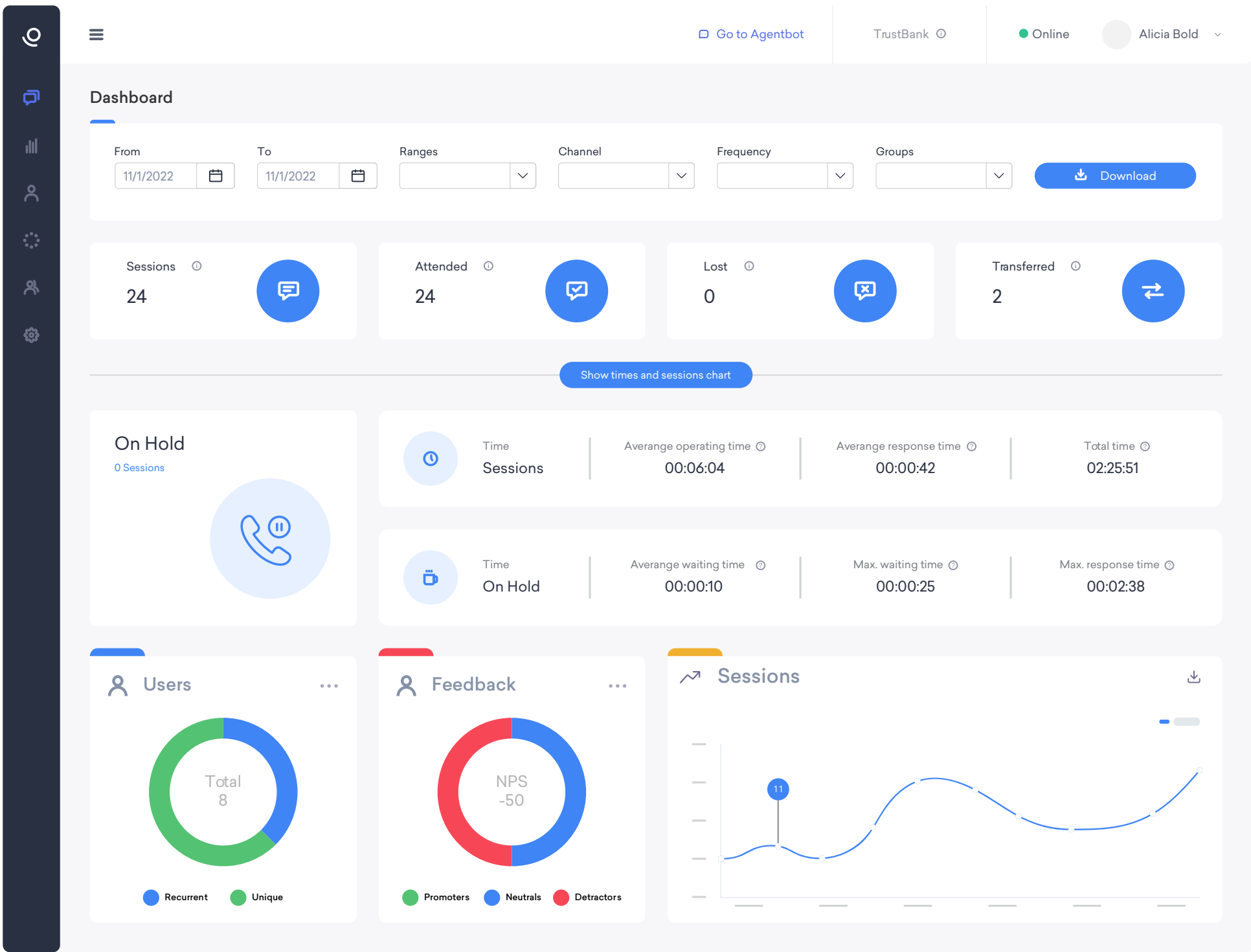


Being able to connect at a more human level with customers is key to the overall customer experience.

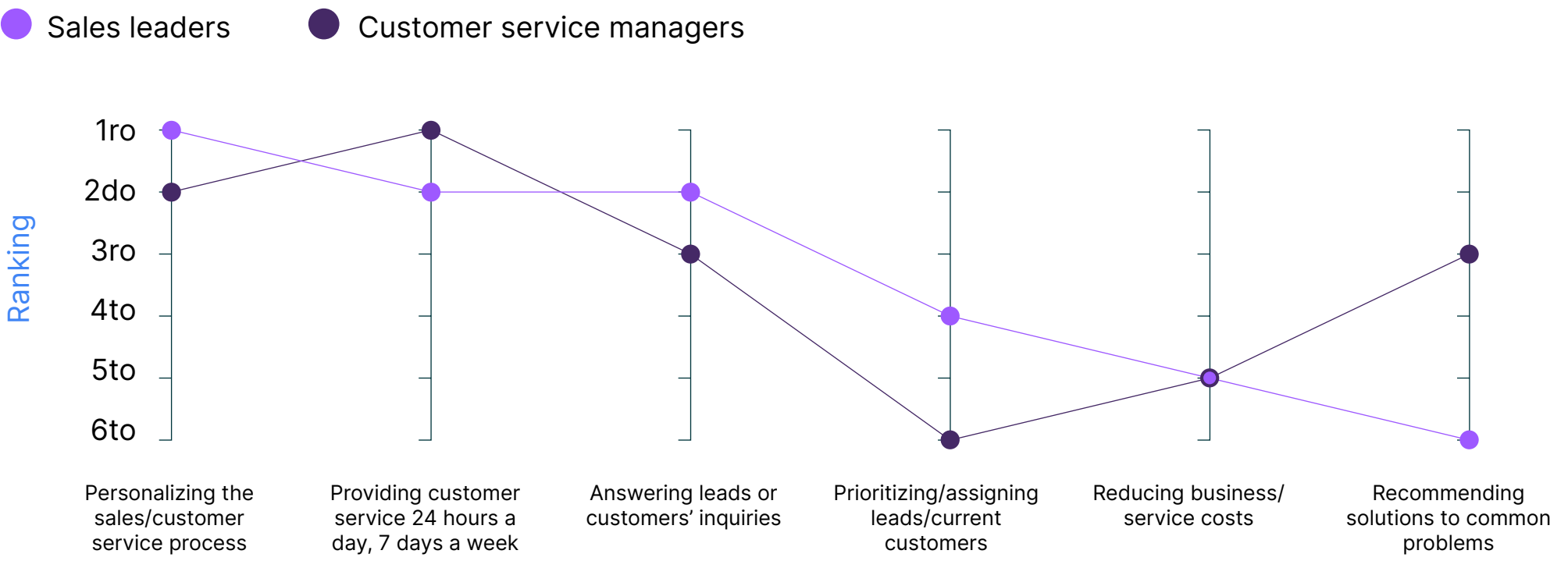
AI can also generate reports and statistics in real time which, combined with the Deep Analytics tool, for example, can help customer service departments better understand how they're doing and how consumers are currently engaging with a brand.

Some technologies are even able to take this one step further by incorporating predictive technology into the data, enabling the system to foresee what the user's next action will be and make interactions even more effective.

Artificial intelligence is gaining momentum and is already delivering positive results in customer experience. Companies that use AI boost agent productivity, resolve tickets faster and increase support based on customer needs.



Objectives of AI



4.

Brand examples and the advantages of personalization

Companies like Netflix, Amazon and Uber have made personalizing the experience a crucial part of their strategy, and that's why they stand out from the competition. But this practice isn't limited to just these companies. More and more brands are using the tactics highlighted in this ebook to better connect with their customers.



A fundamental aspect to consider when implementing a customer service solution is that it can serve all customer segments, especially if they are located in different countries or speak other languages. With that in mind, [CEMEX](#) implemented Aivo's conversational AI solutions.

Objectives:

- Strengthen their digital strategy
- Provide alternatives to traditional support channels
- Automate FAQs
- Offer 24/7 support
- Improve the customer experience

Practices Used:

- Implementation of bots with more than 60 automated frequently asked questions in its database. For

example, how to place or modify an order, how to download an invoice, where to see your balance, etc.

- Development of a scalable automation strategy in multiple countries and languages. They currently have Aivo solutions in their operations in Mexico, Spain, Colombia, the United States, the Philippines and the United Kingdom for all customer segments and all market products. Regarding languages, it is currently available in English and Spanish and they are working to launch it soon in French, German, Arabic and Hebrew.
- Complementation of automated assistance with Live to transfer agents in complex cases transparently and immediately.

Thanks to its strategy, throughout 2021, CEMEX managed to automate **40 thousand queries** in multiple countries with **90% effectiveness** and an **average response time of 2:10”**.



PayJoy

PayJoy is a financial company founded in Mexico, and offers credit and loan services to the unbanked and underbanked. The company was having a hard time providing exceptional support and fully communicating with their customers, so they implemented Zendesk Support, Talk, Chat, Guide and Explore.



Objectives:

- Make it easy for billions of people around the world to access the modern financial ecosystem.
- Promptly answer high volumes of customer inquiries.
- End data lakes and make sure customers can get the support they need, regardless of the channel they use.
- Unify platforms used within the company to interact with customers more easily.

Practices used:

- Multiple integrated contact channels (telephone, chat tool, Facebook, WhatsApp and email).
- History of customer conversations.
- Quick answers: The company answers nearly 24 messages every 30 seconds by chat and has an SLA of 45 minutes on WhatsApp.

52

Agents

80

NPS® Score in Mexico

1 Minute

WhatsApp SLA

4x

Sales support capacity

5.

Final Thoughts



Martín Frascaroli

CEO de Aivo

“Customers expect to be treated like people. They expect every encounter to be unique, informed and enriched with up-to-date and accurate information about their history and preferences. They expect agents to be aware of their previous behaviors and customize the overall service and experience based on that.

Defining a personalization strategy must start by knowing your customers thoroughly, treating them with empathy, understanding their circumstances and needs and using technology (AI, data analytics and digital channels) to connect more effectively.

Personalization isn't an option anymore. It's the key to keeping customers engaged and invested in a brand.”



Damián Gona

Regional Vice President,
Latin American & Caribbean
at Zendesk

”

“The social distancing imposed by the global situation has brought most companies into a new era of uncertainty, as well as opportunities. In practice, this means not only working and dealing with customers remotely, but also making the whole consumer journey a virtual one, from online product search to after sales. We’ve seen Latin American companies greatly advance in this process and many of them have been able to change their business models to offer an even better experience to their consumers, no matter the challenges.

The data is clear: investing in the digital world has never been so necessary. **The world’s changed, and so have customer needs.** Against this backdrop, Latin American countries have had an even bigger challenge in getting their businesses back after the pandemic. According to a study by Forrester, CX leaders help increase revenue up to 5 times faster. This means that having a consumer-centered business strategy is one of the biggest secrets for success and business recovery after the crisis.”



Check out the reports used in this ebook

- [Zendesk Customer Experience Trends Report](#)
- [Zendesk Startups CX Benchmark](#)
- [Aivo's Post Coronavirus CX Strategies Report](#)

Chat with a specialist

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Learn more about Aivo and Zendesk

aivo

Since 2012, [Aivo](https://aivo.co/) has solved companies' main challenges related to customer service and sales growth with an AI-based omnichannel solution. Focused on giving time back to people, Aivo provides big companies such as Visa, General Motors, Avon, Movistar, Amadeus, BBVA and others with an easy-to-use solution that improves the customer experience.

Aivo operates globally in 22 countries, with 7 offices in North America, South America and Europe.

Find out more about the company at <https://aivo.co/>.

zendesk

Zendesk is a service-centered CRM company that develops support, sales and customer engagement software designed to promote relationships between companies and their consumers. From big companies to startups, we believe that creating powerful and innovative experiences should be possible for all businesses, regardless of their size, industry or ambition. Zendesk serves more than 160,000 customers in different industries and in more than 30 languages. Zendesk is headquartered in San Francisco and has offices all over the world.

Find out more about Zendesk at <http://www.zendesk.com>

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