HOW CUSTOMER-FOCUSED TECH CAN TRANSFORM YOUR CUSTOMER'S JOURNEY

Customer-focused technology is revolutionizing the way businesses cater to their online customers. Visual engagement software (cobrowse, screen share, and agent video) is a key part of the picture, enabling businesses to bring personalized, real-time communication to online customers at important points in their journey.

THERE ARE NINE STAGES OF THE CUSTOMER'S JOURNEY*

NEED >> SEEK > CHOOSE > GIVE > GET > USE / FIX > LOVE / LEAVE

1. **NEED** — Customers have a problem and search to see how others handle this issue
2. **SEEK** — Customers focus on a specific solution to handle their issue and begin the provider selection process
3. **CHOOSE** — After shopping around, the customers select which company to do business with"
4. **GIVE** — Customers purchase the product or service
5. **GET** — Customers receive solution and onboarding services
6. **USE** — Customers utilize the solution
7. **FIX** — Customers work with solution providers to fix any issues and answer questions
8. **LOVE** — Customers actively decide to continue working with their solution provider
9. **LEAVE** — Customers actively decide to discontinue working with their solution provider

THE FOUR STAGES THAT CAN BENEFIT MOST FROM CUSTOMER-FOCUSED TECHNOLOGY ARE:

SEEK   CHOOSE   GET   FIX

VISUAL ENGAGEMENT SOFTWARE MAKES INTERACTIONS WITH CUSTOMERS INSTANT, RELEVANT, AND EFFORTLESS.

SEEK

All major industries can benefit from utilizing customer-focused technology.

This chart highlights the industries where it's currently making the biggest impact.

- 10.7% Healthcare (e.g., insurance)
- 50.7% Technology (e.g., SaaS)
- 11.3% Financial Services
- 14% Retail
- .7% Hospitality
- 2.7% Tourism
- 10% Other — logistics, transportation, professional services, manufacturing, communications, etc.

CHOOSE

"A picture is worth a thousand words"

FILLING OUT FORMS
With its ever-changing regulations, healthcare, for example, has a myriad of forms that can baffle and frustrate the average user. With visual engagement software, your agents can walk customers through complicated forms one step at a time.

DEMOING PRODUCTS AND SERVICES
Companies can teach customers how to solve issues on their own (e.g., billing questions) so they can self-serve in the future. This builds customer confidence and reduces call-backs.

ORDERING PRODUCTS AND SERVICES
High-end shopping experiences often benefit from a personal touch. Retailers that utilize visual engagement increase both customers and agent satisfaction with the buying process.**

HELP YOUR CUSTOMERS FIND THE RIGHT PRODUCTS AND SERVICES
For example, in travel and transportation, there are so many options for purchasing plane tickets, hotel room reservations, and rental cars. Visual engagement software can take the confusion out of the equation for your customers, by allowing agents to walk customers through options and compare pros and cons.**

GET

ONBOARDING AND EDUCATION
- A growing number of companies operate solely online. Visual engagement software is the perfect way to combine the convenience of an online operation with the personal feeling of having everyone in the same office.**
- Show customers how to accomplish tasks and then let them try it themselves. By teaching customers rather than doing things for them, you empower your customers and reduce future service calls.

FIX

YOUR AGENTS CAN USE VISUAL ENGAGEMENT SOFTWARE TO BETTER RESOLVE ISSUES FOR YOUR CUSTOMERS
i. The "Fix" stage is your chance to shine. It's when your customers need help that they'll be most appreciative of your support.
ii. When your agents can get the "Fix" stage right, it has a direct effect on the next stages, specifically whether the customers decide to "Love" or "Leave" your company, product, or service.

Visual Engagement customer-focused technology makes customer service smooth for both employees and customers.

90% OF COMPANIES WITH INCREASED CUSTOMER-FOCUSED TECHNOLOGY REPORT "GOOD" OR "VERY GOOD" UTILIZATION OF THEIR INVESTMENTS***

86% OF COMPANIES HAVE INCREASED THEIR BUDGETS FOR CUSTOMER-FOCUSED TECHNOLOGY IN THE LAST THREE YEARS***

Glance offers visual engagement options to meet your business' needs.

1. Collaborate with customers by seeing what they see with cobrowse, screen share, and other visual engagement technologies.
2. View, **highlight,** and control the agent's view or the customer's view (with permission) to guide and educate.
3. Use one-way video to show the agent's face to humanize and personalize communication, building trust, confidence, and rapport.

Visual engagement improves the customer's experience in all stages of the journey, to instantly see where customers are, shorten calls, and decrease both customer and agent effort.

THE BOTTOM LINE
Using Visual Engagement Software Can Help Your Bottom Line

Companies Using Visual Engagement See Mind-Blowing Returns

- **81%** increase year over year in annual revenue
- **47%** increase year over year in customer satisfaction
- **39%** increase in customer retention
- **2.7** times greater annual improvement in customer effort score
- **2.5** times greater annual growth in website conversion rates

The Glance ROI Insight Program

Speed time to benefit with Glance customer centric solutions by signing up for the Glance ROI Insight Program. The program includes three phases: DISCOVERY, PRE-DEPLOYMENT, and DEPLOYMENT.

DISCOVERY
- **STRATEGY:** Understand Customer Experience Management (CEM) strategy.
- **INTERACTION:** Gather and review intelligence around key customer interactions.
- **CUSTOMER JOURNEY:** Identify, define, and map customer/agent activities.
- **EFFICIENCIES:** Derive Key Performance Indicators (KPIs) and efficiencies to be gained by leveraging visual engagement.

PRE-DEPLOYMENT
- **DESIGN:** Develop the use cases together with relevant stakeholders, including benchmarks and measurements.
- **CONFIGURE:** Work with stakeholders to configure the installation.
- **TUNE:** Validate the pilot use case in a test environment.
- **DEVELOP:** Create customized agent training materials.

DEPLOYMENT
- **TRAIN:** Enable trainers to deliver training sessions.
- **DEPLOY:** Push Glance solution to the production environment.
- **EXECUTE:** Run pilot and track metrics to ensure agents adopt the solution as expected and KPIs are recorded.
- **ANALYZE:** Assemble KPIs from the study to validate the ROI model and move on to next successful project.

Glance seeing matters.

www.glance.net