

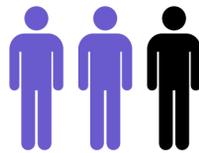
# Managed Customer Engagement: The Turnkey Path to CX Digital Transformation

Business success today requires a laser-like focus on customer experience (CX). But a CX management strategy may require you to invest deeply in digital transformation. What's the best way to get there?

The charts, stats, and other information presented are pulled from the 2021 Opus Research analyst report, *Managed CX: Techniques for Managing Your Digital Transformation*.

“Bridging the CX digital divide is now mandatory.”

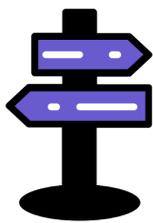
More than **two-thirds** of CX decision-makers plan to increase investment in CX technologies such as voice assistants, chatbots, IVR, and related conversational AI technologies.



AND

52%

want a vendor that fits with their company's long-term product roadmap.



51%

want a vendor that offers an end-to-end, one-stop-shop solution.

CX decision-makers want a **single solution provider** who understands their long-range strategy and can blend existing staff, knowledge capital, and resources with new technologies and all-around support.

## Complete Digital Transformation Framework

Your managed customer engagement partner should offer:

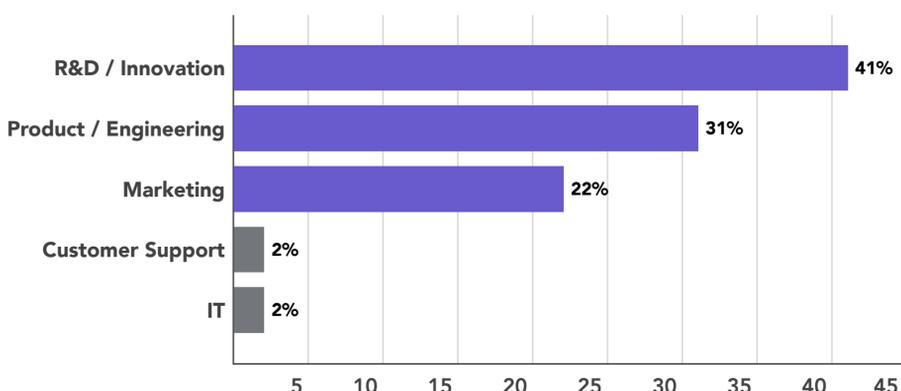
- ✓ Integrated artificial and human intelligence
- ✓ Subject matter experts with a background in customer care
- ✓ Single sign-on with a single interface
- ✓ AI analysis tools
- ✓ A single contract
- ✓ Ongoing optimization
- ✓ Friction-free onboarding
- ✓ Deep vertical industry knowledge

## Game Changer: Digital CX Transformation

- ✓ Complete more sales
- ✓ Get more new customers
- ✓ Reduce costs through automation
- ✓ Better satisfy existing customers

## Focus Your CX Resources

Most companies divide CX budget and operational responsibilities across departments that have nothing to do with customer satisfaction (CSAT), customer retention, and the like. The chart below shows who's typically **in charge of the budget**:



## [24]7.ai™ Managed Customer Engagement: Retail Case Study

This retail customer needed to **cut costs and win back** customers—fast. [24]7.ai Managed Customer Engagement got these results in just 90 days:

- 32% customer digital engagement (up from 0%)
- 95% inquiries resolved by digital chat
- 36% FAQbot containment (up from 0%)
- 86% FAQbot answer rate
- 4.2/5 CSAT rating (up 15%)
- 11 initiatives launched in first 30 days

## Take the Next Step

How will you ensure your CX digital transformation framework succeeds?

Explore:

[ [\[24\]7.ai Managed Customer Engagement](#) ]