

Engaging the Connected Customer

Transform your contact center to keep pace with modern consumers



3 Consumer Trends You Can't Ignore

They're mobile – they use their smartphones for everything



53% use their mobile device to research products/services before buying



44% use their mobile device to make a purchase



83% use mobile applications for customer support

They're informed – sometimes more than service agents



72% do research online before contacting an agent



69% do research while speaking with an agent



Only 49% of contact centers track digital behavior

They're demanding – and much less patient

45% expect a response to live chat in <1 min

91% agree that there should always be a way to contact a live agent

72% have abandoned a mobile experience because contact details were too difficult to find



Companies Are Falling Behind

Systems are outdated



Agents rely on **18 or more different interfaces**



Agents lack **contextual data and customer history**



47% of contact centers believe outdated technology prevents them from delivering great service

Customers are dissatisfied

Customers believe it takes **6 different attempts** to resolve an issue



Impatient customers are frustrated by **multiple hand-offs**



82% stopped doing business with a brand after one bad experience



Feeling discouraged? Don't be! Here's how to get those customers **ENGAGED!**



How Can Companies Keep Up?

Personalize your service



79% of marketers say personalization helps increase satisfaction, build loyalty, and acquire new customers



74% of consumers say personalization encourages them to buy products and services they've never purchased before



89% of companies expect customer experience to be their main differentiator in 2017

Be Where Your Customers Are



Serve customers across any channel, including chat, video, social media



Facebook Messenger is the 3rd most popular app, with 96.4 million users



42% of smartphone owners age 18-29 use messaging apps like WhatsApp



Utilize data and automation



Quickly access and curate data across your systems to provide **real-time contextual information** for reps and to inform automated responses

53% of consumers always or usually look for FAQs



By 2020 smart agents will facilitate **40%** of mobile interactions

Introducing Bold360 by LogMeIn

A unified solution to connect with modern customers

Bold360 empowers companies to reimagine their customer engagement and support across all digital channels and devices for highly personalized and intelligent interactions.



Delivers consistent experiences across channels and devices



Maintains the context of the conversation so agents can resolve issues quickly



Optimizes support experiences and dramatically increases productivity



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Visit **Bold360.com** for more information.

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