



Breakout | The future of Customer Service

Community Forum

How to create a true one stop shop to increase user satisfaction and novel service experience



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Dominik Loerts

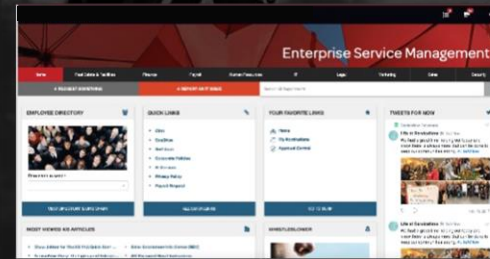
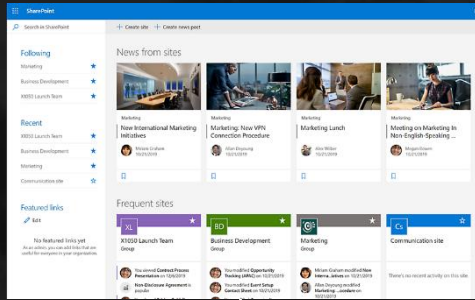


PEGA



Building a better working world

The journey from intranet to EX Platform



Aspirational state for our clients

Intranet

- Outdated/static
- Hub of hyperlinks

Service Portals

- Enterprise Service Management
- Many places for service (siload by support function, department)

Employee Portal

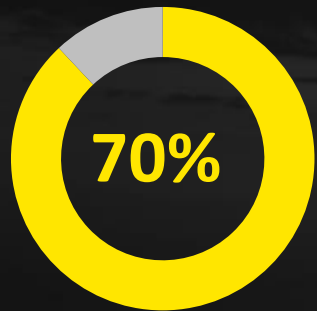
- Consolidated Service Experience Portal
- Expanded to serve as an app access point
- Mobile App

Employee Experience Platform

- Meets employees where they are
- News and Campaigns
- Community sites and micro sites
- Enterprise knowledge and search
- Personalized, connected & actionable

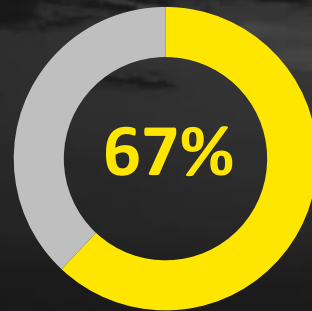
Is the employee experience you're delivering the one your people want?

Employee



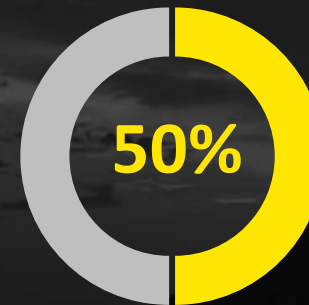
Of employees are seeking to reimagine the employee experience

Workplace



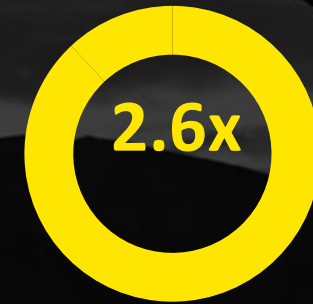
Of employees want more collaboration post pandemic

Insights



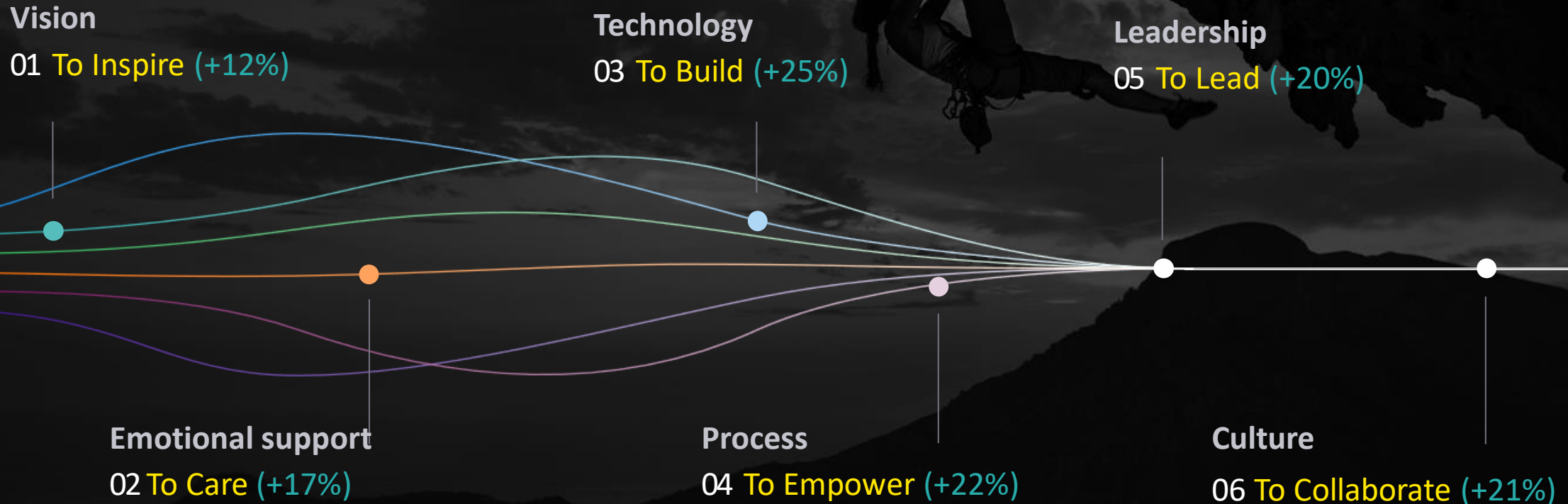
of organisations will use employee experience insights to prioritize and measure initiative success

Transformation



Increase in transformation success when organisations place Humans@Center

The Build of technology needs to include people insights across each of the **6 key areas** of transformation



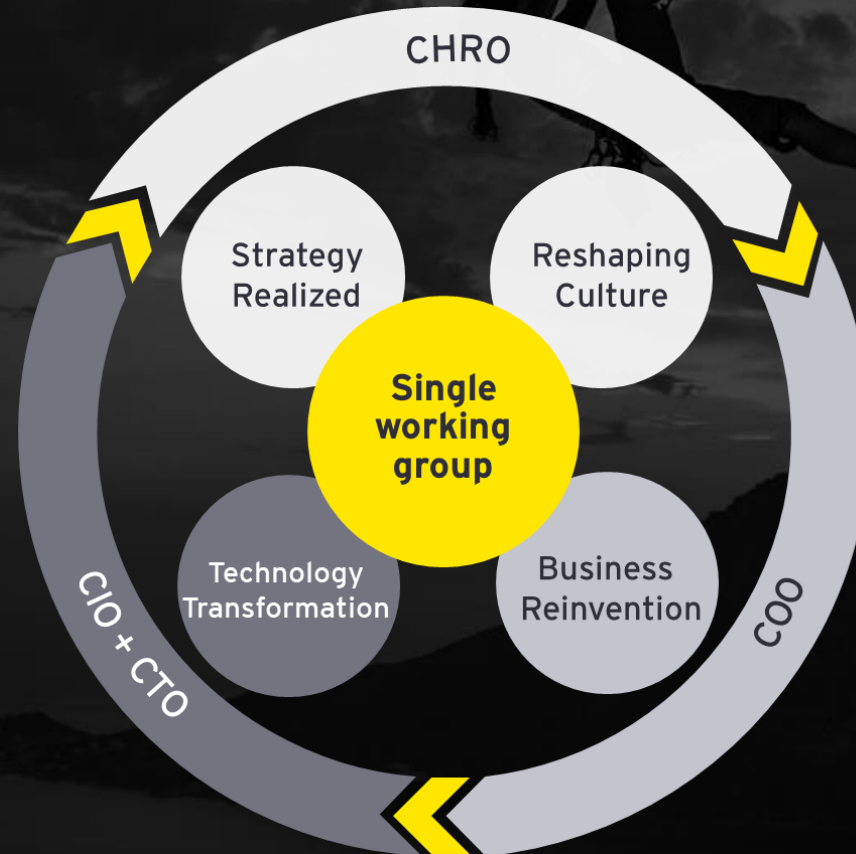
* The contribution of each of these levers towards successful transformation

There are **3 key stakeholders** at the heart of Digital Experience **transformation** – clients enter via different ‘flight paths’, depending on situational needs

Embedding the people agenda in all transformational projects to increase success

Significant new budget opportunity for EY

Driving technology & insights for collaborative and networked organisations



Designing the new employee value proposition, aligning to the purpose and vision of the organisation

Ensure organizational alignment is at the centre of business reinvention and optimising investment

However the build is becoming ever more **complex, siloed** and **expensive**

Frontline

Hybrid

Remote



Sales

HR

Shared Services

Productivity Solutions

Collaboration

Chat /
Meetings

Employee
Experience

Social /
Knowledge

Office Apps

Workflow

25X

On average knowledge workers switch between 10 apps up to 25 times per day

Service Delivery Solutions

Case
Management

Knowledge
Management

Listening

Document
Management

Learning

Portal /
Intranet

50%

Of employees say the technology provided is difficult to use

HR Solutions

Sales Solutions

Service Solutions

Leaders prioritize 4 levers to create value and build transformative EX platform capabilities

Experience

- Customer-led service design
- Seamless, omnichannel service consumption
- Predictive, proactive & preventive care

... stimulates appetite for more E2E services ...

Performance

- Speed, quality and consistency
- Transparency, reliability and control
- Measurability and actionable insights – Insights as a Service

... results increase satisfaction and productivity...

Scale

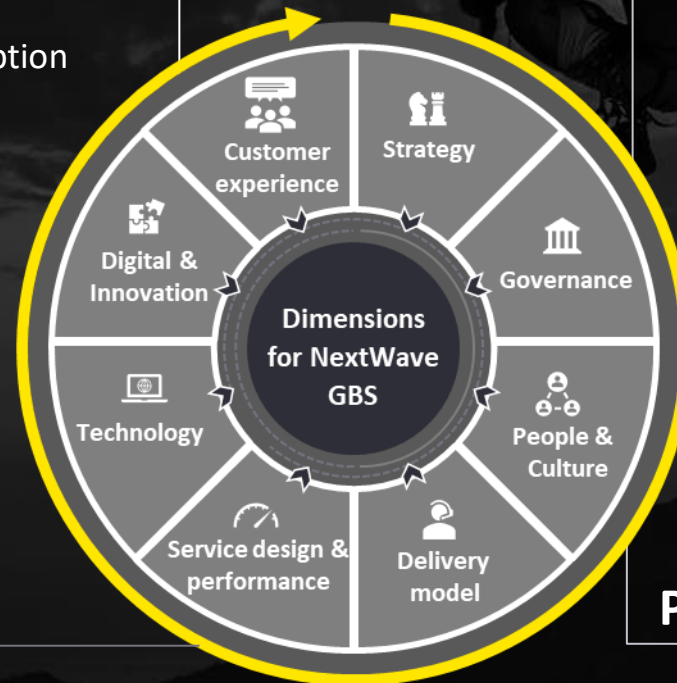
- Lean, automated and measurable services
- Focused service and solution innovation teams
- Automation orchestration and Digital-as-a-Service

... better outcomes enhance reputation ...

People & Culture

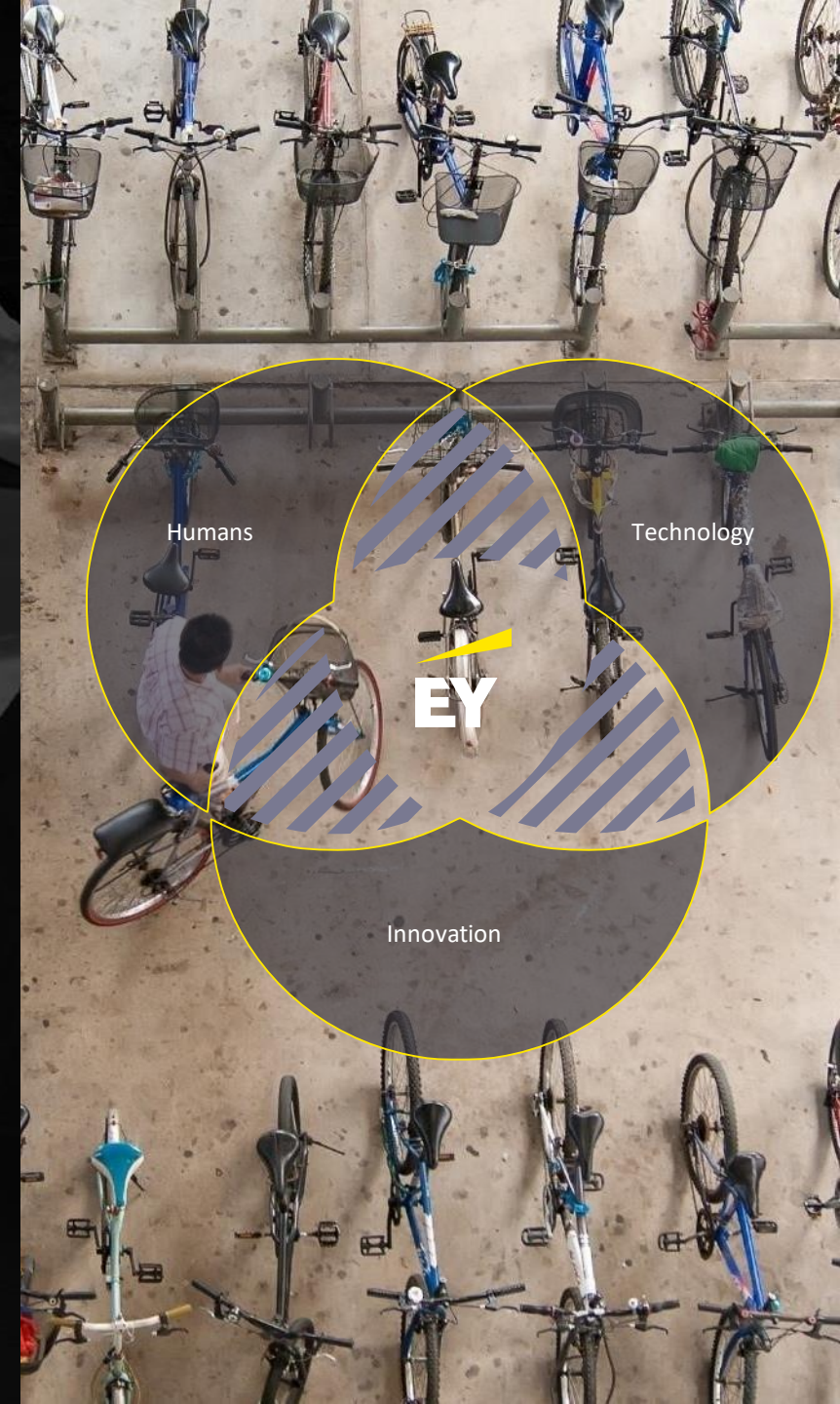
- Internal and external branding
- Focused skills evolving with EX
- Platform enabled career acceleration

... Re-imagined services enable the business to focus on growth...



Key Takeaways

1. Set values that include empathy, transparency and human-centered design
2. Build a focused team and new core capabilities for EX
3. Define an employee-listening strategy to guide your efforts
4. Be patient: results take time, but the payoff is worth it



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