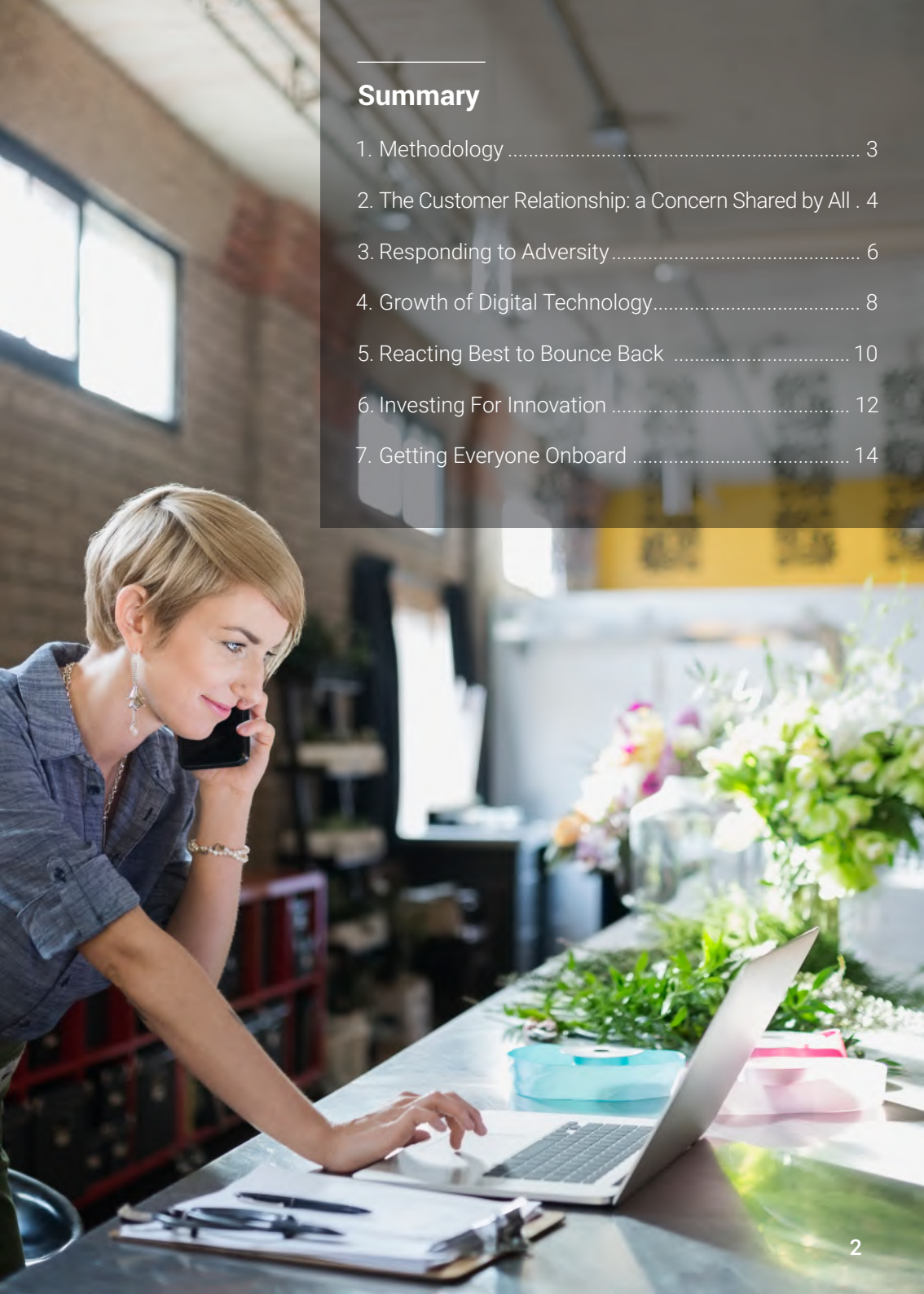


# Customer Relationship Survey

What's the Future for  
Customer Experience  
During the Current  
Pandemic?



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# 1. Methodology

**Results from a survey of 257 customer relationship professionals, conducted by Relation Client Magazine in partnership with Genesys and Orange Business Services between May 2020 and July 2020.**



Every year, Genesys® ensures more than 70 billion remarkable customer experiences worldwide. Thanks to the power of the cloud and artificial intelligence, Genesys delivers superior omnichannel experience (voice, email, text, chat, social media, etc.), while improving employee engagement and performance.

An internationally recognized publisher and pioneer of Experience as a Service, Genesys helps organizations of all sizes personalize exchanges, interact with empathy, and encourage customer trust and loyalty.

Genesys Cloud™, the world's leading all-in-one cloud platform is designed to provide both innovation and flexibility at scale. Whether that's building new working environments that integrate simply with business applications and CRM systems or accelerating migration to remote working.



Orange Business Services is a network-native digital services company that combines the power of a telecom operator and a large scale digital services provider. Over two million professionals, businesses and local authorities in France and 3,000 multinationals use its services every day.

We operate the world's largest voice and data network to connect customers to the best skilled agent with the same level of quality. At the forefront of Cloud, Customer Experience and AI, we help you optimize processes, boost performance to create unrivalled experiences for customers and agents alike.



**RelationClientmag.fr** and the **Relation Client** magazine are essential reading for customer relationship experts in France.



68%

**of respondents are SMEs\*  
and/or ETIs\*\***

## 2. THE CUSTOMER RELATIONSHIP: A CONCERN SHARED BY ALL

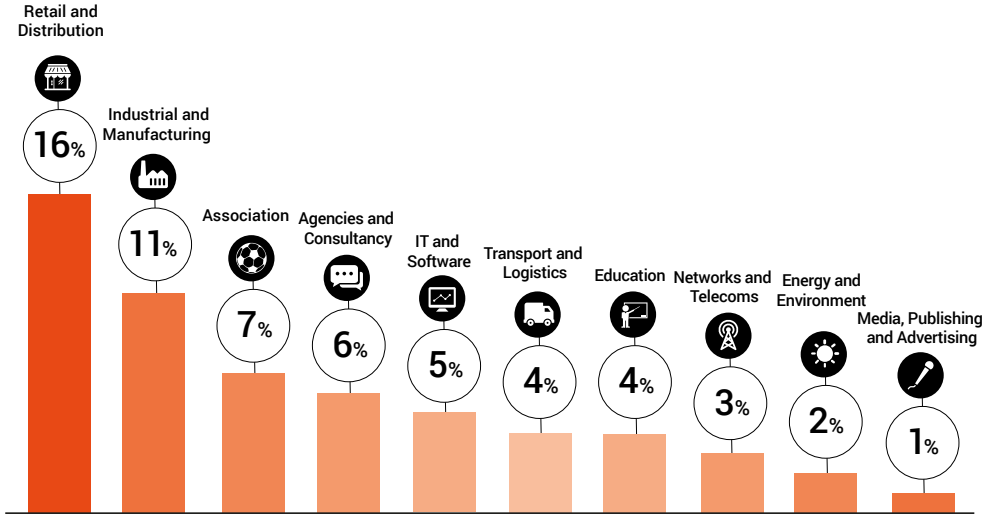
Today, all businesses regardless of their size and in all segments need to be competitive and to strengthen their customer relationship: from the most famous brand to the newly-formed SME.

One of the first concrete effects of the pandemic has been the boost given to the virtual retail sector, where orders have grown sharply through online sales, especially for everyday goods.

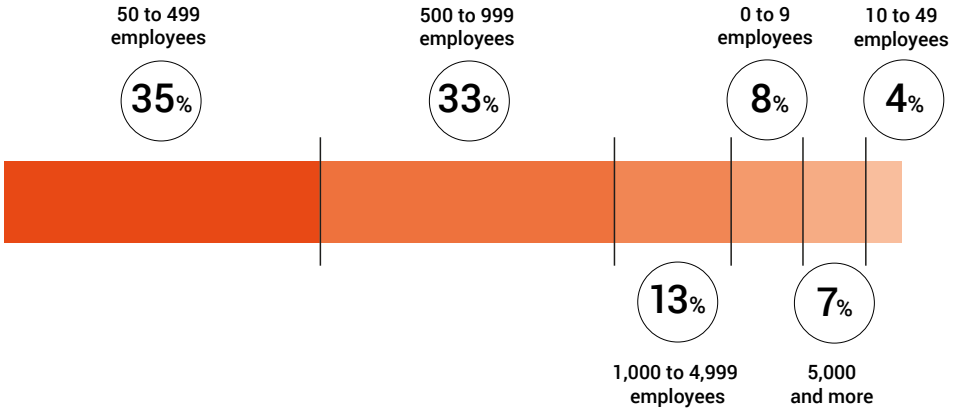
\* SME: Small and Medium-sized Enterprises

\*\* ETI: Intermediate-sized Enterprises

# What is your company's sector?



# How large is your company?





41%

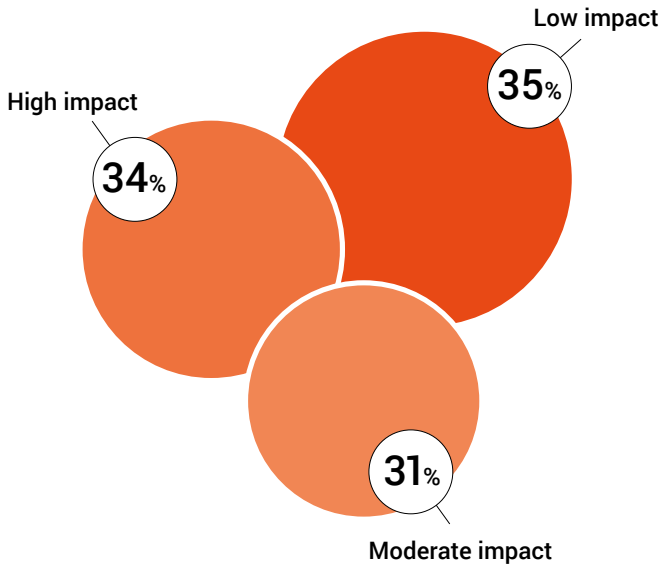
**have maintained their customer relationships during home working**

### 3. RESPONDING TO ADVERSITY

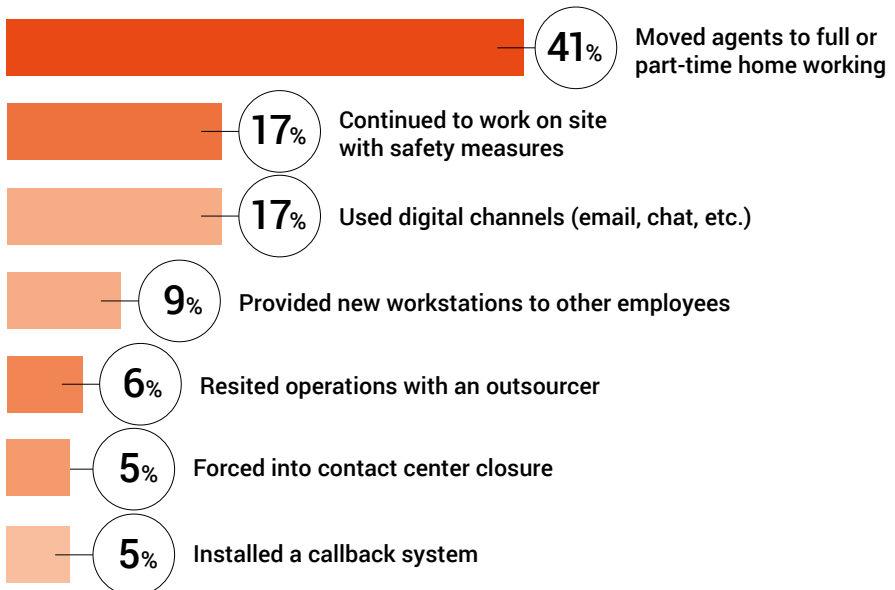
In total, 66% of companies said they were slightly to moderately affected by the COVID-19 crisis. The larger organizations and intermediates were better prepared with business continuity plans, minimizing disruption to workflows and team management.

Over the past few months, millions of employees, including many contact center advisors have been working from home. Nearly one in two companies has set up a home office model (41%).

## How have your customer relationships been affected by the COVID-19 crisis?



## ...in part because they were able to adapt work practices to maintain service levels.





32%

**of customers have preferred to use email, making it the most popular channel**

#### 4. GROWTH IN DIGITAL TECHNOLOGY

For the first time, email has taken the lead and replaced voice, as the most used channel. To maintain contact with their customers, 19% of companies have changed their IVR\* setting rules and routed calls to agents or employees who have continued to work from home.

Chat, whether live or web, has also been widely used. Not surprisingly, Internet traffic increased by 30% during lockdown.

\*IVR: Interactive Voice Response



**During the COVID-19 period,  
what interaction channels have  
mainly been used by your customers?**

**E-mail**



**32%**

**Voice**



**19%**

**Live chat / web chat**



**19%**

**Social media**



**13%**

**Text**



**9%**

**Other messaging apps**



**7%**

**Other**



**1%**



54%

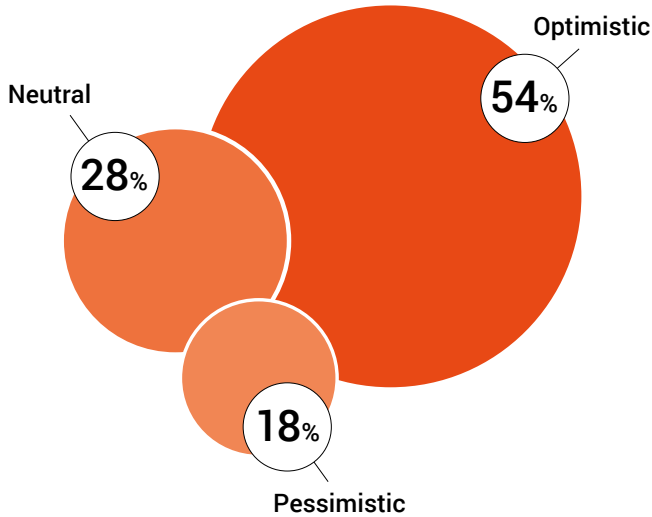
**of companies are optimistic about business recovery after lockdown**

## 5. REACTING BEST TO BOUNCE BACK

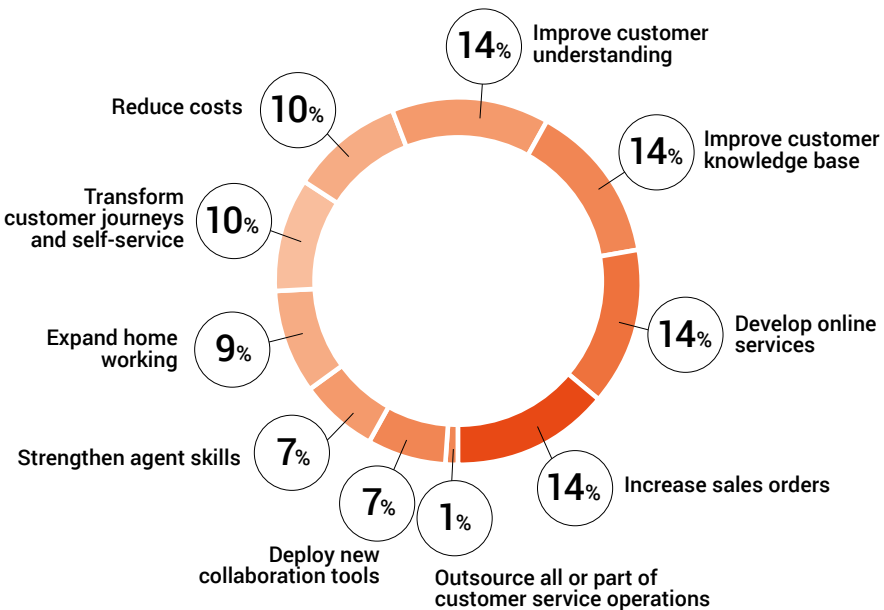
More than one in two decision-makers is confident that business will recover. In contrast, due to lack of certainty over the Autumn period, 28% of respondents are not so confident with 18% saying they are worried about the future. This is the case, for example, in the transport, automotive, textile and non-food distribution sectors.

The main challenges relate to improving understanding of customer needs to enhance experience, retention and sales. Also how best to personalize and digitize services.

## What is your current mood regarding customer relationships and the recovery of your business post-lockdown?



## What are your three next priorities for optimizing customer relationships and business recovery?





73%

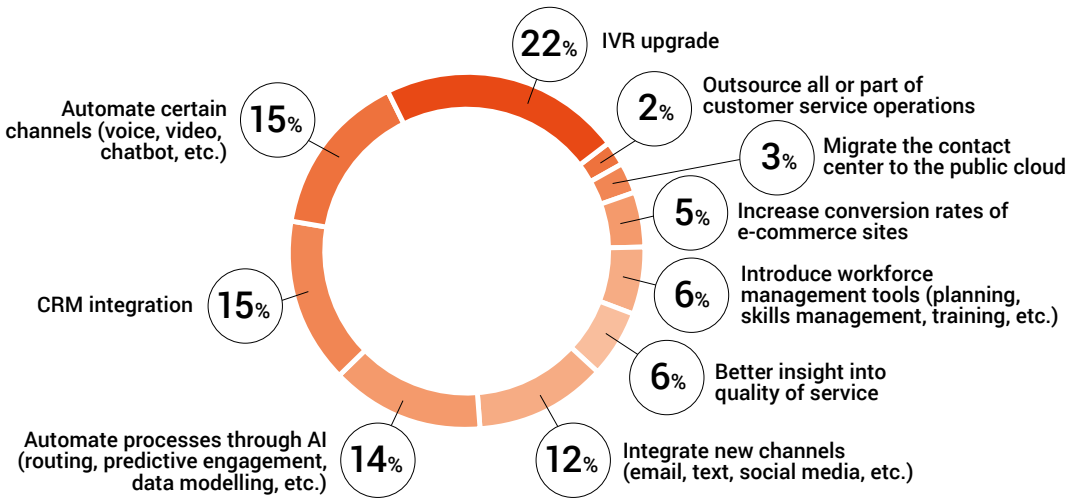
**think that customer relationship budgets  
will remain the same or increase**

## 6. INVESTING IN INNOVATION

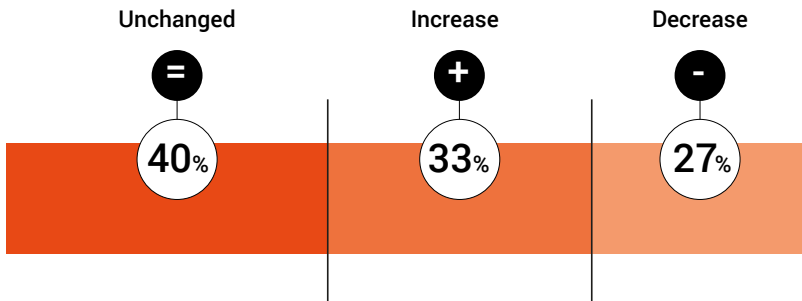
The quality of customer relationships remains the top priority for economic survival. The investment priorities for the second half of 2020 will focus on optimizing voice channels. In particular, upgrading IVRs to increase productivity including the use of artificial intelligence.

Interest is also growing in automating voice, video and chat communications, along with CRM integration to unlock data insights for personalizing experience. Moreover, 73% of managers believe their budgets earmarked for customer development and retention will remain stable or increase.

## What will your next customer relationship investments be?



## What impact is the COVID-19 crisis likely to have on your budget?





26%

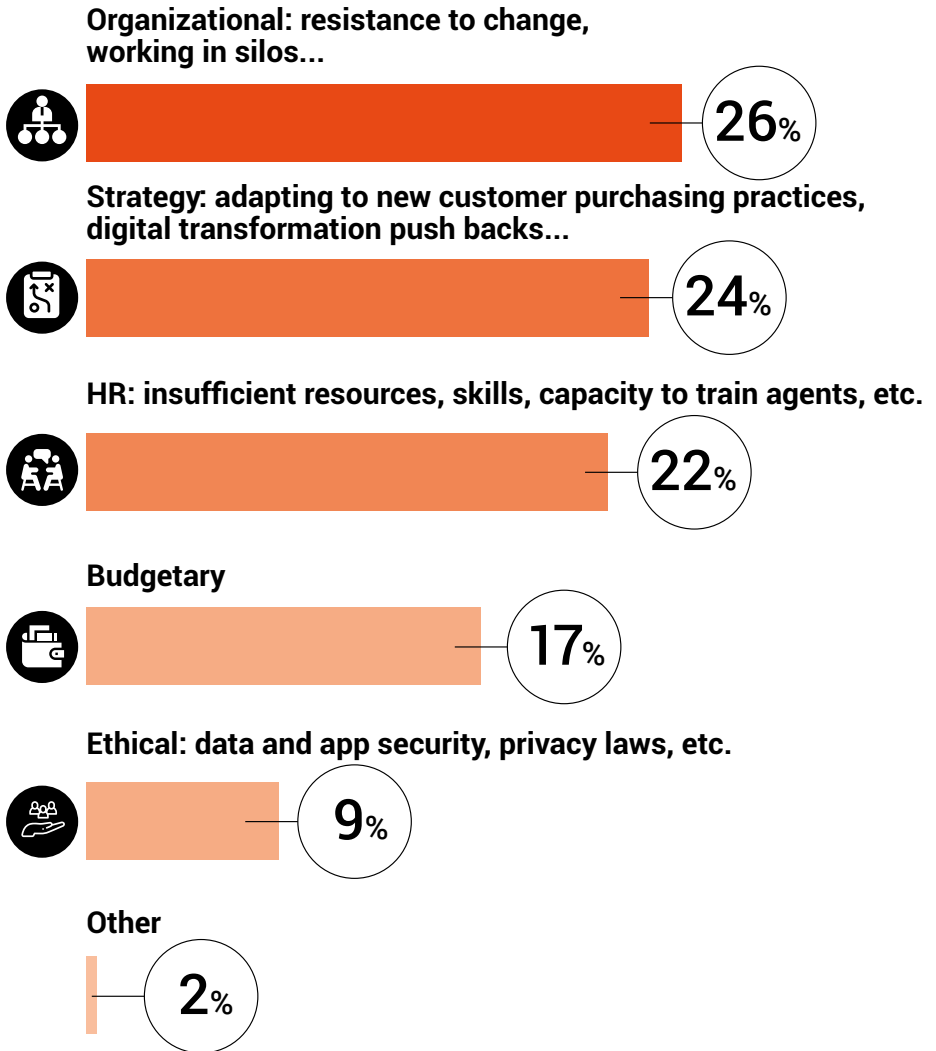
**believe that the main  
obstacles to developing customer  
relationships are internal**

## 7. GETTING EVERYONE ONBOARD

As with any CX project and growth strategy, it is important to build executive support and mobilize employees.

As well as driving standardization, deploying omnichannel solutions often uncovers silos and promotes the need for digital transformation demanded by consumers.

# What are the main obstacles that need to be overcome to implement your post-COVID contact center plans?





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