



Customer Experience

Cloud-connected customer experience

Intuitive cloud-based customer
experience solutions





In today's always-on environment, our cloud-based contact center platform is a **scalable, flexible and adaptable digital contact center solution that helps you future-proof your organization's customer experience**. With global strategic partnerships enabling a suite of cloud services for enterprise-grade communications and contact center management, **you can create extraordinary customer experiences, journeys and relationships**.

According to NTT's 2020 Global CX Benchmarking Report, the following trends were noted about the future of CX innovation:

- **Customer analytics:** Analytics was voted the top game-changing technology for the future, for six years in succession.
- **Technology integration:** Cloud-based solutions are forecast to double from 36.3% to 71.9% in the coming year.
- **Proactive CX automation:** Predictive analytics are now ahead of cost reduction as a top three benefit.
- **Artificial intelligence:** 77.4% of organizations believe customer operations will be positively affected by AI and CX robotics.
- **Service personalization:** Personalization capability has surged from 50.3% to 76.8%, but 44.6% of customers are resistant to non-human channel choices.
- **Natural language interfaces:** Natural language processing and machine learning were voted as the top five-year-plan priorities.

Organizations who had already moved to the cloud had the following feedback:

- **Innovation:** 71.6% found that the cloud provided access to new functionality for innovation
- **Improved flexibility:** 80.3% experienced improved flexibility
- **Reduced costs:** 71.1% experienced a cost reduction with consumption-based modelling
- **Improved reliability:** 76% reported improved uptime and reliability
- **Future proofed:** 80.4% feel they have future-proofed their technology infrastructure
- **Improved integration:** 82% have experienced improved integration

After all, different customers need different experiences: How connected and personalized is your channel strategy?

Service overview

Our cloud-connected customer experience solution provides an integrated suite of services to advise you on the best approach, enable effective delivery of the capabilities you need, and manage the migration, operation and transformation of your contact center.

We believe the best place to start is with one of our Advisory Services:

- **Customer Experience Exploration Workshop:** Using an accelerated discovery approach, our Workshop focuses on the core capabilities needed to design and deliver a connected CX ecosystem.
- **Contact Center Development Model:** A practical, strategic planning tool to assess your contact center's competence and capability against a set of operational and strategic objectives.
- **Comparative benchmarking services:** Our CX comparative benchmarking service allows you to leverage our Global CX report, which is widely acknowledged as the most useful, authoritative, and comprehensive report of its kind.

Understanding the steps needed to **create a cloud-based customer experience solution that enables excellent customer service**, is just the start.

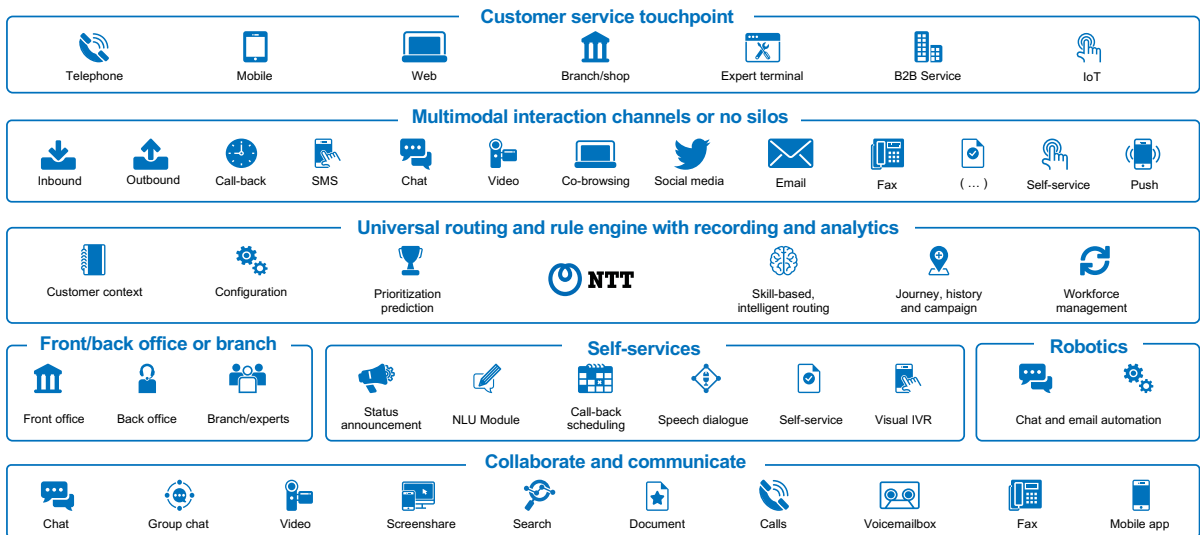


Every organization is on a different journey, and at a different point in their evolution. Wherever you are in your journey, we can help move you towards a flexible, cloud-connected CX ecosystem.

Challenges and solutions

Challenge	How our solution addresses it
Reduce costs and improve efficiency	By moving to our as-a-service based cloud-connected CX solution, you reduce the need for capital-intensive on-premise equipment and maintenance. Cloud offers the highest level of business agility and process simplification that can easily scale up or down as needed with the added benefit of predictable recurring operating expenses, rather than a large, upfront capital expenditure.
Grow revenues and differentiate competitively	In digital and cloud-connected enterprises, the ability to quickly consume innovations and deliver proactive and personalized customer experiences opens up new revenue opportunities and the ability to truly differentiate.
Improve customer experiences	Digital transformation needs to be an integrated, organization-wide way of doing business and a move from managing channels and interactions to enabling lifelong customer relationships, powered by the cloud.
Transform into a digital business	Moving to the cloud is an important step in adapting and future-proofing your business's technology infrastructure.
Build customer trust and loyalty	Today's customers expect and demand a seamless, personalized and intuitive customer experience. Continuously providing this when they engage with your business allows you to build brand loyalty and trust.

Our cloud-connected customer experience solution



The NTT Ltd. advantage

Empower your modern workforce, giving them the right digital tools so they can meet your customers' demands for hyper-personalisation, and build brand loyalty in the process. Rapid scalability also means you can respond dynamically in real time to meet escalating customer expectations, and be aligned to various campaign demand lifecycles. Our solution is AI and machine learning enabled, making it a future-proof solution which uses continuous innovation to provide you with the newest capabilities.

Why NTT Ltd.?



Delivery expertise. We employ over 600 dedicated CX experts around the world and have 8,000 people delivering bespoke outsourcing solutions. We're recognized as a global leader for customer value by Frost and Sullivan.



Deep customer understanding. The solutions we've deployed enable over 7 billion customer engagements each year and 10 years delivering contact center solutions as-a-service (CCaaS).



Trusted experts. Trusted by 75% of Fortune 100 companies as the ideal partner, with unrivalled advisory, cloud, systems integration and managed services expertise.



Respected publishers. We have 22 years as published experts: Global CX Benchmarking Report; and market citizens with 34 years of thought leadership transformation and innovation.



Together we do great things