



**EMERGING TRENDS IN  
CUSTOMER COMMUNICATIONS**  
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## NEW INNOVATIONS ARE INEVITABLY ALTERING THE CUSTOMER EXPECTATION AND EXPERIENCE



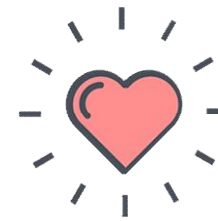
Omni-Channel



Mobile First



Self-Service



Humans

## OMNISCIENT CUSTOMER EXPERIENCE

3

- ✓ CHANNEL INTEGRATION
- ✓ CUSTOMER FIRST
- ✓ DECREASE IN OPERATING COSTS, IMPROVED CUSTOMER SATISFACTION & BRAND LOYALTY



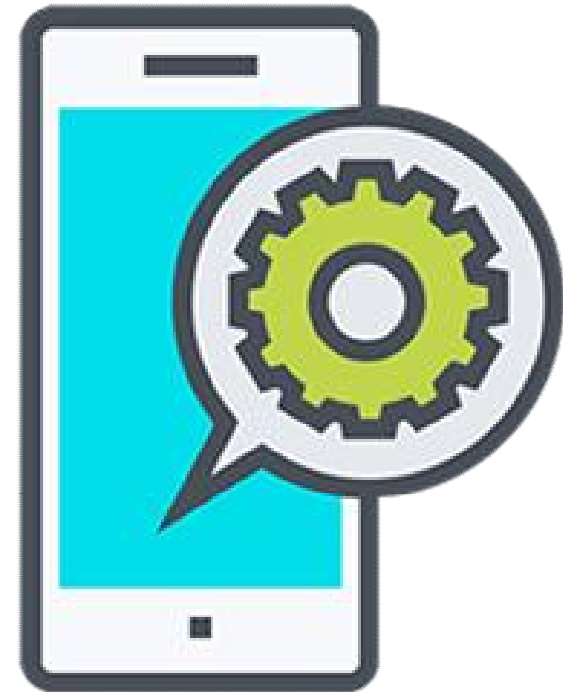
## MOBILE FIRST

4

✓ INFORMATION ANYWHERE, ANYTIME

✓ REALISE THE VALUE

✓ WHO'S USING MOBILES?



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## DIY CUSTOMER SERVICE

5

- ✓ WHAT DOES IT MEAN?
- ✓ HAVE THE RIGHT TOOLS
- ✓ CUSTOMERS DEMAND IT



## HUMANS ARE KEY IN GREAT CUSTOMER SERVICE


6

- ✓ REALLY?
- ✓ EMPOWERING YOUR CUSTOMER SERVICE TEAM
- ✓ IT ALL COMES BACK TO YOUR PEOPLE



## MOVING FORWARD

7



“ The  
customer  
experience  
is your  
reality.”

**Your customers EXPECT timely and accurate answers. Whatever, whenever, wherever.**



THANK YOU

live pro *The Perfect Answer*