Letting your Customer choose their experience
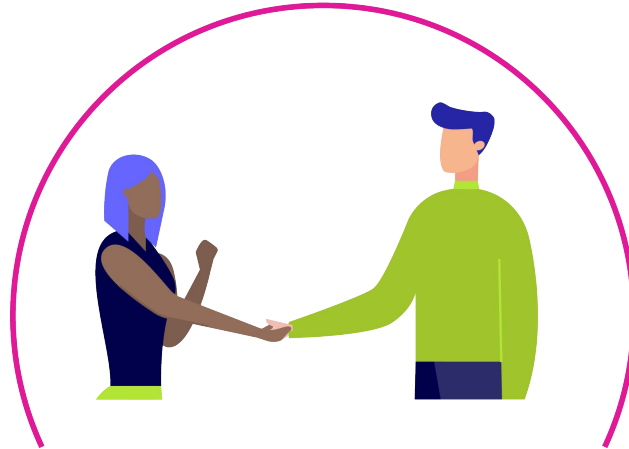
Asynchronous, Synchronous & Automation

Customer First Strategy

Khoros

Webinar Hosts

Implementation Advisor

Customer Solutions Director

Customer First Strategy

For the Customer: Getting high priority questions answered **quickly**, correctly and on "their time" leads to *Customer Satisfaction.*

For the Agent: Efficient & effective tools, to deliver the best customer experience **quickly** leads to Agent efficiency & satisfaction.

For the Brand: Staffing and prioritizing to meet customer need, meet agent needs and hit **KPIs**

Learn more about Modernizing Digital Care program.

Let the Customer choose their Experience

Sync or Async?

Not every customer wants the same experience.

Key Indicators for Synchronous
- Clearly Frustrated Customers that need immediate assistance
- Questions that require multiple systems to provide answers

Recommendation: Respond in a more synchronous manner, with a faster subsequent response

Key Indicators High for Priority Responses
- Clearly Frustrated Customers that need immediate assistance
- Questions that require multiple systems to provide answers

Recommendation: First Response time within 5-10 minutes, customer likely looking for resolution

Key Indicators for Asynchronous or AI
- Simple Questions "where do I find", "How do I"
- Brand Love

Recommendation: Respond in a more Asynchronous manner, may not require additional responses

Key Indicators for Lower Priority Responses
- Simple Questions "where do I find", "How do I"
- Brand Love

Recommendation: First Response time within 15 - 30 minutes, customer likely looking for a quick answer/response

Not every conversation needs the same response time.

Learn more about Sync vs Async Priorities

Handling Async vs Sync in Khoros Care

Sync

- Utilize custom tags to be automatically applied to conversations that are likely to behave synchronously. (ex. Frustration, high priority customers, confusion, billing, etc...

- Knowing which conversations/authors are likely to behave synchronously, use that data to inform your priorities

- Consider dividing teams by async/sync, so your customers have the best possible experience.

Synch vs Asynch Conversations in Care

Tagging
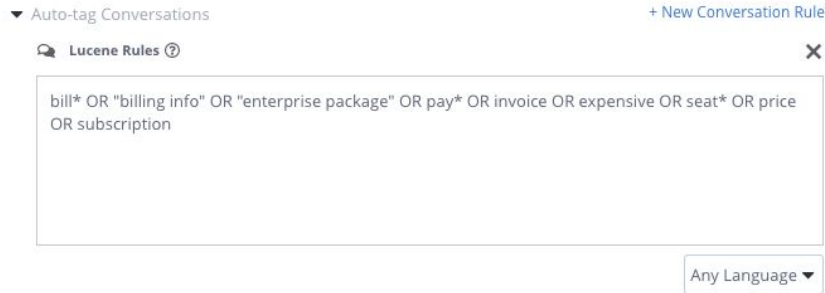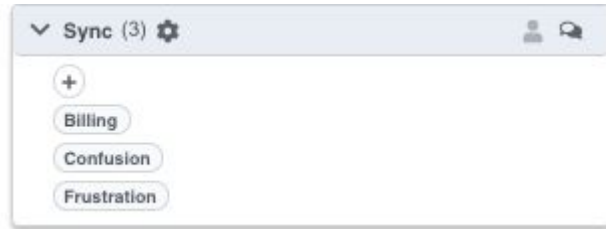
Priorities
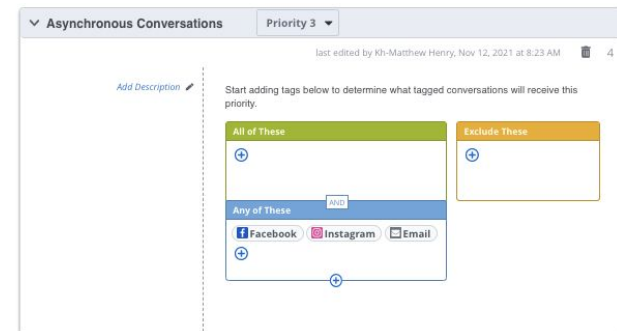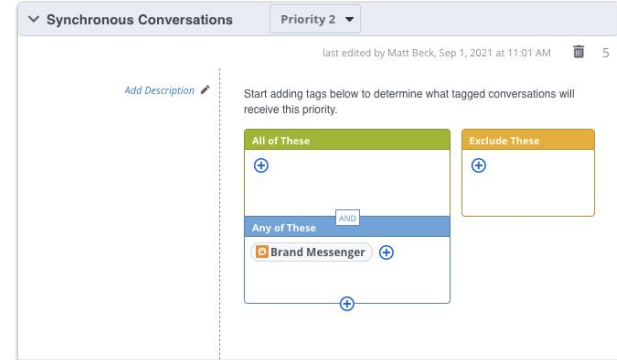
If you would like to learn more about tagging & routing, please check out our Free Product Coaching Session.

Understanding KPIs for Sync vs Async

Synchronous
- Time to First Response
- First Call Resolution
- Average Handle Time
- Chats/call handled
- Agent Idle Time
- Transfer Rate
- Abandonment Rate
- Average Wait Time

Asynchronous
- Time to First Response
- First Contact Resolution
- Average Handle Time
- Conversations Handled
- Agent Idle Time
- Responses/Posts per Conversation
- Handled per Hour
- Conversation Closed w/out response
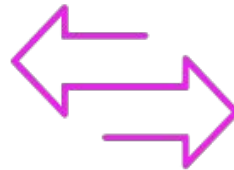
Remember
Although many of these are the same, when handling and reporting they can have different results based on Customer behaviour.

Looking to better understand how to measure TAR, check out: The TAR Guide: Calculating Customer Wait Time for Brand Engagement

Analytics

Synchronous

Synchronous

Response Times

60k

40k

20k

0

0-2m 2-6m 6-15m 15-30m 30m-1h 1-2h 2-4h 4-8h 8hr+

Avg TAR in time period	Avg First TAR	Avg Subsequent TAR
2m 10s	2m 25s	2m 8s

Incoming Conversations

6,350

Responses

80,140

CSAT Survey Results

300

200

100

0

1 2 3 4 5

← Very Dissatisfied   Very Satisfied →

94% Survey Score   **8%** Completion Rate (309 of 3734)

Asynchronous

Response Times

500

400

300

200

100

0

0-2m 2-6m 6-15m 15-30m 30m-1h 1-2h 2-4h 4-8h 8hr+

Avg TAR in time period	Avg First TAR	Avg Subsequent TAR
42m 41s	35m 38s	45m 15s

Incoming Conversations

740

Responses

1,303

CSAT Survey Results

30

20

10

0

1 2 3 4 5

← Very Dissatisfied   Very Satisfied →

85% Survey Score   **29%** Completion Rate (48 of 165)

Asynchronous

TAR

Synchronous

Responses	Avg First TAR	TAR	Avg Resp HT	Avg Conv HT
0	-	-	-	-
117	5m 44s	4m 26s	2m 49s	12m 8s
68	7m 15s	5m 47s	2m 12s	5m 5s
134	9m 14s	4m 24s	2m 18s	8m 2s
80	9m 36s	6m	2m 32s	6m 42s
171	12m 13s	4m 39s	1m 36s	4m 21s
180	19m 49s	57m 31s	1m 39s	5m 21s

Asynchronous

Responses	Avg First TAR	TAR	Avg Resp HT	Avg Conv HT
0	-	-	-	-
887	1m 45s	2m 1s	2m 14s	24m 22s
1,639	1m 53s	1m 10s	57s	5m 15s
1,098	1m 54s	1m 15s	1m 31s	11m 59s
235	1m 55s	1m 42s	1m 24s	10m 38s
1,057	1m 59s	1m 27s	1m 10s	6m 47s
216	2m 12s	1m 56s	1m 42s	17m 54s

Automation

The Value of Automation

Goals of Automation
- Improve Customer Experience
- Reduce cost to serve
  - Improve Agent Efficiency
  - Reduce human agent involvement

Use Cases

Welcome Responses
- Business Hours
- Anticipated Speed of Answer

Triage
- Gather information
- Apply priority
- Route to the right team

Suggested Responses
- Provide pre approved responses
- Use, edit or reject the suggestion to train the AI.
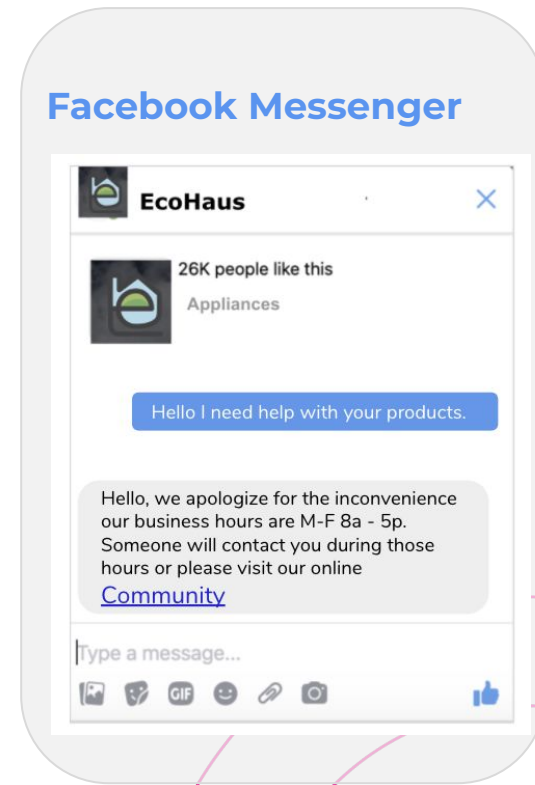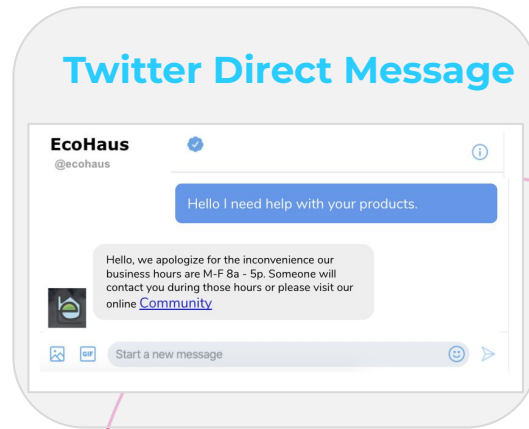
Welcome Responses

Available for Social Private Messages & Khoros Modern Chat

Quickly and easily set your customers expectations

Set rules based on tags, workqueue, language tag, business hours.

Provide a link to FAQs or your online Community for customers to self serve

Deflect calls and improve CSAT/NPS

Facebook Messenger

EcoHaus

26K people like this
Appliances

Hello I need help with your products.

Hello, we apologize for the inconvenience our business hours are M-F 8a - 5p. Someone will contact you during those hours or please visit our online
Community

Type a message...

Twitter Direct Message

EcoHaus
@ecohaus

Hello I need help with your products.

Hello, we apologize for the inconvenience our business hours are M-F 8a - 5p. Someone will contact you during those hours or please visit our online Community

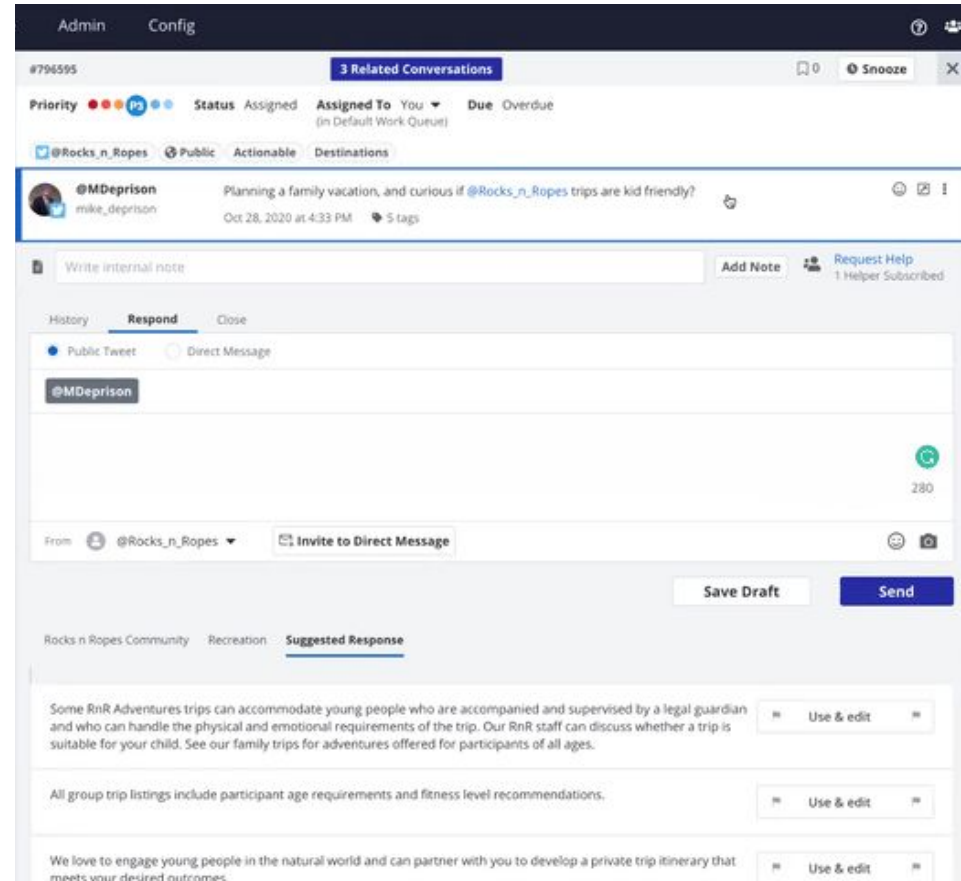Start a new message

Welcome Responses

Suggested Responses

Agent-facing widget that recommends top replies, to quickly and more accurately resolve customer inquiries.

- Initial model built using your historical reports, analyzing incoming posts & agent responses

- Machine learning to improve suggestions over time

- Improve agent efficiency, response times, CSAT/NPS

Options for agents

- Select **Use & edit** for the best response, and then ...
  - Send response as is.
  - Tweak the response, as needed, then send.

- If none of the suggested responses is appropriate, enter and send a free-form reply.

Configuring your Care Platform to recognize how a customer wants to interact is the key to preparing your agents to provide your Customers with the best possible experience.

Are you prepared to allow your customer the choice using AI, Async or Sync?

Question & Answer Session

Khoros

Sync vs. Async Experience in Khoros Care

Synchronous
session based conversations

For the customer When they are coming to the brand with a high priority issues that they feel needs immediate resolution, they are typically expecting a Sync conversation, and will expect the agent to engage and respond accordingly.

For the Agent when they start the conversation, they should be cognizant of the priority and need for quick resolution. Typically 1st response should be faster, and handle time is longer.

For the brand planning, routing, tagging & prioritizing conversations are key to agent efficiency. Need to understand how to measure KPIs differently than Async.
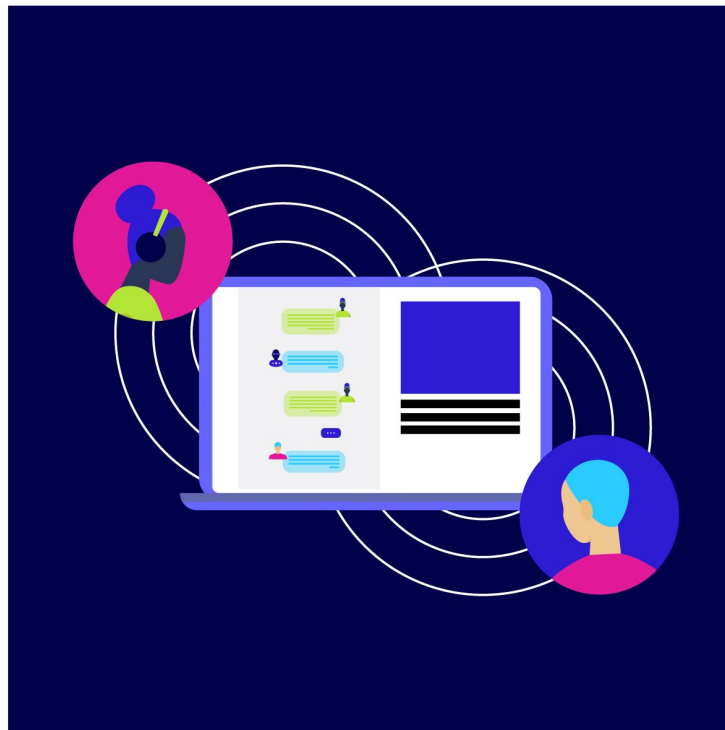
Asynchronous
continuous conversations

For the customer they are typically coming to you on "their time" and want control of "when" and "how"they want to respond to your brand. Async conversations may come in at a lower priority, but should be tagged appropriately to determine final priority.

For the agent they are often handling multiple conversations concurrently, without closing, and waiting for the customer to respond. Handle time is typically shorter, and 1st response time should be based on priority.

For the brand, agents can handle more conversations, which leads to a more efficient staffing and increased CSAT

Automations (Bots)

Other objectives. **AI for:**
- Intent Detection, Priority, Routing
- Author Enrichment
- Suggested Answers
- Next Best Action
- CRM Case Mirroring
- Enterprise Survey Integration
- Regulatory Compliance
- Context Aggregation
- Workflow Mgmt

AI for Interaction
Chatbots
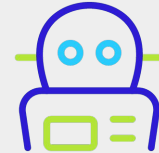
Do we show Bot Management?

Synchronous vs. Asynchronous Conversations

Let's talk about the differences!

Synchronous

- Synchronous channels are session or time based, which means I start and end my conversation in the same session, this is how traditional web chat works.
- Typically you find this when you are on a brand's website and the chat bubble opens in a separate box with some expectation setting of "your chat session beginning".
- This requires customers to be prepared to finish their conversation in a single discussion, and expect immediate response.
- Many consider this a more archaic way of engaging with customers because it puts the chat owner, or brand, in control of when the conversations starts and ends.

Asynchronous

- Asynchronous channels are continuous and can happen over a period of time, which means I can start my conversation and end my conversation, at my convenience.
- This type of conversation is in your everyday life, text messaging, email, Facebook, Google Business Messages, WhatsApp and other Messenger apps.
- "Messengers", are often called chats, which causes even more confusion for anyone trying to understand the difference between asynchronous and synchronous chat.
-

Customer Experience Sync vs Async

Synchronous channels such as web chat, phone calls, in person conversations and video conferencing. are session or time based, which means I start and end my conversation in the same session, this puts the chat owner, or brand, in control of when the conversations starts and ends.

For the customer, if they have an interruption or walk away from their "traditional" chat, and the session ends or times out. If they do not have their issues resolved when they come back, they must rely on the agent to have made notes on the account, or have the ability to look up chat history.

For the Agent, when they start the conversation it does not close it until it is complete, which often results in handling fewer conversations since they are waiting on the customer to respond, or the session to timeout before they can close the conversation.

For the brand, you may need to hire more agents to handle Synchronous channels, due to the fact that they can handle fewer conversations at a time.

Asynchronous channels are continuous, such as text messaging, email, Facebook, Google Business Messages, WhatsApp and other Messenger apps and can happen over a period of time, which means I can start my conversation and end my conversation, at my convenience.

For the customer, asynchronous channels put the control of "when" they want to send or respond to a message to/from your brand. If they ask a question they don't always expect an immediate answer, it depends on the urgency of the question they ask. It's the intrinsic nature of the technology and how our brains have been trained based on personal experience.

For the agent, this often allows them to start and end multiple conversations concurrently, they can even be answered by another agent. In this scenario where the customer response is based on their urgency, or situation, it allows for the Agent to move on to higher priority conversations.

For the brand, this means your agents can handle more conversations, which leads to a more efficient staffing model and easy to measure your results. In addition it also focuses more on a customer first experience, in turn increasing CSAT.

Planning for Success

Agent Performance
Maximize Agent Efficiency
Quality over Quantity
Flush Rules
SLAs

Skill Based Routing
Channel Automation
Conversation Type
Auto Tagging
Skill Priority

Forecasting
Predictive TAR
Analytics by Team
Maximize Utilization
Agent States/Activity

Opportunities
Sales
Advocacy
Support
Banker Engagement

Focus on Customer and Agent Experience

People deserve better: easier, trusted, and modern experiences.

YOUR CUSTOMER

Discovery

Advocacy

Purchase

Service/Support

Skill Based Routing

YOUR TEAMS AND PROCESSES

Product

Care

Marketing

Sales

CX/Digital

Support
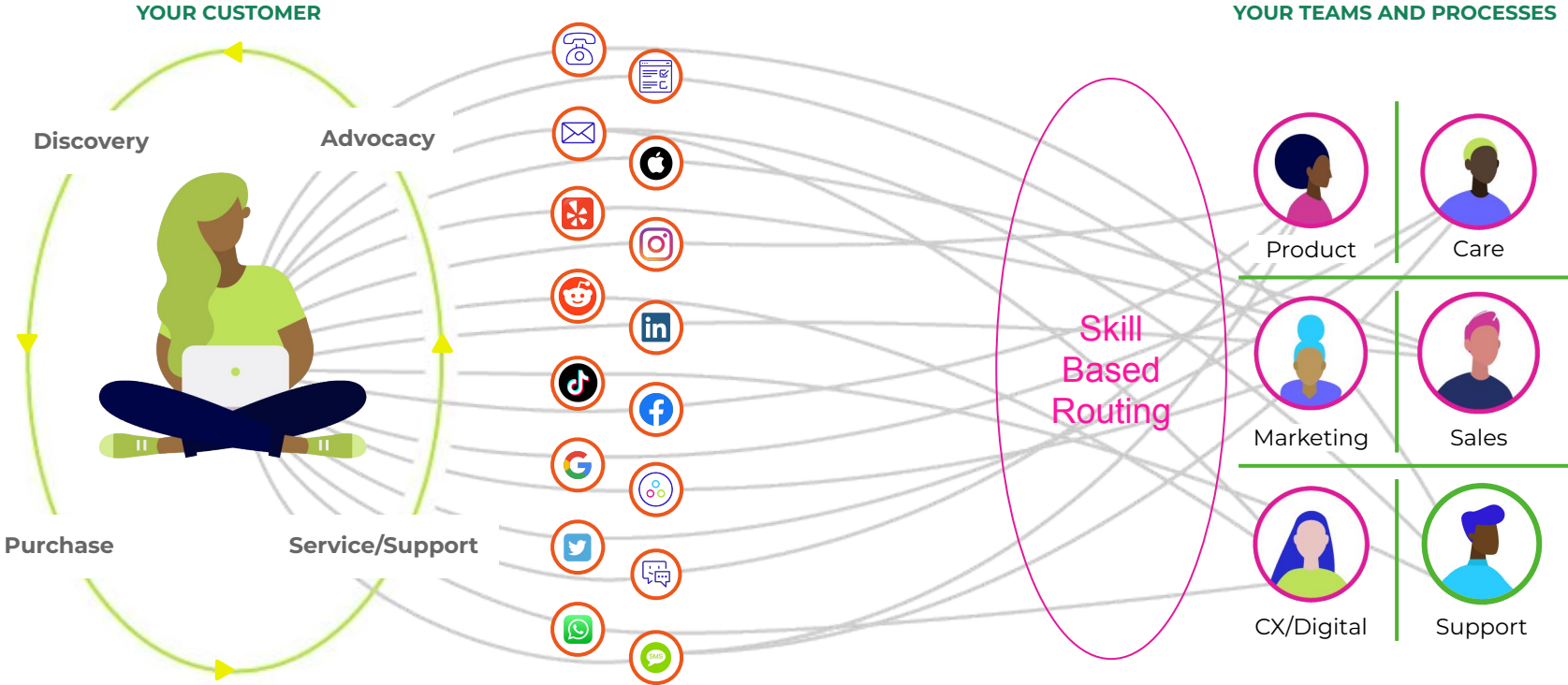
Lack of cohesive customer insight between teams → **Missed opportunities and threats**	Lack of coordination between teams and channels → **Frustrating, disjointed customer experiences and inefficient operations**	Proliferation of systems and processes → **Expensive to maintain, and difficult to adapt to change**