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Empowering Your Business with Global Self-Service

WHAT EXACTLY IS SELF-SERVICE FOR THE DIGITAL EXPERIENCE?
GLOBAL SELF-SERVICE FEATURES POWER THE WAVE
BIG BENEFITS FOR GLOBAL SELF-SERVICE
GLOBAL SELF-SERVICE WAVE BREAKS

VISTATEC EBOOK
GLOBAL SELF-SERVICE



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Empowering Your Business with Global Self-Service

The digital age is providing customers and users worldwide the ability to adapt from physical to digital interactions.

Global consultancy firm Accenture reported early in the pandemic, that there has been 3 years' worth of digital transformation within the span of only 3 months. Global digital transformation is a core part of the new normal.

A new normal driver is a rapid shift in customer behavior to rely on digital platforms. With a transition away from face-to-face interactions and transactions, providing a new digital customer-first self-service platform is vital for all types of organizations. Key innovative features of the platform, from virtual agents to chat and personalization, are now driven by automation and AI technologies.

Personal digital devices and cellular phones, as well as some traditional computing platforms, are already change agents in all parts of the world where face-to-face business methods are unavailable.

As users are adapting to a digital-first approach, with many device entry-points, so must organizations. Maintaining global relevance while unlocking continued growth remains essential.


Self-service features are central components of any successful global digital platform. Customers and users of products and features want to help themselves.



What exactly is self-service for the digital experience?

AI AND MACHINE LEARNING TECHNOLOGIES HAVE ALLOWED BUSINESSES TO IMPLEMENT INNOVATIVE CUSTOMER SELF-SERVICE FEATURES, FROM VIRTUAL AGENTS TO CHAT AND PERSONALIZATION.

SELF SERVICE DEFINITIONS & HISTORY




DEFINITION

Self-service offers the tools and information for a personalized experience with a product or service.

WHO ARE THE USERS


Both customers of your product/service and internal employees who may access or add to the information base. Self-service allows the user to “do-it-yourself” to get and self-manage information.



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graph LR; IE[INTERNAL EMPLOYEES] --> SSP[SELF SERVICE PORTALS]; SSP --> C[CUSTOMERS];
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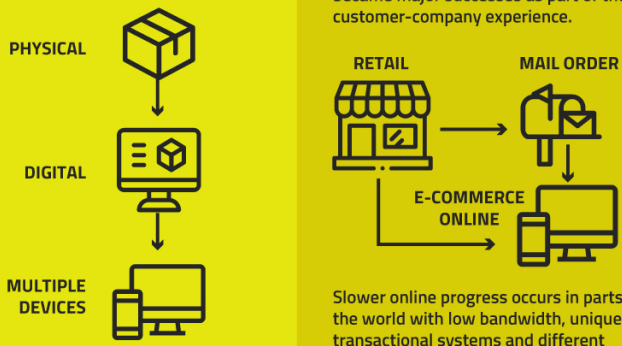
HISTORY

The U.S. patented self-service concept originated in 1917 in the retail sector.



Customers, selecting their own personal goods in a store, replaced a central clerk who fulfilled order lists supplied by the customer.

Self-service concepts spread quickly from grocery and retail settings, moving to mail order services, then to digital use. Ecommerce and online communications (via customer support FAQs, and chat) became major successes as part of the customer-company experience.



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graph TD; subgraph Evolution; direction TB; P[PHYSICAL] --> D[DIGITAL]; D --> MD[MULTIPLE DEVICES]; end; subgraph Transition; R[RETAIL] --> MO[MAIL ORDER]; MO --> EO[E-COMMERCE ONLINE]; end;
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Slower online progress occurs in parts of the world with low bandwidth, unique transactional systems and different cultural commercial practices.

In today's digital world, self-service is the keystone for customer service applications. AI and machine learning technologies have allowed businesses to implement innovative customer self-service features, from virtual agents to chat and personalization. The new normal, digital self-service is a cost-effective way to deliver faster customer support and enablement.

A central part of digital self-service is a portal on a company's website. The portal has resources to help users resolve service needs and find related information on their own. These portals typically offer both customer and employee self-service.

Research shows that 90% of consumers now expect a brand or organization to offer a self-service customer support portal. Roughly three-quarters of consumers want the ability to solve product or service issues on their own.

Global self-service features power the wave

LANGUAGE AVAILABILITY AND IN-LANGUAGE EXPERIENCE ARE REQUIREMENTS FOR COMPREHENSIVE SELF-SERVICE.

Language availability and in-language experience are requirements for comprehensive self-service.

On a fundamental level, if a section title, button, or website is in a user's language, all following content should be in the user's language. From a customer's perspective, could there be anything more disappointing than clicking "Buy Now", "Learn More", or "Self-Service" in English and landing on a Japanese language page the company thinks you can successfully navigate?

Irrelevant content, even in a user's language, frustrates users and complicates their journey. If in-language content ignores regional customs or uses inappropriate style, vocabulary and tone, the content can easily turn away a user.

DIGITAL FIRST GLOBAL COMPANIES, ARE NOW EXPANDING INTO NEW GLOBAL AUTOMATION.

Digital first global companies, with active self-service portals supporting customers for their language and region, are now expanding into new global automation.

One highly innovative self-service feature for a service desk, moving beyond a simple portal concept, is ServiceNow's Intelligent Agent. The digital virtual Intelligent Agent uses AI to identify, categorize, prioritize, and assign services work, automating important service functions. These functions ensure that customers and employees alike receive timely help—whether it is a request for new equipment, a product question, or order status.

ONE HIGHLY INNOVATIVE SELF-SERVICE FEATURE FOR A SERVICE DESK, MOVING BEYOND A SIMPLE PORTAL. THE DIGITAL VIRTUAL INTELLIGENT AGENT USES AI.

Currently available in 3 major languages, ServiceNow developed process flows for Intelligent Agent that are streamlined and reflect language and its cultural context for a region or market. Translation for the agent is not just providing literal translation.

The human translator role is expanded

1. to understand categories of customer interactions and exchanges providing appropriate localized source material to train the Agent;
2. then, initiate a customized workflow for the Intelligent Agent.

With Intelligent Agent, when a French user enters a request for a new password, a human translator has already provided real time contextual content to IA and linked to a custom workflow for the Intelligent Agent. The Agent analyses the query and quickly delivers a correct solution to the customer.

Retailer Gap, as well as SaaS CRM companies, have extended self-serve processes by simplifying and automating service processes and internal applications for their global customers. New tools, including global mobile apps and net promoter systems, allow both internal users and customers to easily communicate and provide real-time actionable feedback. Gap has focused on making customer self-service interactions on-line simpler, by removing internal process complexities for all levels of users.

Building out connected translation technologies in the corporate digital workflow enables a smoother global services ramp at Gap.

Beyond these examples, other current touchpoints critical to successful self-service are:

- chatbots for customer support and social media transactional use
- content preferences and personalization features powered through AI
- videos and visual apps
- enabling devices for customer access including opt-ins for content and contacts, gateways to customer journey (Learn More), and buying tools.

Several of these touchpoints, such as personalization and chatbots, are still building out feature sets for supporting global markets.

Simplified processes across global internal tools engage a wider range of users. In the near future we should see more robust global rollouts of AI-powered tools for establishing and refining customer user preferences. New tools will also provide more defined personalization features for global customers.

Key areas that must function in the background for global self-service to support digital transformation include:

- simplifying processes (remove complexity!)
- delivery of self-service features on appropriate devices (move beyond a website)
- online training and help support
- addressing both internal and external use cases/users and worldwide/regional issues

SELF SERVICE DO'S AND DON'TS

DO

- Remove complexity from your tools and processes
- Make your global content seamless across your chosen channels (web, mobile apps, social media, text)
- Optimize self-service search features with custom, language / region specific tags
- Offer self-service feature training for both your internal and customer users
- Use short videos –highly effective communication devices for global users

DON'T

- Don't cut off your customers from a self-serve support escalation path or option
- Don't expand your deep personalization efforts globally (there are technology limitations and government privacy issues)
- Don't leave your self-serve tools in English only or for only a U.S. market
- Don't forget to integrate enabling tools (opt ins, region selectors, etc)
- Don't let your global content get stale or cluttered – keep it up to date

BE AWARE

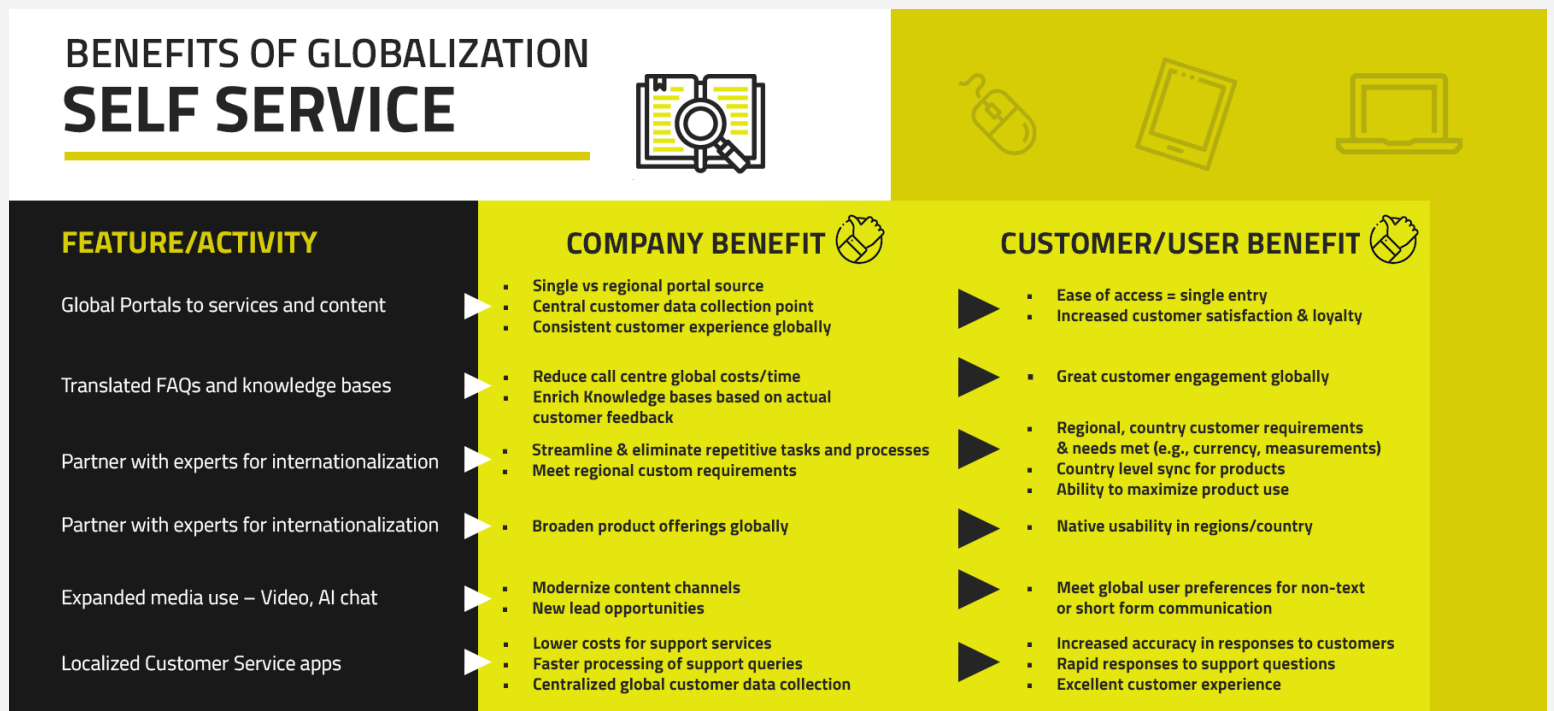
- Both chatbots and personalization features in a self-service environment are **not yet fully functional for use across many languages** and countries.
- Be aware of **legal, customs, and privacy issues** worldwide with your self-service efforts.

Big benefits for global self-service

Implementing a menu of globally enabled self-service functions brings rewarding benefits to companies and customers alike. Companies report

- reduction in customer query response times, increased support effectiveness with customers, quicker resolutions of support cases, and better customer experiences (ServiceDesk, Autodesk);
- large cost reductions in support services across service channels (Accenture, Forrester).

With expanded globally accessible self-serve features in corporate offerings, customers are experiencing the ability to rapidly help themselves on corporate platforms and get accessible information for their country, in their language.



Global self-service wave breaks

TRULY GLOBAL SELF-SERVE PROMOTES IN-LANGUAGE CONTENT, ADDRESSING USERS' UNIQUE REGIONAL NEEDS, AND PROVIDING INTERNATIONALLY ENABLED TOOLS. SELF-SERVICE IS THE SPRINGBOARD FOR INCREASED USE OF AI AND MACHINE LEARNING APPLICATIONS ACROSS A DIGITAL FIRST PLATFORM.



Global digital self-service features are key components to customer interaction coverage across all company support areas. Successful digital companies keep processes simple to encourage all levels of customer engagement with self-service. Truly global self-serve promotes in-language content, addressing users' unique regional needs, and providing internationally enabled tools. Self-service is the springboard for increased use of AI and machine learning applications across a digital first platform. With digital transformation, follow the adage "crawl, walk, run". This informs continuous improvements and implementations of digital self-services in our new normal for a smarter customer and business environment.

To learn more about building digital first strategies visit us at <https://vistatec.com/digital-first/>

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