



Demanding Digital: Business Process Services in focus

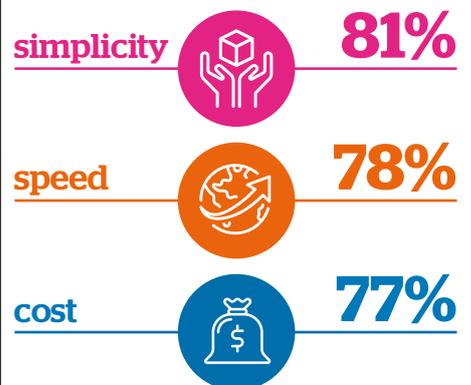
Most organisations believe they put their customers at the heart of what they do. Yet our research revealed that 51% of consumers believe digital services are still built with the organisations' needs at the heart of them.

Twenty years ago digital services might have been considered a novelty. Today they form the basis of many of our interactions, whether that's transferring money through an app or paying council tax online. Organisations can no longer think of digital services as an afterthought, they must be considered from the start and stand up to consumer expectations.

Meeting those expectations means delivering an ever more sophisticated digital experience yet many organisations are still struggling to get the basics right. At Atos we believe that success comes from taking a holistic approach - that means factoring in the needs of people as much as the operations, processes, culture and technology required for successful delivery.

Most important of all is making your client and your clients' customers' needs the very heartbeat of the decision-making process right from the beginning. To inform this process we set out to take stock of what UK consumers expect from organisations when it comes to digital customer experiences. We asked 3,150 individuals across the UK to identify how they felt about the digital services provided to them across a range of sectors.

"Q: Imagine that you're about to do something like renew a driving licence, catch a flight or open a bank account. If digital services were on offer while you did that, to what degree would the following factors influence your decision to use them rather than speaking to a real person?"



Whatever stage an organisation is at in its digital journey, the need for customer centric design remains the same. But over half (51%) of people feel digital services are designed with the organisation in mind, rather than making things easier for the consumer. By placing the consumer at the heart of digital transformation, benefits to the organisation will naturally come. Beyond initial improvements to internal efficiencies, longer term benefits from improved customer service such as loyalty and reduced attrition will also be achieved.



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feel different digital services **don't always work together** as well as they should, even when they're from the same organisation

By understanding consumer expectations and identifying what makes them disengage and walk away from digital services, we can draw conclusions about what's working well, where customer experience falls short and how to improve it. After all, better understanding a customer's needs is essential to deliver continuous improvement.

In its simplest form, customer experience is centered around solving an issue or query as efficiently as possible. First contact resolution is what many organisations strive for, and rightly so. Our research shows that above everything else, customers look for simplicity (81%) and speed (78%). Surprisingly many organisations are still some way off delivering this.

Over half (52%) of customers have had to abandon a digital service without achieving what they wanted to do. 39% went on to say that it was because it was taking too long. As such, customers are clear about the improvements they want to see to digital services and across eight of the 10 sectors surveyed, speed, simplicity and cost were the top three demands.



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57% are either 'open to trying new digital service but will explore other options before committing' or 'eager to try new digital services', which tells us that if the digital service is enticing enough, they will use it.

Linking up digital and physical interactions is at the heart of this. This is not just once but throughout the journey, from the initial design of the service, during transactions and continuously during the relationship. The user must want choose the digital service offered because it feels like an extension of the great service they might experience in a branch or on the phone and meet their requirements. Anything less than this will seem like they have been pushed towards a contact route they have not chosen and this is highly likely to reduce their overall satisfaction. The reality is that most (57%) are either "open to trying new digital service but will explore other options before committing" or "eager to try new digital services", which tells us that if the digital service is enticing enough, they will use it.

60% expect that they will have the ability to manage all interactions with the government through a single website or app within five years.

Alongside high expectations, consumers are optimistic about the future of digital services and how they will shape experience over the next few years.

For example, 60% expect that they will have the ability to manage all interactions with the government through a single website or app within five years. Executed well, this will undoubtedly meet their top requirements of wanting simplicity and speed. It will also improve how different digital services provided by the government - which many perceive as one organisation - will work together, which 55% say is not the case at the moment.

But consumer optimism stretches far beyond just transactional interactions. 51% think that within five years they will be able to go into a bank or retail store and the organisation will know their preferences the moment they enter. Such customer service already takes place online, with some retailers capturing user data to refine the service during each interaction. As the digital and real world merge more and more, customers are beginning to expect the same across all channels and organisations must strive to meet these expectations.

Almost every company claims to put customers at the heart of what they do, but only a few have actually managed this. Our research demonstrates nearly half are yet to get it right. Those that have are unquestionably leading their respective markets. It doesn't have to be complicated, first and foremost, it is about understanding the customer and what they want before designing a customer centric service. It is then a case of seamlessly integrating these new digital services with the existing ecosystem. Digital shouldn't feel like an add-on or an afterthought - customers are discerning and demanding about digital services they experience, regardless of sector, and the reality is they have very little time for organisations that repeatedly get it wrong.

In just five years the majority of consumers expect the following:

60% to be able to manage **all their interactions** with central government through a single website or app 

51% walk into a store or bank and for the company to **know their preferences** the moment they walk in 

51% virtual reality stores that are **completely tailored** to their shopping preferences 

61% vote for a political party **online** 

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