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Webinar Summary

Applying The Art of Human Conversations to Digital Interactions
How to deliver better customer experiences by focusing on people

In this one-hour webinar, CX transformist Bruce Temkin and self-service expert Maria Jiang explore how to create better customer experiences by making digital interactions feel more human. This fast and informative webinar cites in-depth research and findings about the manners and mannerisms of human-to-human conversations and how applying them to your digital customer support channels, including self-service, can drive better outcomes.

Today's Speakers

Bruce Temkin
CX Transformist & Managing Partner
Temkin Group

Maria Jiang
Head of Product Marketing
Solvvy

The customer experience (CX) centers around one thing: human beings. And we're not just talking about customers—this includes employees, customer support agents, and leaders, too. That's why understanding how human beings work is the first step towards getting CX right. The trouble is, humans are complicated.

Temkin Group has identified six human characteristics, based on internal and external research and analysis, that affect how we interact with each other. It's important to keep this in mind when thinking about your customer support strategy. All human-to-human interactions take place through conversations. And while people will have different expectations depending on the context and content of a conversation, some aspects remain the same—such as give and take and one party reacting to the other

"In order to create strong interactions of all types, it's critical that you figure out how to have a conversation with your customers."
– Bruce Temkin, Managing Partner, Temkin Group

To help organizations facilitate more satisfying conversations on any digital channel, Temkin Group developed the Human Conversation Model™. Every conversation consists of what you see or hear and what's going on in the background. Each of these parts can be further segmented into key elements, such as understanding intent and giving supportive feedback. Companies that do a good job of applying each of these elements in the right areas create digital interactions that leave their customers feeling good—just like a conversation with a friend.

"It's important to take a holistic approach. Think about how you can incorporate digital channels into the human support channels that you already have in place."
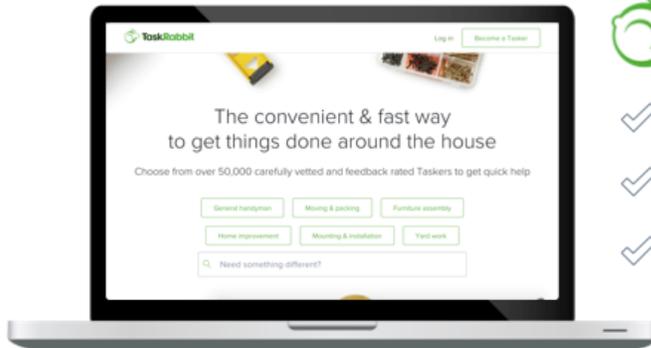*– Maria Jiang, Director Product Marketing, Solvvy*

So how does this apply to automation and self-service? While it may seem counterintuitive, it's actually even more important to make sure automated interactions have a human feel—and when it's done right, intelligent automation can produce better results than human-to-human interactions. An AI-driven platform can provide instant answers and will never snap back when a customer is rude or demanding.

Consumers today want to self-serve, and Solvvy believes within five years every customer will be able to experience a frictionless CX—meaning they can successfully resolve an issue or complete an interaction on their own in less than five minutes. To demonstrate how this can be achieved, Jiang references the TaskRabbit use case.

Solvvy sits in front of TaskRabbit's customer support page and enables users to ask questions in their own words. Solvvy's natural language processing understands the customer's intent and quickly delivers easy-to-read nuggets of relevant information. Being able to understand customers in their own words makes the experience more satisfying—and more human. Plus, partnering with Solvvy enabled TaskRabbit to achieve 28% self-service resolution and boost CSAT scores by 8%, while growing exponentially.

TaskRabbit

To wrap things up, Temkin and Jiang take audience questions about the how to use the art of conversation to improve CX in various customer support channels, and how it can be applied to your customer support strategy as a whole. To find out more, watch the webinar replay now.

Watch Replay >