

Designing Personal Conversational Experiences



Digital customer experiences are becoming more prevalent, and it's no longer enough to have static customer service experience offerings. Tech leaders, in particular, realize that having a standardized approach to conversational customer experiences poses risks to overall customer satisfaction—especially given the current remote working reality.

Pulse and Pypestream surveyed 100 software executives to understand how they're improving digital engagement, as well as understanding the features they deem vital to conversation experience design.

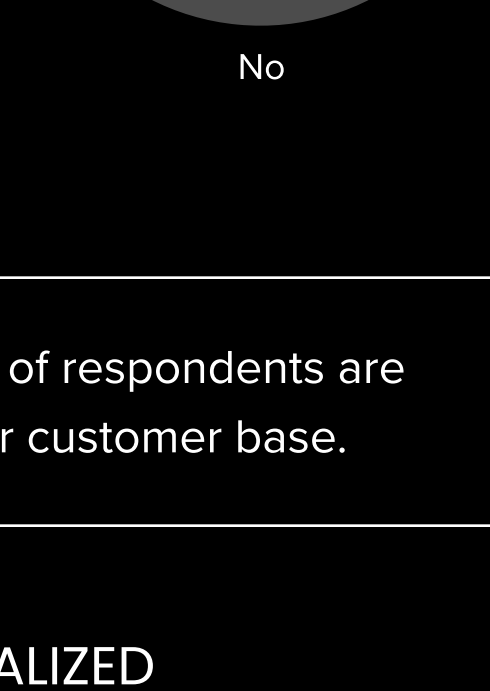
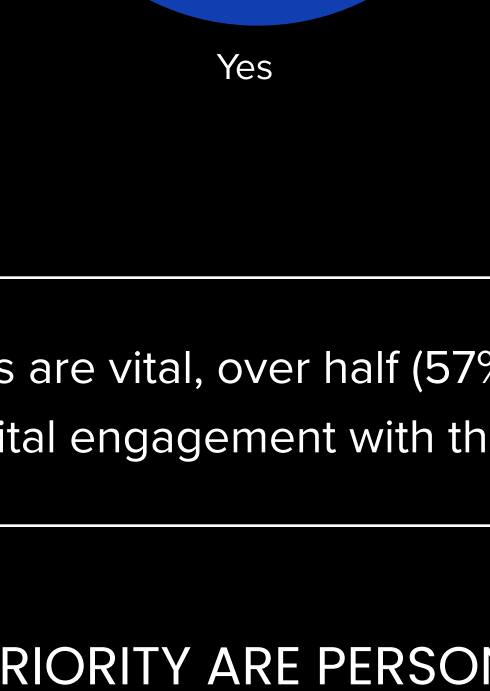
Data collected from September 7-28, 2020

Respondents: 100 Software Executives

PERSONALIZED CUSTOMER EXPERIENCES ARE OF GREAT IMPORTANCE TO TECH LEADERS

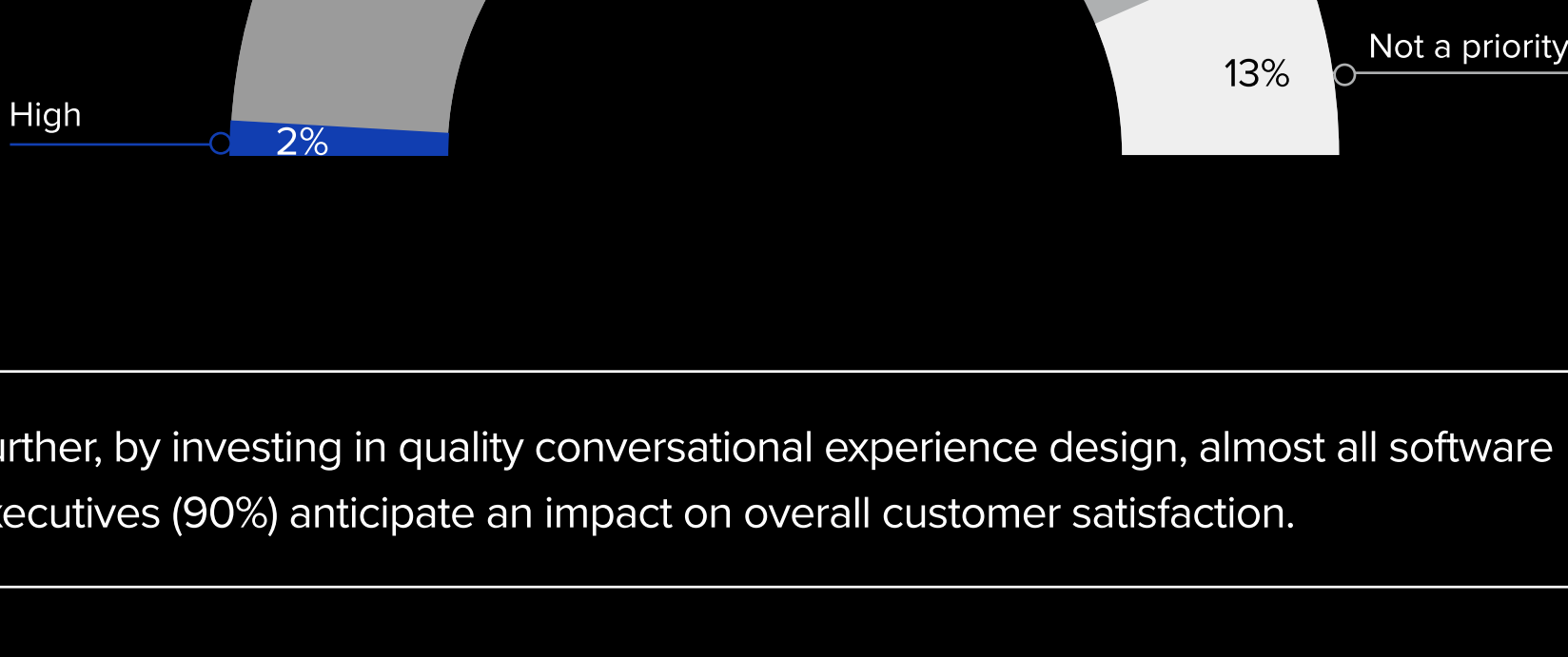
97% of tech executives believe that providing a personalized digital customer experience is key.

DO YOU AGREE WITH THE FOLLOWING: "A ONE-SIZE-FITS-ALL, STANDARDIZED APPROACH TO CRAFTING DIGITAL CUSTOMER EXPERIENCES POSES A HIGH RISK OF CUSTOMER DISAPPOINTMENT."



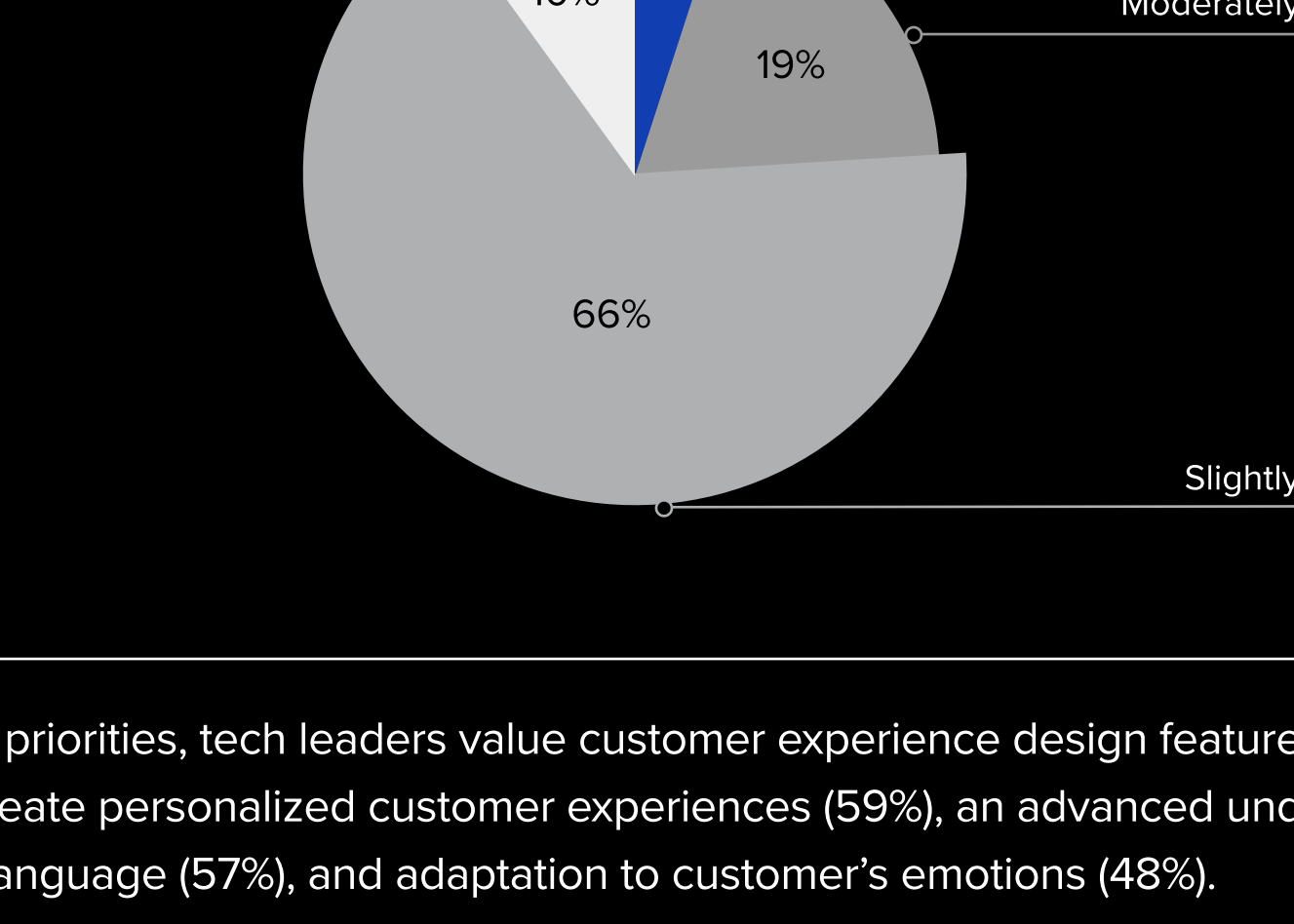
Since digital customer experiences are vital, over half (57%) of respondents are aiming to prioritize meaningful digital engagement with their customer base.

HOW HIGH OF A PRIORITY ARE PERSONALIZED CONVERSATIONAL EXPERIENCES IN FOSTERING MEANINGFUL DIGITAL ENGAGEMENT WITH CUSTOMERS?

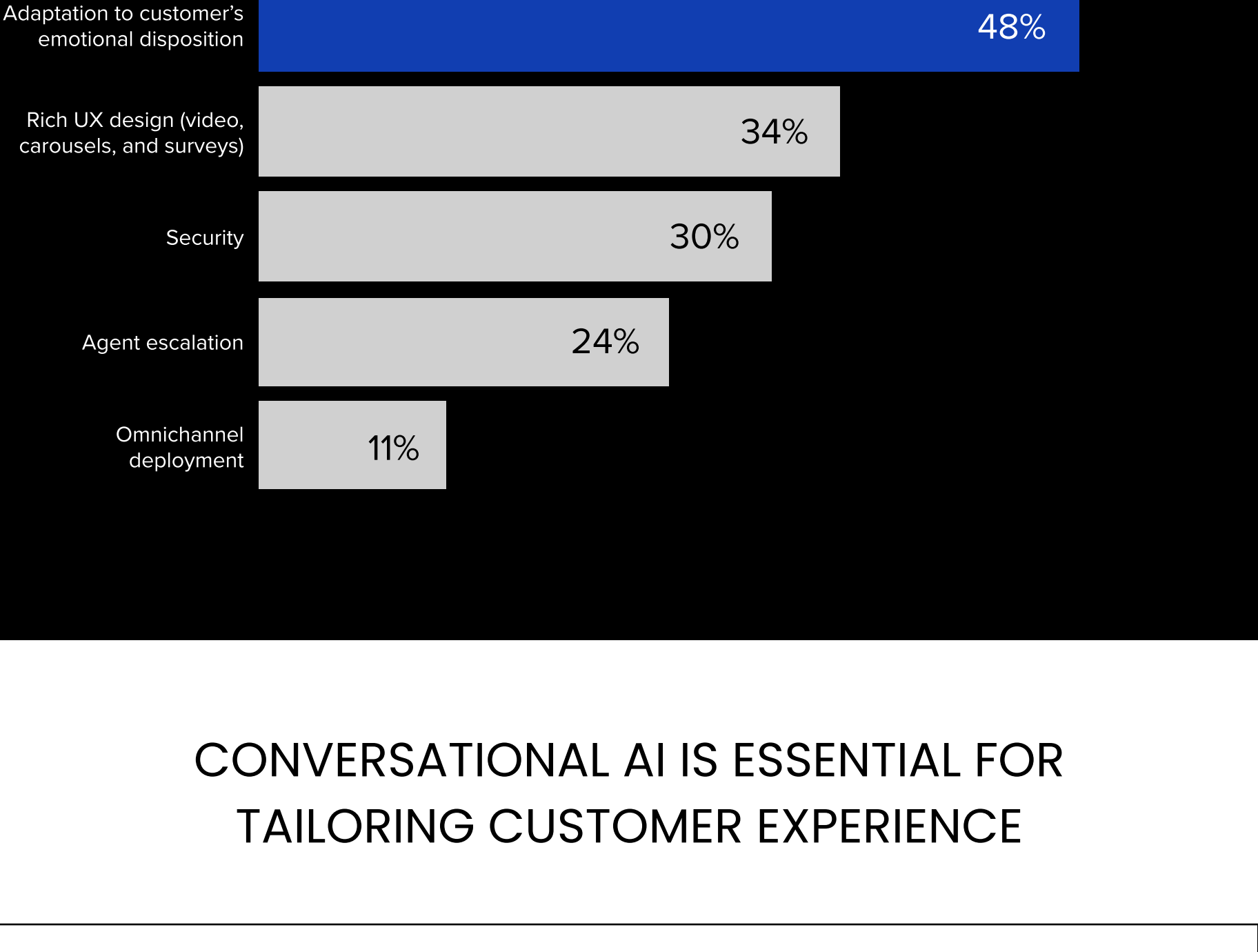


Further, by investing in quality conversational experience design, almost all software executives (90%) anticipate an impact on overall customer satisfaction.

IN YOUR BEST ESTIMATION, HOW STRONGLY CAN CONVERSATIONAL EXPERIENCE DESIGN QUALITY IMPACT CUSTOMER SATISFACTION (I.E. NPS, CSAT)?



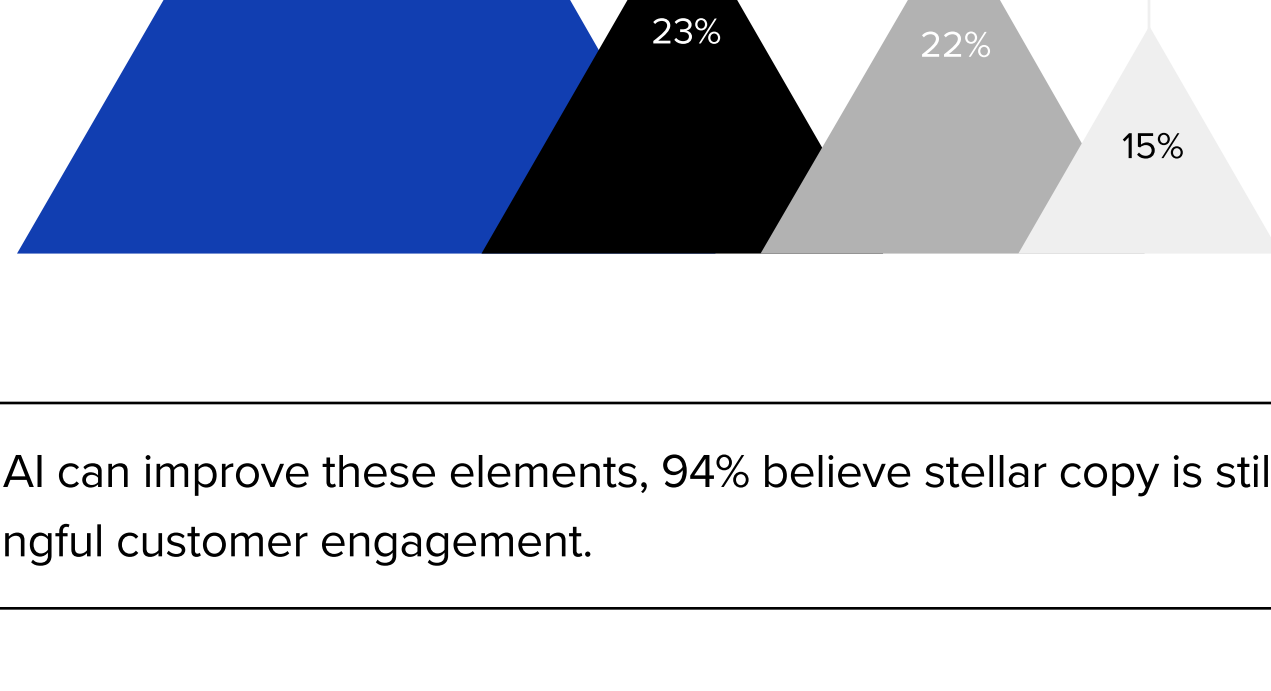
With these priorities, tech leaders value customer experience design features like the ability to create personalized customer experiences (59%), an advanced understanding of natural language (57%), and adaptation to customer's emotions (48%).



CONVERSATIONAL AI IS ESSENTIAL FOR TAILORING CUSTOMER EXPERIENCE

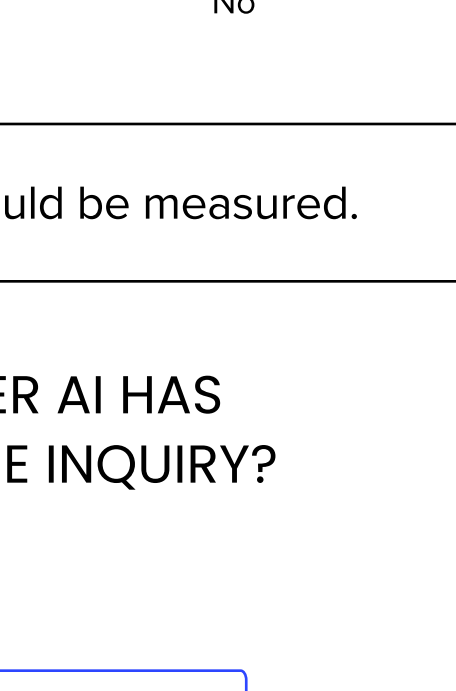
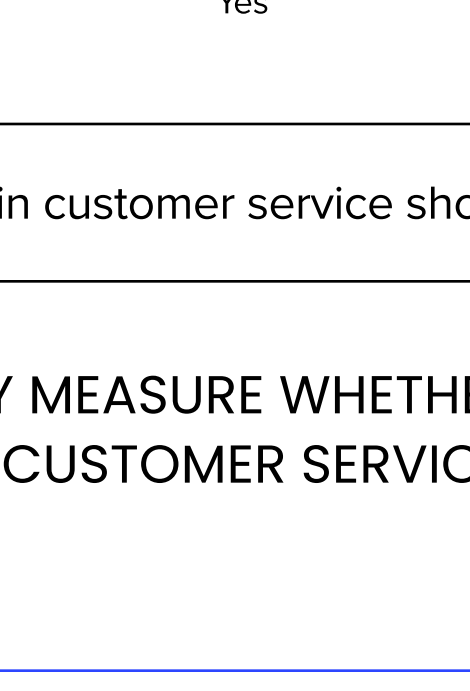
Customer tone analysis is considered the most necessary factor—according to 40% of respondents—for AI in conversational customer service.

WHICH OF THE FOLLOWING FACTORS ARE NECESSARY FOR AI TO HANDLE CUSTOMER SERVICE THROUGH CONVERSATIONAL EXPERIENCES?



While AI can improve these elements, 94% believe stellar copy is still important for meaningful customer engagement.

DO YOU AGREE THAT QUALITY COPYWRITING IS VITAL TO A MEANINGFUL CUSTOMER ENGAGEMENT THROUGH CONVERSATIONAL AI?



In their own words: How AI's success in customer service should be measured.

"Reports and customer analytics"

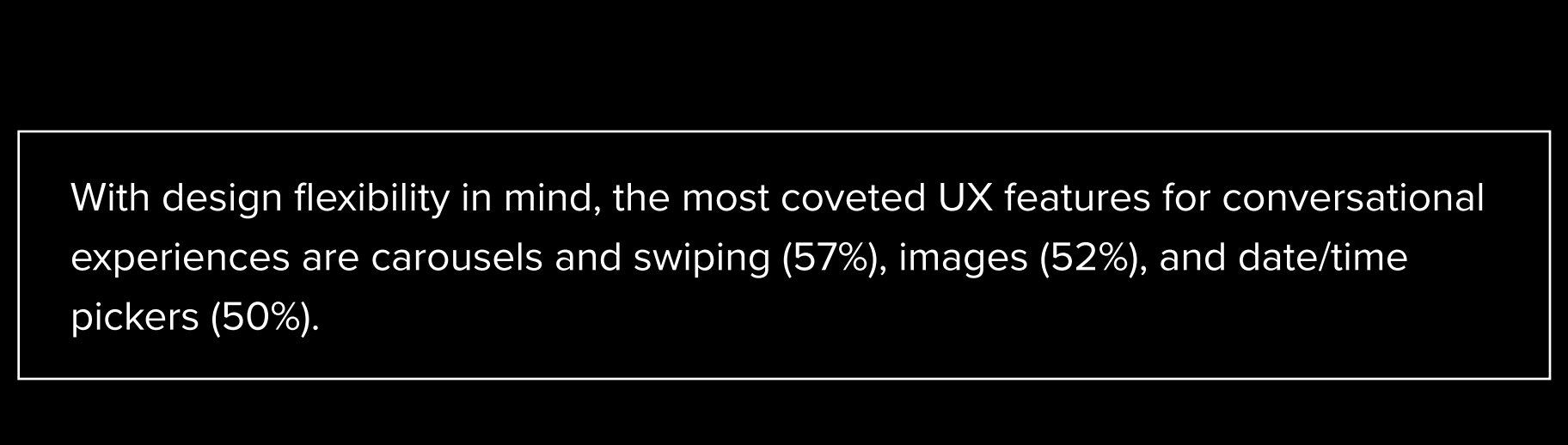
"Automated process for measuring"

"Combination of customer feedback and internal reports"

FLEXIBLE UX ENABLES ORGANIZATIONS TO MAKE THEIR CONVERSATIONAL EXPERIENCE MORE ON-BRAND

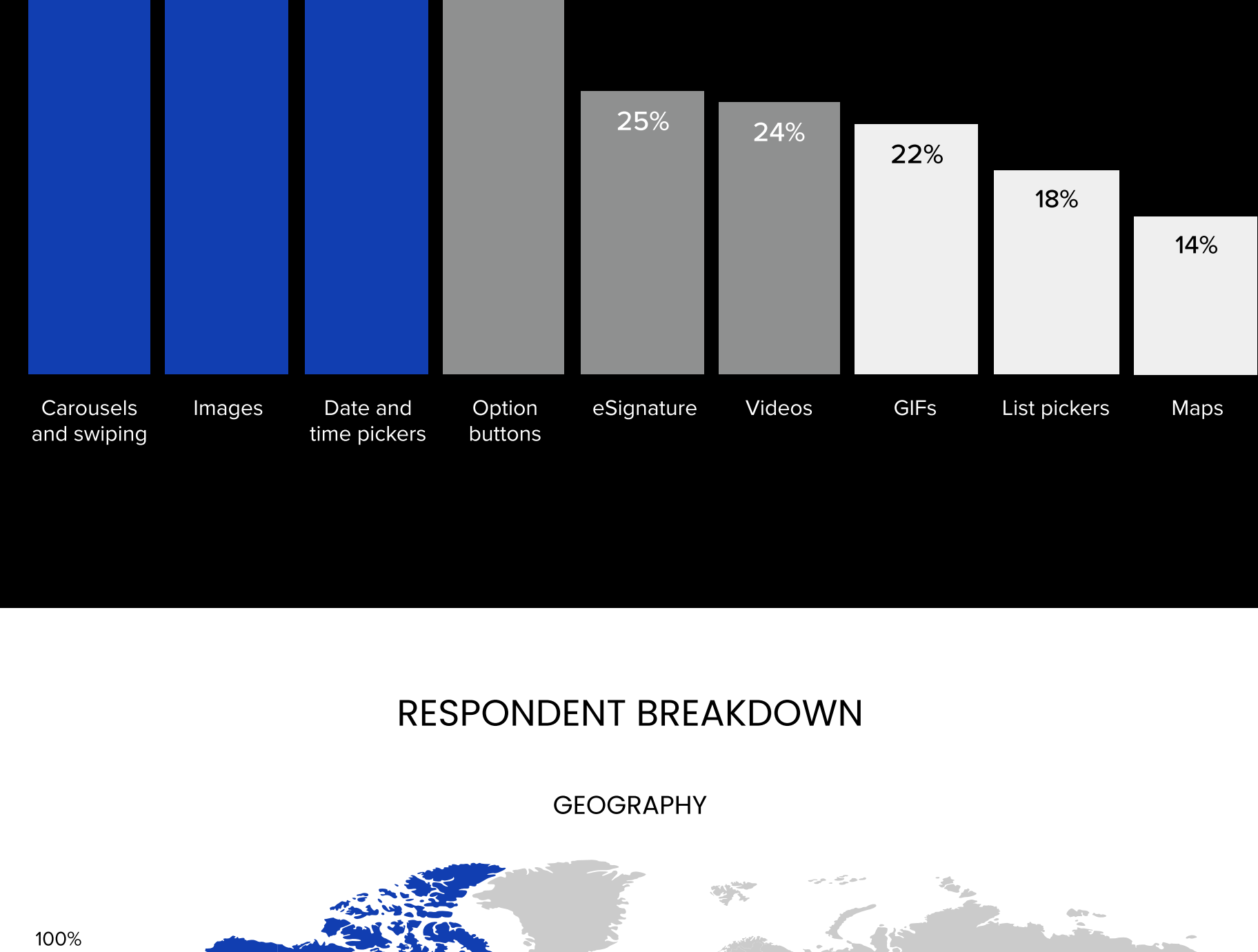
Flexibility in UX design is between a medium and high priority for 93% of respondents.

ON A SCALE OF 1-5 (5 BEING HIGH), HOW IMPORTANT A FEATURE IS FLEXIBLE UX DESIGN WHEN CONSIDERING A CONVERSATIONAL PLATFORM?



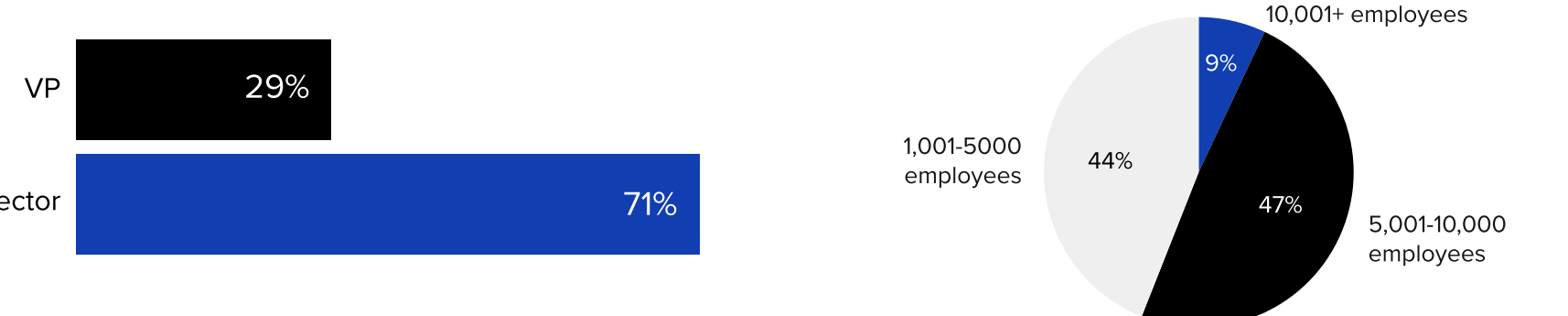
With design flexibility in mind, the most coveted UX features for conversational experiences are carousels and swiping (57%), images (52%), and date/time pickers (50%).

IN ADDITION TO TEXT, WHICH 3 OF THE FOLLOWING UX FEATURES WOULD YOU MOST LIKE TO INTRODUCE IN YOUR CONVERSATIONAL EXPERIENCE?



RESPONDENT BREAKDOWN

GEOGRAPHY



TITLE

COMPANY SIZE

