



# Expert Insights CX 2021

APAC EDITION

# INTRODUCTION

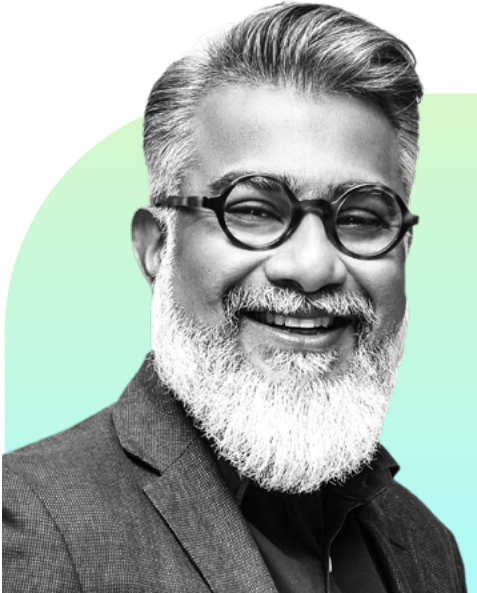
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Freshworks conducted a survey of 1,500 customer service leaders to identify key themes that customer service teams should know to be better prepared for the future. The findings are packaged in ‘The New CX Mandate’ report. The key themes that emerged include:

- A rise in chat and messaging as a support channel
- AI & Automation becoming critical due to fluctuation in staffing and query volume
- The future of work is hybrid, and ‘back to work’ is going to look very different

In addition to this, we also reached out to top CX professionals to get their take on the trends they expect to see in the coming year. We’ve compiled their quotes here in the hope that their views, along with ‘The New CX Mandate’ report, will help you plan for CX in 2021.





**Raymond Devadass**  
Founder & CEO,  
Daythree Business Services

## #1: AI in CX will take precedence

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*“The use of artificial intelligence in predictive analytics will become an important aspect for businesses as organisations seek to better understand customers and their behaviour which would result in better targeting to attract new customers. The use of AI features and applications will be applied to improve the efficiency, performance, as well as customer experience.”*

## #2: Self-service for seamless customer service

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*“Self-service will become a preferred channel for the majority of millennials. Web-based self-service, phone service enhancement using advanced IVAs (Intelligent Virtual Agents), and chatbots will provide better and seamless interaction with the customers.”*

## #3: Data privacy matters

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*“The security and protection of sensitive customer data is the biggest concern for organisations today as they face threats of cybercrimes and identity theft that are prevalent worldwide. This is especially the case for contact centres where data security is directly linked with the ability to provide reliable service to users. The traditional processes of customer verification and identification will soon be replaced by more advanced technologies such as ‘voice biometrics’ to minimize the risk of information leakage to fraudsters and imposters.”*





**Rajat Chawla**  
Founder, CEO – Koyopo

## #1: Embracing human-centric CX

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*“More and more companies will leverage the human-centric customer experience design framework to get a deeper understanding of their customer personas. Personally, I’ve already witnessed some of the largest hospitality and patient care organisations building human-centric CX capabilities rapidly.”*

## #2: A new look for retail in the new decade

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*“The lines between physical and online retail are blurring with physical stores poised to use digitisation to create safer in-store shopping experiences. Virtual and augmented reality will become frequently seen features on online retail sites in order to enhance the purchasing experience.”*





**Adrian Swinscoe**  
Customer Service &  
Experience Advisor

## #1: Maintain momentum

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*“2020 has been all about massive change that was driven by necessity. Organisations have needed time to find their feet amidst the crisis and get their processes re-engineered to fit a new way of working.*

*2021 will be all about learning the lessons that were taught in the previous year, and maintaining the momentum that has been built up over the last 6 to 8 months.”*

## #2: The four domains of experience

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*“Over the course of 2020, we’ve seen the emergence of a number of domains in the experience space – customer, employee, stakeholder, and leader.*

*We were witness to the significance of a broader trend where customers, employees and communities expected organisations to exercise their agency in the face of societal challenges, and to address systematic issues, particularly around discrimination, injustice, and inequality. Organisations will have to explicitly consider their stakeholders if they are to retain the trust and loyalty of both their customers and employees. In addition to this, the last few months have placed leaders at all levels under pressure and have strained their capabilities given the changing environment and working conditions. The experience of leaders is an area that leading organisations will spend a lot more time considering over the coming year if they are to maintain their effectiveness.”*

## #3: Empathetic musculature

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*“The pandemic has shown that an organisation’s ability to deliver great service and experience to their customers is dependent on their ability to be empathetic. In 2021, organisations will come to grips about what that means, and this will lead them to start thinking about developing an empathetic musculature, i.e. what strategy, systems, processes, design, technology, leadership, people and training they need to put in place to make their whole organisation sustainably more empathetic to their customers.”*





**Jacqueline P.  
Mundkur**

Founder & CEO , The Nxt Levels  
CX Consultancy Services

## #1: AI-driven customisation and personalisation

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*“The move to customisation and personalisation facilitated by AI will gather momentum in the coming year, and CX strategy and practice will reflect this. Organisations should be assessing how best to incorporate AI in their customer service in order to retain customer context and serve them accordingly.”*

## #2: The enhanced value of technology in CX

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*“Technology adoption in customer service will move further to the forefront in the post-pandemic world. The emphasis on efficiency will mean higher adoption of chatbots and voice-based solutions. The importance of CX will be further underpinned by a realisation of its increasing potential to revenue contribution.”*





**Pradeep Rathinam**  
Chief Customer Officer,  
Freshworks

## #1: Take your service to the customer with ‘Digital CX’

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*“Organisations need to be able to take service to the customer, rather than waiting for the customer to come to them. Adopting emerging channels of support like SMS, Facebook Messenger, WhatsApp, Apple Business Chat, etc. allows for proactive service delivery and ‘anytime engagement’. We’re seeing the birth of a new concept which I like to call ‘Digital CX’ – a comprehensive customer experience platform that has a ticketing system at its core, but is bolstered by live chat, messaging, chatbots, and an extensive knowledge base. Understanding and embracing this concept of ‘Digital CX’ will pave the way forward for customer service leaders around the globe.”*

## #2: ‘To bot or not’ is not a question anymore

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*“In 2020, organisations all over the world have seen an increase in contact center volumes and an increase in customer expectations. In addition to this, they’ve seen fluctuations in staffing, which had them leaning more heavily on technology as a way to maintain service levels and ensure superior customer experience. Bots are a great way to ensure your customers are able to receive 24/7 support no matter where they’re located.*

*Bots are your first line of defence, and customer service leaders need to start thinking differently about how to use them. Go beyond simple scenarios of deflection and start incorporating decision trees that can respond to advanced L1 queries like ‘where’s my order’. Done right, bots can be the foundation of your customer service strategy.”*

## #3: A single customer view is a must-have

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*“Organisations work in silos. The same customers have multiple profiles being maintained across sales, marketing, finance and customer service with one vendor. As a result, none of the teams have a complete understanding of all the customer’s interactions with the company, which leads to a frustrating customer experience.*

*A single view of all interactions is no longer something that’s just ‘nice to have’, it’s a must. Customer service related interactions should be visible to the entirety of the organization when they access a customer’s record, and this doesn’t have to be an expensive million dollar project with an army of consultants. With the right platform, establishing a single customer view can be easy to accomplish.”*





## About Freshworks

Freshworks is a customer engagement platform leader. Our customer-for-life platform is ready to go, easy to use, and scales to businesses of all sizes. Over 40,000 companies love our products and work with us to improve their customer service.

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If you want to make customer experience your competitive advantage,  
write to us at [experience@freshworks.com](mailto:experience@freshworks.com).

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