



Securing the CX Edge: 5 Strategies for Organisations in the Philippines

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Introduction

The Philippines, renowned as a global contact centre hub, is experiencing heightened pressure on the global stage, leading to intensified competition within the country. Smaller BPOs are driving larger players to innovate, requiring a stronger focus on empowering customer experience (CX) teams, and enhancing employee experience (EX) in organisations in the Philippines.

KEY BUSINESS PRIORITIES OF ORGANISATIONS IN THE PHILIPPINES

56% Improving customer experience/ retention

44% Improving employee experience/ productivity

41% Increasing business agility

Source: Ecosystem Future of CX Study, 2024

As the Philippines expands its global footprint, organisations must embrace progressive approaches to outpace rivals in the CX sector.

KEY CX PRIORITIES OF ORGANISATIONS IN THE PHILIPPINES

53% Saving money in delivering CX

50% Responding faster to market threats

47% Catching up with competition

Source: Ecosystem Future of CX Study, 2024

These priorities can be achieved through a robust data strategy that empowers CX teams and contact centres to glean actionable insights.

Here are 5 ways organisations in the Philippines can achieve their CX objectives.



#1 Modernise Voice and Omnichannel Orchestration

Ensuring that all channels are connected and integrated at the core is critical in delivering omnichannel experiences. Organisations must ensure that the conversation can be continued seamlessly irrespective of the channel the customer chooses, without losing the context.

Voice must be integrated within the omnichannel strategy. Even with the rise of digital and self-service, voice remains crucial, especially for understanding complex inquiries and providing an alternative when customers face persistent challenges on other channels.

Transition from a siloed view of channels to a unified and integrated approach.



Only 31% of organisations in the Philippines are looking to improve omnichannel experiences in 2024.

Source: Ecosystem Future of CX Study, 2024





#2 Empower CX Teams with Actionable Customer Data

An Intelligent Data Hub aggregates, integrates, and organises customer data across multiple data sources and channels and eliminates the siloed approach to collecting and analysing customer data.

Drive accurate and proactive conversations with your customers through a unified customer data platform.

- Unifies user history across channels into a single customer view.
- Enables the delivery of an omnichannel experience.
- Identifies behavioural trends by understanding patterns to personalise interactions.
- Spots real-time customer issues across channels.
- Uncovers compliance gaps and missed sales opportunities from unstructured data.
- Looks at customer journeys to proactively address their needs.



56% of organisations in the Philippines will focus on building a unified view of the customer data in 2024.

Source: Ecosystem Future of CX Study, 2024

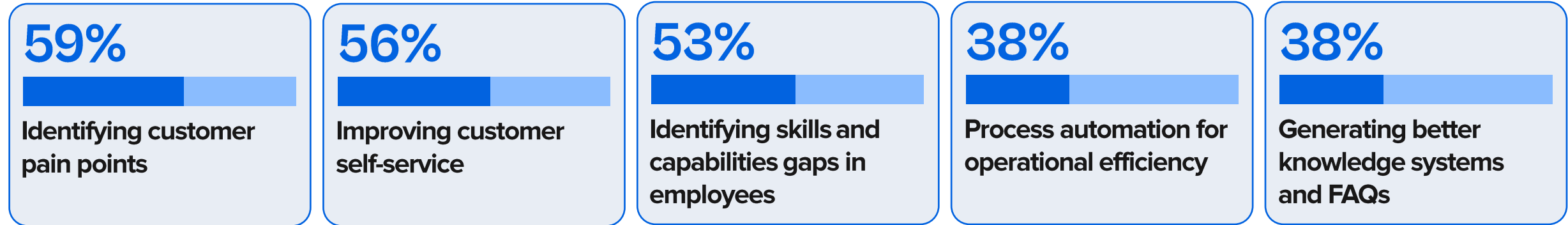




#3 Transform CX & EX with AI/Automation

AI and automation should be the cornerstone of an organisation's CX efforts to positively impact both customers and employees.

KEY AREAS OF AI/AUTOMATION APPLICATION IN THE PHILIPPINES



Source: Ecosystem Future of CX Study, 2024

Evaluate all aspects of AI/automation to enhance both customer and employee experience.

- **Predictive AI** algorithms analyse customer data to forecast trends and optimise resource allocation.
- **AI-driven identity validation** reduces fraud risk.
- **Agent Assist Solutions** offer real-time insights to agents, enhancing service delivery and efficiency.
- **GenAI integration** automates post-call activities, allowing agents to focus on high-value tasks.



#4 Augment Existing Systems for Success

Many organisations face challenges in fully modernising legacy systems and reducing reliance on multiple tech providers.

CX transformation while managing multiple disparate systems will require a platform that integrates desired capabilities for holistic CX and EX experiences.

A unified platform streamlines application management, ensuring cohesion, unified KPIs, enhanced security, simplified maintenance, and single sign-on for agents. This approach offers consistent experiences across channels and early issue detection, eliminating the need to navigate multiple applications or projects.

Capabilities that a platform should have:

- 1** Programmable APIs to deliver messages across preferred social and messaging channels.
- 2** Modernisation of outdated IVRs with self-service automation.
- 3** Transformation of static mobile apps into engaging experience tools.
- 4** Fraud prevention across channels through immediate phone number verification APIs.



46% of organisations integrate products/ services from multiple providers for their CX capabilities.

Source: Ecosystem Future of CX Study, 2024



#5 Focus on Proactive CX

In the new CX economy, organisations must meet customers on their terms, proactively engaging them before they initiate interactions. This requires a re-evaluation of all aspects of CX delivery.



Redefine the Contact Centre

Transforming it into an "Intelligent" Data Hub providing unified and connected experiences; leveraging intelligent APIs to proactively manage customer interactions seamlessly across journeys.



Reimagine the Agent's Role

Empowering agents to be AI-powered brand ambassadors, with access to prior and real-time interactions, instant decision-making abilities, and data-led knowledge bases.



Redesign the Channel and Brand Experience

Ensuring consistent omnichannel experiences through unified and coherent data; using programmable APIs to personalise conversations and discern customer preferences for real-time or asynchronous messaging; integrating innovative technologies like video to enrich the channel experience.



About Ecosystem

Ecosystem is a Digital Research and Advisory Company with its global headquarters in Singapore. We bring together tech buyers, tech vendors and analysts onto one integrated platform to enable the best decision-making in the evolving digital economy. Ecosystem has moved away from the highly inefficient business models of traditional research firms and instead focuses on research democratisation, with an emphasis on accessibility, transparency, and autonomy. Ecosystem's broad portfolio of advisory services is provided by a team of Analysts from a variety of backgrounds that include career analysts, CIOs and business leaders, and domain experts with decades of experience in their field. Visit ecosystem.io

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