# THE BUSINESS CASE FOR WEBRTC: MAXIMIZE CUSTOMER EXPERIENCES

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It's no secret that today's customers consume information across multiple channels and that they expect to interact with companies through their channels of preference. While companies are making headways towards addressing this, the complexity of multi-channel interactions results in unnecessary effort for buyers. This document discusses how web real-time communications (WebRTC) help firms maximize success when interacting with buyers across multiple channels.

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**Customers expect minimal effort when interacting with businesses. WebRTC helps them meet this need - while reaping the benefits of omni-channel programs.**

The ability to embed real-time communications in websites and mobile applications via WebRTC provides customers with a breath of fresh air as interactions across multiple channels become more complex.

Findings from Aberdeen's March 2015 *CEM Executive's Agenda 2015: Leading the Customer Journey to Success* study show that an average business uses four channels as part of customer experience management (CEM) programs. While the specific channels will vary across based on the organization, the pursuit to deliver personalized and consistent interactions is what brings the most successful businesses together. This capability is often referred to as omni-channel (see sidebar on Page 3), and according to Aberdeen's November 2014 *Omni-Channel Contact Center: The Smarter Way to Engage Customers* study it is a key determinant of success in the era of the empowered customer.

As more organizations understand the importance of omni-channel and try to incorporate it within their activities, one of the challenges faced by businesses is making these activities more customer-friendly. In other words, helping customers use

multiple channels easily to get their needs addressed - in a personalized and consistent fashion. Another challenge is providing contact center agents with a timely and relevant view of the customer interaction history across all the channels. A lack of visibility hinders the ability to deliver omni-channel interactions, resulting in a fragmented customer experience. Figure 1 shows that WebRTC users are successful in addressing these challenges and as a result enjoy far superior year-over-year performance improvements, compared to non-users.

### Figure 1: WebRTC Users Reap Greater Results than Non-users



n=407
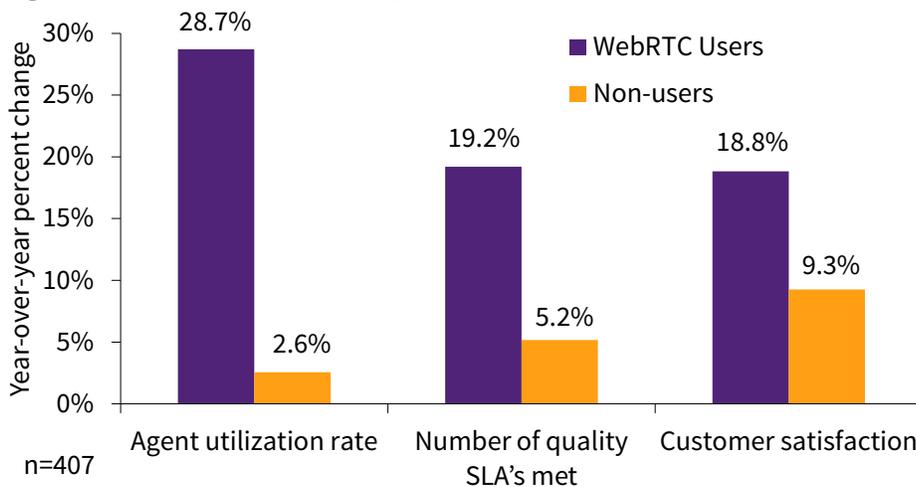
Source: Aberdeen Group, March 2015

As depicted above, WebRTC users achieve 202% greater annual improvement in customer satisfaction, compared to non-users (18.8% vs. 9.3%). This validates that providing customers with the ability to interact with a business through multiple communication methods within a single web browser is highly valued by today's hyper-connected buyers.

Buyers across a wide array of industries, including retail, hospitality, education, telecommunications and financial services, use multiple channels on a regular basis. They all want their interactions to be more seamless. WebRTC users' success in creating happy customers signals that firms across multiple

## Definition: WebRTC

WebRTC is an acronym standing for "web real-time communications." For the purposes of this research Aberdeen defines WebRTC as a technology enabler helping firms interact with customers by using voice calling, video chat, and file sharing capabilities via web browsers and mobile applications.

When using this technology companies can use multiple communication methods at the same time. For example, they can use video and file sharing simultaneously. They can also use a single communication method (e.g. voice) if preferred.

From customers' perspectives WebRTC allows using a single web browser that allows communicating with businesses via one or more communication methods. For example, a customer visiting the company website can use the same web browser to have a voice conversation to get more information about a product or have video chat with an agent to get assistance in fixing a product issue.

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# 7%

## of companies currently use WebRTC. An additional 17% are assessing the potential to deploy.

### Definition: Omni-channel Contact Center

For the purposes of this research, Aberdeen uses the term "omni-channel contact center" to define businesses that have a formal strategy in place to deliver personalized and consistent customer experiences across multiple channels (e.g., phone, social media, web, mobile, and email) and devices (in-store, laptop, and smart phone).

The end goal of these programs is to ensure customer experience continuity. Specifically, the context and experience from one channel and device carries over across all other touch-points to ensure continuity of conversations.

While multi-channel programs also focus on using multiple touch-points to interact with customers, by definition, they don't consider devices as a touch-point that needs to be optimized for consistency and personalization.

industries should evaluate the role of this technology to boost their omni-channel activity results.

Retailers, in particular, are challenged with rapidly changing buyer expectations, as changes in consumer preferences are often first reflected in consumer interactions. Use of WebRTC offers substantial benefits to retailers, as the web has become a ubiquitous tool for today's buyers when researching products / services. Therefore, incorporating WebRTC within CEM activities helps retailers provide these web-savvy buyers with the ability to use the same web browser to get detailed insights about a product. The ability to deliver such context-aware messages would then help retailers reduce shopping cart abandonment rates and convert website visits into purchases - both measures used by more than 52% of retailers when assessing performance results.

WebRTC also represents significant opportunities for companies in other industries. For example, a telecommunication services provider discussing different service plans with a potential client can use real-time communications via the web or mobile application to co-browse different service packages, explain the benefits of each plan and provide a more personalized experience to each buyer. Similarly, a financial services firm can use WebRTC to enable clients applying for a mortgage to interact with a mortgage specialist via video, helping build a closer bond and increasingly the likelihood of the client deciding to work with the business for a mortgage. The wealth management division of the same financial services firm can use WebRTC to allow its clients to communicate with a portfolio manager in real-time via video and enhanced audio quality, helping the firm truly personalize its services, compared to phone-based interactions.

In addition to helping firms delight customers and drive more compelling interactions, use of WebRTC helps in making more

effective use of agent resources. In fact, Figure 1 shows that companies using this technology achieve 28.1% year-over-year increase in agent utilization rate, compared to a mere 2.6% by non-users. Since WebRTC reduces the customer need to switch channels to change the form of communication, it means that the same agent handles conversations with the same client. As a result, companies maximize agent utilization rates and require fewer agent resources overall as traffic across other channels decreases. The cost savings associated with using fewer resources helps firms fund innovative projects that contribute incremental revenue for the business.

### Key Takeaways

The bar in the ability to delight customers constantly rises to new heights. Using multiple channels in CEM programs was noted as a key differentiator in Aberdeen's February 2012 _Multi-Channel Digital Marketing: Addressing the Why's and How's to Achieve Success in the New Era of Customer Engagement_ study. However, an average business today uses four channels to interact with buyers. Therefore, multi-channel has become the new normal. Omni-channel is a key capability that helps firms differentiate themselves, but solely focusing on ensuring continuity of interactions across multiple channels is not enough to maximize its benefits. Companies must also make it easy for the customers to use all the available channels embedded right where the customer is: the web and mobile.

WebRTC fills the gap between omni-channel and the expectations of modern buyers. It provides customers with a single platform (a web browser or a mobile application) that allows them to use multiple communication methods to interact with a business. As a result customers don't need to change devices and / or channels to get their needs addressed. Adding such a customer-friendly dimension to omni-channel programs helps firms increase client convenience, shorten customer journeys as well as enjoy operational efficiencies in the form of cost savings.

**Web-RTC helps companies make omni-channel activities even more customer-friendly.**

➔ Read the full report, "Secrets to Unlock the True Potential of WebRTC"

Establishing a business case for WebRTC is the first step in the journey to success through this key technology. Equally important is using the right activities to achieve maximum return from technology spend. Please read Aberdeen's March 2015 *Secrets to Unlock the True Potential of WebRTC* study to learn what you must do to achieve desired results.

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