



**WEBINAR**

# **Le service client dans un monde en mutation : enjeux et retour d'expérience avec le groupe Onet : de l'ingénierie, des services et des hommes**



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## **Mardi 15 septembre 2020 - 11h00 à 11h45**

# Le Service Client dans un monde en mutation

Enjeux et Retour d'Expérience avec le Groupe Onet :  
de l'ingénierie, des services et des hommes.



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# Safe harbor statement

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# Service in the Experience Economy

What happens when...

➤ Journeys are non-linear and unpredictable

Missing *customer signals* can cause damage to a business?

➤ Customer is innovator

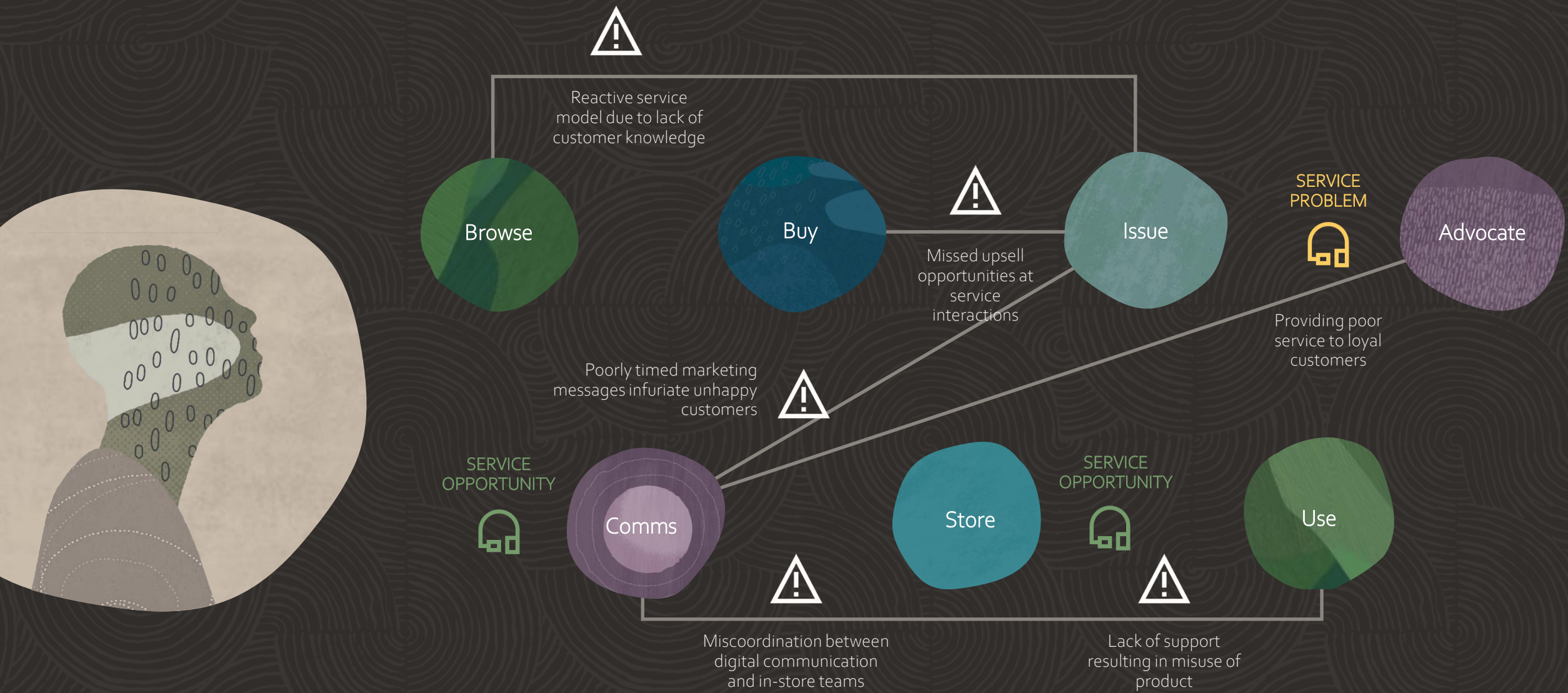
Customers gravitate towards *innovative service* experiences?

➤ Experience defines value

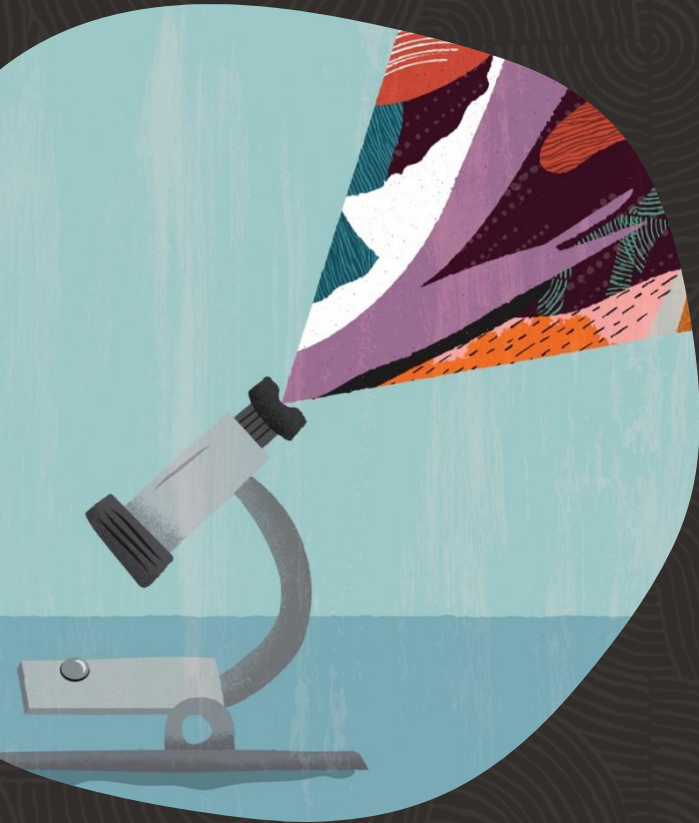
The experience is measured by *authenticity*?



# Customer signals reveal revenue implications



# What is innovative service?



Service lens

Balancing  
humanity and  
automation

Agent lens

Agent experience

Business lens

Brand  
thought  
leadership

86% of consumers are  
willing to pay a higher  
price for better CX.

- PwC

Customers  
value authenticity



Power an  
*Intelligent  
Service strategy  
for a*  
competitively  
*differentiated*  
service ecosystem



**Customer choice**

Offer service anytime, anywhere through any channel

**Innovation and automation**

Automate and energize teams to deliver outstanding service

**Authenticity**

Simplify the human side of service, balancing automation with high-value customer engagement

# Merci

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## Etre acteur de votre performance au quotidien avec Onet



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# Merci

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