



Humanising connections for better business

The Total Experience platform to elevate customer and employee experiences with innovative omnichannel engagement and actionable insights.

- 1 **Connect** channels & customers
- 2 **Orchestrate** intelligent workflows
- 3 **Evaluate** data and insights



Don't become the next "Blockbuster"

The digital era disrupted many business models, and now disruption has come for CX (and it's hitting hard!). Since 2020, there has been massive investment in digital but:

Do customers see a difference?

16%

had their expectations met.

62%

said their enquiry was not resolved.

39%

had to repeat themselves to multiple agents.

How do they feel?



Disappointed

70%



Annoyed

64%



Frustrated

51%

69% of CX interactions are hybrid and digital is the new normal

Today, digital experiences determine the overall sentiment of a brand's CX. Defining good CX for your business starts with understanding your customers, their intent, and preferences across all digital channels.

After two years in a "low touch" world, customers want "high touch" live human support, via phone, online live chat, and social media. Find out why humanising experiences are now a mega hit, by downloading our study.

*Source of statistics: CINNOX commissioned Forrester to study changes in customer behaviour since the pandemic, titled; *Infuse Digital Experiences with the Right Dose of Human Touch*. The survey included 1,200 participants across Australia, Singapore, Malaysia, Indonesia, Philippines, and Hong Kong.

FORRESTER
Get the full report



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50%

First-time Resolution

36%

**Short Response
Time**

35%

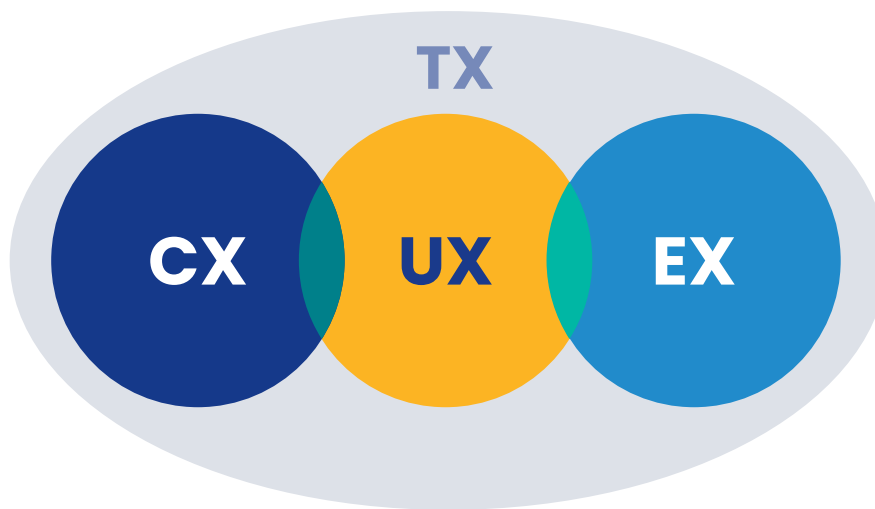
**Knowledgeable
Staff**

**What do
customers
actually want?**

CX is the only differentiator

With 2/3 businesses competing solely on CX alone, building customer trust and loyalty is the only sustainable competitive advantage.

CINNOX, the Total Experience platform = CX + EX + UX



Elevate CX

- 24/7 customer engagement across telephony and digital
- First-time resolution by intelligently routing questions to expertise
- Reduce customer wait times with predictive data analysis
- Seamlessly switch among chat, voice, and video for tailor-made experiences

Optimise EX

- Increase efficiency by automating repetitive tasks
- Draw expertise from different teams to solve complex problems on a Slack-like chatroom
- Improve team performance with quantitative and qualitative insights

We achieve this through the three key pillars of great customer service, where businesses can enjoy one continuous loop of experience improvement:

- 1 CONNECT**
- 2 ORCHESTRATE**
- 3 EVALUATE**



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***Don't get left behind.
Shape what's next
with CINNOX.***

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