

Closing the experience gap: unified support that works

Rethinking how customer and employee service and experience come together in a connected world.



Why it matters

Customers and employees no longer accept fragmented, slow, or repetitive service. They expect a digital-first, always-on experience and seamless, efficient service whenever and wherever they engage. In fact, 73%* of consumers say experience is a key purchase factor, and many are willing to pay up to 16%* more for excellent service.

Yet many organisations still operate with disconnected contact centres, service desks, and back-office teams. This siloed approach leads to:

Longer resolution times



Frustrated users repeating issues



Inefficient processes and duplicated effort



Lost productivity and trust



The stakes are high: 80%** of consumers identify speed, convenience, knowledgeable help, and friendly service as critical elements of a positive experience.

To meet rising expectations, organisations must move beyond simply linking systems. They need to unify their service and engagement processes—breaking down barriers to deliver connected, seamless support that reflects the realities of today's digital-first environment.

The balancing act: meeting expectations within constraints

Delivering truly seamless support is rarely straightforward. Organisations today must do more with less—meeting rising expectations from both customers and staff while managing tightening budgets. This balancing act is complicated by disconnected systems and fragmented teams that create bottlenecks and inefficiencies. Common obstacles include:

- Multiple platforms that fail to communicate seamlessly
- Support agents lacking real-time information and context
- Time-consuming manual triage and handoffs that delay resolution
- Limited visibility into case progress and outcomes
- The challenge of balancing automation with personalised, human service

* PWC: Customer experience as a competitive advantage <https://www.pwc.nl/en/topics/transformation/customer-transformation/customer-experience.html>

** PWC: Report: Experience is everything <https://www.pwc.com.au/digitalpulse/report-cis-future-customer-experience.html>

Overcoming these challenges requires more than technology solutions; it demands a fundamental rethink of how service is coordinated, orchestrated, and delivered end-to-end to achieve faster, data-driven resolution and proactive engagement.

The outlook: unlocking business value through unified support and experience

By unifying contact channels with back-end service management, organisations can transform fragmented operations into a cohesive, intelligent experience that delivers measurable business outcomes:



Accelerated issue resolution

Intelligent routing and automation streamline workflows, enabling faster responses and data-driven decision-making.



Enhanced user experience

A unified agent workspace provides comprehensive context, allowing for personalised and efficient interactions across multiple communication channels.



Improved team productivity

Consolidated tools and data reduce context switching, empowering agents to work more effectively and with greater satisfaction.



Operational efficiency

Automation and streamlined processes lower costs and reduce error rates, improving service delivery.



Scalability and agility

Integrated platforms adapt to evolving business needs, supporting growth and change without costly replatforming.

This unified approach enhances both customer and employee experiences while driving sustainable business value, positioning organisations to thrive in an increasingly competitive environment.

What's possible: from friction to flow

Support doesn't need to be complex—but it often is. By rethinking how service works across systems, organisations can unlock faster, smarter, always-on and more human experiences.

Nexon works alongside leading technology partners to bring together the tools, insight, and integration needed to help organisations deliver smarter, more connected support.

Let's explore what that could look like for you.

To find out more, call us at **1300 800 000**, email us at **enquiries@corp.nexon.com.au**, or visit **nexon.com.au**.

