








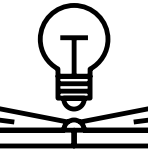





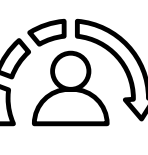




Ticket-Based vs Customer-Based CX Systems

By comparing ticket-based versus customer-based systems, you'll see how CX solutions have adapted to fit the modern customer's expectations so businesses can provide an exceptional experience.

	Ticket-Based System	Customer-Based System
Metrics of Success 	 Uses completion rate as its metric of success, leading to cherry-picking tickets , skewed results, and team burnout.	 Prioritizes customer experience to measure success and offers insights into the true value behind metrics to create proactive, actionable change.
Personalization 	 Lacks any tools to increase personalization, instead treating customers as numbers.	 Focuses on creating a personalized experience that is unique to each customer interaction.
Staffing 	 Creates an inaccurate representation of your staffing needs by not taking multi-channel and multi-ticket customers into consideration.	 Informs your workforce management through accurate interaction metrics while also integrating with your current workforce management program.
Resources 	 Acts as an organizational system, but doesn't provide agents with any resources to help them resolve customer issues.	 Offers agents access to resources — such as a knowledge base, customer detail , and a single conversation timeline — that boost personalization and overall CX.
Integrations 	 Is often incompatible with other CX solutions, creating additional work, effort, and error in the transfer of data from one system to another.	 Reduces your tech stack needs through a variety of integrations that eliminate the need for data transfer.
Agent Experience 	 Provides little additional benefit to your team besides keeping tickets organized.	 Offers resources and automations to improve agent workflow, empowering agents and improving customer experience.