

2022 Gig Customer Experience Report

The Inevitable, **Explosive Growth of GigCX**



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Limitless

 **Execs In The Know**

 **GENESYS**

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About the research

This is the third-annual GigCX® report and is the world's only primary research paper on gig-based customer service (GigCX). As part of the creation of this report, Limitless looked at the current state and views on GigCX in the global CX industry.

Research Conducted

January – April
2022



This included people from a range of different backgrounds and cultures.



400 CX leaders from the U.S. and U.K.



600+ current GigCX Experts across 29 countries in six continents, including the U.S., U.K., Canada, Brazil, Australia, Indonesia, India, South Africa, France and Germany.



16 CX leaders across several industries, including Tech, Retail, Ecommerce, Food, Sports, Consumer Goods, Healthcare, and Marketplaces.



What is GigCX?

Just as gig has transformed transportation, food delivery, and goods delivery, GigCX® is radically changing the way businesses provide service for the better. Since its launch in 2016, Limitless has played a key role as the original GigCX platform provider (Limitless coined the term ‘GigCX.’) Limitless is the largest GigCX platform provider, with the largest GigCX Expert base across 29 countries.

Gig Customer Experience (or GigCX) is the term used for deploying a gig-based crowd of people to provide support across the entire customer lifecycle.

Recognized as one of the next big developments in customer experience by McKinsey & Company in its October 2021 report titled [An on-demand revolution in customer-experience operations](#), GigCX offers companies a more flexible, scalable, and affordable model for customer experience.

Organizations can route their customer service inquiries securely from their own systems, through a GigCX platform, which distributes them to a crowd of knowledgeable product experts who can answer questions on behalf of the brands they know and love.

The result is a more authentic, genuine experience for customers, and improved customer satisfaction for brands that use GigCX.

Foreword



Adrian Swinscoe

CX Industry Expert and
Host of the Punk CX Podcast

Over the last two years, the CX landscape has changed dramatically. Forced to live and work in isolation, customers came to rely on digital channels. In response and to cope with the massive jump in demand over their digital channels, many brands invested heavily in their digital customer self-service facilities.

However, despite the emergence of new and competitive self-service technologies and channels, voice and email are still the most popular customer service channels, with research reporting that direct requests for help from customer service agents are up from 40 percent in pre-pandemic times to almost 60 percent of all interactions currently.

Moreover, these channels are the go-to channels when a customer's issue is urgent, concerning or complex. These interactions are critical and can make or break a customer's relationship with a brand if not handled well.

When you combine this high demand for direct support with reports of agent burnout, persistently high agent turnover, and many experienced customer service personnel taking early retirement, making a career change or re-evaluating their work preferences, many brands face an acute support challenge.

These are all challenges that are highlighted and explored in this third annual GigCX report.

Businesses understand the value of a positive customer experience to maintain brand loyalty and how this is particularly important in live interactions. And in the face of these talent and demand challenges, many brands are rightly turning to a GigCX model as it plays to the challenges facing brands and the strengths of GigCX experts and their changing work preferences.

As you'll see throughout this report, GigCX has very definitely arrived, and awareness is growing. Increasingly, we will see more and more brands experimenting with and embracing the GigCX model as they respond to the challenges facing them.



As you'll see throughout this report, GigCX has very definitely arrived, and awareness is growing. Increasingly, we will see more and more brands experimenting with and embracing the GigCX model as they respond to the challenges facing them.

However, while that in itself is exciting, I think the future possibilities are also just as exciting.

In the future, I think we'll see the use of GigCX expand in the following ways:

Brands will use a GigCX model to drive better customer and employee outcomes.

As Roger Beadle, CEO and co-founder of Limitless, recounted to me in a recent podcast interview, "We always felt that people working part-time actually produce better customer service results."

Working part-time or in short bursts does not work well in a traditional contact center setting. Handling difficult and complex queries is hard, so adopting a model that allows individuals to work in short bursts is likely to lead to better customer and employee outcomes.

Brands will use a GigCX model to drive increased engagement and advocacy.

The GigCX model offers relationship extension possibilities, and innovative brands will leverage this approach to further their engagement and loyalty of their fans and advocates. As a recent piece of McKinsey research "[An on-demand revolution in customer-experience operations](#)" suggests, it will also offer inclusion benefits, with many traditionally underrepresented groups preferring to work in a remote/hybrid manner.

Brands will use a GigCX model to drive greater capacity and higher levels of empathy across their organizations.

While the previous use cases are externally focused, there is also a compelling additional use case where organizations could use a GigCX model to help harness the knowledge and energy of their existing employees that work beyond the contact center.

An organization's ability to deliver excellent service and experience to its customers is dependent on its ability

to be empathetic towards them and is an issue that has shown up strongly since the onset of the pandemic.

Therefore, enrolling your employees and leaders into a program/platform like this would undoubtedly allow brands to grow their internal capacity. But, it will also enable them to develop a greater understanding and insight into what problems customers face and how best to help them.

The existing momentum and these future possibilities mean that the future of GigCX is bright.

Executive Summary

GigCX experts can do anything agents can do....and some things they can't



Megan Neale
Founder and COO,
Limitless



Roger Beadle
Founder and CEO,
Limitless

Last year, in our 2021 report, we spoke to several of our clients to gauge their future plans for GigCX. When asked what proportion of their customer service volume could be handled by the GigCX crowd by 2025, 40% of our customers stated '20–40%' and half of them indicated over 40%. 90% said they were 'likely' to invest more budget in GigCX in the next three years.

In 2022, we ventured further and did an anonymous survey of over 400 CX leaders across the U.K. and the U.S., asking them if they thought GigCX was here to stay.

A whopping 83% of those surveyed say that GigCX 'is inevitable', or 'here to stay'.

It's a headline stat that pleases us enormously, especially coupled with the synergy we're seeing between GigCX as a business operating model and the personal lifestyle goals of GigCX Experts globally. In the year that has passed since we

released the 2021 GigCX Report, where the pandemic had demonstrably accelerated demand for a gig-driven customer support model, we've seen significant drive from large organizations who have recognized that they cannot have single-vendor or location dependencies for customer service.

In fact, our report research also found that 72% of customer service managers in the U.S. and U.K. have added or plan to use gig talent in the next two years – proof that our clients aren't the only ones that recognize the power and unique elasticity in the GigCX resourcing pool.

Beyond that, the report shows that 90% of GigCX Experts say that GigCX has improved their lives, 83% say GigCX has had a positive effect on their mental wellbeing, and 92% say that GigCX has introduced them to new skills.

As we spoke to 5 global CX leaders who said the beauty of GigCX is, and will always be, the benefit for GigCX Experts

to work on their own terms. Because GigCX leverages existing customers and advocates with built-in knowledge and works on a gig model, it bypasses many of the pandemic-related problems facing contact centers at this moment, including hiring, training, shift scheduling, quality, and issues specific to a work from home (WfH) model.

It's a truly human-centric approach to customer service, and one that is, for lack of a better word, limitless. As we spoke to CX leaders and GigCX Experts alike, we realized more than ever that GigCX Experts can do anything agents can do and, in some cases, can do more.

There is sometimes a misconception that GigCX is best suited for only high-volume, low-value 'level one' queries, such as conducting basic troubleshooting or filing tickets for level two issues. There's also an unexamined assumption that much of this could be handled by self-service solutions or by chatbots and other automated services.

It's a false reality, as GigCX Experts fit the profile of level-two support perfectly. Experts often have a better understanding of user issues than contact center employees. After all, who would you rather get your customer service from – an agent who has extensive customer service training and some product or service knowledge, or a person who uses the product or service and is so familiar with it they feel comfortable advising other users?



Kim Nelson

WW Support Leader, Delivery Partner Management,
Microsoft

“At the heart of the concept of GigCX is the ability for an Expert to plug in and engage in a way that is beneficial to them. From a company operations perspective, it’s all about being efficient and optimizing processes where you can, and passing demand to the right channels. Gig is an additional channel that allows you to work in a way that you never could if you have to set schedules three weeks in advance. The dynamic of how we handle holidays has been completely transformed by GigCX, and it’s proved to be an incredible asset, with exceptional value in handling peaks and troughs.”

In speaking to CX analyst and influencer Mark Hillary, we got some great insight into just how broad the perceived scope is for GigCX (see quote below).

From customer onboarding to technical queries and coaching to pre-sales, we heard dozens of use cases where GigCX is being used or will be used.

Regardless of whether your organization has already fully implemented GigGX or

you're considering it as you watch its use grow, the immense potential of this model has become even more evident in 2022. The best is yet to come!

We hope you find this year's report useful and compelling. If you find you have questions about how GigCX may benefit your organization, feel free to come to us with your questions surrounding implementing a sustainable, reliable GigCX solution today.



Mark Hillary

CX Industry Expert and
Host of The CX Files Podcast

“The power of GigCX to manage a customer throughout their entire lifetime relationship with a brand is tremendous. Companies should want to talk to and be working with a teenager who’s hardly even got enough money to buy cosmetics, but will interest people in the product. In a couple of years, that teenager could become not just a regular customer, but a powerful ambassador. It’s a classic case for the auto industry as well. You don’t want to just sell them a car, you want to build a relationship so that naturally the next place they come when they want to upgrade is straight back to the same brand.”



A view from Execs In The Know

Setting GigCX up for success

Execs In The Know is a global community of senior customer experience (CX) leaders.

As this report demonstrates, GigCX is here to stay. In fact, within the Execs In The Know community of CX leaders, we see talk shifting from GigCX as a potential stopgap to GigCX as a necessary, long-term operational strategy. This has reshaped the conversation, transitioning brands away from questions like, “Is GigCX right for us?” to “How can we be successful with GigCX?” Naturally, the conversation has turned to program design and creating exceptional experiences.

Following are two aspects for engineering a great experience that most consistently rise to the top of the conversation. The Execs In The Know community believes they are worth keeping in mind for any organization looking to deploy GigCX as a solution, regardless of where they are at in their maturation.

Start by making GigCX simple

One can never go wrong with simplicity. To best set up GigCX Experts for success, the onboarding process must be simple, enjoyable, and effective at preparing GigCX Experts for the next opportunity to engage. And while first impressions matter, so do all the impressions thereafter. Therefore, the day-to-day workflow should also make for an enjoyable experience.

From receiving and understanding an engagement opportunity to accepting, acting, validating, and receiving payment –

the entire journey must be seamless and easy. Since GigCX Experts are opting in for each opportunity (engagement is not obligatory), the user experience itself needs to play an encouraging role. After all, positive experiences lead to positive outcomes.

Once made simple, make GigCX rewarding

It is important to understand what motivates individuals, including GigCX Experts. The topic of individuals’ motivation has gained attention over the past two years, particularly in





understanding the phenomenon of the Great Resignation and how to address it. Just like individuals can be motivated to leave a job, they can also be motivated to take on a new job. Luckily, motivators for taking on GigCX tasks are well explored in this report.

Of course, income and work flexibility are significant motivators. But they aren't the only factors, as highlighted in Chapter 4. In fact, aside from income and flexibility, results show “satisfaction from helping” and “love for the brand” are among the top reasons why individuals become GigCX Experts.

So how can brands meet GigCX Experts at the intersection of what motivates and what delights? Simple. Create rewarding moments based on those motivators.

GigCX Experts love to help, so giving them insight into what that help means is equally encouraging. In other words, provide a clear view into efforts – resolution rates, customer feedback, performance scores – all these things reward in a way that financial payment cannot. Moreover, as fans of the brand, GigCX Experts find it gratifying to play a role in creating brand success. So be sure to share those wins, big and small, and get creative in satiating GigCX Experts' passions for the brands they serve.

In many ways, the industry has moved past the notion of GigCX as an innovation or an experiment. This is a good thing. Watching the conversation turn toward success factors is a healthy and natural progression for GigCX.

“The nature of the Gig CX conversation has evolved in our community – now squarely focused on growing and adapting this critical tool for delivering a seamless and exceptional customer experience. Ours is an industry that’s never afraid to ask new and tough questions, to grow and change, and to put in the effort to find effective solutions. This Limitless report so aptly demonstrates this fact.”



Chad McDaniel

Co-Founder and President,
Execs In The Know

Meet the contributors

The research for the 2022 GigCX report included interviews with 5 CX industry analysts, experts and leaders, whose contributions are shared throughout the report.



Adrian Swinscoe
CX Industry Expert
and Host of the
Punk CX Podcast

Customer experience consultant and advisor, Adrian is a three-time author of three CX titles, host of the popular Punk CX podcast, and Forbes contributor.



Mark Hillary
CX Industry Expert
and Host of The CX
Files Podcast

Mark is a former technology director turned communication advisor writing about the future of technology and CX.



Chad McDaniel
Co-Founder
and President,
Execs In The Know

Chad is a well-known advocate for customer experience best practices. He works tirelessly to showcase the success of today's CX Executives.



Scott Murray
Chief Operating
Officer (COO),
Collective Health

Scott is a specialist in global customer operations including digital customer experience, general management, and transformational change.



Max Ball
Principal Industry
Analyst, Forrester

Max brings over 30 years of industry experience in product management and product marketing in the areas of omni-channel contact center platforms, speech recognition and interactive voice response (IVR), mobile, social, chat, and WebRTC.



Nicholas Clark
Partner, Boston
Consulting Group

Nick helps leading brands to transform their customer service offering, bringing deep experience in operations, customer loyalty, and digital transformation.



Tilly Harries
Director,
PWC

Tilly specializes in supporting employers with managing complex staff issues, and undertaking investigations into bullying, harassment, discrimination and whistleblowing complaints.



Merijn te Booij
EVP & GM Employee
Engagement
Solutions, Genesys

Merijn is a leader of all things related to workforce engagement, building and delivering innovative solutions to help drive experience as a service.



Neil Rae
Chief Customer
Officer, VXI Global
Solutions, LLC

Neil is a seasoned CX executive with an outstanding record in leading organizations in new strategic directions by creating exceptional value for both staff, teams and customers.



Manish Makhijani
Global Consumer
Insights Director,
Unilever

Manish is an accomplished CX executive, specializing in integrating insights with business and marketing strategy.



Mike Flannagan

Vice President,
Microsoft

Mike is a technology sector executive with a passion for customer success and creating brilliant services and customer experiences.



Kim Nelson

Worldwide Support
Leader, Delivery Partner
Management, Microsoft

Kim has spent the last 20 years helping large businesses solve complex CX and operational challenges within their customer care, sales and retention organizations.



Sue Morris

Vice President,
Customer Success,
GitHub

Sue is an advisory board member at Execs In The Know and is driving GitHub's mission to build service as a key differentiator.



Brett Frazer

Vice President of
Customer Service,
Sunbasket

Brett has spent the past 20 years helping multi-national organizations and start-ups deliver against a customer promise of the best basics.



Kristin Sharp

CEO, Flex
Association

Kristin has made a career out of innovating the way we work, now leading the efforts of Flex Association, where she champions the contributions of the gig economy.

Chapter 1:

Awareness of GigCX is here – now onto the ‘why’ and ‘how’



Confidence in GigCX has increased

Before 2022, the concept of GigCX was new or unfamiliar to many CX leaders. But with increasing demand for flexibility from employees and other CX struggles, including staffing and increasing contact volumes, businesses have looked for alternative means to maintain high-quality support for their customers.

GigCX has moved to the forefront of these alternatives, with many CX leaders realizing the benefits of a crowdsourced approach to meet their customer service needs.

As more people know what GigCX is, many have moved on to why GigCX should be an important part of their business strategy.



Mike Flannagan
Vice President,
Microsoft

“As I’ve spoken to industry peers, I’ve seen the confidence level of GigCX go up. Leaders are realizing that it can be a long-term and sustainable part of the way that they think about their overall staffing and coverage plans. It’s no longer a pilot or proof of concept: it’s a concrete idea that companies are incorporating into the future of work.”



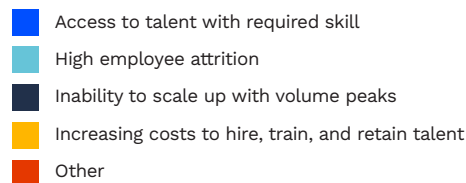
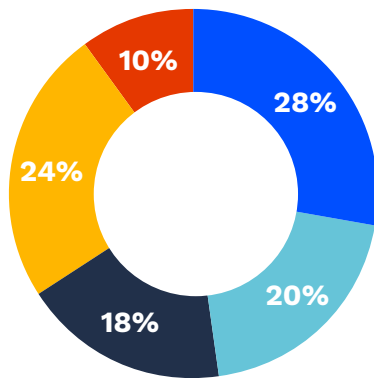
Merijn te Booij
EVP & GM Employee
Engagement Solutions,
Genesys

“There is more awareness of GigCX now, as compared to a year ago. It’s a topic that is becoming more relevant as attrition has become more widespread and talent acquisition has become more complex. Interestingly, a year ago, most customers interacting with a GigCX expert may not have realized it, but they are becoming increasingly aware. The same way that companies are waking up to the humanity that gig expertise brings to the table versus the transactional volume they have traditionally measured against, customers are recognizing the value.”

Access to qualified contact center talent is the top staffing challenge for CX leaders

Difficulty in contact center staffing is one of the key drivers leading CX leaders to consider GigCX. In our research, we discovered that 28% of CX leaders say access to talent with the required skills is their top challenge when it comes to contact center staffing.

What is the greatest staffing resource challenge you are experiencing now?



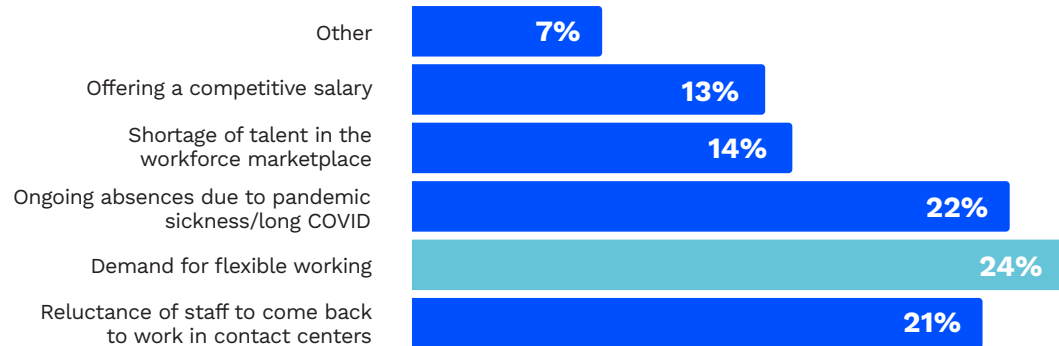
Changes in people's working preferences, which resulted from the COVID pandemic, have made it harder for CX leaders to find qualified contact center talent, with 44% reporting that it is harder now than pre-pandemic.

How difficult has hiring contact center employees been during the last two years when compared to hiring before the pandemic?



Additionally, nearly a quarter (24%) of CX leaders said their number one concern regarding staffing is demand for flexible working schedules.

What is your number one cause of concern regarding service staffing in 2022?



Increasing consumer expectations are driving CX leaders to re-evaluate their CX model

Growing demands from consumers have compounded the challenges facing CX leaders. Consumers expect faster response times, greater empathy and understanding, more personalized experiences, and stronger human connections from brands.

Our research indicated that 32% of CX leaders said customer expectations are driving them to re-evaluate their CX operating model, followed by changes in people's work preferences, including a greater demand for remote working.

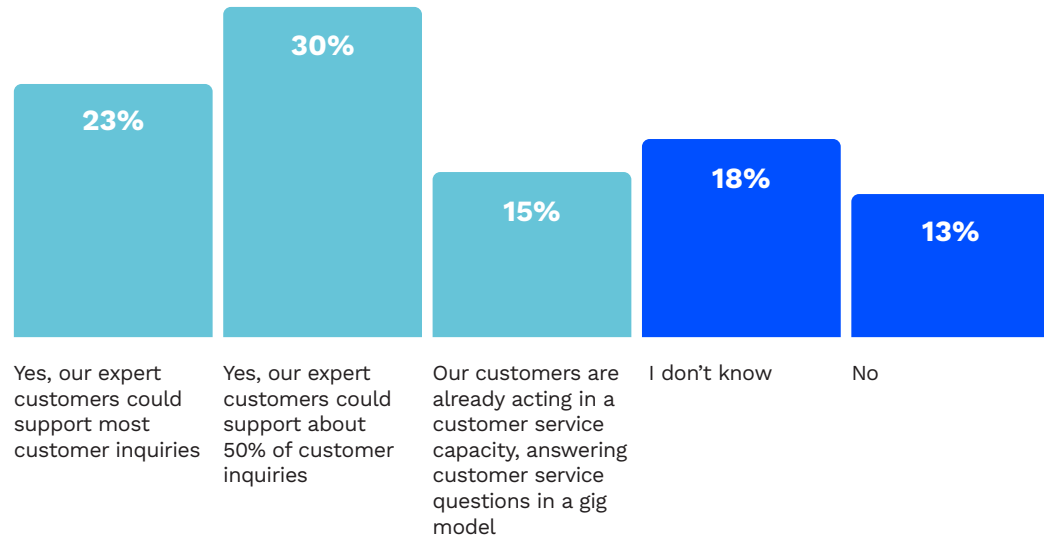
CX leaders are increasingly aware of GigCX as an essential solution to their CX challenges

Customer expectations are always in flux and the pandemic has accelerated those changes. Because the pandemic has also increased the difficulties associated with finding talent to address the changes, CX leaders have increasingly seen the need for alternate strategies, such as GigCX.

Have any of the following caused you to reevaluate your customer service operation model during the past two years?



Do you think customers who are experts in using your products or services could support your customers?



Of the customer service leaders we surveyed, 72% said they have added or plan to add gig talent to customer service or sales operations within the next 2 years.

We also found that 68% of CX leaders feel their customers could act or are already acting in some customer service capacity to support fellow customers.

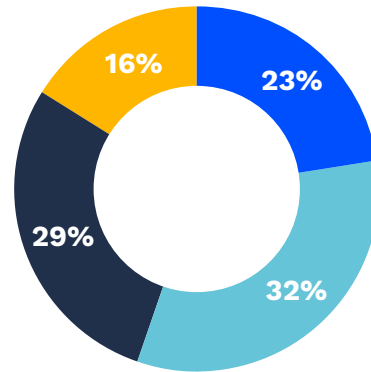
CX leaders' attitudes toward GigCX have shifted. Although in the past many CX leaders were skeptical of GigCX, more and more leaders are beginning to see that GigCX is a viable and proven way to support customers throughout their lifecycle.

Of those CX leaders who expressed some level of awareness of GigCX, 84% said that GigCX is inevitable or here to stay while only 16% felt that GigCX would be limited to specific use cases.

Not only has awareness of GigCX increased, but also the confidence levels around GigCX's ability to play a critical role in a business's strategy.

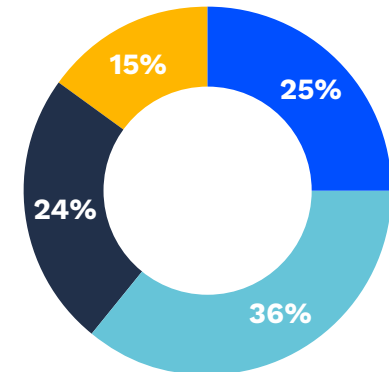
In our research, we found that 61% of CX leaders surveyed knew where GigCX would play a role in their business, with 24% still experimenting to see where it would have the most benefit.

What place do you feel GigCX has in the CX industry in the next 5 years?



- It's the new way of handling customer service
- It's inevitable, but it will take some time
- Here to stay
- It will be good for certain use cases, but won't take over

How do you view GigCX in your business strategy?

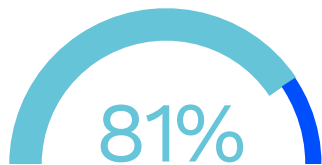


- Essential part of our overall customer experience strategy
- A channel that is good for specific use cases
- Something we're testing out
- Not sure

Consumers are increasingly aware of the gig economy

As more and more businesses become aware of the commercial, operational and customer experience benefits the gig economy affords them, the general consumer population is also becoming increasingly aware of the conveniences the gig economy has to offer.

As consumer awareness grows, it will increase the demand for this type of service in other industries, including CX. Businesses will need to find ways to incorporate the gig economy into their operations if they want to meet consumer demands and remain competitive in the market.



In our research, we found that 81% of consumers we surveyed said they would be more likely to buy a product after speaking with a GigCX Expert.



Kristin Sharp
CEO, Flex
Association

“This is an industry that contributes \$340 billion to the economy. One out of three consumers has used the gig economy in the United States either for grocery, food delivery or for taking a ride somewhere.”



Chapter 2:

How people want to work continues to evolve



Work preferences have shifted

People's preferences for work and their priorities have shifted in response to the alternative work models and work from home brought about by COVID. A large percentage of the population, due to a variety of reasons, doesn't want to go back to full-time employment at an employer's place of business.

The good news is that, in the area of customer service, GigCX can help relieve the increased hiring pressure being felt by many contact centers.

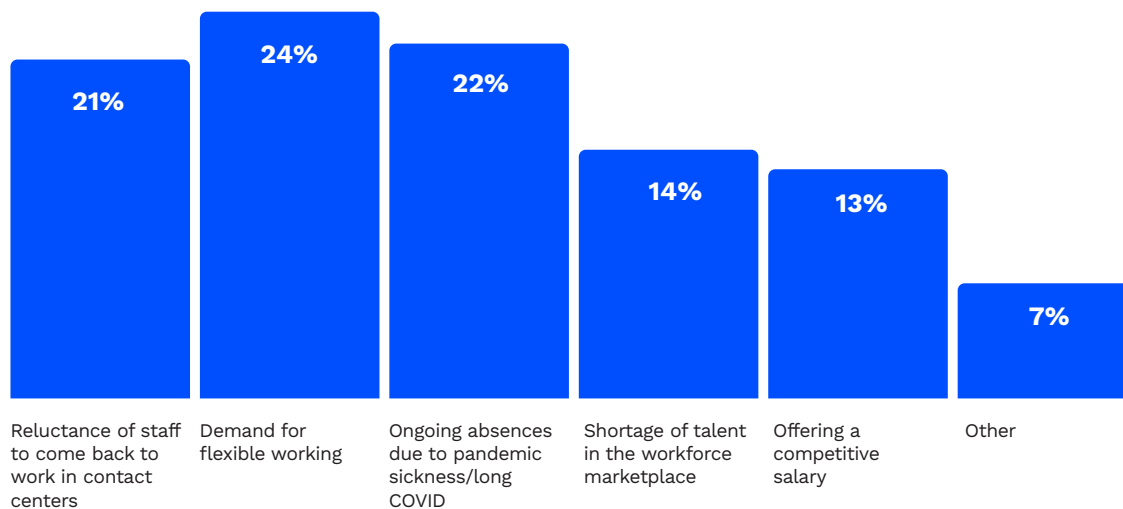
When we surveyed CX leaders, we found that nearly a quarter (24%) said the demand for flexible working was one of their greatest challenges around staffing contact centers. Other top challenges included a reluctance by employees to return to the office, preferring a work from home working model.



Schedule flexibility has grown more important to workers in general: in a survey our colleagues conducted earlier this year of more than 5,000 corporate and government workers, more than half of respondents said that they would prefer a more flexible working model post pandemic.

Source: McKinsey 2021 – An on-demand revolution in customer-experience operations

What is your number one cause of concern regarding service staffing in 2022?





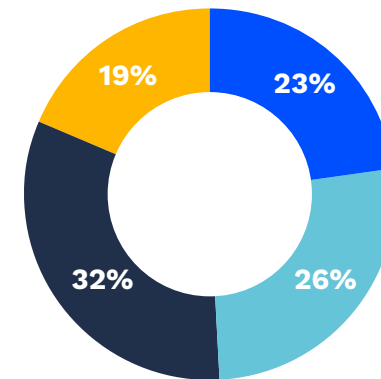
Scott Murray

Chief Operating Officer (COO),
Collective Health

“In one of our recent customer service employee surveys, we found that 80% of our team wanted to continue working at home or wanted some type of a hybrid model. They wanted to be able to come in for team meetings and be with their team, but didn’t want the daily commute of two hours a day. It’s a big deal to them, and we’ve fully embraced this. What remote working has allowed us to do is actually expand our workforce from a regional perspective. We can access a broader population of workers in order to meet our growth targets.”

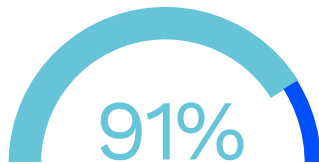
This desire for more flexibility has made it difficult for CX leaders to find, hire and retain qualified contact center agents. Our research showed that 44% of CX leaders felt finding qualified contact center talent is harder now than before the pandemic.

How difficult has hiring contact center employees been during the last two years when compared to hiring before the pandemic?

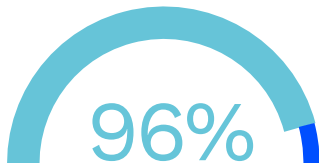


- It's been much easier to hire employees
- It's been somewhat easier to hire employees
- It's been somewhat harder to hire employees
- It's been much harder to hire employees

Among the GigCX Experts we surveyed, 91% said they started doing gig because of the flexibility it offers. This flexibility has paid off, with 96% of experts saying they would continue doing GigCX for at least the next 12 months.



91% of Gig Experts say they started GigCX because of the flexibility it offers



96% say they plan to continue with GigCX in the next 12 months



Sue Morris

Vice President, Customer Success,
GitHub

“We’re definitely seeing an issue surrounding pent up attrition. People are reflecting on their employment roles. Many want to stay, but perhaps go part-time. Or they are indicating that they want to be able to mix what they do with some personal projects, or go and do more philanthropic things to help what is happening in the Ukraine, for example. You can do that today with the technology available – there are any number of apps and websites that connect people with skill sets with people with needs. It’s really changing people’s mindsets about what they do, and how they want to do it.”

Chapter 3:

The transformative
role of GigCX

A thoughtful approach to customer experience across the entire journey

This year's research highlighted the need for GigCX to be part of a thoughtful approach to customer experience across the entire customer journey.

Added agility

The increased use of automation and additional channels has accelerated the overall speed and volume of communication between consumers and companies, resulting in organizations needing to find new ways to service customers in a more agile, flexible and cost-effective way.

GigCX offers CX leaders a solution to meet growing customer demands and the difficulty of filling open positions and maintaining high service levels.



Megan Neale

Founder and COO,
Limitless

“Every business has moments when agility to scale becomes critical to the success of the business. Whether its peak broadcast times, launch events, new product rollouts, seasonal increases, or something negative like the pandemic, success or failure to communicate with your customers can have a quick and lasting impact on the success of the business. That’s one reason customers love the crowd model. It provides a level of flexibility that just isn’t possible through traditional customer service methods. Like any new market innovation, it’s changing the game for businesses that adopt GigCX.”

Empathy for the frontline

The demands on customer service agents and GigCX Experts have increased as well, especially throughout the COVID pandemic. Isolation coupled with increases in query volume and more difficult customer interactions have generated new stresses for those on the frontlines helping customers.

Caring for employees and GigCX Experts is a holistic approach to creating an environment likely to get amazing outcomes for customers.



82% of GigCX Experts we surveyed feel the nature of customer service queries has changed over the COVID-19 pandemic, such as people wanting added services, faster answers, and more personalized contact.



Max Ball

Principal Industry Analyst,
Forrester

“When it comes to CX delivery, it’s important to look at how agents’ jobs have changed, and what forces are driving those changes. Today, agents are getting a much higher volume of calls, and those calls are more difficult and challenging to deal with. People may have just lost their jobs, or homes, or may be struggling to pay their bills.

For general inquiries, most people will use self-service or interact with a bot. But for difficult queries, people want to talk to people. It means agents are spending a lot of time handling difficult calls. We already know that call center employee churn is 30% on average in the first place, and much higher in some larger organizations. However, today, call centers are losing 5–10% more people on top of this.

It’s proof not only of the fact that it’s a hard time for agents and they need as much empathy as customers, but also that companies need to look at what they can do to improve the employee experience, or to explore new models if they want to maintain consistent levels of support.”

The ability to meet customers at all points in the customer journey is what separates great businesses from good businesses. It's what allows businesses to create an incredible customer experience, which results in deeper, richer customer relationships over longer periods of time.



Mark Hillary

CX Industry Expert and
Host of The CX Files Podcast

“The power of GigCX to manage a customer throughout their entire lifetime relationship with a brand is tremendous. Companies should want to talk to and be working with a teenager who’s hardly even got enough money to buy cosmetics but will interest people in the product. In a couple of years, that teenager could become not just a regular customer, but a powerful ambassador. It’s a classic case for the auto industry as well. You don’t want to just sell them a car, you want to build a relationship so that naturally the next place they come when they want to upgrade is straight back to the same brand.”



Neil Rae

Chief Customer
Officer, VXI Global
Solutions, LLC

“When we began looking at GigCX a couple of years ago, it was only Limitless that was looking through the lens of the customer. Everyone else was looking at it just in terms of generating revenue, of P&L within the customer service business unit – they only cared about how much demand they were addressing as providers. You’ve got to understand the need of the consumer coming into the top end of the funnel. And how do you make it an effortless experience, focusing on experience and resolution?”

GigCX also opens an opportunity for companies to get even closer to their customers, to better understand what's working and what they can improve upon in the customer experience.



Kim Nelson

Worldwide Support Leader, Delivery Partner Management,
Microsoft

“There’s a big opportunity for companies to figure out how to better leverage anyone who is talking to the customer, and to be intentional about that. What can we learn from the gig workers who are talking to the customers every day – what is really resonating in their conversations? Bringing that intelligence back into traditional contact centers in the way of training may be very beneficial.

At the heart of the concept of GigCX is the ability for an Expert to plug in and engage in a way that is beneficial to them. From a company operations perspective, it’s all about being efficient and optimizing processes where you can, and passing demand to the right channels. Gig is an additional channel that allows you to work in a way that you never could if you had to set schedules three weeks in advance. The dynamic of how we handle holidays has been completely transformed by GigCX, and it’s proved to be an incredible asset, with exceptional value in handling peaks and troughs.”

GoodGig practices are essential

GoodGig® was created by Limitless as guiding principles for how to treat GigCX Experts, but elements of it can be used as a guide for CX across all aspects of a business.

The 8 GoodGig Principles



Champion diversity & inclusivity

Everyone is welcome with no barriers to entry or bias.



Reward fairly

Rewards are fair in each local market & paid in local currencies.



No pressure

Experts have complete flexibility, no schedules, commitments or penalties.



Encourage independence

Promote financial freedom from the platform through other earning opportunities.



Remove barriers

Ensure there are no barriers to entry or exit from the platform such as costly investments.



Protect people

Protect Experts in each country through local gig-compliant Terms and Conditions.



Flexibility / choice

Experts can see tasks before accepting, and leave for other Experts to complete and share the reward if necessary.



Save the planet

Reduce contact center carbon footprint.

GigCX promotes personal and financial well-being

GigCX contributes to the personal well-being of those who are involved in it. Among the GigCX Experts we surveyed, 83% said GigCX has had a positive impact on their mental well-being.

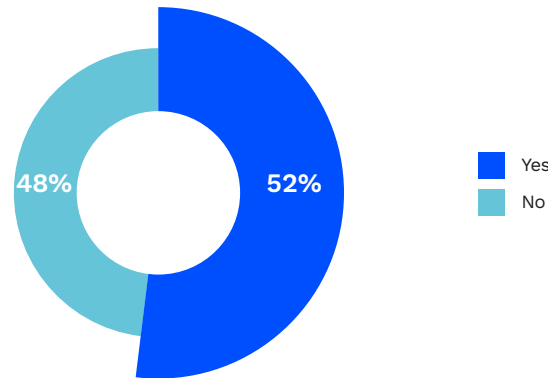
This is important, considering the incredible difficulties the COVID pandemic placed on the workforce. In the survey results, 53% say they lost full-time employment as a result of COVID, and 46% say they started doing GigCX due to reasons associated with the pandemic.

GigCX has helped ease the strain of the pandemic for many individuals, with 88% saying that GigCX has helped them feel better about their financial security during the pandemic.

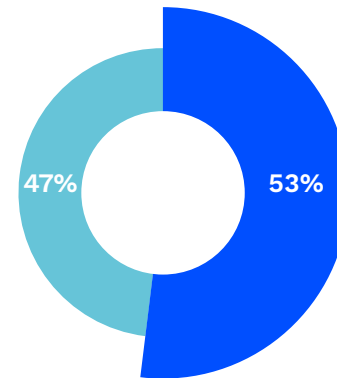
How would you say gig work has affected your mental wellbeing?



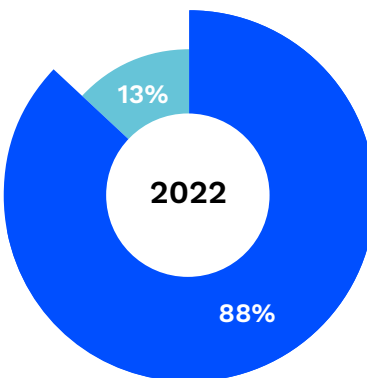
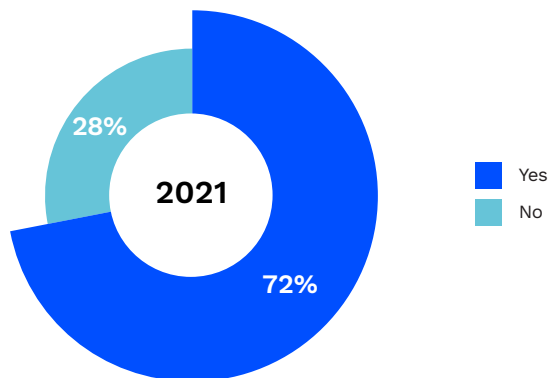
Did you lose full time employment or have your hours been cut due to COVID-19?



Did you become a GigCX Expert over the last year due to reasons associated with the pandemic?



Has being a GigCX Expert during the pandemic, made you feel better about your financial security?



GigCX promotes diversity and inclusion

GigCX enables businesses to promote diversity and inclusion in their CX operations. Because GigCX tasks can be completed from anywhere, this gives companies the ability to source talented individuals from around the world to help customers.

Everyone is welcome, with no barriers to entry or bias. It allows for people from all walks of life the opportunity to earn money helping the brands they know and love.



Manish Makhijani

Global Consumer Insights Director, Unilever

GigCX and diversity: a snapshot

“Partners in large markets like ours can get vast teams of GigCX experts working with us, and within these, about 25 to 30% naturally come from a community of diversity and inclusion. They may belong to LGBT communities, minorities, or some have physical difficulties that limit them from in-office work.

GigCX represents a significant opportunity for some of these people with physical difficulties. When you think about it, changing office infrastructure for people with physical disabilities may be complex and expensive, but with GigCX, these people can operate from home. It’s a big opportunity to open up a whole new world of jobs and new talent.

Think about those who may have hearing difficulties as well. We’ve got advisors who can use sign language and video calling functionality to speak to customers, which is a huge opportunity. There’s a lot more that can be done to make customer service roles more inclusive for people who find it difficult to find jobs, and GigCX can play a growing role.

We’ve also got data surrounding the performance of GigCX experts that come from that D&I community, and their NPS scores are higher and their churn is drastically lower. Some of them are now involved in our innovation processes to deliver intelligent feedback into our products.

Their enthusiasm is unrivaled because they haven’t had these types of opportunities offered to them before, and they go out of their way to make sure customers are happy. They are calling customers back two or three days later to check on their progress with using the product. You don’t get that from a contact center.”

Chapter 4:

GigCX Experts can do more than agents and AI

GigCX Expert skills

GigCX Experts are from locations all around the world, whereas agents are traditionally hired from the areas surrounding a physical contact center or work remotely from home. This gives businesses access to a much larger and more diverse pool of talent, and with a variety of backgrounds, skills and abilities.

Moreover, GigCX Experts provide real-world usage knowledge about brands' products and services, including the impact those products have in their day-to-day lives. GigCX Experts bring a distinctive point of view that, as employees, agents don't necessarily have.



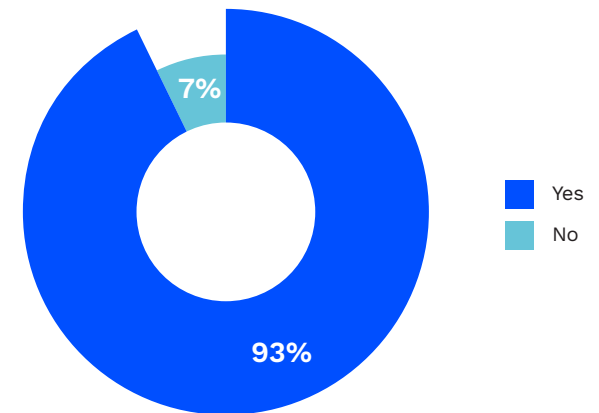
Of CX leaders who were aware of GigCX, 86% thought that GigCX could handle greater than 20% of their customer service volume, with 28% believing it could handle 60% or more.

Additionally, 93% of GigCX Experts surveyed said they could take on more complex customer queries, including providing refunds, moving addresses, order updates, and more.

GigCX Experts are able and willing to handle more and varying queries.

CX Leaders surveyed felt that GigCX Experts can help across the customer lifecycle from sales, through onboarding, to support and advanced technical support, while 36% said explicitly that GigCX Experts can help in all aspects of customer service and sales.

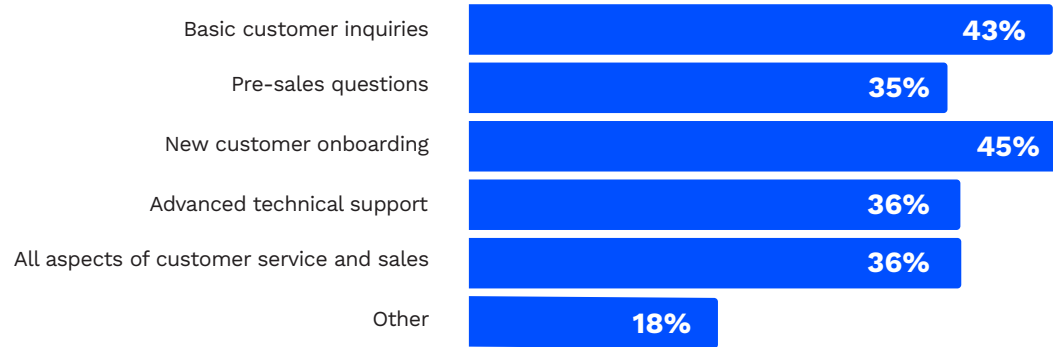
Do you feel GigCX Experts could take on more advanced queries in the future, such as providing refunds, moving addresses, order updates, order processing?



“The use case where we have the most success is new customers – onboarding new customers to the platform, coaching them and advising them in a way that accelerates their understanding of how to be successful on the platform. Providing general support advice and guidance has been demonstrably helped by GigCX agents.”

Limitless Customer

What types of customer inquiries do you feel GigCX can support (check all that apply)?



There are many different working models out there for agents. During the pandemic, many organizations sent employees to work from home out of necessity. Work from home certainly has some advantages for full-time or part-time employees who want to skip the commute. However, because GigCX is a different model altogether, it has differences and benefits when compared to agents working from home. See the table for a full breakdown.

Brick & Mortar / WfH Agents	GigCX Experts
Full-time or part-time employees	Freelancer
Contact center agent with limited product experience	Certified Expert and brand advocate with product experience
Uses company-provided devices	Uses their own devices
Training required to reach competency	Experts bring native skills and knowledge to the platform
In some instances, agents must pay to complete training	No cost to Experts
Up to 6 months to train	Less than a week to onboard
Ongoing corporate training to maintain competency	Democratized self-learning to maintain knowledge
Performance managed for quality	GigCX platform optimizes routing to achieve KPIs
Fixed, scheduled working pattern & shifts	Unscheduled, on-demand, complete flexibility and freedom, no commitment (typically up to 100 tasks/week)
Limited language, region, time	Any language, region, time
Fixed hourly rate – paid per hour	Outcome-based pricing – paid per resolved task
Typically dependent on salary for lifestyle	Extra earnings / no economic dependency
Agent uses client systems	Expert uses GigCX platform (and can also have access to appropriate data for specific tasks)
Lots of unproductive time	Fully productive
Limited flexibility	Up to 10x flex
Limited or no performance bonuses	Outcome-based incentives

Experts provide engagement in ways that agent don't



Mark Hillary
CX Industry Expert
and Host of The
CX Files Podcast

“We may begin to see companies use brand experts to evangelize their brand knowledge, to talk with customers about their use of the products and services in a conversational way, rather than as a customer service representative. It’s what’s really interesting about the Nissan use case for GigCX. Introducing prospective customers to existing customers and letting them speak directly – it’s really game changing. It’s a way of providing service that doesn’t involve a traditional contact center, and it’s one that can be applied across many other areas and verticals.”



Merijn te Booij
EVP & GM Employee
Engagement
Solutions, Genesys

“Customers would prefer to take product advice from other customers over taking it from the enterprise itself. It’s a similar concept to a peer who is helping you, or explaining something to you that you didn’t yet know, in a very relatable way. I like to call it ‘the conversation function,’ and in most cases, it inspires a much longer conversation than what you may get if you ask an agent the answer to one simple question.”



Kim Nelson
Worldwide Support
Leader, Delivery
Partner Management,
Microsoft

“There’s a level of personalization they are getting about products when they learn about them from [fellow] users... With GigCX, there’s that big advantage because you’re tapping into a peer with product knowledge and expertise.”

Meet the GigCX Experts

The global GigCX crowd is a diverse crowd of people from more than 29 countries, 6 continents, speaking more than 24 languages, consisting of students, retirees, full-time carers, and full- and part-time workers from all industries.



Tiffany
U.S.

GigCX Expert for PlayStation

Tiffany is a GigCX Expert for Sony PlayStation. She's a student who loves video games, anime, and Korean dramas. She loves being able to help players like herself resolve their gaming issues. She loves being a GigCX Expert because of the freedom it offers and how easy it is to get paid. Tiffany uses her earnings to pay for her games.



Catherine
U.K.

GigCX Expert for L'Oréal

Catherine is a GigCX Expert for L'Oréal. She is a qualified hairdresser with more than 20 years of experience and is currently a pharmacy dispenser. As a longtime user of L'Oréal Paris and Garnier products, she thinks it's amazing she gets to talk about them and promote the wonderful products they make. She loves the freedom GigCX gives her, being able to pick it up when it's convenient for her. She typically answers questions whenever she has free time. She uses the money she earns on things for her new kitchen.



Maren
Germany

GigCX Expert for Unilever

Maren is a GigCX Expert for Unilever. She works full time in social sciences and loves combining her passion for food and beauty items with helping people. She enjoys answering questions and loves the challenge of finding answers to difficult questions. She answers questions from customers throughout the day, but mostly early in the morning and after work. She uses her earnings to treat her parents to a trip and enjoy some "fun things."



Bastiaan
Netherlands

GigCX Expert for Unilever

Bastiaan is a GigCX Expert for Unilever. He’s currently a historian and freelance writer who enjoys swimming, reading, cooking, and going on long hikes. He genuinely likes being a GigCX Expert because he enjoys helping customers, learning more about the brand, and having the flexibility to work on his own schedule. He typically answers questions early in the morning when he’s most fresh and awake. He uses his earnings to buy fun things.



Diego
Italy

GigCX Expert for DAZN

Diego is a GigCX Expert for DAZN. He owns a small vineyard and olive grove outside of the city where he lives, and he loves all forms of sports, especially football. He loves being a GigCX Expert because it gives him a sense of freedom that he didn’t have before, and he enjoys helping other people. He saves his earnings to buy gifts for Christmas.



Laura
U.K.

GigCX Expert for Sage

Laura is a GigCX Expert for Sage. She works part-time as an office manager for a local domiciliary care agency and volunteers teaching people about the Bible. She loves being a GigCX Expert because she enjoys answering customer questions and learning more about the products. She typically answers questions at various times throughout the day. She uses her earnings to fund her card-making hobby and to help pay vet bills for her cat.



Prateek
India

GigCX Expert for Microsoft

Prateek is a GigCX Expert for Microsoft. He’s a Sales Executive for one of the top furniture showrooms in Panipat. He enjoys being an expert because he likes solving problems, helping Microsoft customers, and learning new things with each new customer. While he can be as flexible as he wants, he typically commits himself to working a set schedule. He uses his earnings to pay for house and car loans, and hopes to save enough to take his wife to the U.K.



Joanne
U.K.

GigCX Expert for National Express

Joanne is a GigCX Expert for National Express. She has worked for many years in the travel industry. As a long-time National Express customer, she enjoys helping other customers by passing on her knowledge and assisting them with their travel plans. She loves GigCX because of the flexibility of having no set schedule and working on the go, and answers questions daily. She uses her earnings for traveling and everyday expenses.



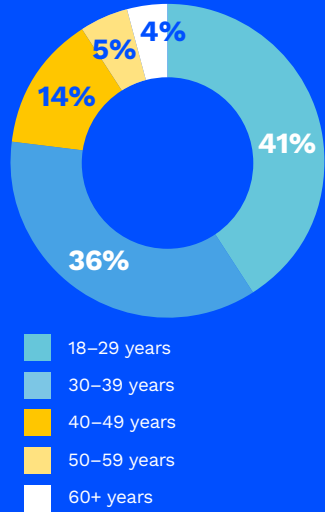
Renée
Varied

GigCX Expert for Unilever

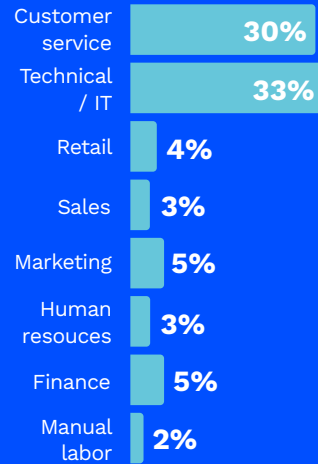
Renee is a GigCX Expert for Unilever. As a regular user of Unilever products, answering other customers’ questions is natural, like she’s solving her friends’ doubts. She enjoys GigCX because it makes her happy to help other people have the same incredible experience she has had. She saves her earnings to buy a home of her own someday.

Profiling GigCX Experts

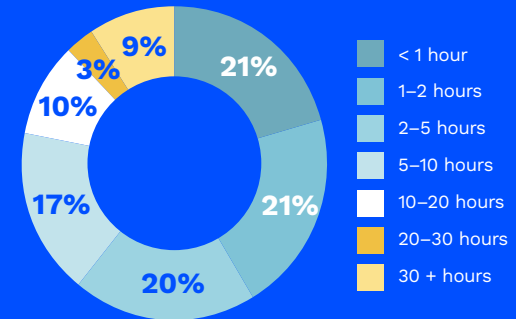
Age



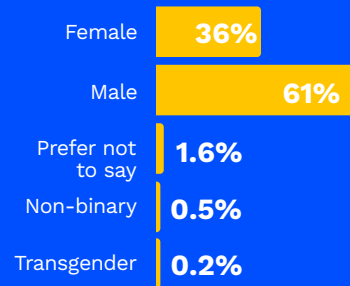
Occupation



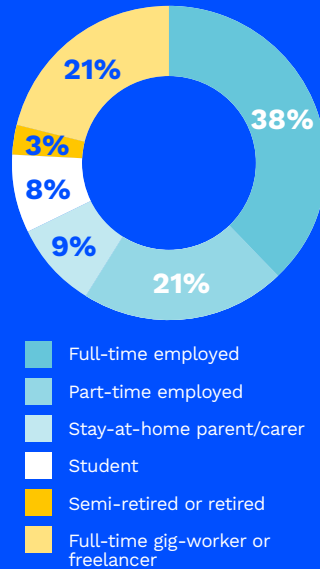
Average time on GigCX per week



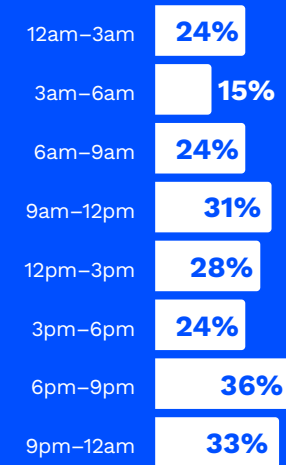
Gender



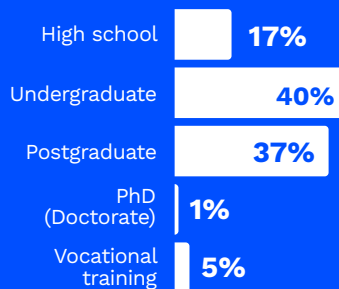
Sources of income



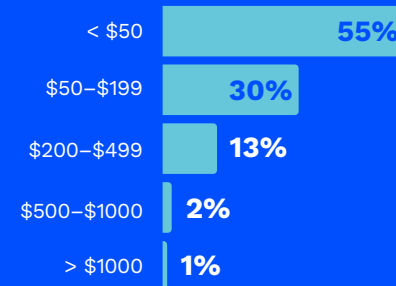
Average GigCX time windows



Education



Average GigCX income per week



Why do GigCX Experts work?

Flexibility and the satisfaction of helping others are the top two reasons Experts choose GigCX. Earning money to supplement their primary job and their love for the brand are 3 and 4 respectively.



Nick Clark
Partner, Boston
Consulting Group

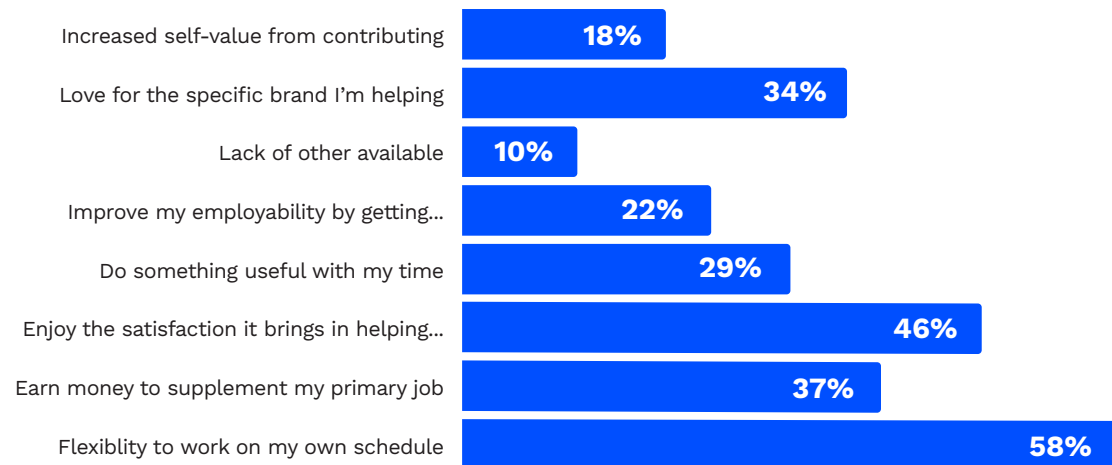
“GigCX on the other hand is completely accessible, and these experts are getting rewarded for the answers they are providing. There have always been people who get a genuine buzz out of helping other people, but now they are being compensated for that, and helping to improve the customer experience formally.”



Kristin Sharp
CEO, Flex Association

“People are opting into this industry to work a [limited] number of hours – generally not a full-time schedule – in order to either augment their financial security or work around a particular circumstance and for those people. It’s just a great opportunity. The average worker on an app-based platform works 8 to 10 hours per week. Much of the benefit is the flexibility and the ability to earn flexibility in a number of different ways, including choosing when, where and how you work.”

What are the primary reasons you became a GigCX Expert (Choose up to 3)



Experts can do things AI can't do

Experts have skills and areas of expertise that AI can't mimic today. They provide a human connection, a feeling of community, troubleshooting, and specific knowledge that is tough to capture in information repositories, AI's source for information.



Merijn te Booij

EVP & GM Employee Engagement Solutions,
Genesys

“It’s critical right now that organizations look at how they are using people versus why they are building bots and creating automation in the enterprise. We don’t necessarily need people to help with very basic billing queries, but companies do need to ensure they are augmenting the people they have in the enterprise and using human empathy where it is needed. Humans are our primary resource pool and that is unlikely to change over the next 10 years, so we should be building to optimize that primary resource pool instead of building to get rid of it.

GigCX recommendations are likely to be much more useful than enterprise recommendations because they are based on empathy and customer experience. What we saw during the pandemic was that many companies wanted to accommodate, and wanted to digitally transform, but they couldn’t move past self-help channels. GigCX, on the other hand, allowed those companies who had invested in it to plan, forecast and create for engagement across their channels. In the model, no agent is idle, and the digital storyline becomes vastly effective.”

AI is part of the customer journey

AI by itself isn't going to achieve desired goals, nor is any other technology deployed in isolation. But when used in intelligent ways, it can help organizations understand and deliver high-quality customer service.



Max Ball

Principal Industry Analyst,
Forrester

“If chatbots are deployed and people are thinking about them as a way to contain customers and eliminate agents, that is just going to be a disservice for everybody.

I am seeing companies take advantage of the analytics technology that is available to gain feedback on the full customer experience by unlocking the “dark data” that sits ignored in the contact center. Every call to the contact center is recorded, then it is promptly stored on a hard drive and ignored. AI can now turn that unstructured mess of bits into useful information that can be used to understand why people are calling a brand. This information can be used to find product flaws, trouble with the company’s website, or issues across the entire customer journey. When contact centers can share out this information they bring new value to the entire organization, raising their profile and helping them move beyond the limits of a tight cost center focus that so many contact centers struggle with.”

Chapter 5:

GigCX challenges



GigCX insights

Despite the massive benefits enterprises are seeing from GigCX, some still express concerns. This section examines these perceived concerns and provides insights and information on the real-world impact they have on organizations deploying GigCX.

Sourcing the crowd

One of the most common questions or hesitations companies have about GigCX is around the formation of a GigCX Expert crowd based on customers and advocates of the brand. Can you really assemble a crowd for your business? Are there really advocates out there, and will they really want to join a crowd to support your business?

As it turns out, this concern has been one of the biggest non-issues of the GigCX model. Every successful business has a group of customers who love their brand, products or services, and are willing to promote and advocate for them.

Because they already know and love your products and services, they require little to no formal training or education and can begin supporting customers within a week of being onboarded.

Quality

To achieve quality scores that are higher than those typically attained by traditional contact centers, GigCX solutions need a well thought-out methodology. A manual process isn't sufficient, nor are traditional methods typically used in contact centers and by business process outsourcers (BPOs).

Here are a list of capabilities to ask about when assessing a GigCX provider's ability to ensure quality:

- 1 Are 100% of interactions reviewed for quality?
- 2 Do they have a well thought-out and clear strategy for the review process?
- 3 Do they gather customer feedback?
- 4 Do they gather feedback anonymously from the crowd?
- 5 Do they spot feedback trends, such as consistently low or high reviews, or reviewers that consistently cut against other reviewers?
- 6 Do they provide oversight feedback?
- 7 Do they provide regular insights and data on crowd quality?
- 8 Do they provide regular reviews of status and can they customize review metrics to get the best outcome for your specific business needs?

Data security

Another common concern companies have is about the ability for GigCX to maintain the security of their customer data, or personally identifiable information (PII).

When selecting a GigCX provider, it is important to focus on how they handle your customers' PII. Ensure that your GigCX provider has enterprise standard controls and processes to make sure data is always protected. Their platform should be GDPR compliant and they should follow international standards for data security.

When set up correctly, GigCX Experts have the potential to do anything contact center agents can do and do it securely.

Co-employment

Another important concern many businesses have about GigCX has to do with legislation around gig-based freelancers and co-employment.

GigCX Experts should be classified as Self Employed or Freelancers. GigCX platforms should be designed to be compliant with gig legislation and protect from risk of co-employment.

When evaluating a GigCX platform, there are some very important factors to consider regarding how Experts operate:

Lack of mutuality of obligation: Individuals should not be obliged to complete tasks on a regular or frequent basis, and they should have no obligation to accept any tasks offered.

Lack of control over tasks: Individuals should be able to determine the hours they complete tasks and how they complete tasks, and should not be under direct supervision.

Level of integration: Individuals should not be sufficiently integrated within the company to have a defined role.

Financial risk: Individuals should not be invested, and should not risk their own capital in the business, and should not be personally responsible for any losses arising from the tasks they complete.

Business on their own account: Individuals should be in business on their own account, market their services, and should be responsible for the success or failure of that business.

Lack of economic dependency: Individuals should not be reliant on the income from one source to protect their livelihood.

Ensuring a seamless customer experience

Ensuring a seamless customer experience is another common concern businesses have about GigCX.

Providing a seamless customer experience involves a variety of factors, such as ensuring proper access to necessary customer data, having sufficient integrations with CRMs and other systems, and creating a solid escalation path for GigCX Experts to follow.

Reliable GigCX providers will be able to configure the platform in such a way to ensure a consistent customer experience with no interruptions or gaps.

Another important part of ensuring a seamless customer experience is making sure the GigCX crowd is large enough and has enough to respond to in order to remain engaged.

The real challenge isn't assembling a large enough GigCX crowd, but rather identifying the types of help requests that have enough volume to keep a crowd engaged with requests.

Additional challenges

In its 2021 report titled “An on-demand revolution in customer-experience operations,” McKinsey & Company outlines three more potential challenges related to the use of gig in customer service.

Maximizing return on training

This can be a concern for specific outsourcing providers. These tend to be outsourcers that are focused on lowering the cost to serve as their primary goal. It comes into play when organizations recruit “gig” workers who don’t already have the skills to complete the needed work.

GigCX providers who focus on Experts from a brand’s existing customers and advocates can avoid this challenge. These potential Experts already have the knowledge required to help customers, but may not be serving in the workforce due to commitments that keep them from working a traditional full-time job. Because they already have the skills to conduct the work, they can pop into and out of gig tasks without a major time investment. This lowers the barrier to entry, but also the barrier to exit from the company’s perspective. Because GigCX Experts have not required a major investment, the risk associated with them leaving is greatly reduced, if not eliminated.



Mike Flannagan
Vice President,
Microsoft

“A lot of the value is the inherent value of tapping into a workforce that you don’t already tap into: don’t have to try really hard to extract that value – it comes with the business model. Beyond that, I would say it’s an opportunity to talk to people who are interacting with your customers every day. That will tell you things that perhaps are a bit different than what your full-time regular workforce will tell you. It’s another great source of information about what your customers really care about, and how you can serve them better.”



Brett Frazier
Vice President of
Customer Service,
Sunbasket

“Our GigCX experts stay because they love the company and they love the product. They love being able to share what they’ve gained from the product with other customers. For most of them, the money is just a little supplementary income that is nice to have. One of our GigCX experts uses it as her travel fund; for another, I know that one of the things she likes about GigCX is that she gets immediate responses and sees the impact of her work instantly. It’s a great mental life/work balance to strike because experts can help make a difference on a day-to-day basis.”

Maintaining consistent service quality

Because traditional metrics, oversight, and performance-management standards don't always translate to gig models, new ways to measure and ensure quality are needed. Using experts, existing customers, and advocates certainly helps baseline the quality at a high level.

GigCX providers, like Limitless, who use the crowd expertise for not only answering customer but also reviewing responses from other experts can greatly

improve the quality of the customer experience provided. In addition, with GigCX providers, like Limitless, every customer gets the chance to report on their interaction with the Gig Expert. The GigCX managed service, like what's provided by Limitless, provides another layer of oversight to quality.

The numbers don't lie. Customers using this model of GigCX see increases in CSAT of 10 to 20 percent as compared to previous, traditional models for customer experience.



Brett Frazer

Vice President of Customer Service,
Sunbasket

“We’ve utilized GigCX Expert insight to help write templates for responses that are then used back by our regular agents. They help write templates that make up our knowledge articles, and their knowledge and insight definitely helps other agents. Outside of my internal team, many of whom have been here for up to six years, our longest frontline agents at the moment are our GigCX Experts.”



Mike Flannagan
Vice President,
Microsoft

“If you’re thinking of starting with GigCX, let an expert company help you, as it’s unlikely you’ll have previous experience in managing a gig workforce. Trust that these companies understand what is required to set up GigCX in order for it to be successful, and trust that they are trusted. And, to the extent that it is possible, don’t hinder the practices that they have tried and tested and proven to work well.”

Gig compliance

GigCX opportunities generally have opened up earning potential for people who previously weren't able to contribute. From physical disabilities to time obligations, there are a number of reasons why 8-to-5 work isn't viable.

Maintaining an alternate model for work is important and beneficial to this group of people. GigCX is an evolving area around the world and, just as laws vary around the world for regular employment, they also vary in how they address gig talent.

Keeping track of the local legislation for gig-based opportunities around the world is probably outside the scope of most CX operations. Thankfully, good GigCX providers, like Limitless, will do this work for you. For example, Limitless employs PwC to provide legal guidance on local gig legislation, ensuring that you stay on the right side of legal and social matters related to paying people for completing gig tasks in a gig model.



Tilly Harries
Director, PwC

“The GoodGig principles adopted by Limitless help to provide reassurance to a business looking at the GigCX model because both companies and gig workers can feel reassured that laws are being complied with and there are fair working practices. Limitless looks at the intricacies of local legislation and, overall, all parties know there is a fair process and set of guiding principles in place beneath this, that should work on every level, and across all countries.”



Chapter 6:

Essentials of a GigCX solution

Selecting a GigCX platform

GigCX platforms are designed to ensure the customer journey is streamlined while supporting the Expert to be successful, incentivizing desired behaviors, and ensuring GigCX compliance.

When selecting a GigCX provider, pay close attention to:

Data security: How serious are they about protecting your customer data?

Reliability: How reliable is their technology? Can it deliver exceptional customer support 24/7, without interruptions?

Scalability: Are they able to scale with your needs?

Integrations: Can they easily integrate with your existing systems and applications?

Fairness and Integrity: How do they view and treat the gig crowd?

Client Testimonials: Do they work with other businesses like yours?

Our GoodGig principles guide our actions with respect to the gig crowd, ensuring that each GigCX Expert is treated and rewarded fairly.

Here are some of the features you would expect to see in a GigCX platform:

- Expert registration and onboarding, including qualification and verification
- Knowledge management
- AI-suggested answers
- Real-time knowledge updates
- Advanced routing algorithms based on Expert ratings and behavior
- Inquiry intent classification
- A way to communicate with Experts for feedback and guidance
- Auditing of receipt of updates
- Real-time customer feedback
- Peer review for quality management
- Per task fees
- Geo-based fees for same task in different locations
- Gamification for bonuses and incentives
- On-demand payments
- Crowd health reporting and insight
- Crowd management admin portal
- Enterprise lifecycle alignment
- Integrations
- Translations
- Task prioritization
- Timeout management and auto reroutes
- SLA adherence controls
- Personal data protection and encryption
- Content filters
- Anti-fraud controls

The Limitless GigCX platform

GigCX is something different, not just a slight variation on outsourcing, and it requires a different approach to do it well. Limitless applies years of customer experience knowledge to the design of the platform, the way we handle crowds, and how we manage the entire gig solution.

Platform

The Limitless GigCX platform provides everything needed to manage and optimize your crowd of Experts.

Experts

Whether it's solving an issue with a subscription or teaching customers how to use your products, there's nothing quite like working with someone who has hands-on experience and a passion for your brand.

Managed Solution

The Limitless GigCX platform and the crowd are both managed by the team at Limitless so you can focus on your business while we focus on delivering amazing experiences to your customers.



Reimagining how brands and people connect in a digital world



Over the last two years, the pandemic has shifted consumer expectations and the way brands communicate with their customers. From buyer support to interactive CX journeys, brands are re-evaluating how they meet consumer expectations to deliver more human interactions. And if the pandemic has taught companies anything, it's that there is a need for greater resilience and agility in operating models, customer service included.

Now more than ever, investments in customer service are critical to business success. Nick Clark, Boston Consulting Group, captures this in his recent comment:

“Customer service is now seen, at the highest level, as one of the most effective ways to drive brand engagement, brand loyalty, and customer advocacy. What we’ve seen in the last year is that a lot of companies and large organizations that we’ve worked with are looking to the contact center and customer support channels as the best way to grow customer engagement, for lots of different reasons. They are coming out of the pandemic and seeing the need to reconnect with their customers, particularly because there has been such a huge shift in volumes to digital and away from physical brick and mortar.”

Embedding more flexible labor sourcing models into a traditional contact center is also becoming a major driver for adopting GigCX, and as this report has shown, it's giving companies the flexibility they need amid today's increasingly volatile markets. You could say that GigCX is helping to close the gaps in the CX supply chain.

It is helping companies to tap new opportunities, some of which weren't even anticipated: GigCX is helping brands to navigate not just complex queries, but complex processes, proving that GigCX has more scope than some leaders may have originally imagined, as Sue Morris notes. (see quote on the right).

The value of GigCX is in the eye of the beholder

Now that it's firmly in the mainstream, GigCX need not just be seen as an alternative to low-value, high-volume customer service queries. The real value emerges when you align it with the service propositions you have for different customer segments and leverage it to improve the experience across the overall customer lifecycle.

GigCX will always drive cost savings, but if companies focus on this and only this, chances are that it will have a cascading set of negative consequences for gig talent and the resulting customer experience.

Changing customer demands and changing worker demands are driving new ways in which GigCX Experts can work, opening up GigCX as a channel for customers to contact brands in ways



Sue Morris

Vice President, Customer Success,
GitHub

“When it comes to more complex products, we need to be sure we are over-indexing the beginning of the lifecycle with our customers to make sure they are excited about the products so that we can help them with the cultural transformation of onboarding a new product and ingraining that use amongst their people. It’s about identifying the most logical ladder up for customers, where they use one feature and build on that, and with each layer, companies should be looking at retention stats to see what they can do to increase customer lifetime value and feeding that back into the funnel. It takes companies from a break-fix-support model to a model where they are helping to empower customers to drive lifetime value. GigCX may be a big help here because customers are able to talk to passionate brand advocates – people who have been through the journey of onboarding and who can help with the tips and hints to get you set up faster.”

that will drive more meaningful, valuable conversations. From online marketplace seller setup questions to subscription customer service queries, to like-minded peers putting their heads together to deliver honest answers surrounding

products and services, it's safe to say GigCX is becoming an integral mainstream customer experience resource pool faster than we ever thought possible.

About Limitless

Limitless' award-winning GigCX platform enables the world's largest brands to 'crowdsource' customer support by intelligently routing customer to their most knowledgeable and passionate customers – available anytime, anywhere, instantly – giving companies the agility to scale at a moment's notice.

Using our proprietary technology, brands can harness the real-life experience and empathy of their customers to help them achieve higher customer satisfaction and greater product adoption, at a significantly lower cost than traditional contact centers.

As an ISO-accredited company, the Limitless GigCX platform easily connects to the most popular CRM, bot or messaging systems with our pre-built integrations, securely handling customers' personal information, allowing GigCX Experts to do anything a contact center agent can do.

As a pioneer in GoodGig® practices, Limitless is one of the world's first global technology platforms to introduce localized platform terms to protect the rights of the gig crowd. Named a Rising Star at Deloitte's Technology Fast 50 programme and backed by Genesys, AlbionVC, Downing Ventures, and Unilever Ventures, Limitless is empowering people worldwide to earn money for providing brilliant customer service for the brands they love.

To learn more, visit limitlesstech.com.

About Execs In The Know

Execs In The Know believes that advancements in customer success are created when leaders share experiences, outlooks, and insights – “Leaders Learning From Leaders.” Their mission is to advance the conversation on all facets of the customer experience to improve individual brand experiences and the industry as a whole. They do this by connecting global customer experience professionals to valuable content, live and virtual events, thought leadership, industry insights, peer-to-peer collaboration, networking opportunities, and more.

For more information visit our website at www.execsintheknow.com.

About Genesys

Every year, Genesys® orchestrates more than 70 billion remarkable customer experiences for organizations in more than 100 countries. Through the power of our cloud, digital and AI technologies, organizations can realize Experience as a ServiceSM, our vision for empathetic customer experiences at scale. With Genesys, organizations have the power to deliver proactive, predictive, and hyper personalized experiences to deepen their customer connection across every marketing, sales, and service moment on any channel, while also improving employee productivity and engagement. By transforming back-office technology to a modern revenue velocity engine Genesys enables true intimacy at scale to foster customer trust and loyalty.

For more information visit our website at www.genesys.com.