

CX Strategies to Win in the Experience Economy

Gayathri (G3) Krishnamurthy, Product Marketing Director, NICE inContact

We are entering an experience economy where exceptional customer experience (CX) is a true competitive differentiator; more than product and price. Today's customers are not just looking to get the right service at the right time and right channel. They are looking for an experience that is immersive, engaging and proactive. With exceptional CX, customers stay longer with the brand, buy more and bring more customers via word of mouth, all resulting in a direct revenue uplift. But what does it take to go from where you are now to delivering CX your customers expect?

Here are four simple steps for transforming your CX:

1. Set a CX goal; work on incremental and continuous improvements

Improving CX is an iterative and incremental process. Start by envisioning your goal—what best in class looks like—and then follow a maturity model to move one step at a time. Contact Center is definitely a critical piece in achieving CX since it facilitates and impacts customer interactions across the buyer journey.

A CX maturity model could include the following levels:

- **Customer-Negligent:** At the bottom of the maturity model, the company fails to value customers as assets, and technology set up is minimal
- **Customer-Curious:** Aware of the importance of CX but doesn't take steps to implement improvements. They might have a few basic technologies around support.
- **Customer-Aware:** Company goes beyond CX "talk" by designing a centralized and coordinated initiative, with tools for multi-channel customer interactions
- **Customer-Centric:** An established CX initiative underway with buy-in across the organization. True omni channel contact center technologies and Voice of customer tools in place.

- **Customer-Champion:** Consistently delivering outstanding CX. Customer value infused into contact center which embraces newer technologies like AI and analytics for proactive and immersive experience

While advancing through the maturity model, focus on a positive employee experience, voice of the customer and the right toolset to build that exceptional CX.

2. Orchestrate people, process and technology within the contact center

Focus on your prime CX influence—contact center. Delivering exceptional CX involves aligning key aspects pertinent to contact center—agents, customers and real-time operations.

Create personalized experiences across channels that matter the most for your customers—it could just be a select few and not all channels. Ensure, there is seamless cross channel elevation to resolve issues faster and better.

Happy agents make happy customers. Ensure your agents are engaged and empowered with the right tools that show customer 360 and journey analytics in an efficient single desktop.

Ensure there is a continuous measurement and monitoring of customer satisfaction, employee satisfaction and KPIs to drive correlated actions and next steps as it relates to CX.

Lastly, think about the right technology platform that can help achieve these with ease.

3. Build for the future

Choose a technology to build for the future—one that is open, extensible and scalable. Cloud native outweighs other cloud options here.

- Designed for scalability and agility, companies can quickly adjust to changing customer and business needs in real-time without specialist resource or expensive, complex upgrades to an on-premises solution

- Open architecture provides flexibility and future-proofs your technology investment. Not just that it preserves investments in existing technology with easy integrations
- Open application programming interfaces (APIs) enable easy application extensions, spurring innovation and driving business success. It gets easier to build add-ons with newer technologies like Artificial Intelligence (AI), where an AI chatbot not only fields questions on behalf of the agent but can also learn and provide context-rich, real time insights when transferring customers over to an agent
- Access to cloud provider experts frees your staff to focus on other CX improvement projects

4. Build a business case to invest more in contact centers

Today's contact center executives have a larger role to play in driving revenue and market share, not just optimizing costs. Contact center remains the epicenter for customer interactions, all through the customer journey from awareness to purchase, service and advocacy. Build a strong business case for investment in a robust contact center and quantify values of CX improvement through automation, migration to new technology and better KPI all of which not just drives costs down but improves CX. And, you can use those savings to fund your CX improvements.

Improving CX is not a big bang approach. It involves continuous planning with incremental improvements focusing on your frontline employees, customers, effective operations, right processes and technologies. A future-proof cloud native CX platform proves to be a critical and foundational element in achieving and exceeding your CX goals. ■

NICE inContact is the cloud contact center leader with the world's #1 cloud customer experience platform, CXone. For more information, visit www.niceincontact.com or call 1-866-965-7227