

Part 1 of a 5-part series

Customer Experience – Is It Really Important?



THE PLANET'S SMARTEST CX ORCHESTRATION PLATFORM

Voice-of-the-Customer, Social Media, Journey Analytics and Engagement unified on the Planet's Smartest Customer Experience Software Platform.

PART I

CUSTOMER EXPERIENCE: IS IT REALLY IMPORTANT?



The Planet's *Smartest* CX Platform

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CUSTOMER EXPERIENCE: IS IT REALLY IMPORTANT?

We're excited to bring you the first instalment in a 5-part series focusing on the basics of Customer Experience (CX) and all that you need to know to keep the customer at the heart of your business, and ensure your own CX success. This series is brought to you by inQuba, Africa's CX leader, with customers on four continents and recognition by Forrester and Gartner.

DO YOU TRULY UNDERSTAND YOUR CUSTOMER?

As an experienced CX professional you'll know that Customer Experience (CX) is a hot topic in and out of the boardroom right now. The businesses of today, irrespective of whether or not they've established CX programmes, all need to understand the same things - the experiences their customers are having with the business, where they're encountering obstacles, and how they're feeling while this is all happening. Your business is no different. Without this information at an aggregate and at a customer level the business will remain unable to ensure impressive levels of acquisition, retention and cross-selling. Truth? Don't just take our word for it...

In the report "The Value of Customer Experience, Quantified", [Harvard Business Review](#) revealed that customers who had the best experiences with businesses spend 140% more compared to those who had the poorest experiences. Positive customer experiences result in retention and upselling possibilities. Looking more closely at retention, customers who give the lowest experience scores have a 43% chance of still being customers in a year while those giving the highest scores are likely to remain customers for another 6 years!

This is important. The way your customers interact with your business isn't static. They switch from channel to channel and use multiple touchpoints (telephonic, web, mobile, social). The real customer journey and experience needn't be a mystery to your business. An effective CX implementation allows you to listen, learn, share and engage in real time with the customer at every step of their journey, while arming your team with the information they need to make meaningful decisions.

Customer experience drives sales

In the business of today, sales are powered by positive customer experiences.



Image Source: HBR.org

It's critical that today's CX professional has access to a fully integrated, end-to-end CX orchestration platform, enabling the visualisation of their customers' real journeys and experiences as they touch the business – whatever the channel. Today's CX professional needs tools which help them achieve the following:

THE ABILITY TO COLLECT, ORGANISE AND DISTRIBUTE CUSTOMER FEEDBACK

Listening to your customer is much more valuable when you do it consistently and in the context of the customer journey. It's essential to be able to access dynamic insights into what your customers are saying so that you can understand what they really need. Whether the feedback is reaching the business through survey results, emails, responses to campaigns, social media or any other unstructured format, it's important to listen to the voice of the customer, organise it and make sure that different areas of the business have access to the insight. Armed with this knowledge, you can deliver exceptional products and services that meet your customers' needs completely.

We will be focusing on feedback collection and distribution in the next part of this series.

CLOSE THE LOOP WITH TICKETING AND SERVICE RECOVERY

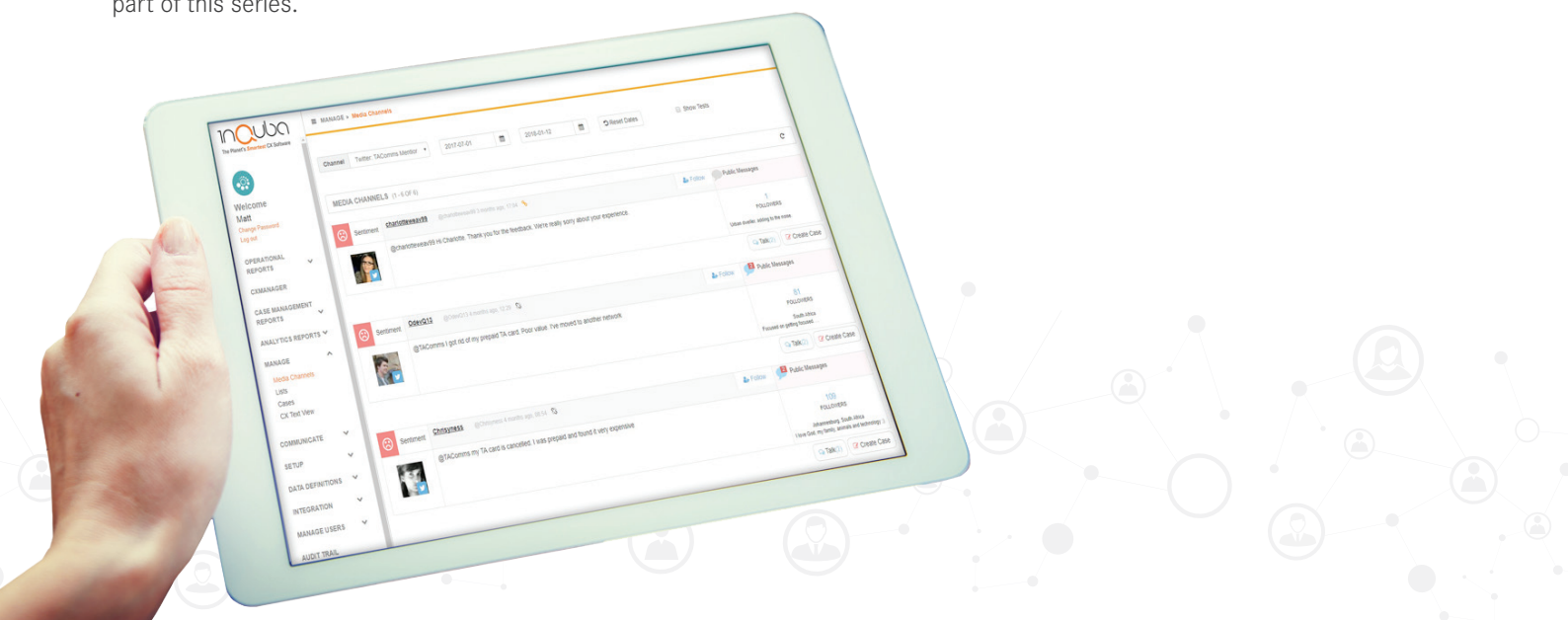
Once you've received the customers' feedback then you need comprehensive mechanisms in place to address service failures. Today's CX professional needs to be able to elevate the importance and urgency around any feedback item. Cases are created, assignees added and service recovery should take place within a collaborative space driven by SLAs. Role-based dashboards help case participants to manage their time, and analytics aid management in identifying top reasons for service failure. Whether integrated with other solutions or as a stand-alone service desk solution, you need a best-in-class service recovery solution.

We will be focusing on service recovery in a further part of this series.

NUDGE CUSTOMERS TOWARDS GOALS THROUGH ENGAGEMENT AND CAMPAIGNS

The CX professional needs tools and methods that put the customer at the centre. By maintaining an accurate view of your customers' context, preferences and sentiment you can have the ability to engage in context-specific conversations with your customer base. This is how CX engagement can be made simple. It's essential to be able to access a single, real-time view of the customer and their context, craft highly personalized omni-channel communications, and nudge customers towards a goal or business outcome. And this should also all be achievable through a highly intuitive, graphical interface.

We will be focusing on engagements and communication in a further part of this series.



AN UNDERSTANDING OF THE CUSTOMERS' REAL JOURNEY

Imagine you had the ability, across thousands of clients, to see who's on and off their journeys, and who's cheering for you. And imagine being able to do that in real time. You've probably modelled your customers' journey but it's often conceptual and doesn't really represent the customers' experiences on the ground. Customers swap channels and expect a seamless experience with the business. Or, they get stuck in loops, or quietly go away without telling us why. Journey Analytics,

the next evolution of CX, empowers the CX professional to visualize real customer journeys, interact in real time to assist individuals, and anticipate problems based upon the paths that customers choose. These tools will ensure a return on CX (ROCX), boosting acquisition, retention and cross selling.

We will be focusing on journey management in a further part of this series.



inQuba delivers exceptional operational and business outcomes: the ability to understand the real customer experience and what the customer is saying. With the most powerful set of CX orchestration tools and methodologies on the planet, you'll get the full picture of who your customers are, what they want and how best to engage them.

inQuba: Enterprise CX, made simple.
Please join us for the journey.

Customer Experience:

The basics of
Customer Experience

5-part series



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