

How to Adapt and Win in a New Era of CX

Five Building Blocks
Essential for Success in
Today's CX Environment

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The Evolving CX Landscape



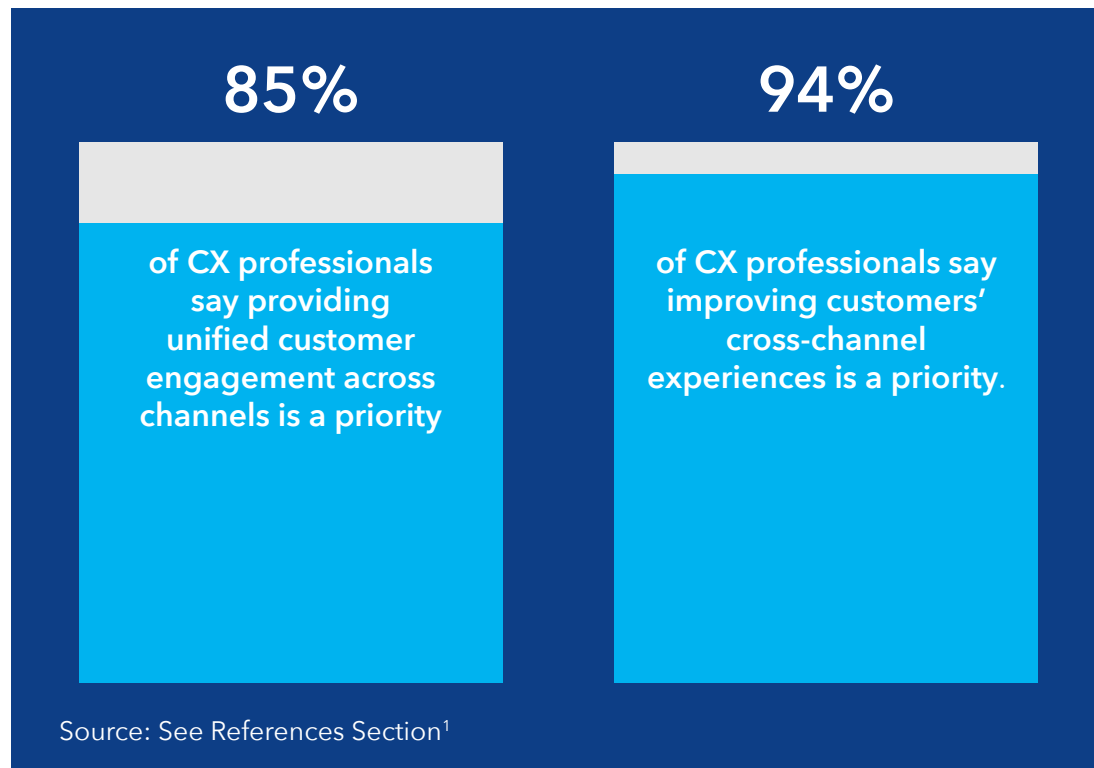
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Your customers now want to interact with you on their terms through whichever channel or platform takes their fancy at any given moment. All this is occurring against a backdrop of customers becoming increasingly technologically savvy and digitally enabled.

Understanding how to respond to such a complex set of demands represents a huge and daunting challenge. **We're in the midst of a customer experience transformation and you need to respond fast...or you will get left behind.**

Facilitate Seamless Omnichannel Experiences to Stand Out

Get CX transformation right and the rewards are huge. Call it what you like – the Age of the Customer or the Experience Economy – but your **Customer Experience is now what defines your ability to be a successful business**. A great CX will lead to increased revenue and decreased operational costs. A poor CX will lead to customer churn and eroded margins.



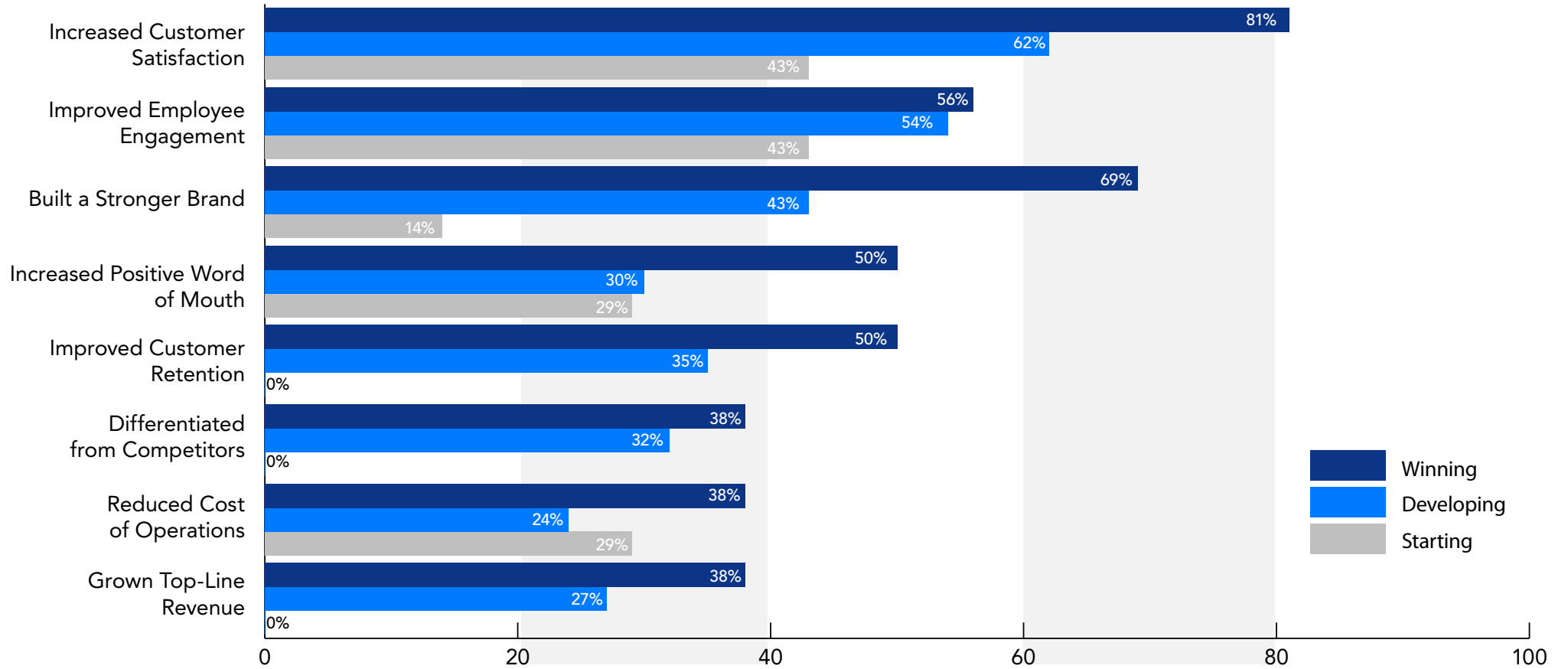
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Organizations that lead the way in **delivering omnichannel programs improve customer satisfaction rates by 22.9 times** more than their weaker performing competitors.²

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The Evolving CX Landscape	Are You a CX Leader?	CX Building Block 1: Deliver Best-in-Class Digital Experiences	CX Building Block 2: Add Contact Center Interactions to Listen at Scale	CX Building Block 3: Automate Insights and Drill Down to Real Interactions	CX Building Block 4: Prioritize Initiatives Based on Customer and Business Impact	CX Building Block 5: Deliver Omnichannel VoC with Operational Solutions	Next Steps
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Major Benefits Achieved by CX Programs by Maturity Level



Source: CustomerThink³



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Are You a CX Leader?

The problem is most organizations tend to fall short. Why? Put simply: failure to see the bigger picture.

Companies that deliver best-in-class omnichannel customer experiences eradicate traditional operational and data silos and evaluate CX holistically across channels - but in the context of broader customer preference trends.

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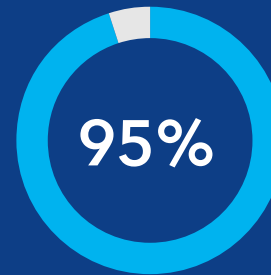
CX Building Block 5:
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Next
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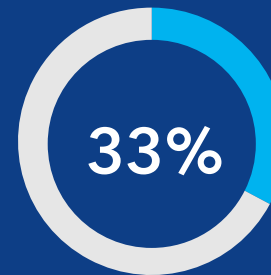
Crucially, ask yourself these key questions:

- Are you keeping up with customer preferences in digital while understanding how new experiences impact customers' perceptions of your brand? For example, **are you leveraging automation with virtual assistants in digital and your contact center?**
- Survey fatigue is real. While still a valuable method to capture feedback, customers are becoming less inclined to offer their opinions via this method. **Do you have additional ways to capture more complete data to ensure your analysis and recommended actions are reliable?**
- Your contact center provides a unique and valuable opportunity to listen to and analyze every interaction - revealing exceptional nuggets on all aspects of your CX. **Are you able to tap into what customers are literally telling you every day to drive decisions across the customer experience?**
- Do data and business silos make prioritizing hard? **How do you know which CX initiative you need to focus on and when?**

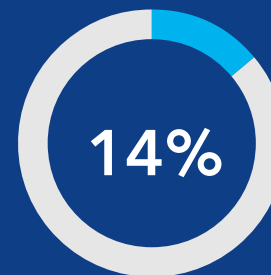
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of businesses struggle with using data to deliver more tailored conversations across all channels⁴



of CX professionals say that their VoC is effective at driving action to improve customer experience⁵



of firms state that their VoC is effective at delivering financial results⁶

How to Thrive in Today's Challenging CX Environment

So how do you compete and win in this extremely challenging CX ecosystem? Leading CX programs increasingly bring together direct, indirect and inferred insight (in both structured and unstructured formats) from a range of different sources.

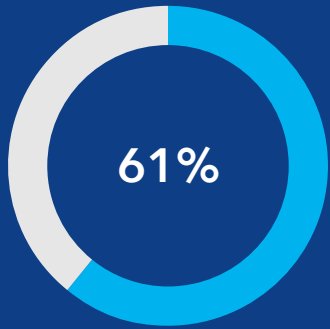
- **Direct Feedback:** Feedback direct from your customer in a format specifically intended for this purpose (e.g. emailed, SMS or IVR survey, opt-in feedback either online or offline, etc.)
- **Indirect Feedback:** Feedback about you but not directed at you in a format intended specifically for this purpose (e.g. social media comments, contact center/live chat logs, inbound emails, etc.)
- **Inferred Feedback:** What customers would say about their experience if they were asked at any given moment (e.g. behavioral analytics on web sessions, IVR logs in contact center, etc.)

A CX program that incorporates these three feedback types is the first step to business-impacting change. Read on to find out the five key CX building blocks that such an approach can help you achieve.

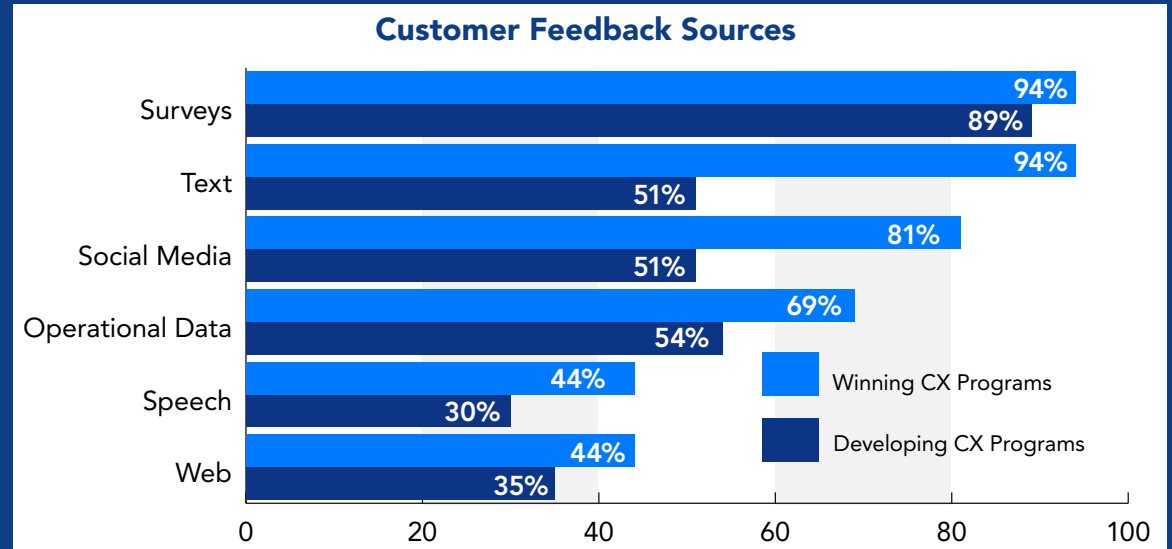


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of best-in-class companies use customer behavior as indirect feedback.⁷



Source: CustomerThink⁸

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“ VoC programs are still too focused on surveys, squander unstructured and unsolicited feedback, lack full data integration, and struggle to prove business value. ”

“ The ability to collect direct feedback through traditional email, web and/or mobile surveys is now standard. Advanced VoC vendors offer diverse methods to collect, combine and interpret other forms of direct feedback with indirect feedback and inferred feedback. ”

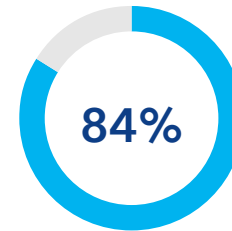
Gartner¹⁰

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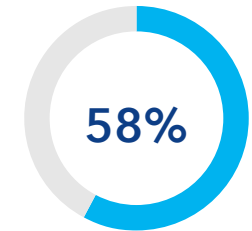
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CX Building Block 1: Deliver Best-in-Class Digital Experiences



Across all industries, at least 84 percent of consumers say their experiences with using digital tools and services fall short of expectations, according to the Gartner, Inc. Digital Consumer Experience Index¹¹



of customer journeys start in digital¹²

Extraordinary digital experiences are not a “nice to have.” They’re a must-have that will very likely give you a competitive advantage and a springboard for future business growth.

However, most consumers say digital experiences fall short of their expectations.

The following strategies are key to transforming your digital experiences:

Deliver Best-in-Class Digital Experiences

Make customer expectations and perceptions an integral part of your digital intelligence:

Great CX, whether digital or not, begins with customer needs, intents, expectations, and perceptions. The risk with today's digital-first mindset is that it's easy to become too focused on clicks and conversions and forget what's most important.

Designing and ensuring great digital experiences requires a disciplined approach to understanding customer attitudes and perceptions.

When your digital intelligence includes attitudinal data, you get the fullest picture of your customers. You understand what they did, why they did it, and how it made them feel.

Unfortunately, digital analytics still live in one team in many organizations. Bringing together these data sets requires commitment from leadership, data integration, and articulation of the WIM (why it matters) to every stakeholder in the company.

Benchmark continuously against peers and digital disruptors: The definition of a great digital experience is a moving target. So benchmark yourself against the best and often.

Develop a holistic CX strategy that exploits digital at its heart: The customer journey is complex. Digital can be the glue that holds it all together -- both in terms of how your customers choose to interact with you at different stages of their engagement cycle -- and specifically when it comes to developing an effective CX strategy.



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CX Building Block 2: Add Contact Center Interactions to Listen at Scale



Despite the ever increasing influence of digital, your contact center is likely still at the heart of your customer experience and has the capacity to make or break it. As the easiest-to-access human face of your organization, **it's absolutely crucial to your overall omnichannel offering and provides a key link to your other channels.**

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Add Contact Center Interactions to Listen at Scale

Depending on its size, your contact center likely handles thousands or even millions of customer interactions every day. The sheer volume of information relayed during these conversations is immense. **Think about the rich insights you could collect about all aspects of your CX if you were able to somehow interpret and analyze all this unstructured indirect information.**

With a high proportion of contact center calls typically caused by some digital failure, for example, this speech insight is likely to be particularly revealing about that part of your CX. **Best-in-class CX programs are increasingly leveraging solutions such as speech analytics for this very reason, and then integrating this insight into a broader unified cross-channel strategy.**



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Add Contact Center Interactions to Listen at Scale



79%

of digital leaders feel contact centers are important to their digital strategy¹³



58%

of consumers prefer to engage with a human irrespective of the type of inquiry

69%

of consumers prefer to communicate with a human (via phone or in-person) when they have an urgent inquiry

56%

of consumers say their preferred communication method with a brand in 5-10 years will involve human contact

Source: Verint/Opinium¹⁴

“ VoC leaders are supplementing or even replacing surveys with unstructured data that they collect and interpret. By focusing programs on analyzing customer service calls (and) call center agent notes...VoC leaders can identify not only when and with what customers have struggled but also why. ”

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CX Building Block 3: Automate Insights and Drill Down to Real Interactions

Companies typically have a lot of data about their customers. This is particularly the case for those able to listen at scale to indirect customer interactions in their contact center.

The keys are:

1. **Bringing it all together to get a holistic view**
2. **Interpreting, analyzing and then activating in a way that is fast, precise and effective**



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Automate Insights and Drill Down to Real Interactions



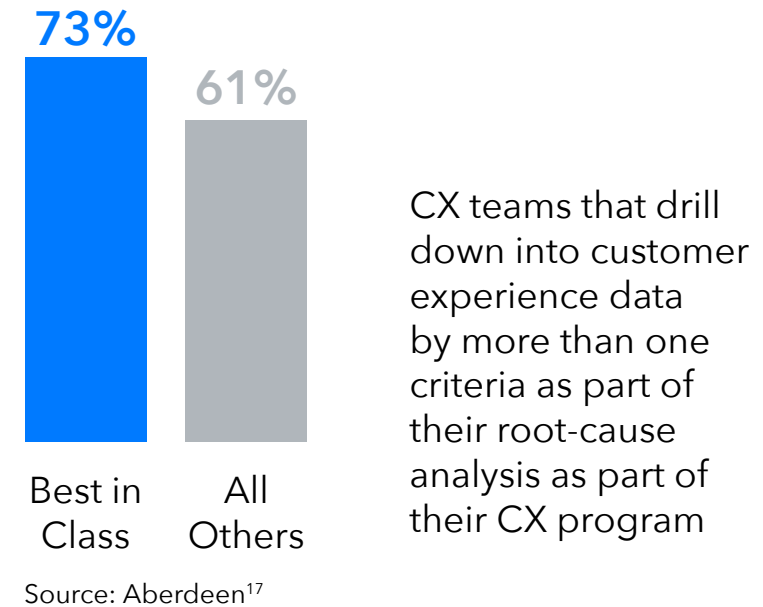
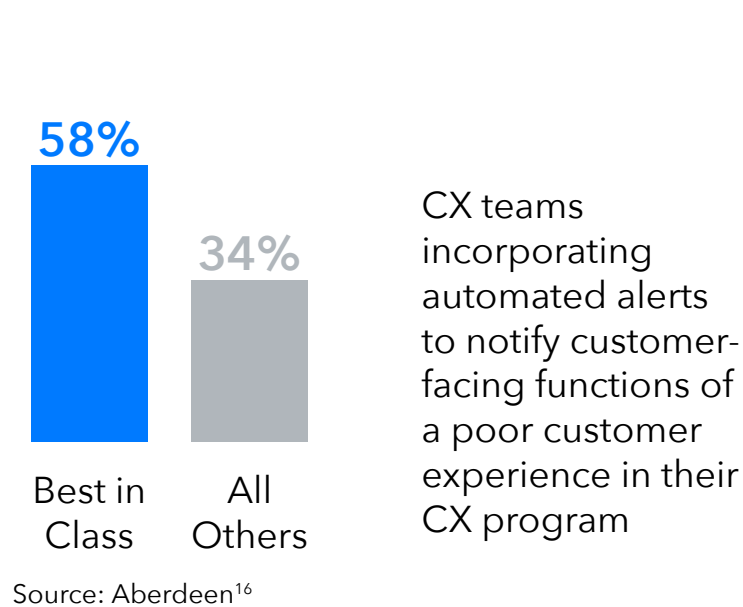
As a result, **automation is critical**. This enables you to quickly establish which issues are the most important to resolve. To get to an optimal level of detail that enables you to extract the most valuable insights and exact diagnosis, you should also be able to drill right down to analyze individual interactions. This can provide extremely valuable context that can more precisely inform any resulting action.

Automation should also play a significant role in operationalizing any subsequent change - whether you automatically alert the individual or team who should be empowered to take the necessary action or trigger a certain process or escalation procedure to expedite it. **The more automated this part of your CX approach is, the quicker you ultimately deliver business-affecting action.**

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Automate Insights and Drill Down to Real Interactions



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“ Because every employee plays a role in the experience a company delivers, VoC leaders make CX everyone’s job by putting actionable insights and data into the hands of employees. ”

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CX Building Block 4: Prioritize Initiatives Based on Customer and Business Impact

If you're like most CX departments, you'll have limited resources and need to be smart in how you deploy them. As important as knowing what action you should take is knowing exactly what action you shouldn't take.

So while automation is critical, you need to be extremely calculated in how you deploy the resources you have at your disposal. **Every project, initiative or process should be implemented according to results and impact.** In other words, you need to be able to focus your attention very precisely on what matters most to your customers and the business, and will achieve the best ROI.

So how do you make quick and decisive but sensible decisions in this vein? Best-in-class CX teams typically leverage some form of predictive and prescriptive intelligence across the entire journey. With this insight, they can **very strategically and precisely map out exactly how the organization as a whole should be acting on the extensive customer data at its disposal.**

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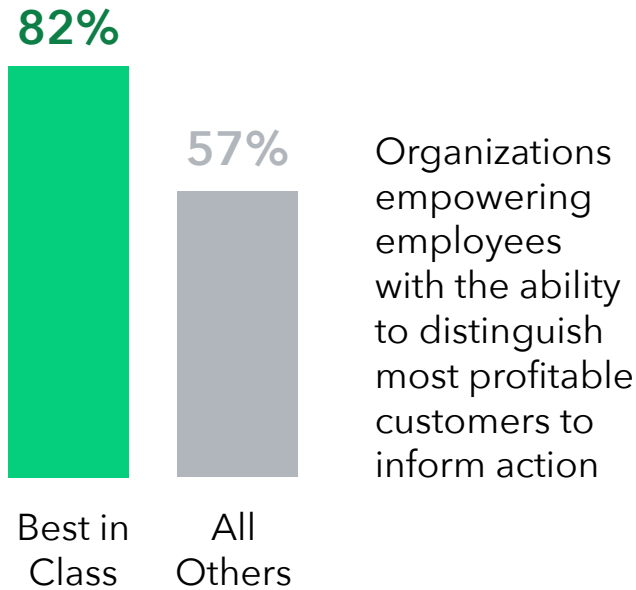
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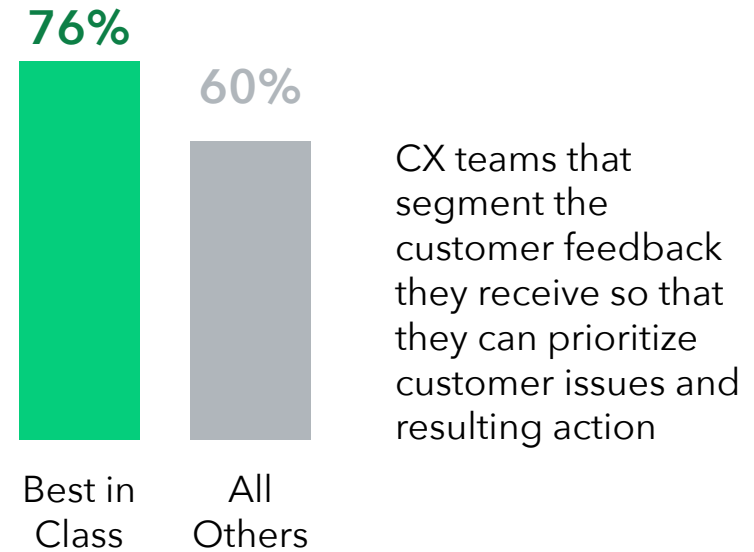
CX Building Block 5:
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Next
Steps

Prioritize Initiatives Based on Customer and Business Impact



Source: Aberdeen¹⁹



Source: Aberdeen²⁰

“ At the beginner level, CX initiatives need to be assessed on three dimensions: 1) customer impact; 2) business impact; and 3) feasibility. These three categories are critical for beginning programs and also form the foundation for a more sophisticated tool for intermediate programs. ”

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CX Building Block 5: Deliver Omnichannel VoC with Operational Solutions



Most of the customer data discussed so far refers to Voice of the Customer feedback. This in itself is hugely insightful, helping you to understand very clearly what your customers think about the experience your organization delivers. **Effective listening, analysis and action on this data will likely lead to exceptional results.**

However, **combine this with operational performance-focused insight and you are really onto a winner.** This more trend-type data acts as a lightning rod to CX shortcomings (the “what”) while VoC enables you to understand the reasons behind these (the “why”).

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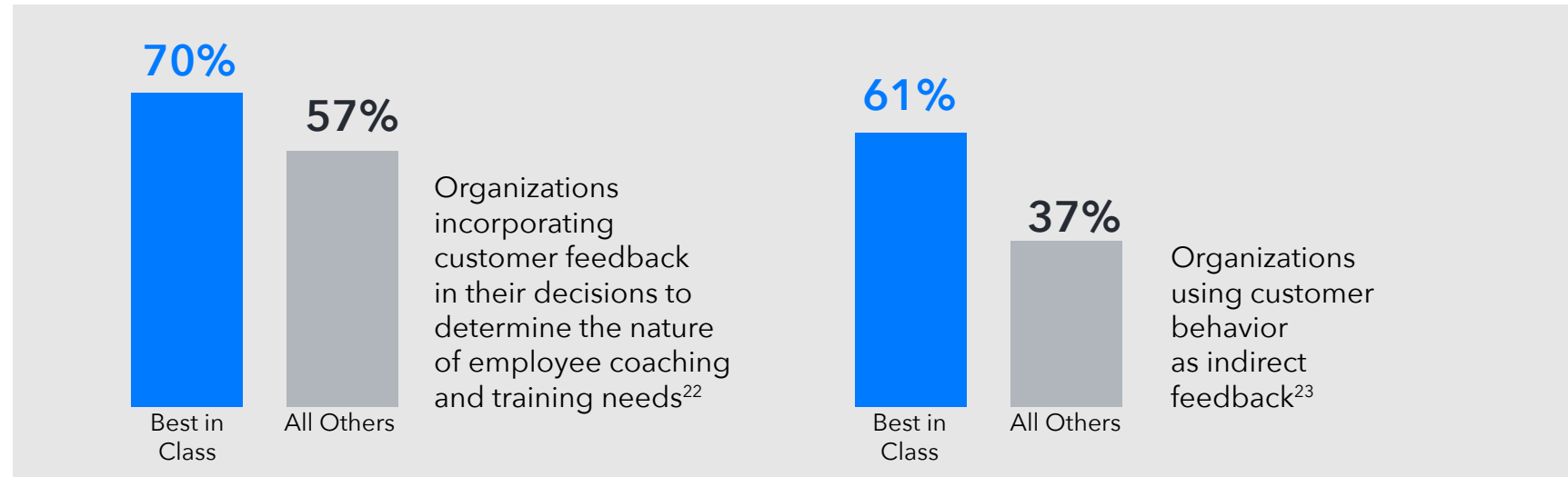
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Steps

Deliver Omnichannel VoC with Operational Solutions

For example, say you have targets around your first-call-resolution metric in your contact center. The operational data you have at your disposal will identify performance against this measure - whether at an individual, team, location or organizational level. However, the ability to very precisely cross-reference this information against VoC data can be extremely revealing. Specifically, direct, indirect and inferred data from these specific interactions will quickly help you to understand the main reasons behind the overall metric reported.

These data sources combined enable you to identify the problem, understand why it's happened and then - as a result - take extremely targeted corrective action.



“VoC programs reach new levels of insight by combining VoC data with that of other systems...By appending key data sets to customer feedback, CX pros don't ask questions that they already have answers to...That allows VoC teams to more effectively assess the root causes of dissatisfaction and make operational improvements, like retraining and coaching staff on problematic experiences.”

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What next?

Creating a unified CX program that moves the needle on omnichannel performance and incorporates these five critical building blocks might seem like a costly, endless uphill battle. But with the right program, designing responsive, personalized and engaging experiences that make your customers come back to you time and time again becomes much easier.

Verint Voice of the Customer Solutions help organizations simplify, modernize and automate how they listen to, analyze and act on direct, indirect and inferred VoC on digital, voice, text and social interactions across channels. The result: consistent and enriching omnichannel customer experiences that deliver measurable business impact.

For more information, visit [Verint.com](https://www.verint.com) or [contact us](#) for a demo today.

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