

Customer Experience Blueprint

HOW TO DRAFT A SUPERIOR CUSTOMER EXPERIENCE STRATEGY



Everyone Is Doing It. But It Doesn't Mean They're Doing It Right.

With customer experience (CX) ranked as one of the top three vital capabilities for companies and a decent chunk of a company's overall marketing spend now devoted to the development of memorable customer experiences, it's never been more important to get it right.



Here are some CX best practices and why it's important to put them into action.

TREAT YOUR EMPLOYEES LIKE A VALUED CUSTOMER

79% of employees delivering above-average customer experience are highly engaged in their jobs.

The correlation between engaged employees and your ability to deliver superior customer experiences is real.

BE RESPONSIVE

90% of customers rate an immediate response to a question as important or very important.

Put the resources in place to deliver timely responses to your customers. By the way, customers define immediate as 10 minutes or less.

BUILD A CUSTOMER-FIRST CULTURE

68% of customers say the service representative is key to a positive experience.

Define what customer first means then get your employees on board and training in place to make it happen.

MAKE BEING A CUSTOMER EASY

91% increase in customer retention rate for companies with the strongest omni-channel customer engagement strategies.

Offer your customers choices in how they communicate with you and be consistent across all channels.

Pssst...it costs between 5 and 25 times more to invest in new customers as opposed to retaining existing ones.

PROVIDE SEAMLESS ISSUE RESOLUTION ACROSS PLATFORMS

89% of customers get frustrated when they have to repeat their issues to multiple service representatives.

Ensure complaints are documented and tracked across all channels for seamless resolution.

INVEST IN MOBILE

72% of consumers aged 18-44 use mobile to seek services.

Build stronger relationships with your customers by providing a range of mobile tools.

FOCUS ON INDIVIDUAL CUSTOMER NEEDS THROUGH AI

81% of consumers want brands to understand them better and know when to approach them.

Use AI and machine learning to predict when a customer wants to interact, anticipate the topic of conversation, and even detect emotions.