Secrets to delivering consistent CX

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" A consistent and predictable experience creates customer confidence, which can lead to loyalty.

~ Shep Hyken

Customer Realities

Customer needs are varied & evolving:

- New technologies

- Cultural shifts in values & norms

- Economic conditions

- Personal life stages

- Global events

- Consumer savvy

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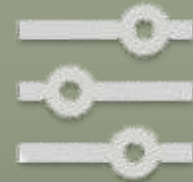**Voice of the Customer** needs to be the **epicentre** of your organisations **data-driven decisioning** to be consistent.
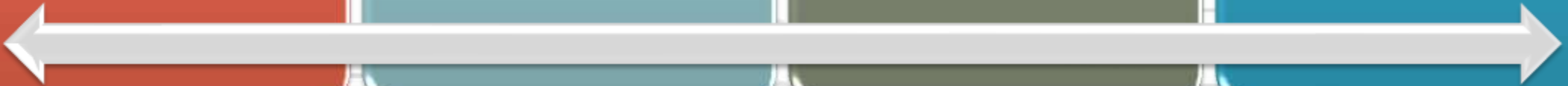
Keys to consistency

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Clear Goals

Pulse Check

Adjust Approach

Monitor Results

Pulse Check

Customer Feedback

Solicited Feedback

- Customer feedback surveys
- NPS surveys
- Customer interviews
- Focus groups

Unsolicited Feedback

- Customer buying habits
- Social media posts
- Online reviews
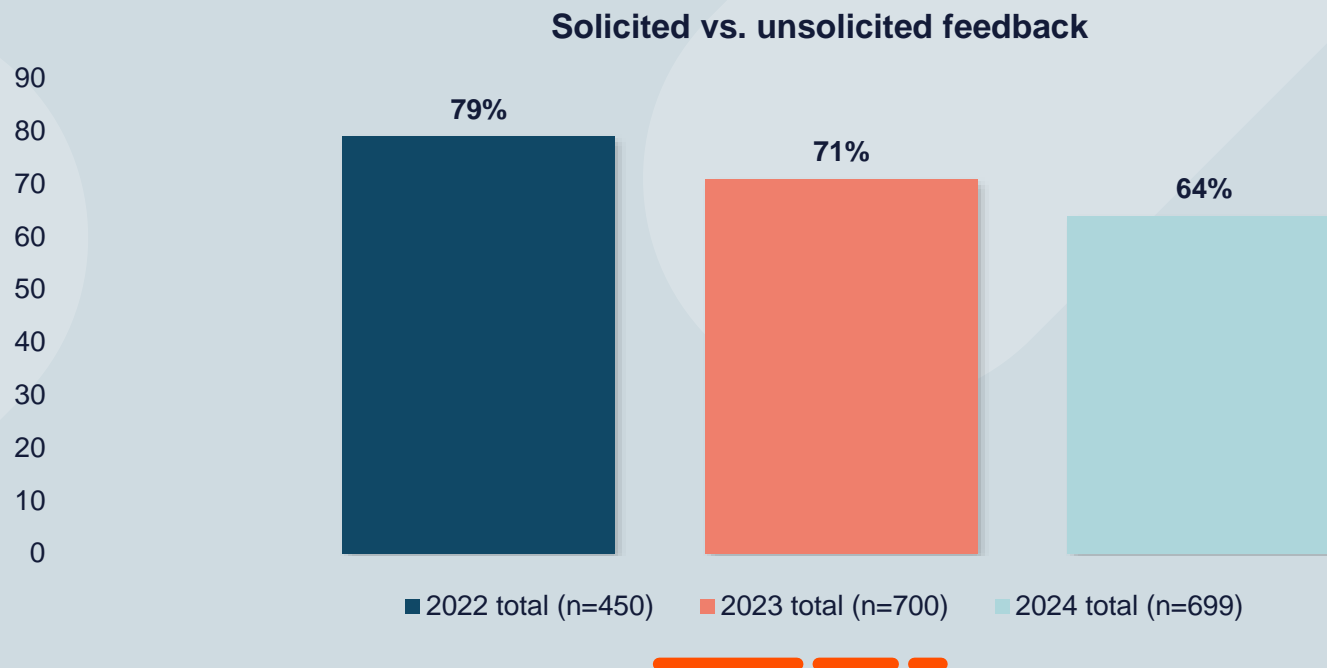- Customer emails
- Contact centre calls
- Contact centre chats

33%

Of those brands cite **struggling** to **anticipate** customer demands.

64%

Of brands are using **customer data** they collect to **uncover customer trends.**
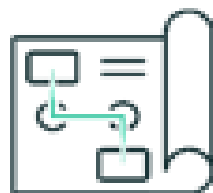
32%

Of those brands are **struggling** to use the data to **understand reasons** for **churn.**

Consistent CX is achieved through conversation intelligence across solicited & unsolicited customer feedback.

Old Way

Surveys alone don't suffice – labour intensive, slow to act, missed feedback

- Manual abstraction of data
- Expanding engagement channels
- Lengthy time to close loop
- Declining response rates
- Biased feedback (extreme happy or unhappy)
- Customer attrition
- Intelligence missed

New Way

Conversation intelligence overwhelmingly reduces the effort needed to extract actionable business insights

- 100% interactions monitored, continuously
- Near real-time reaction time
- Automated through analytics
- Customer retention & satisfaction
- Intelligence revealed – no feedback missed

Customer Experience is an Organisation **WIDE** responsibility

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"Customer Service is not a department. It's a philosophy to be embraced by everyone in every department!"
~Shep Hyken

Aligning CC and CX

AI-driven insights and improved automation can lead to **improved CC operational efficiency** and **happier customers**.

Critical business **decisions can be informed** by customer conversations to **respond to evolving customer needs**.

Contact Centre & Zooming Out
Case Study

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Financial Services brand looking to improve efficiency in the contact centre & improve customer experience.

Contact Centre Change

BOT Contact Containment:

- Over 50% BOT containment.
- Reduced customer friction.
- Improved customer experience.

Billing Process Change

Customer Communications Change:

- Reduced confusion contacts
- Reduced customer friction.
- Improve customer experience
- Improve agent experience

The Secrets to Consistent CX

Pulse Check

- Solicited & unsolicited customer feedback data.

- Leverage AI to scale data analysis.

- Share the customer insights organisation wide.

New Report!
CallMiner CX Landscape Report 2024

DOWNLOAD

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Thank you