CREATING EXCEPTIONAL EXPERIENCES IN A NEW DIGITAL WORLD

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The race is on for the new exceptional.

With more and more customer journeys and interactions shifting to digital channels, the digital experience is becoming the key differentiator for brands competing in today's experience economy. Brands are no longer driving this change; the customer is. It's now up to companies to harness this new era in digital transformation, and to deliver the effortless and meaningful experiences that matter most to customers.

Customer behavior and expectations may be changing faster than ever, with an increasing dependency on all things digital, however, this new landscape is opening up new, intelligent ways for you to proactively engage with customers to create loyalty and value.

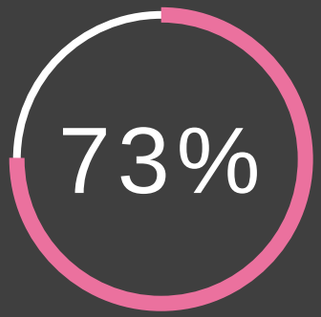
In this paper, we consider four areas to explore as you adjust to compete in this new digital era, so you can set your sights on delivering customer experiences beyond the new normal, and for the new exceptional.

Give your business the edge with experience design.

In its simplest definition, experience design is the art and science of turning “make do” experiences into memorable experiences that customers want to keep coming back for. It centers on people’s experiences to drive the design of services, products, processes, and environments. When incorporated into digital transformation projects, experience design de-risks investment to create digital journeys and interactions as simple and intuitive as possible. Companies that do this well are often the nimble start-ups, free from legacy constraints, who can set the bar higher than many established businesses are able to achieve.

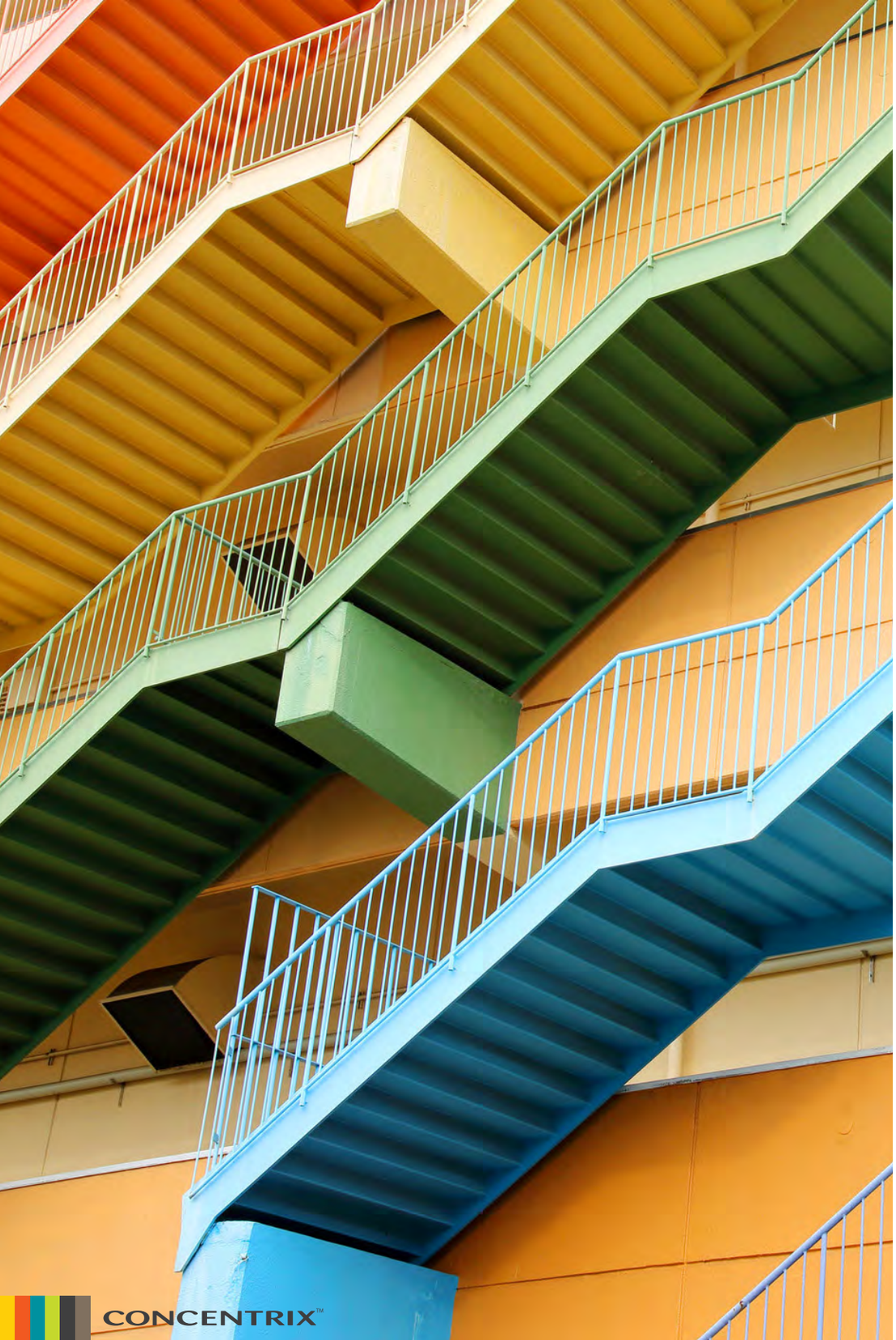
As a discipline, experience design (XD) is more expansive than user experience (UX) or user interface (UI) design. It is channel and technology agnostic, and requires an obsessively human-centric approach to uncover, solve, and organize around people’s needs. In the context of a digital landscape, experience design connects what customers want with what technology can do to help them.

Every company has a unique path to transformation. Some focus on the end-to-end customer experience as a guiding principle, aligning all teams to create increasing value for customers and working backwards to the technology and best structures to support this. Others choose a stage in a journey and pay greater attention to enabling people working behind the scene to play their part more efficiently.



of customers point to experience as an important factor in their purchasing decisions[1]

[1] “Experience is everything: Here’s how to get it right,” PwC, 2018.



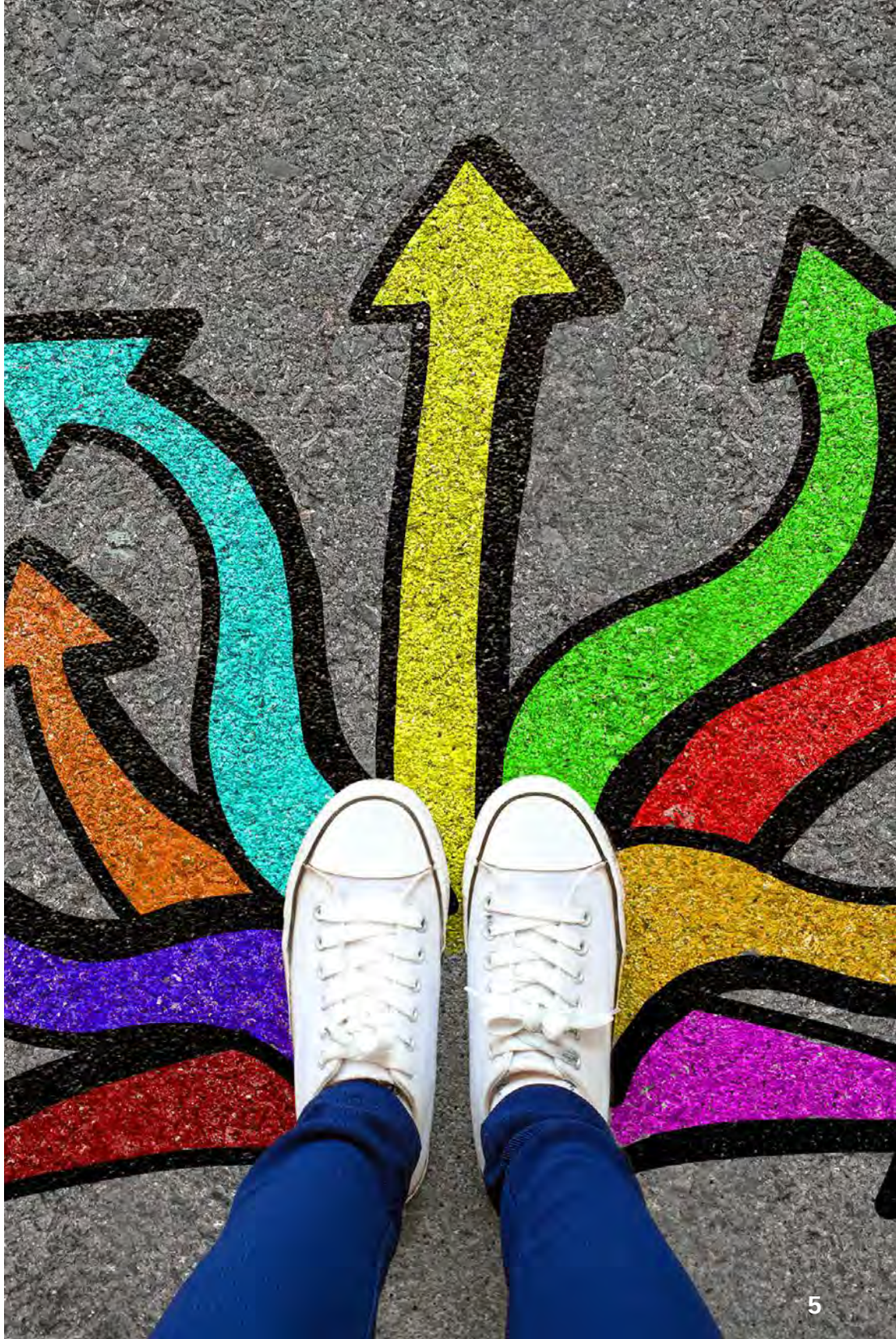
By weaving experience design early into your digital transformation initiatives, you will efficiently explore, conceptualize, and validate new ideas. In doing so, you can uncover the right challenges and opportunities to focus on, such as, changes to businesses processes and systems, technology platforms, and employee training needs.

With human behaviors and expectations evolving rapidly, experience design is becoming an essential part of digital transformation, and one that ensures your digital experiences continue to be as engaging as possible, for both your customers and employees.

Guide customers in real time with customer journey orchestration.

In today's connected, digital world, everything is happening in real time. Customers are not tied to a single channel. They shop online, seek help via the contact center, share feedback on social media, and ask support questions on mobile apps. Even within the same journey, a customer may visit a website, chat, call, and email. Adding to this complexity, customer touchpoints tend to operate in silos, which often means customers have to repeat their information in every channel, leading to frustration and churn.

Many brands have used customer journey mapping to visualize and optimize experiences. However, thanks to advances in technology, you can now use customer journey orchestration platforms to not only visualize the journey, but also influence individual customer journeys in real time.



Customer journey orchestration platforms apply machine learning automation to connect conversations with historical interactions and CRM data, to understand what customers are doing and determine the best next actions. This intelligence is then used to inform touchpoint technologies, such as web, mobile apps, marketing systems, email, or contact center applications, about what to say and when to say it.

By making interactions individually personalized and contextually relevant, conversations continue seamlessly as customers move between channels, delivering the best outcomes for customers and your brand.

You can move from optimizing individual touchpoints to true omnichannel personalization through the entire customer journey. Whether a customer is looking to buy, discuss a problem, or is simply browsing, you can now create the right conversation with each individual customer in that moment.

Hyper-personalize your digital marketing.

It takes seconds for customers to decide if they value your marketing message. Make it relevant and timely and you've got a satisfied customer. If you miss the mark, then you risk losing them.

Customers today expect a greater level of personalization. They share information with the brands they trust, and interact and buy through multiple channels. In return, customers expect companies to know them, and to show that they understand their individual preferences and needs. Advances in automation and AI, combined with increasing use of digital channels is now making it possible for brands to hyper-personalize their marketing communications at scale.

Hyper-personalization leverages AI and machine learning to combine omnichannel behavioral data with customer profiles, purchasing history, and other data sources, to build a clear, contextual view of each customer. From this, products, services, and content can be tailored to each customer for maximum relevance, engagement, and conversion.

Implementing hyper-personalization is often hindered by poor data quality and the lack of integration across systems and touchpoints. Investing in a marketing engagement platform with real-time APIs and advanced data analytics can help you establish a 360-degree customer view. With this view, you can identify valuable microsegments to proactively target and immediately engage with a customer when a certain action occurs—seamlessly across multiple channels, such as personalized communications via email, SMS, mobile or messaging apps, and dynamically changing content on web pages.

Predictive algorithms and data analytics are helping to move personalization on to a new phase, from reactive personalization of content based on what a customer has done, to a proactive approach that anticipates future needs. Doing this while protecting customer privacy will be the key challenge, and one that you can overcome by giving customers control over their data.

This presents a massive opportunity in the digital era for marketers to embrace data to cut through the noise and make the customers you're targeting feel special throughout all stages of the customer lifecycle.

Look to the cloud and fast-track your digital transformation.

With people now increasingly remote and digital experience more important than ever, companies are increasingly adopting cloud-based solutions to accelerate their digital transformation. While infrastructure cost reduction remains a key driver, companies are looking to cloud technologies to introduce new capabilities for competitive advantage.

Cloud platforms enable you to remove constraints imposed by legacy standalone systems, and reduce the time needed to introduce next generation telephony, call routing, digital channels, and chat bots. They also provide options to introduce AI and machine learning capabilities, such as conversational AI-powered self-service channels and platforms to enable journey orchestration and hyper-personalization.

While companies can make this journey to cloud-delivered solutions directly, many lack the expertise needed to holistically transform their CX landscape. The massive shift to digital-first strategies, and in some industries, “digital-only” customer engagement, has further widened the digital skills gap in cloud, conversational AI, speech and text analytics, and user experience design.

By partnering with a CX managed services provider, you can accelerate change, eliminate risk, and maximize desired CX and business outcomes, while freeing up in-house business, operations, and IT staff to focus on value-driven projects that provide further strategic differentiation.

CREATE YOUR EXCEPTIONAL EXPERIENCES.

Whether you need help defining your digital roadmap, planning your next move, or know where you want to go and need help getting there, Concentrix has the unparalleled ability to support your needs. We will help you to reimagine your business—and get you there faster than you ever thought possible. Contact us today to learn how we can help you set the standard for the **new exceptional.**

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