



Trends and **Strategies** for Powerful Customer **Experience**



Abstract

The goals of CX survey platforms are expanding. It is no more about knowing customer experience for an overall product/service experience, but it is more about tapping the platform for securing key data points for customer acquisition and retention.

However, the use of CX data no longer extends to the data collected alone. It now demands considerable automation in the entire **Voice of Customer (VOC)** value chain as well as expanding solution to better integrate into the entire customer journey.

The Journey itself has evolved

The digital revolution and the outstanding rise of the Internet over the last decade have transformed traditional brick and mortar business models. The customers are now more empowered to engage in the businesses on their own. They choose who they wish to interact and transact with across multiple channels. In today's digitally powerful scenario, with mobile devices, they have the liberty and access to browse for products and services options on the go, engage with a live agent (chat/video), resolve issues through self-service (chatbots), collaborate with peers to review options (social media), negotiate and make purchases (e-commerce/m-commerce). And the icing on the cake, have items delivered directly to their doorstep.

The pandemic like all industries affected how VOC platforms are now evolving. This is owing to the fact that the siloed functional approach for customers has now diminished. The customer success, support, product, and marketing teams are now more coordinated in how businesses engaged with customers across the journey. Customer feedback provided more than enough opportunity for a product owner to provide the right content to educate the buyers.

Let us get more insights into some of the successful methodologies that will help understand customer preferences, problems, and complaints.

Keeping pace with the digitization, VOC trends are now encompassing new age technologies such as AI and Machine Learning. A [survey](#) predicted "By 2025, as many as 95 percent of all customer interactions will be through channels supported by artificial intelligence (AI) technology". AI is now an unavoidable and integral part of our living lives than it was few years back. It is significantly reshaping the way customer voice used to be. Be it structured or unstructured responses, either collected from standard feedback instruments or from nuances of significant customer journey points, feedback collection has become smarter for VOC platforms.

Following are some of the trends that are shaping up the CX space.

AI for accurate feedback sentiment mining and deduction

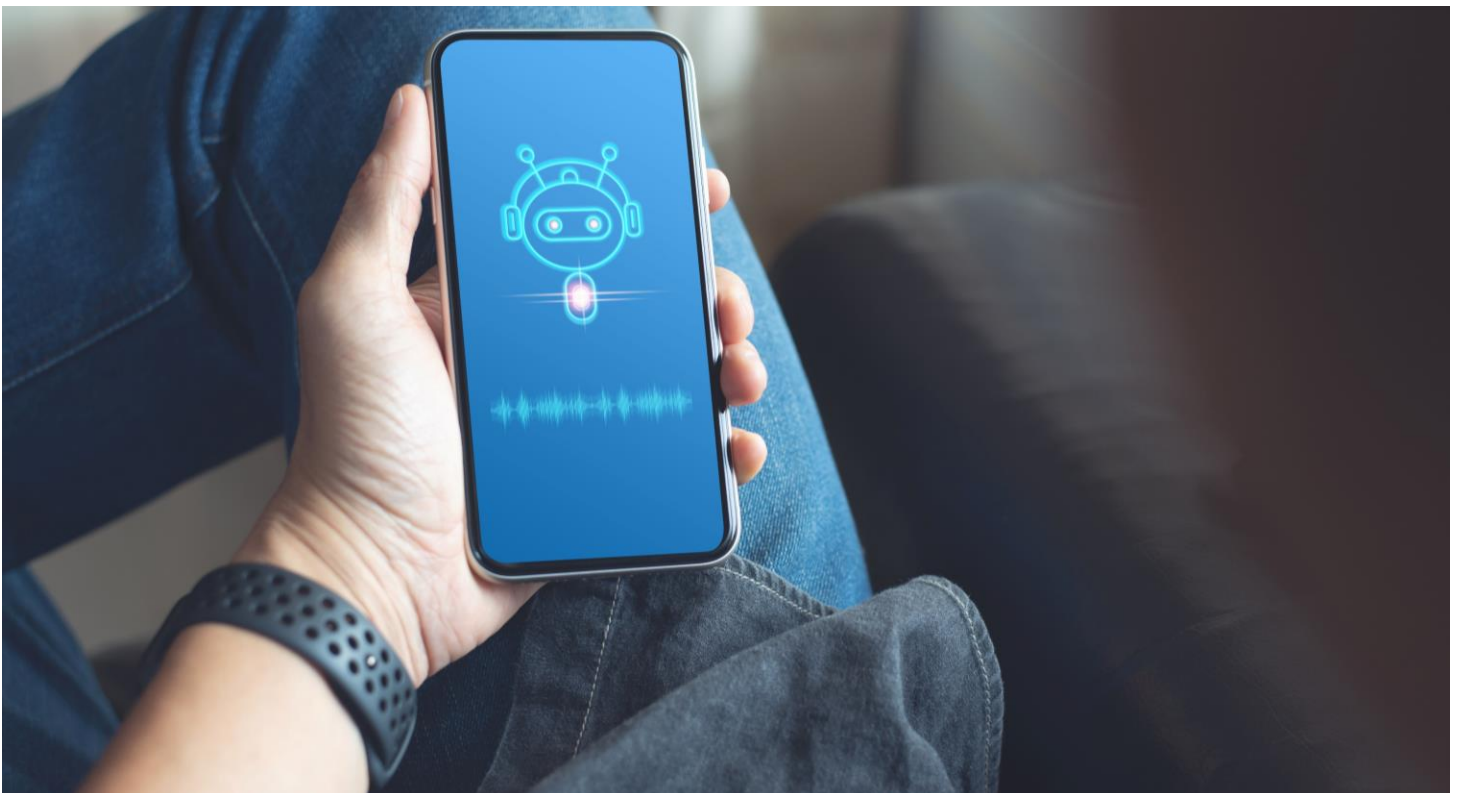
► Chatbots/Virtual Agents

Gone are the times when feedback could not be captured conversationally and intelligently at the same time. The rise of chatbots as a feedback collection tool is important to the notion that feedback management should be flowing conversation rather than just an offline/backend analysis. Another noteworthy point is that chatbots can provide intelligent resolutions to any distressed feedback or hand an instant mechanism for redressal. These intelligent, self-learning, highly customizable and real-time intuitive tools for engagement are compatible across multiple devices where impactful CX can be integrated with. The reduced wait time imbibes higher confidence in customers to provide feedback.

This type of feedback also has significant cost implication as there is no need to engage specific agents resulting in significant savings especially for industries where feedback matters most like apparel, food, electronics, travel etc. One also has to acknowledge the benefits of chatbots on overall improved user engagement and experience. Not only are customers highly satisfied with the increased speed and accuracy per interaction, but organizational resources are also better utilized and focused on higher value aspects of customer interactions and transactions.

► Humanized Intelligent Bots (EmoBots)

Imagine if the popular bots could solve human crisis with an in-built emotional AI. Through facial recognition cues, eye movements and tone of voice that your emotional state is elevated and agitated, and that something serious was up. It would prioritize your issues and give real help instantly all the while maintaining the context of the decision. Devices such as Amazon's Alexa (Echo), Apple's Siri, and Google Speech are taking the user experience to new levels. They are intuitive, interactive, and simplify a user's daily interactions across business units. They can integrate with external applications using APIs to build a two-way communication channel to accomplish any complex task in the digital and physical world through natural dialog.

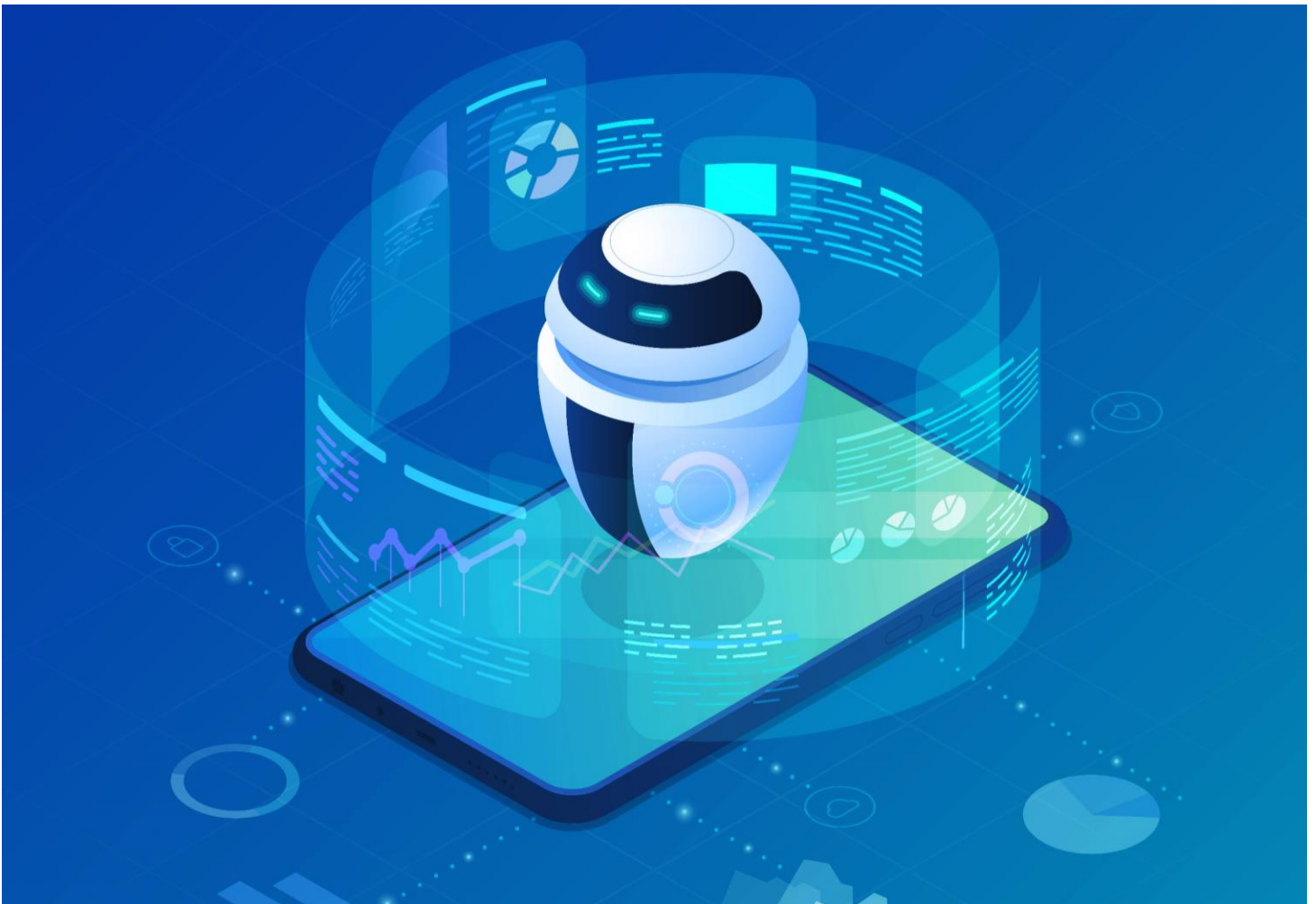


► Voice Analytics

Every customer conversation provides data. Customer sentiment, tone, product complaints, feedback, and more is captured in the direct call. It can be with organization call center executives or a social media video post, a YouTube review or experience blog, etc.

Speech analytics unobtrusively and objectively captures the voice of the customer barring the conventional barrier of a scale. Voice analytics can be extended to not only the customers but employees too.

Organizations can track images they project to customers through various channels, e.g., call centers, capture scores for politeness, compliments, level of ownership, and more as an unsolicited feedback. Imagine being able to extract metrics from every single customer conversation and using those data points to make informed decisions about your business; be it emotional tones, survey validations, real-time actions to grievances, and so on. Now that is truly next-Gen.



Key considerations in deploying a transformation strategy

Before executing the prime strategies of contemporary solutions for existing ecosystems, there can be certain considerations too. CX strategies might seem to be more of process shift with technological implication if you look outside in, but it is obvious that the internal impact on existing technology and arising challenges are significant. To cite few, these specific-technological challenges comprise difficulty in managing customer data, lack of data integration, maintenance and management of database(s).

Let us look at certain governing factors when it comes to executing effective and innovative CX programs.

1



Accuracy

AI and machine learning are striving towards accuracy especially in CX implementation. For a deep learning model to perform as a human being would require unprecedented fine-tuning, hyperparameter optimization, a large dataset, and accurate algorithm along with robust computing power, uninterrupted training on train data, and testing on test data.

2



Access

Data being stored in silos and not having correct tools are typical challenges that firms see when it comes to accessing data. Data should be democratized across the organization, meaning that everyone across the organization should have access to data needed to enable their business decisions.

3



Ecosystems

As firms begin to collect more and more customer data, organizing it to derive meaningful insights is becoming more difficult. Sometimes data is kept on external systems leading to no visibility. Integrations, strictly for operational purposes do not track key data points to track the CX conversations to closure. Organizations, thus need to have complete visibility of the data moving between streams for AI to harness this potential to full extent.

4



Tracking

Due to lack of means to track and measure CX success, organizations are unable to assess whether their strategy is working as intended. Hence end-to-end CX feedback visibility and how it flows through the entire organization is the main consideration. It should be fulfilled through effective feedback management strategies and through technology by mapping critical KPIs to feedback, specific data points captured, people integrations etc.



Process improvements can go a long way

As a business grows, the number of online places they need to manage typically grows with them, so managing it effectively can become almost impossible and the need to have an internal strategy becomes utmost essential.

CX should not be just outward-facing. It also needs to go inward the way we view core values or company culture. Hence, there is a pressing need to have a shift in internal processes typically to support outward projections of CX strategies. As they say, change begins at home.

In the digital era, customer experience is the driving force in software delivery as well. There needs to be continuous monitoring to deliver value via digital capabilities. When there is a need for quick delivery and tested actions, using old agile methodologies such as Waterfall becomes obsolete. Agile software development processes are designed to unite all the pillars of software development i.e., people, process, tools, and technologies. As software testing moves from left to right i.e., from the requirement to deployment, systems give feedback from right to left, resulting in continuous improvement.

► Let your voice be heard

At [Cybage](#), we have molded engineering operations into Agile which has matured into a framework called **Process Integrated Engineering (PIE)**. This design thinking-based approach is built on the principals of balancing the four important aspects of Agile Engineering - people and culture, governance, tools, and technology. It is built with a strong emphasis on leveraging tools—be it code, test cases, products, and reduction of build and deployment time. This helps us achieve the desired process-driven team culture instead of people dependent team culture. So, when an organization sets out to realize their CX strategies, they not only achieve them but sets them out to be a complete digital winner.

OUR SOLUTION CAPABILITIES

Survey Design and Data Collection

- Survey Design and development with important CX metrics [Customer Satisfaction (CSAT), Customer Effort Score (CES), Net Promoter Score (NPS)]
- Survey Dispatch and data collection across high impact touch points (Social media, emails, SMS, in-store devices, mobile, Mystery shopping)

Data Analytics, Transformation and Visualization

- Open ended response management using text analytics and Natural Language processing (NLP)
- Data management and mining for data science
- Insightful and actionable dashboards that encompasses survey data categorization, predictive and prescriptive analytics

Feedback Management and support

- Post survey case/action management solutions
- Interactive Customer collaboration/communication platforms
- Customized CX Workflow management engines
- Enabling wide scale integration for social media, workflow and ticket systems, CRM among others
- Multi Language support for all CX applications

References

<https://news.microsoft.com/europe/features/ai-powering-customer-experience/>