

Six Investments for Customer Experience in the Post-Pandemic World



In a matter of months, COVID-19 has forced businesses to shut down their physical locations; and rethink their digital strategy/investments in the area of the omnichannel experience. Suddenly, discussions of ideal customer journeys and metrics to learn what customers want in the future have given way to immediacy in addressing what they need now. Increasingly, a customer's interaction during this pandemic with a company has triggered a lingering impact on their sense of loyalty.

CXOs are embarking on initiatives to position themselves for longer-term disruptions in consumer behavior resulting from this crisis. Increased focus to enable customer support teams to work in seamless and non-disruptive channels, unaffected by social distancing norms. A spike in volumes, staffing issues, and unpredictable budget forecasts are unfortunately constraining these initiatives.

Enterprises are investing aggressively in technology, capability, and resources to transition to this Digital Customer Experience model. Contrary to belief, it is not a capital-intensive initiative but requires an integrated design and implementation approach across the entire stack. Fortunately, the increased availability of SaaS and AI-led platforms provide valuable accelerators for these Digital CX transformations.

POST-PANDEMIC CX MODEL



Single Source of Customer Truth



360 View of Interactions



Integrated Channel Experience



Agile Ops & Innovation Model

Invest in Long Term Resilience



As enterprises transition to a digital customer experience model, it is essential to prioritize investments along the six themes for a successful future-proof Transformation:

1 BUILD AROUND THE FUTURE

Design the CX model around personas, interaction journeys, and KPIs to meet post-pandemic customer needs. Build your organization, technology stack, and innovation capabilities to deliver on these realities. Leverage SaaS, Low-Code, and AI-led Automation to put business stakeholders in control of these future experiences and drive continuous innovation.

2 DESIGN FOR VOLATILITY

The key learning from this pandemic is planning and designing for a VUCA future where companies react faster and better to customer needs. Design a flexible operating model to meet capacity and capabilities without significant capital. Invest in innovation that allows you to add functionality with an accelerated time-to-value. SaaS and Low-Code CX platforms provide rapid deployment, extensive integrations, rapid updates, and low support footprint.



About B-TRNSFRMD:

B-TRNSFRMD is an independent consulting firm focused on strategy, design, and implementation, and management of Agile Digital Transformations for Global Enterprises. We work with CXOs, CIOs, and Business teams to deploy integrated solutions using SaaS, Low Code, AI-led Automation & Data to deliver business results in weeks and months, not years! Our expertise help drive tangible business results in Digital CX, Cloud Contact Centers, and Business Process Management.

We are a CIO Review Magazine Top 10 Most Promising Low Code Service Company.

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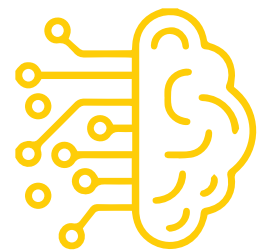
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3 DEPLOY FOR OMNI-CHANNEL

Meet customers where they are at – web, social media, chat, email, text, or phone. Create experience consistency and eliminate redundancies across channels. Leverage AI-enabled cloud-native apps that plug and play into your legacy infrastructure. Integrate the telephony and CRM/CX application layers so that data is carried over seamlessly.

4 ENABLE SEAMLESS JOURNEYS

Carry the customer conversations across the entire lifecycle. Eliminate redundancy and provide context around interaction history, preferences, data, and knowledge across channels. Invest in a cloud-native CX platform that supports various channels in a single console and has out-of-box integrations with leading CRM and enterprise applications.



5 SCALE THROUGH SELF-SERVICE

The long-term strategy is to scale customer support with minimal human dependency. It's effective for reducing costs and increasing customer satisfaction by reducing wait time and giving customers control over their interactions. Chatbots, RPA-driven workflows, Intelligent Virtual Agents, and Semantic Knowledge Management are significant assets for driving increased penetration of self-service.

6 CONSOLIDATE YOUR DATA

Provide agents with the ability to effectively address customer needs by implementing a single view of customer data. An integrated data approach across CRM, Customer Support, and Order management, Inventory applications will increase resolution rates and convert latent revenue opportunities. Explore Next-generation platforms with an integrated approach to CRM and Service management so that frontline employees can effectively address customer needs and generate revenue opportunities.