

# Customer Experience

To better retain customers, remain competitive, and adapt to the customer experience revolution, your contact centre needs a customer experience strategy

The role of the Contact Centre is evolving at a rapid rate, driven in no small part by the customer experience (CX) revolution. The old, costbased model by which many Contact Centres are still operating today doesn't accommodate for customer experience, instead shaped by KPIs centred around the speed of service and cost.

GREAT SERVICES

VERY GOOD

TOP NOTCH

I AM HAPPY

SUPERB

HIGH QUALITY

SUPERFINE

EXCELLENT

IMPRESSIVE

FIVE STAR PRODUCTS & SERVICES

PERFECTLY

“There's this need to treat the customer as an individual, personalise their experience and solve their problem first time.”

Martin Cross, CTO, Conn3ct



“The gain in speed and personalisation we’ve experienced has made a real difference to our customers’ perception of our responsiveness to their needs.”

John Lush, Head of Customer Experience & Self Service, Eir



## Digital Transformation and Customer Experience

In this Digital Age, it is those companies that have embraced digital transformation who are growing at a phenomenal rate. Consumers today, particularly younger generations, expect to be able to use their smartphone or instant messaging services to contact the companies they use, and when they aren't able to do this, customer satisfaction is impacted.

### What is a Customer Experience Strategy?

A customer experience strategy provides you with the opportunity to craft a series of interactions using multiple channels to support a more personalised customer experience.

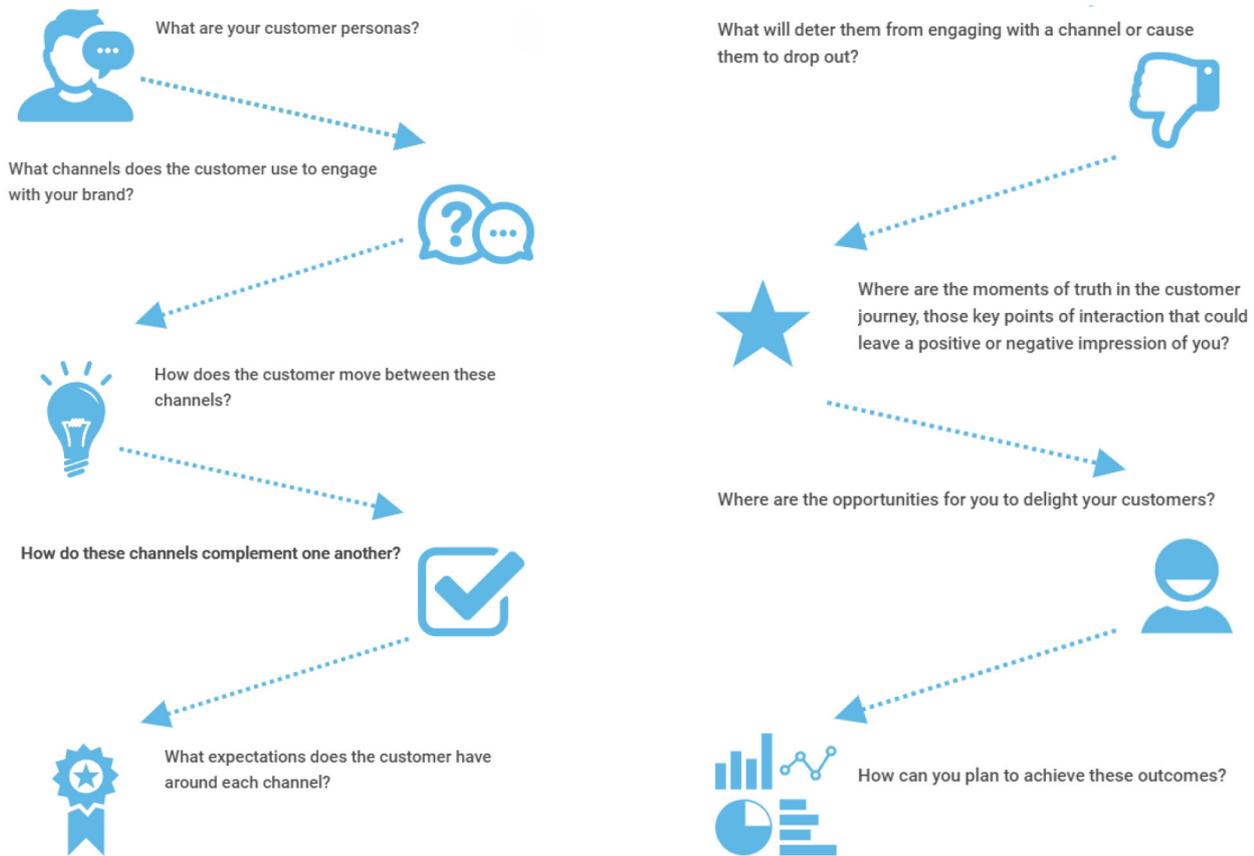
Bring your organisation onboard with the customer experience revolution by looking at the data you currently have on how your customers interact with you and making a customer journey map to identify the pressure points. You can then fix those pressure points. For example, could self-service channels improve customer satisfaction?

An effective customer experience strategy is designed around the ways your customers are interacting with your contact centres, enabling you to adapt your contact centre environment to better meet their expectations across the different touchpoints.



# Creating a Contact Centre Customer Experience Strategy

There are fundamental questions you should ask yourself as a business in order to build an effective customer experience strategy:



## Journey Map

A journey map offers a visual representation from which you can draw actionable insights into moments of customer truth and or pain points where customers drop off.

A journey map should be both recognisable in the eyes of a customer and easy for the delivery team to take action from, but that isn't to say a standard blueprint exists.

How you design and present the map is up to you; what matters is its content and the key steps it touches on to most accurately map the customer journey.

# Customer Experience Management Platforms

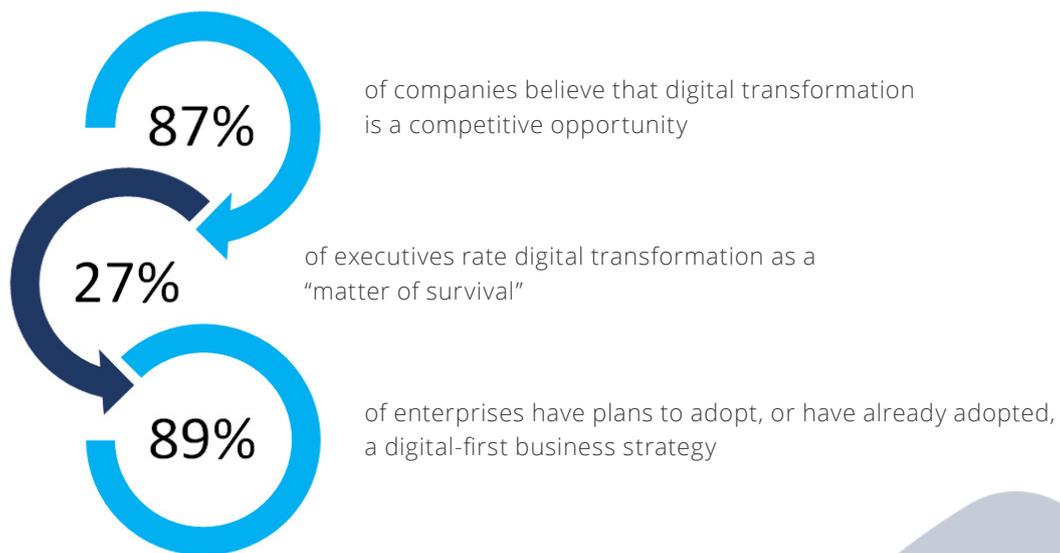
The demand for customer journey maps is met by customer experience management (CXM) platforms and customer experience platforms (CXP), which allow you to map the stages and interactions of that journey, calling up various services and channels to deliver each stage.

Choosing the right technology and channels to ensure great customer service takes a blend of experience, technical know-how built up of many years and access to a wide range of vendor solutions.

## Map Your Contact Centre Environment to the Customer Journey

Your completed customer journey map will likely reveal that the customer journey has changed significantly from any previously documented versions. The Contact Centre remains at the centre of this process, but it is no longer just a physical location with agents on phones. Instead, it represents an amalgam of technologies, processes, people and skills that can make or break a brand's reputation.

With your customer journey map in hand, you can begin to align your Contact Centre environment with the moments



Source: CapGemini and Forbes

## About Conn3ct

Conn3ct is a truly vendor-agnostic communications partner that helps multi-site organisations across the world solve their communications challenges.

Conn3ct are a trusted advisor that draws on over 30 years of knowledge and experience to solve complex communications challenges in three areas; **Contact Centres**, **Unified Communications (UC)** and **Network Services**.

Our vendor-agnostic capability allows us to build completely bespoke solutions for your business. We deliver end-to-end digital transformation by refining your people, processes, and technology.

## Our Clients

We support a diverse range of blue-chip organisations across the globe in the deployment and management of Contact Centre, Unified Communications and Network Services environments.



## Core Technology Partners

Conn3ct enjoys long-standing relationships with the world's leading technology partners. We have the highest level of accreditations to provide on-demand experience and expertise.



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