



Best Practices for Developing a Digital CX Strategy

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Technology. Transparency. Trust.

Today's Session

What Is Digital CX?

Why Does Digital CX Matter?

What To Look At, What To Do

Examples

Next Steps

My Experience

- »» Mindsight Contact Center Principal Consultant with 18 years of experience
- »» Joined Mindsight 4 years ago
- »» 13 years focusing on Cisco contact centers
- »» Involved in the full project lifecycle
- »» Expertise in technical sales, design, implementation and support for enterprise and SMB organizations
- »» Vast product knowledge: UCCX, UCCE, CVP, IP, IVR, Finesse, WFM, AQM





What Is Digital CX?

Customer Experience (CX)

Harvard Business Review:

Customer experience has been defined as the quality of all of a consumer's encounters with a company's products, services, and brand.





Why Does Digital CX Matter?

2018 *This Is What Happens In An Internet Minute*



Created By:
@LoriLewis
@OfficiallyChadd

Customers are changing. They have a lower tolerance in the digital world for hiccups.

Patience is a thing of the past.





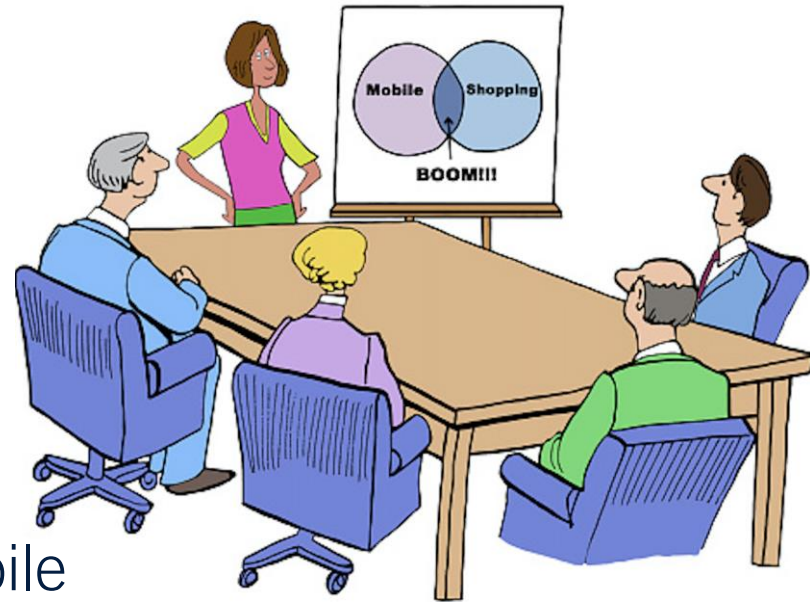
Digital CX Can Be Powerful

- Revenue growth when DCX is a priority
- Generation Y already prefers social media
- Customers are willing to pay more
- One in three consumers will leave brand after just one bad experience



Shifting Toward Mobile

- 91% of U.S. adults own smartphones
- 63% of U.S. adults use mobile devices to seek service
- 75% of people ages 35-44 seek support via mobile more than once a month
- 42% have used live chat on mobile devices



Who, Me? I Do B2B!

A recent study by Google and the Boston Consulting Group found that 80% of B2B buyers are using mobile at work and 50% of B2B search queries are made on smartphones.



<https://www.thinkwithgoogle.com/marketing-resources/experience-design/b2b-marketing-reshaping-growth/>



What To Look At, What To Do

Start Slow

You are not going to be Zappos on day 1, but you should not abandon hope. Most companies are still figuring this out.

Examine the basics.

#KISS

Look At Touch Points



Many companies will go through a journey mapping exercise to identify moments of truth and examine the high friction areas.

What do your service levels look like?

Add Channels Where Needed

- Live Chat
- Email
- Self-Service
- Social









Examples

Expectations



VS



ORDER ONLINE

AT DOMINOS.COM

PIZZA PROFILE



Create your **PIZZA PROFILE** and we'll save your address, payment information, recent orders and more, to make ordering online faster and easier than calling the store.

✂️ **COUPONS GALORE**



ORDER NOW

EASY ORDER



After placing your favorite order, save it as your **EASY ORDER**, and order it faster next time on your computer or mobile in as little as 5 clicks.

((CALLING))
THE STORE
IS SO 1980!



If you're going to use a phone, try one of our

DOMINO'S™

PIZZA

MENU

COUPONS

TRACKER

VIEW ORDER

DOMINO'S TRACKER

1
ORDER PLACED

2
PREP

3
BAKE

4
QUALITY CHECK

5
OUT FOR DELIVERY

Patent Pending

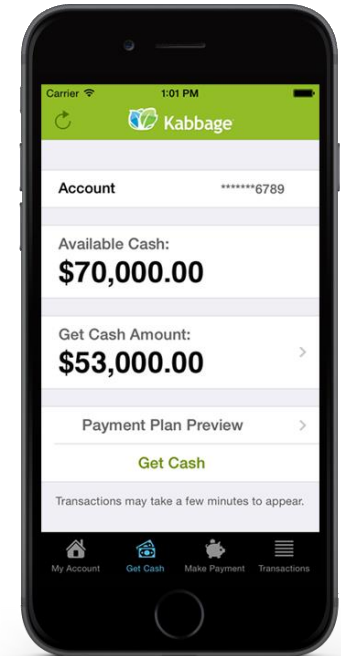
YOUR ORDER IS IN THE OVEN!

Our Expert Pizza Maker put your order in the oven at 5:17PM

GIVE US YOUR FEEDBACK

WRITE A REVIEW

9 LOCAL







Zappos | Zappos.com

<https://www.zappos.com/> ▼

Free shipping BOTH ways on shoes, clothing, and more! 365-day return policy, over 1000 brands, 24/7 friendly Customer Service. 1-800-927-7671.



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Three Quick and Easy Solutions - We're Here to Help You!

Call the Zappos Customer Loyalty Team:

We are here for you 24 hours a day - 365 days a year.
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Email us:

We look forward to helping you with your inquiry. We respond to email messages in the order that they are received, and will respond to your email as quickly as possible.
Email us: cs@zappos.com

Connect With Live Help:

Ask your question right now with a member of the Zappos Customer Loyalty Team.
[Go Ahead - Start a Conversation Now!](#)

Then:



@HVSVN



Don't fly @BritishAirways. Their customer service is horrendous.

Promoted by
9/2/13, 7:57 PM



British Airways @British_Airways

03 Sept

@HVSVN Sorry for the delay in responding, our twitter feed is open 0900-1700 GMT. Please DM your baggage ref and we'll look into this.



@HVSVN



@British_Airways how does a billion dollar corp only have 9-5 social media support for a business that operates 24/7? DM me yourselves.

10:00 AM - 3 Sept 2013

47 RETWEETS 31 FAVORIS



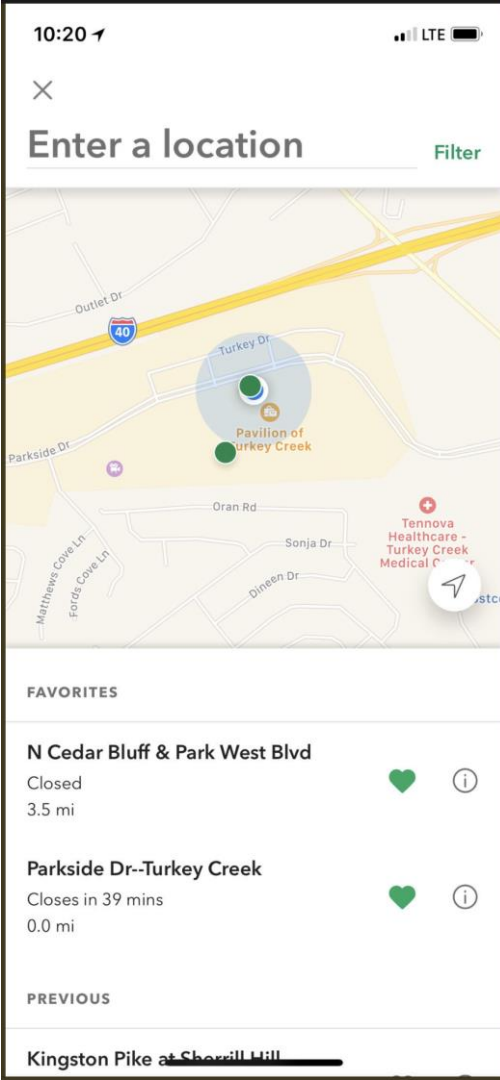
Now:



British Airways

@British_Airways

Official British Airways Twitter account.
We love reading your Tweets & are here
24 hours a day, 7 days a week to help.
You can also visit



Joshua Moss

@jmoss_4_0

Follow



Thanks for the heads up @Starbucks Glad I drove out here. 🤔 #customerservicefail





Christopher Daemon @daemonphotog · Jun 23

the fact that @GoDaddy @GoDaddyHelp "no longer offers support via e-mail" despite that e-mail being listed on the invoice is the most idiotic thing I have heard all week, I need an new registrar, one that accepts e-mails...any suggestions? How hard is it to move 72 domains?



1



2



GoDaddy Help @GoDaddyHelp · Jun 23

We have opted for live, real-time support options instead of email support. You can reach us by phone 24/7 or by chat on the weekdays. Let us know if you need some help here with a DM if you wish. ^T



[Send a private message](#)



3



Christopher Daemon

@daemonphotog

[Follow](#)

Replying to @GoDaddyHelp

Which, in my opinion, is harmful to your customer service. I want to send an e-mail, and get a response, in writing, like virtually every other vendor I use. I have no desire to be out on hold or be told something verbally that I can't prove later [#CSFail](#)

3:34 PM - 23 Jun 2018





@SadderDre · 1 Sep 2014

Yoooo I ordered a Pizza & Came with no Toppings on it or anything, Its Just Bread 😞 @dominos



137



11K



6.5K



Domino's Pizza ✓

@dominos

Follow

Replying to @SadderDre

@SadderDre We're sorry to hear about this!
Please let our friends at @dominos_uk know
of this so they can help. *EV



@SadderDre

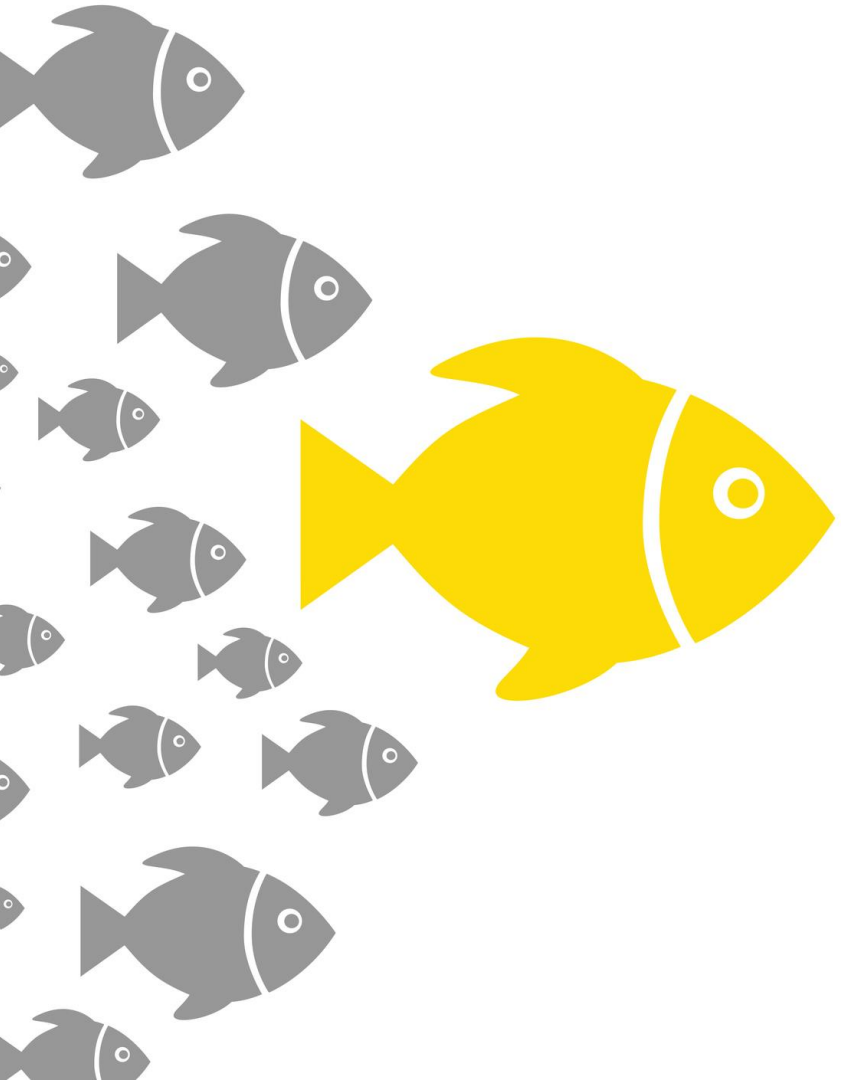
Follow

Replying to @dominos

Never mind, I opened the pizza upside down
:/ @dominos @Dominos_UK



Where To Start?



- You need to lead.
- Start with what you have.
- Identify the moments of truth and the friction points.
- Is an existing channel lagging?

The image features the word "FEEDBACK" in a large, bold, teal font against a light blue background. Surrounding the text are numerous white line-art icons representing different aspects of feedback and communication. These include speech bubbles, a lightbulb, a bar chart, a checklist, stars, and a hand cursor. Some icons are crossed out with a white 'X'. The overall design is clean and modern, emphasizing the importance of gathering and acting on feedback.

YOU CAN DO IT



Thank You!

John Irey

jirey@gomindsight.com