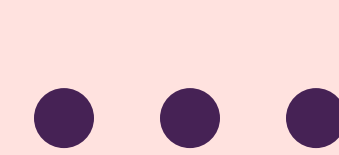
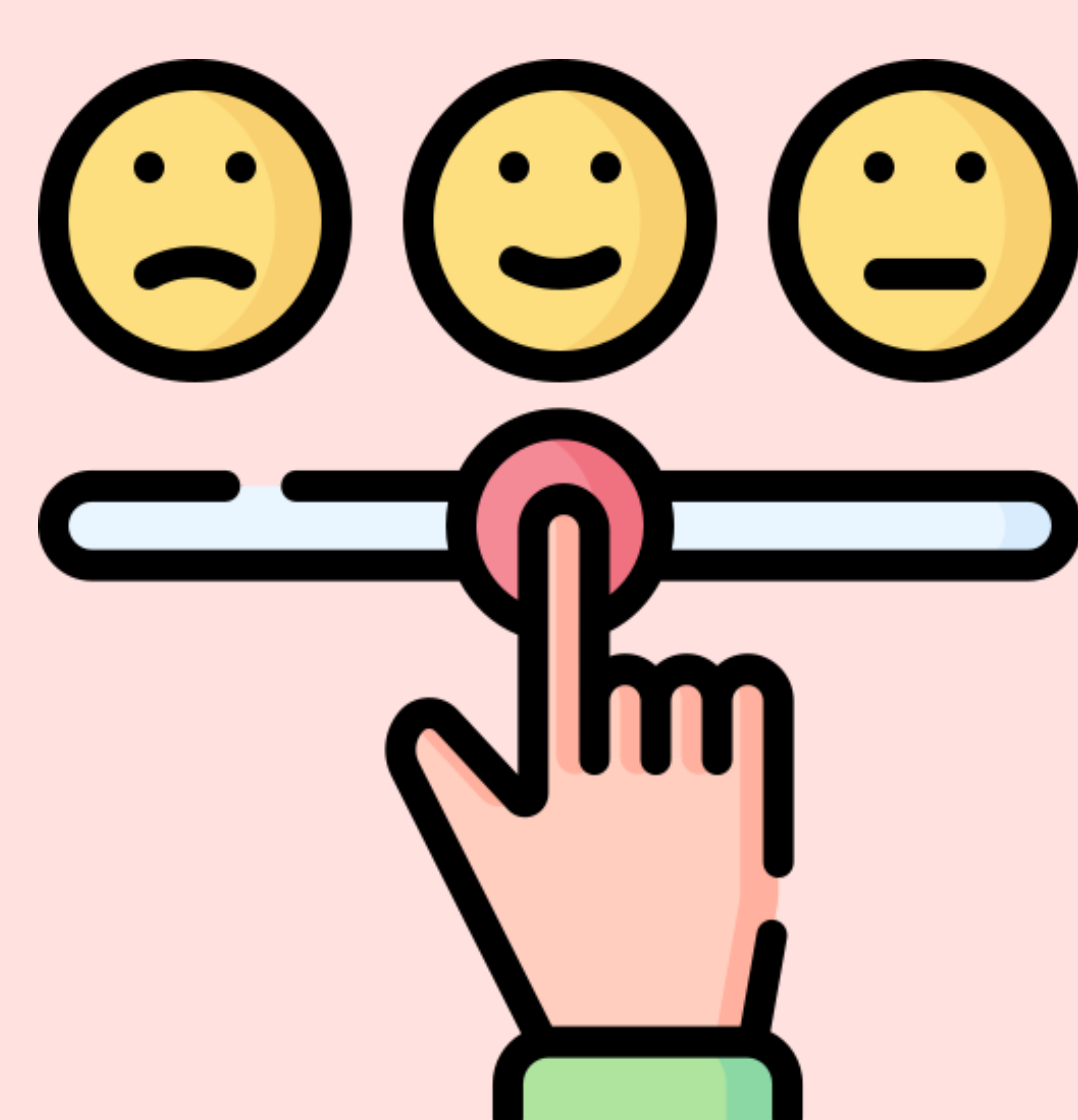


# UNDERSTANDING CUSTOMER EXPERIENCE : TIPS, IMPORTANCE AND THE KEY METRICS



Customer Experience (CX) is the result of every interaction a customer has with a business. It includes every single point of contact that the customer has experienced with a company's business - be it browsing their website, talking to the employees or purchase of a product or service offered by the company. Irrespective of how brief or long the interaction was, or whether an actual sale took place or not, it still contributes to the overall customer experience.

In these competitive times, customer is king and providing them a positive, unforgettable experience is the next area of competition for businesses.



ACCORDING TO A RECENT STUDY BY AMERICAN EXPRESS, 86% CUSTOMERS ARE WILLING TO PAY MORE FOR A BETTER CUSTOMER EXPERIENCE!

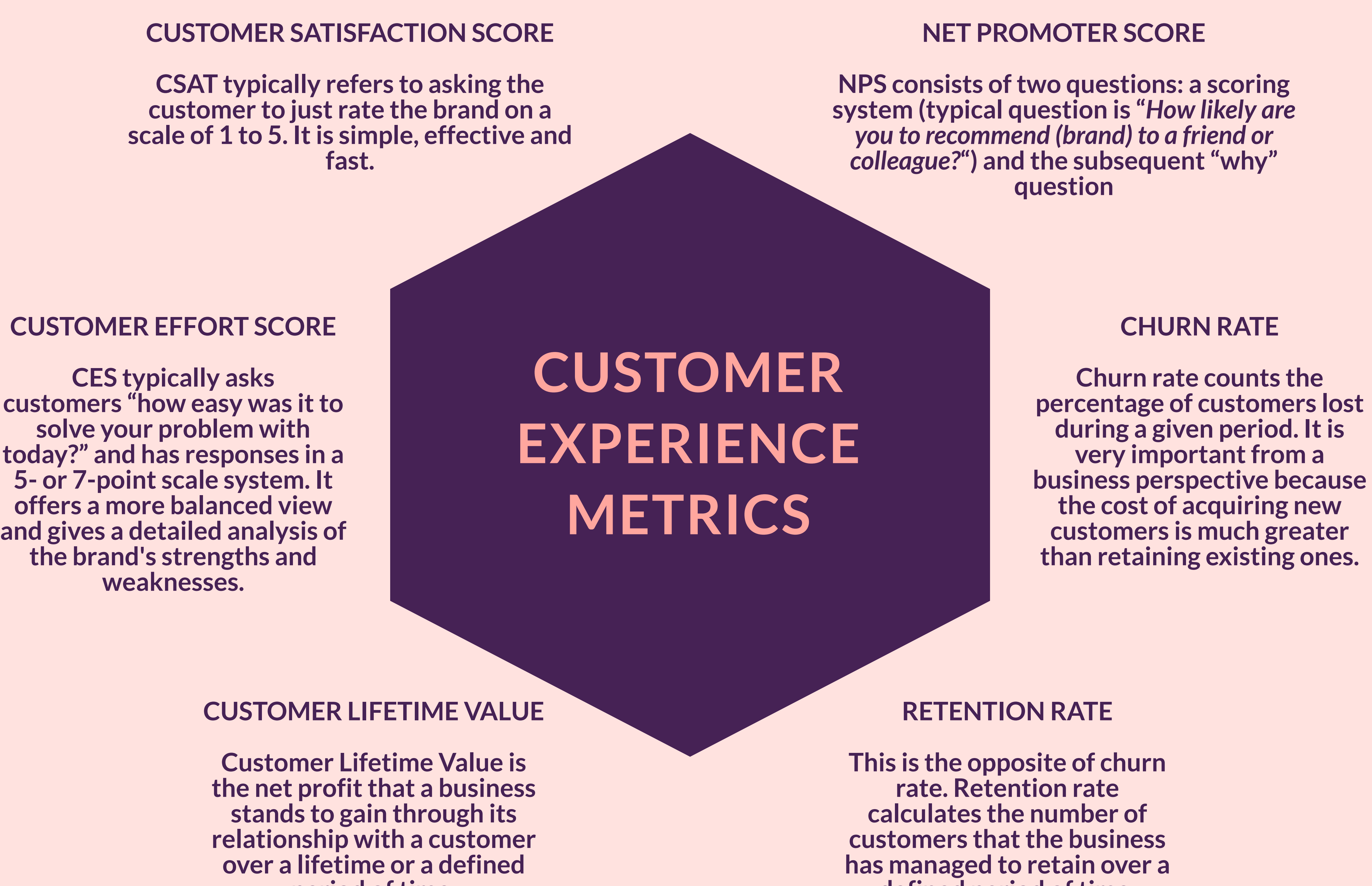
## TIPS TO IMPROVE CUSTOMER EXPERIENCE

- KNOW YOUR CUSTOMER**  
 If you want to improve customer experience, the first step is to understand what the customer really desires. Find out what they need, what they expect and align your goals with their needs.
- OMNICHANNEL APPROACH**  
 Adopt an omnichannel strategy so that all customer interactions across multiple touchpoints are streamlined in a unified way to deliver a consistent and seamless brand experience.
- ADOPT A CX MANAGEMENT PROGRAM**  
 CX management is a strategy used to design, track, oversee and organize all customer interactions to 'close the gap' between the intended customer experience and the actual customer experience.
- EMBRACE SELF-SERVICE**  
 Most customers do not really want assistance and are more interested in helping themselves. They would choose to browse through an instructions booklet or browse the Q&A on the website instead of queuing up for a helpdesk personnel.
- IMPROVE CALL CENTER EXPERIENCE**  
 A majority of customers are frustrated with their call center experience. Companies can leverage data gathered through IVR and analytics to focus on KPIs and performance metrics, thereby improving productivity and customer satisfaction.
- DEVELOP AND ENCOURAGE A CX-BASED CULTURE**  
 Instead of having a few employees or a single team to focus on customers, train and encourage all employees across the board to strive to achieve customer delight. That way, every employee knows the importance of CX.
- REWARD YOUR CUSTOMERS**  
 Your existing customers can offer you plenty of positive word of mouth publicity if you offer them a great experience and reward their loyalty. You could offer discount vouchers, loyalty points, tickets to events or freebies to show how much they mean to your business.
- ENGAGE YOUR CUSTOMERS ON SOCIAL MEDIA**  
 Social media is a great way to engage your customers. Have them follow your pages, interact with them, share insightful content and use it to build a long-lasting relationships with them.

## IMPORTANCE OF A POSITIVE CUSTOMER EXPERIENCE

We have discussed some some strategies on how to improve customer experience. Now let's look at why it is so important and what benefits it offers a business :

- INCREASE IN THE NUMBER OF CUSTOMERS
- REDUCTION IN THE NUMBER OF CUSTOMER COMPLAINTS
- BETTER UTILIZATION OF RESOURCES
- IMPROVEMENT IN BRAND PERCEPTION BY CUSTOMERS
- REDUCED MARKETING AND PERSONNEL COSTS
- BETTER JOB SATISFACTION FOR EMPLOYEES



*"We see our customers as invited guests to a party, and we are the hosts. It's our job every day to make every important aspect of the customer experience a little bit better." - Jeff Bezos*