

DELIVERING AN UNMATCHED CUSTOMER EXPERIENCE IN THE DIGITAL AGE

Are you aware that highly engaged customers buy 90% more frequently, spend 60% more per purchase, and have 3x the annual value compared to the average customer?

That's a huge revenue opportunity that you can take advantage of by digitally transforming your business.

To deliver a better customer experience, you need to understand who the new digital customers are, and what they want. Because it's clear that in today's online economy the customer is firmly in the driver's seat.

PERSONALIZING CUSTOMER EXPERIENCES

Today's consumers want sellers to treat them as unique individuals. They love it when you know their personal preferences and purchase histories. According to Accenture, 75% of customers are more likely to buy from a company that:

- Recognizes them by name
- Knows their purchase history
- Recommends products based on their past purchases

If this sounds like Amazon, you're right. The best lesson we can learn from best retailer on the planet is that their customers are very happy to let Amazon use their data. Today's customers are keenly aware of how technology empowers them to get what they want, when and how they want it. Amazon is a master at providing personalized digital services to every one of its customers.

Consumers now expect an immediate response to their service requests. They would rather engage digitally than pick up the phone. And they expect the same response times on weekends as on weekdays. The demand for instant gratification has forced organizations to remain accessible 24/7 with live people, no IVR, and answer calls in one to two rings. Customers expect the responses to be tailored to their needs and issues – they do not want to have to re-explain the problem.

Everything is happening in real time, which is why companies that can offer speed, personalization and accessibility are winning online.

Today's consumers are not loyal to a single mode of shopping. They'll browse in-store, shop online, share feedback through mobile apps, and ask questions of your support team on social media.

In today's fast-moving, always-connected, always-on world, companies are forced to give serious thought to their digital transformation strategy.

Digital transformation offers companies highly effective ways to

engage with modern buyers and fulfill their expectations of a seamless customer experience, regardless of channel or place.

1. Customers Expect an Immediate Response

Speed matters. How fast can you get your product to the customer? How quickly can you accomplish a service task? A three-day turnaround on an email or a long list of menu options on an automated phone system will drive today's customers nuts – and drive them away.

2. Customers Will Figure It Out, With or Without You

But it's better if they figure it out WITH you. Cutting-edge technology from Apple and Google has led consumers to expect a digital service experience that is clean, simple and user-friendly. In today's world, you'll get no second chances to make a great first impression.

3. Make Your Website Customer-Friendly

Your website is one of the main channels your customers will use to figure out how to solve a problem with your products. Are you seeing your website purely as a sales tool? Are you seeing it as merely an interactive version of your brand? Maybe you feel it's just one of those things "you have to have nowadays." I promise you, your customers are going to take your website very seriously, with high expectations that it will serve them well, even if they only need to look up your phone number.

What are you waiting for? The digital disruption has opened fantastic opportunities for us all to offer world-class customer engagement. It's an ideal time for our customer service teams to take advantage and step up. When planning your online portal, think like your customer, and give them what they're looking for. It's the only way to make a great first impression online.

Deliver first-rate digital experiences and watch your customers knock it out of the park for you.

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