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Measuring the Customer Experience:

Collect Everywhere and Share Across the Business

This is the era of customer experience (CX). Every business in every industry is competing to draw customers to its brands and build loyalty. To attract and keep customers coming back, offering the best product or high-quality service is not enough. You have to make every interaction successful, simple, and maybe even memorable. Which means you have to understand customers—their needs, habits, likes, and dislikes—across the entire omnichannel journey.

A recent Verint Experience Index¹ confirms that customers who report having a great experience have a 74 percent higher likelihood-to-recommend-the-brand score and an 85 percent higher likelihood-to-recommend-the-site score.

So how does your company measure CX? Virtually all organizations have tools in place—but they don't often have a comprehensive strategy. Leveraging a value chain framework can help you create a unified plan.

That means not just listening to customers, but listening to *all* customers across *all* touchpoints, and then sharing data and analytics across your organization. It also means prioritizing actions based on business benefits. Without those strategies in place, you'll have a siloed and misinformed CX program—and a costly one, given the high stakes.

The CX Value Chain Framework

What does a disconnected experience look and feel like for a customer? Just imagine someone calling a contact center with a simple request:

Customer: “I need to change my address on this utility account. It's an easy fix and shouldn't take more than a few minutes on the phone to update a form, right?”

Phone Agent: “Yes, I can change your address. I'm in the billing system now and I'm updating it with your new information. Oh, but there's one issue. Our marketing system is down, so the billing system can't share the information. I can change your billing account, but not other mailings or

communication we might send to you. That requires another call.”

Customer: “That's annoying! I have to call back because your system isn't working? This process is a lot more complicated than I expected, and it's wasting my time.”

Your customer is unhappy and, worse, the broken system the exchange exposes isn't remedied as a result of the interaction. So it will continue to annoy more customers, frustrate employees, and damage the company's efficiency and brand.

Best-in-class CX organizations know the secret to success is a comprehensive CX vision. A CX value chain approach accomplishes that by ensuring a business is listening to all customer signals across all channels, connecting that data, and sharing it across all organizational levels—tactical, operational, and strategic.

This enables listening at every customer interaction—websites and apps, contact center, locations, chat, social media, etc.—and initiates action at each organizational level. Everyone involved in CX—from contact center agents and store employees to CMOs and CEOs—has the right information and works toward the same goals.

Here's our customer experience scenario with a CX value chain framework in place:

Customer: “You can't change my address in both systems? That's annoying.”

Phone Agent—Tactical: “Sorry. I'll send you a service coupon for the inconvenience. And our marketing department will contact you as soon as their system is back up—no need for you to call back.”

Operational: After the call, the phone agent alerts Marketing about the problem. Marketing connects with IT to solve the issue.

Tactical: Someone from Marketing contacts the customer to change his or her address.



Strategic: This issue, which has happened several times, is elevated to the CMO and CXO. A financial report is created laying out the costs associated with account management calls. They propose an automated, digital process for updating all elements of customer accounts.

The outcome? The organization is able to document a decrease in contact center costs and improved Net Promoter Score (NPS) and Customer Satisfaction (CSAT) scores.

Make Business Decisions That Drive Impact

Verint's CX value chain framework emphasizes data sharing, informed decision making, and coordinated action. It helps CX team members operate within a connected system to understand every moment, orchestrate business experience improvements, and accelerate business impact. Find out how it can help your organization simplify, modernize, and automate operational and strategic improvements to the CX you deliver. ■

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¹ Verint Experience Index: Retail, February 2020. The report ranks digital experiences of the top 25 retailers in the U.S. based on revenue and using a panel sample of 12,533 U.S. respondents, collected from November/December 2019.



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