



A WHITEPAPER ON

# Top Customer Experience (CX) Trends 2018

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## EXECUTIVE SUMMARY

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- ❖ Trend #1: Companies apply various tools and technologies, and innovate to make sense of the huge swathes of data available at their disposal. They strive to use data smartly to solve customer pain-points and make improvements in critical areas.
- ❖ Trend#2: Companies pander to the customer like never-before, re-aligning processes and systems keeping the customer in mind, and striving for a new customer-oriented culture.
- ❖ Trend#3: Companies resort to hyper-personalization in a big way, in tune with customer preference for the same.
- ❖ Trend #4: Companies co-opt emerging tools and technologies to better CX, after sensitizing such new assets to suit the unique ecosystem around the company.
- ❖ Trend #5: Companies strive to deliver a consistent experience for the customer, across different channels, touch-points, and points of contact.

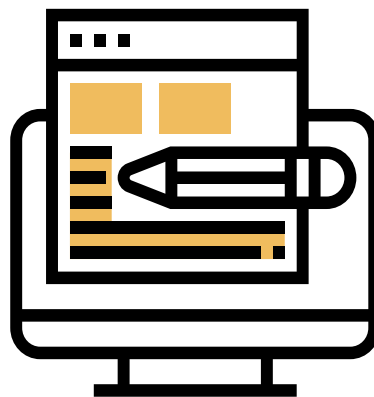
## TREND #1:

### INCREASING THE ROLE OF DATA IN CX DECISIONS:

#### CHALLENGE:

Digital technology leaves ample data in the hands of enterprises. Side-by-side businesses increasingly seek quantifiable results for the investments made even for investments in CX where the benefits are indirect, and in the long term.

However, data collection is still in the “dark ages”, with a majority of companies still collecting data through a traditional ‘give and take’ exchange, such as providing some incentive for handing over personal information.



#### SOLUTIONS:

Enterprises apply analytics on customer behavior and operations data to deliver more sophisticated customer experiences. They use data to:

- ❖ Glean a realistic picture of the target customer, and deliver more relevant messages depending on the stage of the customer lifecycle. For example, front-line staff uses customer data to deliver powerful sales pitches.
- ❖ Identify pain-points on a proactive basis and make resolutions. The best practice is to monitor customer activity and nip issues in the bud before they escalate to major issues.
- ❖ Understand customers better. For instance, marketers may apply predictive analytics for ‘reverse profiling’ of customers instead of ‘portrait sketching,’ to identify what customers value at the current point in time based on behavior rather than demographic data.
- ❖ Develop channel strategies, such as to speak differently with a prospective customer and an existing customer.
- ❖ Align brand activities with the promise. Companies use data to identify the gap between

promise and reality or customer expectation and delivery, and devise data-backed strategies to bridge the gap.

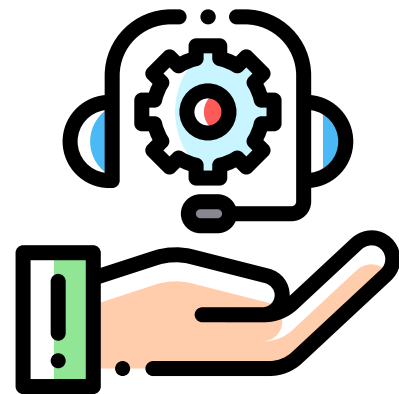
## TREND #2:

## PANDERING TO THE CUSTOMER LIKE NEVER BEFORE

### CHALLENGE:

Increased competition and highly aware customers force enterprises to realign their systems and procedure, to keep the customer at the center of things.

Consumer expectations have risen sharply in recent times. As a rule of thumb, customers expect marketers to deliver what they want in three questions of clicks or less.



### SOLUTIONS:

Today's enterprises adopt many strategies to place the customer first and deliver impeccable CX:

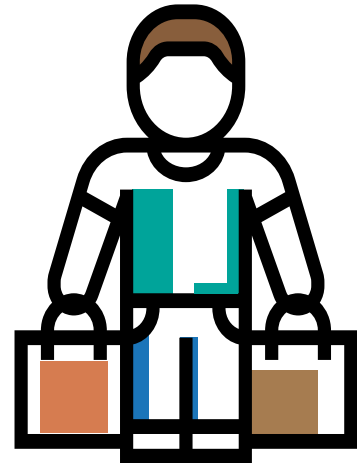
- ❖ Use available customer information to tell the consumer what they want to know, rather than blast them with promotional messages.
- ❖ Strive to keep the customer journey as the focus of all innovations.
- ❖ Leverage automated tools to review key customer-related metrics on a constant basis, and even real-time, to ensure the effectiveness of the process or interventions.
- ❖ Install a customer-focused culture, by re-aligning processes and systems based on customer convenience rather than internal convenience. Forrester reports organizational culture as the top challenge standing in the way of a successful customer experience program.

## TREND#3: HYPER-PERSONALIZATION

### CHALLENGE:

Today's customers are highly demanding and prefer to be engaged as per their whims and terms.

A Pure360 study indicates that many companies who still rely on basic forms of personalization are failing to engage effectively.



### SOLUTIONS:

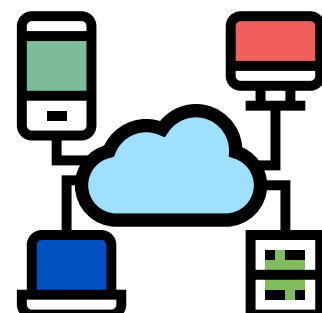
Companies adopt many strategies to personalize engagement with their customers. Among other things, they:

- ❖ Leverage AI tools to capture behavioral data in the background.
- ❖ Give greater thrust to creating a digital persona and behavioral segments.
- ❖ Adopt predictive analytics to target customers with highly relevant content.
- ❖ Deliver Augmented Reality solutions to shape customer experiences.
- ❖ Focus attention on critical areas to intervene and make a big difference, rather than spam the customer with feedback forms.

## TREND #4: CO-OPTING EMERGING TOOLS AND TECHNOLOGIES

### CHALLENGE:

Technology is in a state of continuous flux. Today's tech-savvy customers demand the latest technology has to offer. However, for the enterprise, new technologies may mean



disruption and change pangs. Worse, not all new technologies may gain traction, forcing trial-and-error experimentation.

## SOLUTIONS:

Companies are now engaged in a “tech race” to adopt new technologies. However, smart companies also take care to sensitize new technology to customer preferences and internal efficiencies. Most companies today:

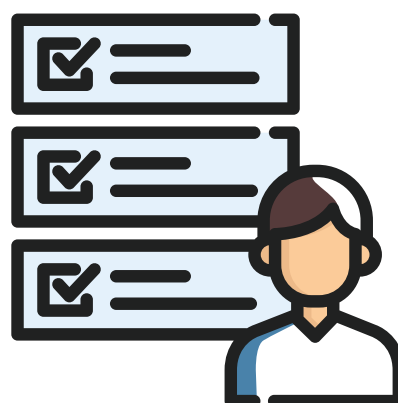
- ❖ Reevaluate and reconfigure under-performing CX initiatives, introducing newer technologies wherever relevant.
- ❖ Embrace speech recognition as the new power-tool for interfaces and insights.
- ❖ Evolve and morph chatbots into wider Artificial Intelligence-based applications.

## TREND #5:

### OFFERING SEAMLESS DIGITAL EXPERIENCE ACROSS DISPARATE CHANNELS

#### CHALLENGE:

Companies face a tough task to provide a consistent UX across channels, in today's highly fragmented digital landscape. The challenge is not just the disruption caused by new news and technologies ruffling the status-quo, but enterprise-level silos which lead to customers having to “reinvent the wheel” on each interaction.



## SOLUTIONS:

Enterprise strives to deliver top-notch and consistent UX across channels and the enterprise by:

- ❖ Leveraging Customer Experience Cloud to integrate data from various sources.
- ❖ Using contact centers and physical locations to tie together data from various sources.
- ❖ Actively seeking top management support and involvement in CX initiatives, to establish across-the-board legitimacy for the CX process.
- ❖ Enlisting experts to train and educate rank and file employees regarding the importance of CX and how to translate the company's CX strategies into action.

A 2016 study reveals 75% of companies want to improve customer experience as their top objective. The trick, however, is to get their CX strategies right. Enterprises need awareness of the latest trends and best practices related to CX and adopt after customizing it to suit the peculiar sensitivity of the enterprise.

## REFERENCE

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Our three-phase approach to implementing digital transformation for you ensures that you win stakeholder support, secure early wins through competitive advantage, and transform your business for future growth. And our tailor-made platform, Mekanate, helps you discover your business DNA from your passive and active data, and use it to initiate, integrate and accelerate your DT implementation.

With our niche and rich expertise in a wide range of technologies and services - CMS, CRM, e-commerce, Cloud, IoT, Data Analytics, and Product Engineering - we help companies across the globe leverage their best on web/cloud/mobile platforms.

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