

# EXPERIFY

## Why Nothing is More Important Than Getting the Experience Right



An Experify White Paper

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# How The Business With The Best Customer Focus Always Wins

It doesn't matter whether you have a shop, a restaurant, or a bank. Without customers, your business doesn't exist. And thanks to the ease and connectivity of social media and online review sites, your customers hold more and more of the cards. In the Age of the Customer, the business with the best customer experience is the one that is most likely to win.

## **Your customers trust each other more than they trust you.**

When your customer has a particularly good or bad experience, the likelihood goes up that he or she will share their experience with someone else. In the pre-social media era, these customers would share their experience with up to 9 people. Today, social media expands the reach of your customer's opinion to 42 people. Even if they aren't on social media, your customers have online reviews as a mouthpiece. Even large businesses with well-funded advertising campaigns are subject to the power of the customer voice.

Online reviews influence the buying decisions of 90% of customers.

## **You can't control what they say, but you can shape the customer journey.**

People have trouble remembering actual details of an interaction, but no trouble remembering how those details made them feel. This means that perception is as much a part of customer experience as the actual customer experience. A great actual and perceived customer experience comes down to three factors – success, effort, and emotion.

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- **Success:** Did the customer accomplish the goal of their visit? Enabling the customer to accomplish what they came to do is the first part of a quality customer experience. That might mean putting in place virtual line management solutions to control the number of people standing in a physical line, providing self-service kiosks, using clear digital signage to keep people well informed about their progress or supporting their journey with mobile applications.
- **Effort:** How much effort did it require on the customer's part? Online shopping has made it incredibly easy to purchase a product. Particularly for retailers, making sure your brick and mortar locations flow as smoothly as your online presence is vital to a seamless, high quality brand experience. A consistent look and feel across channels and solutions like Click & Collect can bridge the touch points, making it simple for your customers to keep buying from you.
- **Emotion:** What emotions did the customer feel while they were in your environment? Frustration, anxiety, and uncertainty will kill a positive customer experience. It is not only possible to keep people informed at every step in their journey, it is vital to the strength of your brand. From efficient online appointment booking, to relevant on-premise communication channels, to well-informed employees, you can support positive emotions from start to finish.

The final piece of the puzzle is the customer's voice. Before your customer ever leaves your environment, give them the chance to share their feedback – simply, honestly, and quickly. Show you care about their opinion. Not only do you amass valuable insights and business intelligence you can use to inform strategies for creating a better brand experience, you become a channel through which your customer can raise their voice with a review.

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## 3 Perspectives That Lead to the Best Possible Customer Journey

The customer journey takes someone from the initial point of contact to the final service delivery. In much the same way as when we have a new dining experience, a customer will remember the lowest point (worst moment), the highest point (best moment), and how an experience ended.

Because the customer journey can vary widely in duration and complexity, it's important to remember that even a good experience at one point in the process (e.g., setting an online appointment) can be canceled out by a poor experience later on (e.g., a poorly managed queue at your brick and mortar location).

Optimizing the customer journey across all touchpoints is arguably the single most important factor in maximizing the outcome of a customer visit. And yet, service providers often do not spend nearly enough time focusing on the customer experiences at the physical location. That oversight creates a potentially costly disconnect between the organization and the customer.

As operations move increasingly toward omni-channel, it's more important than ever to take a fully integrated look at the total customer journey.

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## Customer Journey Analysis

Experify use a systematic approach we call Customer Journey Analysis to help organizations understand customer journeys and identify gaps in their service delivery model. The outcome and recommendations from the program assist companies to optimize the way current and prospective customers experience their environment and interactions.

The Customer Journey Analysis program documents how each individual touchpoint works and impacts the entire channel. By gathering actual experiential feedback from the staff, customer, and process perspectives, the program generates a holistic snapshot of where gaps and opportunities exist.

**The Staff Perspective** considers how the staff perceives the customer experience, and where they see opportunities for improvement.

**The Customer Perspective** considers every experience from arrival through departure. This input clarifies how effective, pleasant and productive the customer's interaction was with the service environment and how the customer feels about the experience they've had – what mattered most, and where improvement opportunities could be made

**The Process Perspective** produces insight into the demands placed on the service environment by customers, and how well that demand is managed. It looks at the way customer issues are resolved and how actively opportunities are converted. It can assess the effectiveness of physical resources, the level of ROI you're generating from the service environment, and what can be done to optimize each step of the journey toward the greatest outcome. It produces insight into the demands placed on the service environment, and what can be done to optimize each step of the journey toward the greatest outcome.

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Ultimately Customer Journey Analysis uncovers every critical detail of the current customer journey. This level of fully integrated transparency gives you the targeted intelligence needed to design the optimum solution and to craft a comprehensive strategy for elevating the efficiency and quality of each experience for customers, staff, and environment.

**Knowledge is power. Understanding your gaps and addressing them sooner, rather than later, enables your organization to reach its maximum potential.**