

Customer Experience: Creating Value through Transforming Customer Journeys

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I. INTRODUCTION

In the current competitive business environment, companies need to distinguish themselves not just by their products or services but also by the quality of customer experience they provide. Customer experience refers to a customer's impression of a brand based on all interactions with it, from purchasing to customer service and emotional connection.

Studies indicate that a positive customer experience is vital for customer loyalty, repeat business, and positive word-of-mouth marketing, with 73% of customers stating it as a key factor in their purchasing decisions. Conversely, a negative experience can cause customer churn and harm the company's reputation.

Hence, companies across industries are striving to improve the customer experience through customer experience management (CEM), which involves designing and delivering experiences that exceed customer expectations. CEM includes understanding customer needs, mapping customer journeys, and identifying ways to improve the experience at each touchpoint.

However, providing a positive customer experience can be challenging due to product quality, customer service, brand reputation, and pricing. Additionally, customer expectations continuously evolve, and what was considered a good experience previously may not suffice today.

Delivering superior customer experience (CX) is a mandate that now extends well beyond the bounds of customer service, support, sales, or IT departments. It requires a cultural shift that emphasizes pervasive information sharing and intent analysis across the enterprise. Executives not fully immersed in CX leave their organizations open to churn and reduced market presence. Executives across all domains need to step up and lead their organizations' CX efforts in order to survive.

Many organizations fall short in these areas. A recent survey of 300 C-level executives showed that only half are confident they are able to

provide high-quality digital experiences to customers such as proactive digital conversations, online and mobile self service, and chatbot interactions. The survey, conducted by Joe McKendrick, on behalf of Information Today, Inc. and NICE, also finds a majority (59%) rate their company's first-contact resolution with customers as "poor" or "less than adequate."

One of the reasons why companies don't have a good initial contact is because they don't understand the "intent" of the customer interaction fully at the first initial contact, this sometimes results in poor customer service or, worse, churn. This is one of the reasons why companies don't have a good initial contact. The amount and variety of online and offline touchpoints, as well as customer expectations resulting from the use of social media and gaming apps, make it particularly challenging to provide great CX in the modern world.

II. SECRETS TO DELIGHTING CUSTOMER EXPERIENCE

Developing customer experience vision

The desired condition for a company's consumers' interactions with its brand is referred to as the customer experience vision. It is a vision statement that describes how the business hopes to improve the customer experience in the future and serves as a roadmap for all customer-facing operations.

The company's general goal and values should be reflected in the customer experience vision and awareness of its target market's needs. The most recent developments and trends in customer experience should also be considered.

A company may stand out from rivals, foster client loyalty and advocacy, and ultimately boost sales and profitability with a strong customer experience vision. However, it is important to note that creating and executing a customer experience vision is a continuous process that requires ongoing attention and investment.

A business must comprehend how that

contributes to its ability to perform uniquely in the market in order to create internal momentum for initiatives to establish a unique customer experience. A business must know- who are my customers as individuals and as groups? What motivates them? What do they want to achieve? What are the fundamental causes of satisfaction? What are their needs, wants, stereotypes (perceived notions) as well as their emotions?

Additionally, listening to what your customers expect is a critical component of developing a customer experience vision. Understanding and meeting customer expectations is key to delivering a positive customer experience and building long-term customer loyalty. So there is a must ask question for all the businesses: **Are you really listening to what your customers are saying?** If not, then

- Develop a hypothesis about customer outcomes that matter
- Link what customers say to what they do
- Analyze the historical performance of real customer cohorts
- Look at the trend to take a forward-looking view.
- Track outcomes
- Follow up

These things will create a strong basis for action: a definition of the degree of change desired, a strong understanding of what matters to customers, and a shared aspiration and framework for change. There are many examples of companies with strong customer experience visions. Here are a few:

Disney's customer experience vision is centred around providing magical experiences that create memories that last a lifetime. The company's focus on customer service and attention to detail is legendary and has helped it build a loyal fan base.

Apple's customer experience vision is all about simplicity and elegance. The company's products are known for their intuitive design and user-friendly interfaces, and its stores are designed to provide a premium shopping experience.

Amazon's customer experience vision is centered around providing a seamless shopping experience that is convenient, fast, and affordable. The company's focus on customer service, personalization, and innovation has helped it become one of the most successful e-commerce companies in the world.

Zappos' customer experience vision is all about providing exceptional customer service. The company's employees are trained to go above and beyond to meet the needs of customers, and its

generous return policy and free shipping have helped it build a loyal customer base.

Each of them has a clear focus on putting the customer first and creating experiences that meet or exceed their expectations.

From touchpoints to journeys

Touchpoints are crucial, but they don't provide the full picture. An interaction between a customer and a business, such as a website visit, a phone contact, or an email exchange, is referred to as a touchpoint. Touchpoints are discrete occasions that disregard the bigger picture of the customer's journey.

A customer journey, on the other hand, considers every touchpoint and the overall customer experience. With a broader perspective, businesses may better pinpoint their pain points and potential growth areas. Businesses may build a more integrated and fulfilling experience that increases customer loyalty and profitability by concentrating on customer journeys. Exhibit 1 considers the onboarding process for new customers, which lasted approximately three months and required an average of nine phone calls, a technician visit to your home, and multiple web and mail exchanges.

The chance of the interaction going smoothly was at least 85% at each touchpoint. Nevertheless, over the duration of the journey as a whole, client satisfaction decreased on average by roughly 60%. The onboarding procedure as a whole was flawed, not the touchpoints specifically. (increasingly touchpoints are displayed, and the problem gets increasingly complicated.) As a result, even as these functional groups strive to maximise their own contributions to the customer experience, they continuously run the risk of losing sight of what the customer sees (and wants). Because;

Customers want a seamless journey-

Customers today are intelligent and demanding. If their expectations are not satisfied, they want a seamless experience across all touchpoints and channels and won't hesitate to switch to a rival. Customers consider the entire experience rather than individual encounters. Companies that just concentrate on touchpoints run the risk of alienating customers who want a smooth and fulfilling journey. The key to mitigating disloyalty is to reduce customer effort.

Perceived actual value to customers = perceived benefits from product usage + perceived benefits from satisfied emotional needs - perceived price - perceived customer effort.

“Customer loyalty depends on how easy you make it for your customers to do business with you”



Touchpoints Are Only Part of the Picture-

A touchpoint is just one piece of the puzzle. It doesn't consider the customer's history with the company, their preferences, or their goals. By focusing on customer journeys, companies can gain a more complete understanding of their customers and tailor their experiences accordingly.

Journeys Help Identify Pain Points-

Companies risk missing the wider picture when they concentrate on touchpoints. Businesses can spot problems and opportunities for development that might not be visible at the touchpoint level by looking at the client journey. Even though the touchpoint (the website) is well-designed, a customer could not be happy with a company's returns policy. Companies may identify these problems and fix them to enhance the whole experience by concentrating on the journey.

Journeys Create More Value-

Companies may give their customers greater value by concentrating on the customer journey. Companies can more successfully personalize their experiences to match the needs of their customers by being aware of their needs, preferences, and goals. Compared to businesses that thrive at touchpoints, those that do best on

journeys have a more pronounced competitive advantage. Business outcomes like revenue, turnover, and repeat business are substantially more closely connected with performance on journeys. According to the studies, when the whole journey functions smoothly rather than just the touchpoints, health insurance is **73 percent** more likely to occur. Customers of the hospitality sector that have successful customer journeys may be **61 percent** more likely to refer to those hotels than customers of hotels that only pay attention to touchpoints.

Use customer journeys to empower the front line

Businesses create boards or panels of customers to give a formal feedback method. Prior to creating any methods to address their demands or challenges, listen to the personnel. Hire based on attitude, not aptitude, next. Customer experience's biggest challenge is turning boardroom ideas into reality on the front lines. The idea is to have empowered employees, giving front-line employees a purpose, not just regulations, utilizing current creative talent.

As was already said, the problem with CX is that it has traditionally been confined to the contact center, sales, or IT areas.

CX must report to an executive team or be formally recognized in developing posts like "chief customer officer" or "chief customer experience officer." The accountability and stewardship of CX must be a component of every executive function, even though it's critical to place accountability in the hands of a strategist who can combine or integrate efforts across corporate silos. Even if a formal CX position already exists, it's crucial that everyone assume the role of chief customer officer and be responsible for the customer.

The only people who can create an enterprise-wide vision for aligning the company behind excellent CX and remove roadblocks are business leaders themselves. The following innovative ideas must be applied to the way people, procedures, and technology deliver CX:

- a dedication to supporting or delivering great CX, with tools and access to customer information available as needed, across all employee and management ranks.
- a tolerant corporate environment that values compassion and relentless dedication to excellence
- a highly integrated, intelligent, and well-connected infrastructure that is studded with AI tools that can enhance human capabilities.

Becoming customer-centric

Customer centricity is putting the needs of the client at the center of the business. This indicates that not only are they the center of business values and cultural ideas, but the customer also influences the creation of strategic objectives.

An organization's **corporate culture** can be thought of as the main factor in achieving customer centricity. First and foremost, the mission of putting customers first must be supported by the business values and strategic objectives established. Then, it is necessary to teach everyone inside an organization about these principles,

ensuring understanding at all professional levels. It is crucial that these be accepted and put into practice in addition to being comprehended. This will make it possible to include and consider the customer in all company activities, promoting the development of a truly **customer-centric culture**.

Being completely customer-centric is an **iterative process** that can take some time. Customers' requirements and preferences vary as technology develops; today, customer expectations are always rising, driving up demand for more individualized, time- and money-saving solutions. To ensure that their practices are current and applicable to the most recent client requests and trends, a company must adapt and develop along with its customers' requirements.

Conducting **CX metrics** can help determine how successfully a company is focused on its customers. These can include analyses of customer satisfaction levels over the course of a customer journey, which in turn shows whether the needs of consumers are the driving force behind strategy and are successfully met by the services offered. Businesses have to quickly refine their customer value propositions, and we anticipate that four major themes will continue to drive the change of the consumer experience:

Propositions

1- Digital Brands Triumph

Lockdowns have sped up the adoption of digital technology at a never-before-seen rate. As alternatives were forced to close or significantly cut their offering, digitally native firms have increased their share of consumer spending. Companies in the media and entertainment sector drove decentralization onto apps like TikTok and Netflix. Customers' interest in the virtual world will inevitably decline once the economy recovers, and instead, the focus of the market will gravitate towards the companies who have supported us throughout the pandemic.

People are increasingly seeking indoor recreational activities, which has resulted in an exponential market growth for Netflix-streaming services.

2- Existing Brands Drive New Propositions

Businesses that relied on face-to-face interactions to supply their goods or services have been forced to adapt quickly. For instance, restaurants have embraced takeaway and home delivery options. Any firm with a social media presence, flexible payment options, and the agility to appear when the client demand arises will be able to iterate their offers and profit from the

coherence of online and physical channels in the post-pandemic economy.

Brick and mortar eateries are shifting to attracting customers remotely as DIY kits enable consumers to produce from the comfort of their own homes.

Differentiators

3- Regulation Drives Differentiation

To ensure that their consumers are secure and comfortable, businesses are now required to implement precautions and preventive measures. Customers expect clean, Covid-compliant experiences as limitations are loosened over the following year. This is a crucial factor to take into account for companies that operate both physically and digitally, such as Amazon and Uber, which devour deliveries left at the door.

Widespread use of contactless payment has made it the norm for both customers and businesses in many ways. Its consequences are probably going to last long after the pandemic. (For example, the maximum Contactless payment is now £100).

4- Care as a Differentiator

Businesses need to continue to be more pro-active in identifying and meeting their customers' requirements when the economy picks up because of the shift from physical to digital channels. No matter the channel, businesses now have empathy ingrained in their very DNA.

Expectations for compassionate customer interactions, such as the introduction of Welsh and English-speaking Virtual agent Ceri provides considerate responses to users' frequent inquiries about COVID 19 in a caring tone.

Purpose-driven experiences

In a market where competition is severe and consumer demands are rising daily, trust from consumers is not only essential but also a brand differentiator that might make or ruin a company.

The shift to the new economy brand is more crucial than ever because there are so many options available to consumers. In place of the once-selective few brands, there are now hundreds of options available globally, prompting consumers to consider their level of trust before making a purchase. As the "**new currency of the digital world**" ,trust is crucial for developing current products and/or services and designing new ones in order to draw in and keep customers.

CX regulations are a key tool in influencing consumers' perceptions of trust.

Due to the rapid impact of social media on

our lives, purchasing decisions, and behavior, the need to develop brand trust has also increased. Customers are more discerning about how a product is presented and frequently use social media to **interact with brands**. It is crucial that businesses maintain open lines of communication and are conversing with their customers, especially on social media. The change to digital has resulted in a shift in emphasis towards **digital relationships with businesses and fewer in-person transactions**, which may have an impact on a customer's impression and subsequent level of brand trust.

Companies must develop on their use of distributed technology, artificial intelligence (AI), and extended reality technologies and how these technologies improve their brand and customer experience if they want to create positive digital relationships with their brands. **Price and trust may have to be traded off**, which would result in brand and price differentiation. It's possible that investing in strategies to raise consumer confidence in your brand will protect your revenue.

Activating Purpose-Driven Experience

Customers value purpose more than ever, and 88% of employees want to work for a company that has a positive social impact. Customers are also 2.4 times more ready to pay for things that they believe will have a beneficial impact.

Businesses were concentrating on the responsibility or limiting the negative externalities linked with their company prior to the pandemic. The pandemic and other societal trends have increased the demand for impact among co-workers and clients.

Brands must explain their presence in the post-covid economy when enterprises' moral convictions, expert knowledge, and comprehension of customer demands converge.

We see this impact coming in three key themes:

1- Impact Product & Service:

Solutions that can transform how consumers use resources, like electric vehicles

2- Inclusion:

Solutions to a moral dilemma for a specific segment, such as services for the non banked population

3- Sustainable Economics:

Businesses putting their purpose first, using profit as a means to this end, not the end itself.

Technology for the customer

The role of technology in amplifying

customer services is not undeniable. Technology has created the new digitized frontier that organizations are battling on which can revolutionize how Customer Experience can deliver value for both customers and organizations.

The **role of the FinTech** is a great example of how companies can use the latest technologies to continually challenge traditional players, forcing incumbents to continue to adjust and adapt to meet the needs of investors, customers and regulators whilst remaining competitive. The fintech specialty is to make financial services much simpler and more accessible to customers. Consumers should get what they need.

Customer relationship management (CRM) is a technique, technology, or strategy used by organizations to strengthen their relationships with their clients. Today's **advanced CRM** relies on service providers like Salesforce to get a 360-degree view of the customer. This allows businesses to create highly personalized offers based on the customer's interests, past purchases, etc., while also ensuring that all previous interactions with the customer are logged and easily accessible to facilitate deeper interactions.

Through structured journeys based on business objectives that map the actual buying journey of **customers from initial engagement** through the buying cycle and onward to receipt of the product/service, retention, and advocacy, intelligent customer engagement makes it possible to have meaningful interactions with customers. This could be compared to living financial services marketing, which places a strong emphasis on adding value for the individual customer while maintaining contact with them at significant junctures in their lives. It is a psychological trip that is in line with how individuals react in real life. The content that must be created to lead the target audience on that trip can then be specified. By analyzing the material your clients are consuming, you can determine their interests and where they are in the buying process.

Social media is a useful tool for enhancing customer care and publicly gratifying customers, but misuse could result in a decline in following. To prevent customers from being inundated with discounts and promotions and to guarantee that a range of interactive material is given to retain engagement, it is necessary to take into account a content schedule. Social media platforms are a fantastic method to respond to customer care inquiries or complaints, but workers must be educated to do so properly or risk adding to the customers' aggravation.

Data-Driven Experiences

Individualized insights, integrated interactions, and an agile strategy for the channel of their choice are all necessary for today's customer experience. It demands innovative approaches to examining consumer trends and preferences, as well as improved factor consideration. In today's fiercely competitive economy, data-driven customer experience is essential to the long-term success and development of organizations.

The advantages of moving towards **data-driven experiences (data driven CX)** include improving revenue generation, enabling cost reduction, accelerating process efficiencies, and improving quality. Data-driven CX also enables organizations to derive **meaningful insights** for optimizing service and delivering consistency and context across various channels. Nevertheless, for this to be accomplished, there must be better enterprise-wide alignment of people, processes, and technology, involving not only the sales and marketing teams but also other crucial contributors to the customer experience, such as information technology, purchasing, and production.

95% of customer experience decision makers are unable to grasp customer data and obtain insight, despite the fact that **customer experience measurement** is essential for businesses to assess the quality of their product or service and to retain consumers. As 52% of customers say they would switch brands if they didn't believe they were having a **personalized experience**, measuring customer experience is an important way to learn whether customers feel the service being offered is personalized and tailored to their needs.

Data dashboards are a tool that can be used to visualize enormous amounts of data and help you draw conclusions that may be put to use. Numerous data visualization solutions are offered by businesses like Tableau, PowerBi, and TIBCO and serve as the cornerstone of customer strategies, enabling you to comprehend the "so what" behind the data.

Predictive analytics is one new technology made possible by Big Data that easily fits into the tool belt of a customer experience manager. This kind of data mining is used to predict specific client's needs and wants with higher speed and reliability than has ever been achievable by simplifying internal and external sources of customer information. By merely going about his or her everyday business, one consumer generates a vast amount of data.

An organization can create a bespoke experience that has the best chance of generating

the intended result, whether it be sales, loyalty, or the resolution of a complaint, by devoting resources to examining only that consumer (rather than the overall demographic or profile they meet).

Businesses will need to quickly pivot to increasing data use in order to cater to the data focused market in the new i.e. create, deliver, and measure due to the increased customer appetite for data and data driven insights.

1- Education and data fluency

- It is more important than ever to use data and data visualization to understand how customers view the world
- Customers can now use data insights to inform their behavior in new and innovative ways

2- Customer expectations for data driven personalization

- More than ever, customers want their data drivers to be personalized.
- Customers are willing to share their personal information in exchange for a customized customer journey based on their previous or current experiences.

3- Speed to personalization

- In order to achieve quick personalization and transition to the new norm in line with CX, efficient utilization of customer data is necessary.
- Customers' demands for effective data utilization are not limited to online platforms. The expectations also apply to actual sites of contact.

Turning moments of pain into realization

Negative experiences frequently result in turnover and poor brand promotion. Companies may be able to recover from a poor experience,

with customer loyalty actually increasing, therefore tuning times of pain into those of ecstasy, by addressing negative customer experiences and reducing expenses to business.

Companies need to have mechanisms in place to allow customers to submit feedback about their experiences, whether they were favorable or negative, in order to turn painful moments into joyful ones. The foundation of a customer engagement process is having a **customer feedback loop** in place through various communication channels, especially in the case of negative experiences. This allows businesses to continuously gather, learn from, and apply customer suggestions to improve their product or service.

Conflict is inevitable in business. Conflict, however, can become detrimental to business if it is poorly handled or neglected. Ineffective dispute resolution can have a detrimental effect on brand awareness, consumer loyalty, and customer retention. If handled correctly, an effective **resolution approach** can leave customers feeling satisfied with the customer service and more inclined to stick with the brand. Frustrations can be resolved at the customer's second point of contact with the firm.

Companies can better establish the determining elements that affect how much a journey is enjoyed by utilizing the concepts of behavioral economics when reviewing the design of customer journeys, such as the sequences in which customers face painful and enjoyable events.

Companies may develop and manage service interactions to maximize customer satisfaction by concentrating on these concepts and masterfully putting them into practice. Additionally, they can increase the likelihood that customers would acknowledge and thank them for all of their investment in the provided experience.

32% 32% of global customers would stop doing business with a brand they loved after just one bad experience.
(Source- Adobe)

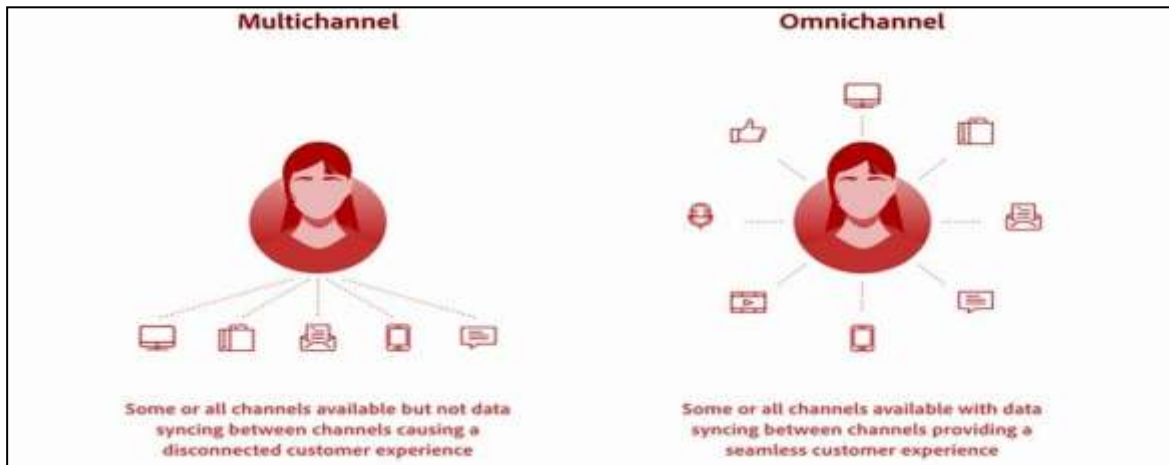
Synchronize and unify customer engagement across channels

Integrating physical and digital interactions will result in richer, more seamless consumer journeys. This is called phygital. It's also important to innovate, choosing the ideal features and striking the proper balance to best draw from each domain. When done correctly, phygital empowers clients in addition to engaging them. Additionally, it fosters competitive advantage.

Customers anticipate a uniform appearance and feel across all of your content and business operations. This covers your physical location, website, mobile app, social media feeds,

and any other platform where customers feel at ease communicating with your company. If you're not ready to provide customers with a consistent, on-brand experience across all of these channels, be aware that people will start to raise an eyebrow.

According to the research, omnichannel interactions improve customer happiness and quality of service. According to a recent analysis, "the best omnichannel customer strategies retain 89% of their customers." You should move it to the top of your to-do list when you consider that brands with inadequate omnichannel strategy only have a 33% retention rate.

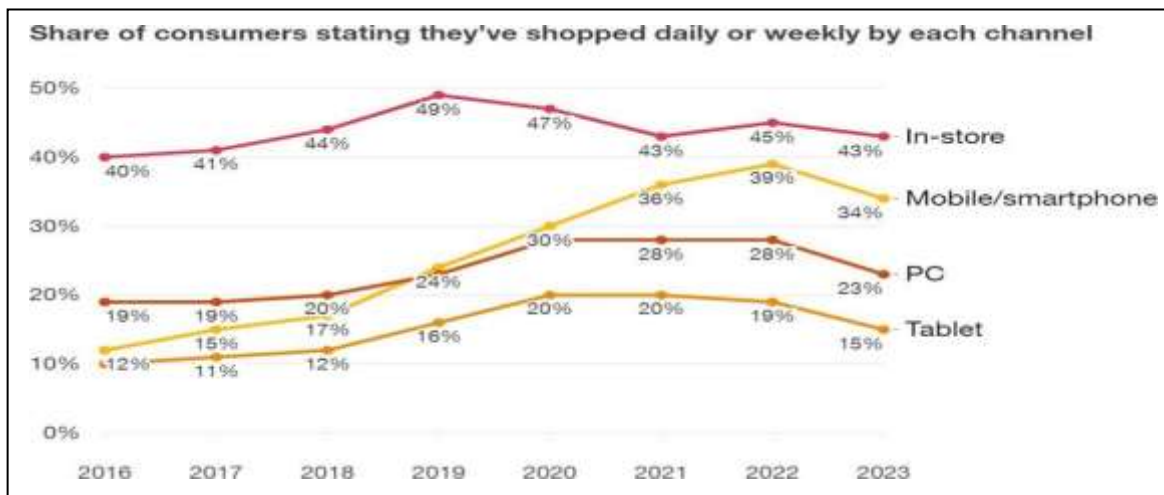


(Source- Adobe)

Taking Customer Experiences to the Next Level: What Is Phygital?

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important to innovate, choosing the ideal features and striking the proper balance to best draw from each domain. When done correctly, phygital empowers clients in addition to engaging them. Additionally, it fosters competitive advantage.



(Source- PWC) The significance of coordinating and directing the consumer experience across channels has long been recognised by marketers. However, given the quickly shifting environment of today and its impact on consumer psychology, marketers must fortify every tool in their toolbox and make a commitment to reaching out to consumers with pertinent materials and messaging. At every stage of the end-to-end journey and throughout each crucial point, it must occur consistently and successfully.

III. SUMMARY

A good customer experience (CX) is crucial for corporate success in the modern business world. Businesses must be aware of, concentrate on, and strive to surpass the demands and expectations of their customers. This entails charting customer journeys, determining how to enhance the user experience at each touchpoint, and utilizing data analytics to learn more about the behavior and preferences of the consumer. However, the complexity of touchpoints and changing client expectations present a difficulty. In order to provide excellent CX and maintain their competitiveness, businesses must implement a cultural shift that emphasizes pervasive information sharing and intent analysis across the organization, and executives across all domains must lead the CX efforts.

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must fortify every tool in their toolbox and make a commitment to reaching out to consumers with pertinent materials and messaging. At every stage of the end-to-end journey and throughout each crucial point, it must occur consistently and successfully.

By exploring into areas where customers are not already obtaining the value or benefits they desire, opportunities can be found. This could entail adding new goods or services, enhancing current ones, or increasing the general client experience.

Businesses need to be innovative and creative to seize these chances. They can carry out research to learn what their rivals are selling, what fresh trends are appearing, and what their customers want. New products or services that satisfy client wants and offer value can be created using this information.

IV. KEY TAKEAWAYS

The importance of providing a positive customer experience is highlighted in today's competitive business environment. Customer experience management (CEM) is crucial for understanding customer needs and improving the experience at each touchpoint. However, many organizations struggle to deliver superior CX due to various challenges, including evolving customer expectations and the variety of touchpoints. A cultural shift emphasizing information sharing and intent analysis across the enterprise is required to overcome these challenges and provide excellent CX. Here are some ways to improve CX:

Describing customer experience vision	A strong customer experience vision is crucial for a company to stand out from competitors, foster customer loyalty, and increase profitability. It should reflect the company's values, target market's needs, and the latest trends in customer experience. Understanding customer expectations and listening to their feedback is crucial for developing a successful customer experience vision. Creating and executing a customer experience vision is a continuous process that requires ongoing attention and investment.
From touchpoints to journeys	Focusing only on touchpoints can lead businesses to miss the bigger picture of the customer journey. By considering the entire journey, businesses can identify pain points and opportunities for development, tailor experiences to the customer's needs and preferences, and ultimately create more value for their customers. Customers want a seamless experience across all touchpoints and channels, and companies can increase customer loyalty by reducing customer effort.

<p>Use customer journeys to empower the front line</p>	<p>To improve customer experience (CX), businesses should create panels of customers, listen to their employees, and hire based on attitude. CX must be formally recognized in executive positions, and every executive should assume the role of chief customer officer. Innovative ideas like a commitment to great CX, a compassionate corporate environment, and an AI-enhanced infrastructure should be implemented to deliver CX.</p>
<p>Becoming customer-centric</p>	<p>Customer centricity involves putting the needs of customers at the center of the business, with a focus on creating a customer-centric culture. CX metrics can help determine the success of a company's customer focus. Four major themes that drive change in the consumer experience include the triumph of digital brands, the adaptation of existing brands, regulation as a differentiator, and care as a differentiator.</p>
<p>Purpose-driven experiences</p>	<p>In a highly competitive market, trust from consumers is crucial for a brand's success. This trust is now more important than ever with the rise of the new economy brand, where hundreds of options are available globally. Companies must prioritize developing their use of technology and invest in strategies to raise consumer confidence in their brand to protect revenue. Customers value purpose, and brands should explain their post-Covid presence through three key themes: impact product and service, inclusion, and sustainable economics.</p>
<p>Technology for the customer</p>	<p>Technology plays a significant role in revolutionizing customer experience, and fintech companies are using it to make financial services accessible to customers. Customer relationship management (CRM) provides a 360-degree view of customers,</p>
	<p>allowing for personalized offers and deeper interactions. Social media can enhance customer care, but a content schedule and proper training of employees are necessary to prevent misuse.</p>
<p>Data-Driven Experiences</p>	<p>Data-driven customer experience (CX) is essential for the long-term success of organizations in today's fiercely competitive economy. It enables organizations to improve revenue generation, cost reduction, process efficiencies, and quality by deriving meaningful insights for optimizing service and delivering consistency and context across various channels. However, better enterprise-wide alignment of people, processes, and technology is necessary for this to be accomplished. Additionally, businesses need to cater to the data-focused market by increasing data use and providing personalized experiences</p>
<p>Turning moments of pain into realization</p>	<p>Companies need to address negative customer experiences through effective feedback loops and conflict resolution to retain customers and promote brand loyalty. By utilizing behavioral economics in the design of customer journeys, companies can maximize customer satisfaction and increase the likelihood of positive feedback.</p>

Synchronize & unify customer engagement across channels	Phygital integrates physical and digital interactions to create seamless customer journeys and foster competitive advantage. Consistent branding across all channels and a strong omnichannel strategy can lead to higher customer satisfaction and retention rates. Marketers must fortify their toolbox to reach out to consumers with pertinent materials and messaging.
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