



# FIVE STEPS TO CREATING A COMPETITIVE CUSTOMER EXPERIENCE

## TABLE OF CONTENTS

Ease and speed are the new currency—and the stakes are high.....	1
Every interaction matters .....	2
Step #1: Develop Your Strategy.....	3
Step #2: Engage Your Customers .....	3
Step #3: Collect Customer Engagement Data.....	4
Step #4: Measure Customer Engagement .....	5
Step #5: Commit to Continuous Improvement .....	5
Wrap Up.....	6

Customer Experience is the driving force behind digital transformation and mapping the customer journey is the key to getting it right. Before we know it, 89% of companies will compete primarily on customer experience. And in three short years, by 2020, customer experience will overtake price and product as a key brand differentiator<sup>1</sup>. In other words, in the near future, the product or service you're delivering won't be as important to your customers as the experience they have when they interact with your business. That's why creating a customer-first culture—one dedicated to delivering the best customer experiences possible—should be top of mind for most organizations today.

## **Ease and speed are the new currency—and the stakes are high.**

Providing the best product or service alone will not sustain your business. An overwhelming majority of consumers (87%) report they would rather spend money with organizations that are easy to do business with<sup>2</sup>.

82% of consumers also say it should be easy to contact organizations by all channels<sup>3</sup>—meaning you need deliver great experiences on the phone, via email, mobile, online and more. In fact, data from WOW Local Marketing reports that 52% of customers are less likely to engage with a company because of a bad mobile experience<sup>4</sup>. Mobile is the channel where more than 2 billion users will make some form of business transaction by the end of 2017 ...and yet the channel most companies are still hurrying to get up to speed on. Here's the bottom line: Your customers want quick access to accurate information and helpful assistance on their own terms—24 hours a day, seven days a week. The time to get your customer experience strategy deployed is now.

“ Britannic continue to be a key strategic partner of Markerstudy Group. It is the bringing together of best in class unified communication providers and turning them into world class solutions that separates you from the rest. Exciting times!

Dan Fiehn, CIO  
Markerstudy Group

# THE SOLUTIONS PEOPLE BRITANNIC IS THE TECH PARTNER FOR YOU.

When it comes to delivering disruptive ICT services for your organisation, it is as much about choosing the right technology partner as it is about choosing the right communications technology. You'll love working with Britannic for our great service, expert technical skills and a real hands-on approach to solving complex ICT challenges, but above all you will buy into our shared vision for the future.

Our expertise lies in finding creative solutions to even the most challenging of business problems. Its' not just about technology in isolation, it's about the whole innovative ecosystem, the culture and the change management.

Whether you need a technology partner that develops your integrated services for the future, or you'd like to move to a Managed Service Provider that takes ownership of your communications platform and network maintenance, with Britannic you get one team that does both.

We've formed a long standing and successful strategic partnership with Avaya (over 20 years' to be precise!), that's why we're recognised as a safe pair of hands in the industry. Our Avaya services build on leading technical skills, award-winning integration capability, added value, and a portfolio of digital transformation applications. Complemented with a personal approach and commitment to customer care. That's why businesses partner with us.

## We're Your Partner for the Future

With Britannic, you'll discover the possibilities of technology, connect people, deliver resilient ICT services to desktops and mobiles, and develop your cloud or on-premise platform with application integrations that make every conversation easy, personal and productive.

To design your best solution and ensure technology adoption, we involve all project stakeholders from the start. Then we deliver and develop in line with our agreed plan. And it doesn't stop there; once we've delivered the plan, we'll focus on how it evolves with your digital transformation journey.

## The Britannic Way

### Your Team

With vendor-trained and accredited Engineers, PRINCE 2 Project Managers, our own IT Development Team and a dedicated Account Manager we build an Account Team around you that seamlessly extends your IT resource. We're around to help and share our knowledge.

### Your Guide

Your Account Team guides you through our onboarding process and all platform development projects with a clear project plan, ICT road map, workshops for IT and Business Leaders, pilots and training sessions that encourage user adoption. We closely work with all project stakeholders from start to success.

### Your Doers

Drawing on deep technical and project management skills, we deliver on our agreements fast and with predictable outcomes. We keep you up to date, hold regular service reviews and act on feedback. ISO accredited processes for Quality Management, Information Security and Business Continuity back our own operation.

### Plain Sailing

Our proactive service team and tailored SLAs ensure that you always get the best performance out of your solution with 99.999% SLA uptime, 24x7 monitoring & support, 95% remote fix rate, plus regular system performance reviews and ongoing technology guidance.

### Avaya Edge Sapphire Partner

Our Avaya Edge Sapphire Partner badge is your insurance that our solution, implementation and support services live up to Avaya's strict quality standards. Our close partnership gives you access to a wealth of technical resources and ideas. You can meet the Avaya team and tap into their knowledge at our joint technology seminars.

### Innovation Power

We have released 20+ product innovations that complement Avaya's solutions and make integration with your business applications simple. On top of that, partnering with the smartest heads in the industry allows us to bring new applications, innovative middleware and connectivity services to your business.

To compete and survive in today's crowded and competitive marketplace, your organization needs a smart customer experience strategy and a roadmap to deliver on that strategy.

The desire to create an exceptional customer experience comes with an array of challenges that may include:

- Decreasing customer loyalty - as customers are more willing to try competitive products and services
- Inability to identify customer preferences and behavior - from customer data across the company and from third party sources
- Lack of meaningful and usable information about the customer journey and customer experience
- Inability to quickly adapt to your customers' changing preferences and use customer insights to improve business outcomes
- Budget cuts and required investment
- Legacy and disparate systems
- Dysfunctional internal processes
- Contact center personnel including disjointed agent and customer experiences, agent recruitment, skills, satisfaction and retention
- Organizational alignment

Insight from the Aberdeen Group shows that if you are able to mitigate challenges and deliver exceptional service, you can experience a 90% customer retention rate<sup>5</sup>. Alternatively, if your organization does not excel in this area, you may experience customer attrition rates of 50%<sup>6</sup>. So, the stakes are very high!

## Every interaction matters

To compete and survive in today's crowded and competitive marketplace, your organization needs a smart customer experience strategy and a roadmap to deliver on that strategy, ensuring each and every customer gets the service he/she is looking for—every time they do business with you.

Each individual journey contributes to the overall lifetime customer experience that drives engagement and value. It's a lot of pressure and a lot of work so we've boiled down the bulk of what you need to know and do into five simple steps you can follow to build, implement, measure and continually improve your customer experience strategy. By following these steps, your organization will be able to meet—and in many cases exceed—the needs and demands of your customers, today and into the future.



It can feel impossible to ensure your employees are supporting your customer experience charter in this demanding market. So do not go it alone. Find the right technology partner.

## Step #1: Develop Your Strategy

If you want to deliver the best customer experience possible, start by identifying your next steps. While this does not need to be a lengthy single-spaced report, your customer experience strategy must:

- **Document Goals and Objectives.** Put a stake in the ground regarding what you want your customer experience to be and how you will measure success.
- **Develop a Customer Experience Charter.** Create a one-page document clearly explaining your brand's desired customer experience so your people are aligned and speaking the same language. Leverage this document to implement culture changes by empowering employees to do what is right for the customer, and training on how to handle different situations to ensure customer satisfaction without negatively impacting operations or revenue.
- **Chart Out Customer Interaction Flows.** How and where do customers currently interact with you—via voice, email, text or web chat? In a branch office or retail store? At a kiosk or ATM? What's your customer engagement set-up? Look for potential points of frustration and modify service processes to streamline interactions. Most of the time, organizations use their contact center, IVR, mobile app and skills-based routing capabilities to support key elements of their desired customer journey. Make sure you're leveraging all points of interaction in a way that helps the customer experience rather than frustrates your customers.
- **Forecast Demand/Implement Schedule.** Use historical data to identify peaks in customer interaction, so you always have the right amount of staff to assist customers—during slow times and busy ones, too.

## Step #2: Engage Your Customers

Once you have developed an actionable plan, it's time to engage your customers! In today's omnichannel (voice, email, text, web chat, social, branch), always-on world, your customers demand access to you anytime, anywhere. That's right, you need to be open for business, even when you are not "open" for business and be easy to reach, quickly – 24/7.

It can feel impossible to ensure your employees are supporting your customer experience charter in this demanding market. So do not go it alone. Find the right technology partner. Choose a vendor, who lets you personalize every step

Once you've launched your strategy and started engaging customers, it's time to collect your customer interaction data.

of the customer journey while giving you complete integration and management of your traditional phone and new and arising digital channels. To ensure you are meeting your customers where they are now, you'll need to deliver:

- **The perfect experience** by enabling customers to interact with you using any device – mobile, web, phone, kiosk, ATM, etc. – of their choice, at any moment.
- **Integrated omnichannel customer contact support** to interact with customers via voice, email, SMS, social and web chat.
- **Attribute matching** to pair customers with the right agents and resources. Transitions should be seamless so agents have the right knowledge without needing to ask customers to repeat themselves.
- **Customer and situational context** across all touch points and then leverage this relevant context in routing workflows and share with agents to enable smarter decisions.
- **Enterprise customer support** by bringing in resources across your enterprise to help with customer issues-irrespective of their physical locations and job roles.

### Step #3: Collect Customer Engagement Data

Once you've launched your strategy and started engaging customers, it's time to collect your customer interaction data. Customer interactions are full of meaningful, measureable and useful information that you can use to improve agent performance and the overall customer experience you deliver. Leverage interaction data to discover where enhancements are needed to service processes, policies, employee and agent practices. At minimum you need to:

- **Record your customer interactions**, voice and non-voice
- **Capture agent desktop** screens so you can see how well agents are using business applications to serve customers
- **Initiate a quality assurance program** where customer interactions are scored against your customer experience charter and expectations so agents and customer-facing employees receive both positive and constructive performance feedback
- **Deliver personalized training** content to agents and customer-facing employees when quality assurance evaluations demonstrate a need to improve product knowledge, agent practices, organizational policies or any other subject that arises from collecting customer engagement information



Remember every interaction with a customer needs to be the best it can be to drive loyalty and engagement.

One of the emerging trends for companies today is transforming big data from across the enterprise – beyond the contact center walls, into actionable customer journey insights that help them deeply understand customer preferences, behavior and personality from any and all touch points within the customer journey. These actionable customer journey insights help companies increase revenue, anticipate customer needs, foster customer loyalty and respond quickly to changing business conditions. Big data is here to stay and now is the time to begin leveraging this critical information to grow your business.

Remember every interaction with a customer needs to be the best it can be to drive customer loyalty and engagement. One way to ensure this is to record your interactions, study this data and then apply your learnings and coaching tools to improve agents and processes. It's called quality assurance ... and it works! If you capture insights and evaluate them against your customer experience charter, you'll be able to course-correct, improve agent performance and keep your customers happy.

## **Step #4: Measure Customer Engagement**

With loads of data on hand, it's time to learn from your experiences. Real-time and historical end-to-end insights into the customer journey, the overall customer experience and your operational performance translate to you making the best-informed decisions leading to better business outcomes and results.

Knowledge is power! Today's real-time processing and analysis capabilities help your staff turn customer intelligence in actionable insights that help the entire organization, product development to forecasting.

## **Step #5: Commit to Continuous Improvement**

The hard work is done. You built your plan. You empowered your people to bring your customer experience vision to life. You're tracking the data and evaluating your successes and challenges. And you're helping your agents improve. Now you need to keep things going. Creating the ultimate customer experience is a continuous process where you're always engaging, collecting, measuring and looking for ways to make things even better.

This is the part of the process where you commit to communicating your results, coaching and training your staff and tweaking your processes so you can retain and acquire valuable customers.

## About Britannic

Britannic Technologies is an award-winning system integrator and MSP with 30+ years' experience in voice communications, ICT innovation and business transformation. From everyday system and network maintenance to long-term platform and application development, Britannic complements the skills of in-house IT teams and gives busy IT leaders time to focus on strategy and innovation.

## About Avaya

Avaya enables the mission critical, real-time applications of the world's most important operations. As the global leader in delivering superior communications experiences, Avaya provides the most complete portfolio of software and services for contact center and unified communications—offered on premises, in the cloud, or a hybrid. Today's digital world requires communications enablement, and no other company is better positioned to do this than Avaya.

## Wrap Up

Customer interactions are at the core of most business' successes (or failures). Here is an opportunity to leap far ahead of your competition by delivering a truly differentiated customer experience.

## Ready to discover Avaya technology with Britannic?

**BOOK A DISCOVERY SESSION**

01483 242 526 | [hello@btlnet.co.uk](mailto:hello@btlnet.co.uk) | [www.btltnet.co.uk](http://www.btltnet.co.uk) | @BritannicTech

- 1 - <https://blogs.oracle.com/socialspotlight/stand-out-by-adding-social-to-the-customer-experience>
- 2 - <https://www.avaya.com/en/documents/media-summary-for-avaya-cem-global-november-2014.pdf>
- 3 - <http://www.marketwired.com/press-release/leading-thailand-financial-institution-transforms-banking-experience-mobile-first-generation-2126835.htm>
- 4 - <http://www.superoffice.com/blog/customer-experience-statistics/>
- 5 - <https://www.avaya.com/en/documents/aberdeen-customerengagement-mar15.pdf>
- 6 - <https://www.avaya.com/en/documents/aberdeen-customerengagement-mar15.pdf>

© 2017 Avaya Inc. All Rights Reserved.

Avaya and the Avaya logo are trademarks of Avaya Inc. and are registered in the United States and other countries. All other trademarks identified by ®, TM, or SM are registered marks, trademarks, and service marks, respectively, of Avaya Inc. Other trademarks are the property of their respective owners.

11/17 • CC15214