



Customer Experience CX.

In times of Automation.



*“Customer experience is
the next battlefield”.*

Jerry Gregoire



Content.

1

**What is
Customer
Experience CX?**

2

**The
importance of
CX in companies**

3

**Unsatisfactory
customer
experience**

4

**Marketing
Experience/
Customer
Experience**

5

**Conclusions
on the CX
Customer**





Introduction.

As Jerry Gregoire, former Director of Dell attributes "**the customer experience is the next battlefield**", this phrase refers to the not too distant future that companies face and frames the approach that should have their strategies.

We are in times where the supply of products and services has far exceeded the demand, which means that today we have more companies offering than the number of people willing to buy, this is an alarming fact, which should be paid much attention; however, companies use a great effort to get customers, so they use marketing strategies, content, social media, an excellent website, etc. But they overlook or do not give as much attention to creating an excellent CX, which should start from the time the potential customer has the first contact with the company until after having purchased or acquired the services or products of the companies.

Current marketing strategies focus a lot on acquiring and dedicate some efforts on sustaining, but according to a study conducted by **Gartner**,¹ **82% of customers are willing to buy or become loyal to a brand if they have a good experience in their customer journey.**

In this Ebook, we will talk about the importance of CX and why it should be a fundamental aspect in the marketing strategy of any company, to achieve customer loyalty and increased sales.

1. Gartner, How Service Leaders Can Increase Customer Loyalty



1. What is Customer Experience CX?

Customer Experience.

User experience as a priority for companies.

Customer experience can be defined as **all those interactions that customers have throughout their buying journey**, from the moment they have a first contact with a company, to the moment they make a purchase and then influence their decision whether or not to continue purchasing the company's products or services.

In today's competitive environment, delivering an exceptional customer experience is more important than ever. Customers expect fast responses, efficient solutions and easy access to products and services. Consistency in every interaction with the company, whether on the website, in person or any other channel, is crucial. Friendliness, empathy and personalized attention are aspects that add significant value to the customer experience. Despite technological advances, the human touch and the ability to connect emotionally with users are still essential.

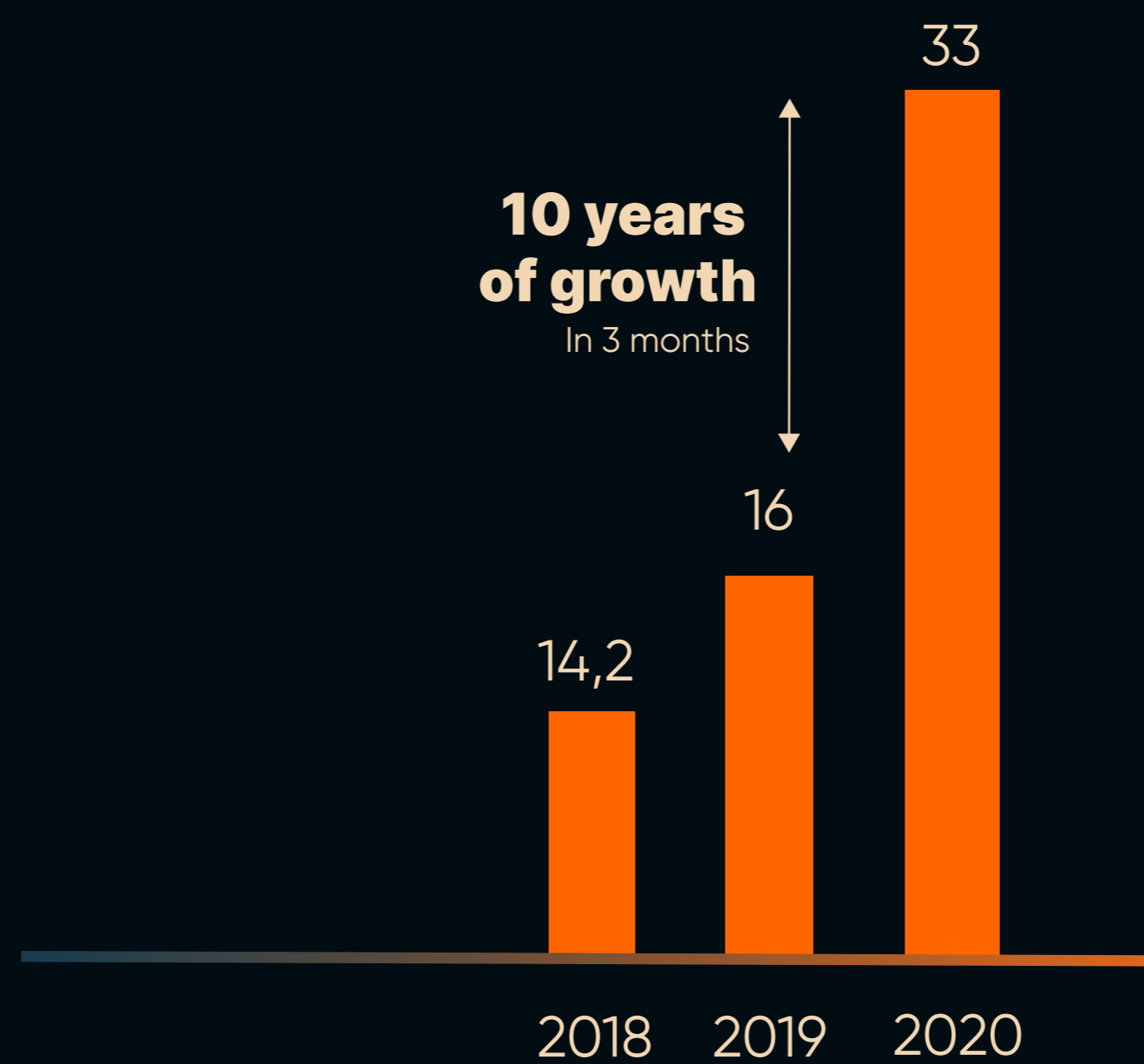
Customers expect technology to work well and for the design of websites and mobile apps to be not only elegant, but intuitive and easy to use.

Customers expect technology to work well and the design of websites and mobile apps to be not only elegant, but also intuitive and easy to use, but these aspects don't matter much if companies don't meet expectations for speed, convenience and providing the right information. However, these aspects don't matter much if companies don't meet expectations for speed, convenience and providing the right information.

It is critical that companies focus on delivering the essentials, such as fast, friendly and consistent service at every stage. These elements are what really make the difference in the customer experience.

Post-pandemic experience.

Due to the situation faced in the recent pandemic, according to studies conducted by **McKinsey & Company**¹, online shopping increased by the same percentage as in 10 years, which translates into a significant growth in revenue for companies, but also in the responsibility to provide a better experience to customers when making purchases, resolve their concerns, answer tickets, etc.



The pandemic made evident the need to adapt to a world in constant change and in which external situations may arise, which cannot be controlled, but against which new strategies must be raised, among them, is the digital customer experience, no longer as a plus, but as a necessity.



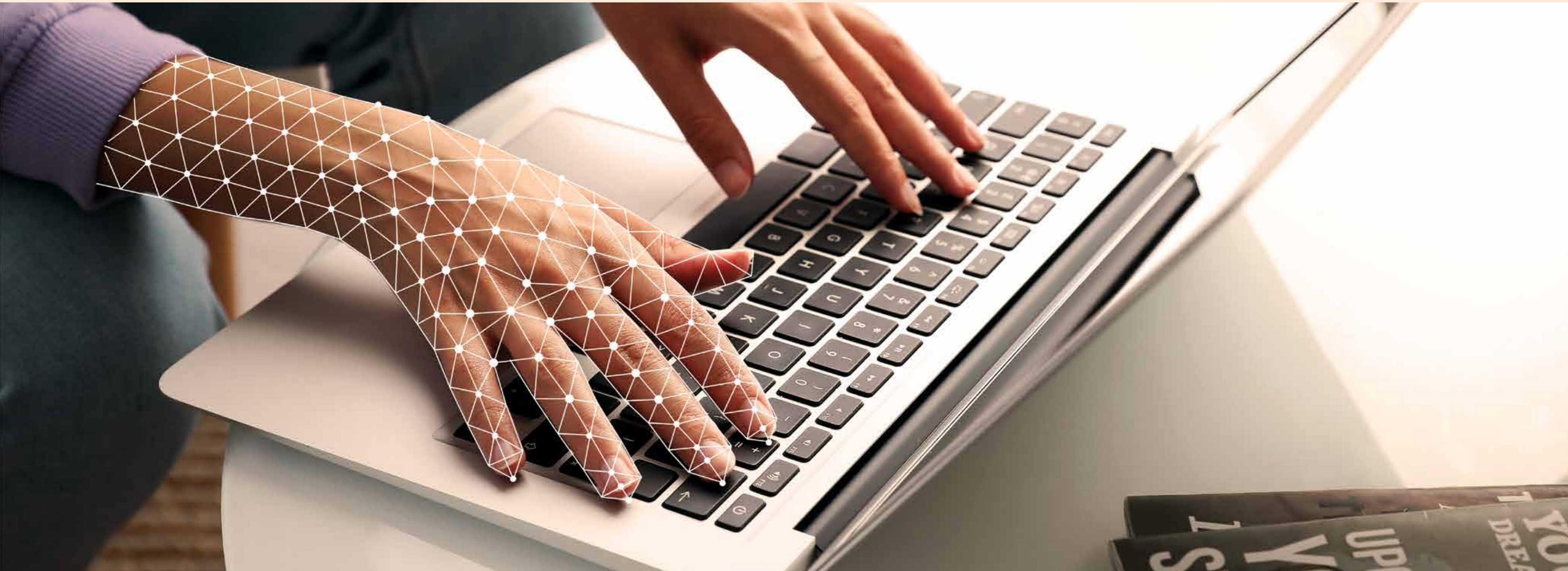
**60% of
interactions
between
companies
and customers
are online.**

Salesforce, state of the connected customer, fourth edition.

Digital Experience.

The new era of customer-company interactions.

Digital customer experience refers to the impression and interactions that consumers have with a company through its digital channels. This concept encompasses the full spectrum of experiences that customers have when interacting with a company on online platforms such as websites, mobile apps, social media, emails and any other digital media.



The digital customer experience lies in the ability to shape the perception and opinions that customers have about a company. An effective approach to this aspect can determine customer loyalty, satisfaction and willingness to continuously interact with the company. Furthermore, in an increasingly digitally connected world, the digital customer experience is critical to maintaining competitive relevance - in fact, an estimated **71%**¹ of **company leaders** are looking to offer a more seamless journey to all customers to improve their experience.

The increase in digital shopping and the use of the internet as a means of communication and information, means a greater use of digital media to keep abreast of the news of the companies, their requirements, their questions, etc.



2. The importance of CX in companies.

CX in Companies.

The strategy that results in customer loyalty.

Customer experience has become a key focus for companies to sustain their sales over time, because by offering better service, you can achieve customer loyalty, so you must provide a great experience, and this will result in them being more loyal and sharing their experience with their social circle. That's what every company should strive for. However, many consumers seem disappointed. Something that is understood as a disconnect from the experience: Companies tout the latest technology or the most agile design, but have not focused on or invested in the most meaningful aspects of the customer experience.

What really makes for a good experience? Speed of service and response, convenience of service, Consistency at every stage, Friendliness from the support and sales team, and most importantly the human touch, i.e. creating real connections by making the implemented technology feel much more human, on the other hand, giving employees what they need to create better customer experiences.

All these are factors that show the importance that every company must take into account when implementing any strategy. In fact, current marketing strategies do not take this into account, which is why customer acquisition and, above all, customer loyalty tends to be more costly.

Benefits of Offering a good CX.

A good customer experience can generate noticeable results in a short period of time for companies, according to **Gartner**,¹ in a global survey it conducted, obtained valuable information on the customer experience among which it was concluded that 97% of customers are willing to recommend in a positive way, after a good experience, these data are encouraging, but there are other advantages; **Zendex**,² in its report on the digital customer experience, attributes some advantages such as:



Increased revenues

A very satisfied customer can leave 2.6 times more revenue than a satisfied customer and 154 times more than a dissatisfied one.



Opportunities for improvement

95% of people are willing to give a company a second chance if it has solved their service problems.




Create a community

88% of customers read reviews and take them into account when purchasing a product or service.



Bonds of trust

Personalizing the experience for each individual customer can form long-term bonds.



**84% of companies
that work to
improve customer
experience report
experiencing an
increase in revenue.**

PRnewswire, New Research from Dimension Data Reveals Uncomfortable CX Truths



3. Unsatisfactory consumer experience

A bad Strategy.

The user experience starts from the first contact contact.

When we talk about a customer experience, we can probably confuse the term with customer service, which refers to the department that provides support throughout the customer journey, are those who attend the PQR's and although this is part of the overall environment of the customer experience, in this context, we refer to much more than that; In this context, we refer to much more than that, in order to understand the term globally, we must keep in mind the fact that those who are now customers, at some point, were totally alien to the service or product we offer, however, they had a first impact, either by a post on Social Media, an ad on Google or by the WOM (voice to voice).

From that first moment, the Buyer persona began to have a first experience; So, we can understand that every interaction with the environment of our companies, plays a very important role in the customer experience, in fact, an analysis made by **Webloyalty**¹, suggests that the decision to buy something, occurs the first 2.5 seconds, this shows two things, on the one hand that every impression that a potential customer takes is important, and secondly, we can understand that from that moment of decision to make the purchase as such, the experience that the customer has, must be significant, to complete the purchase process; **This is what we call the Customer Journey**, a journey that must be exceptional at all stages.

Customer Journey.

The stages that determine the purchase decision.



The purchase decision process or Customer Journey is the journey of a Buyer persona in its path as a buyer. It starts as a stranger looking for information about a product or service and ends as a customer. The journey consists of 5 stages: **Recognition, Consideration, Decision, Purchase and Post-sale.**



Recognition

In the recognition phase, the Buyer persona is aware of his need. This may occur because of a problem that is difficult to solve, or because of the search for the satisfaction of a desire.



Consideration

At this stage he already has more information about the problem and, therefore, looks for solutions that are available. At this stage the potential customer shows a deeper interest.



Decision

During this stage, the customer searches for content or materials of their purchase alternatives to acquire them, obtaining relevant information to know which one to choose.



Purchase and post-sale

In the purchase phase, the customer defines the product or service that best meets his needs; at this point, there is a great effort by companies to sustain this customer over time, in order to generate a long-term relationship.



Cause of a bad experience.

The Customer Journey defines a whole journey that customers have until they reach the purchase and then loyalty, however, in order to complete this process it is important to remember that the experience at each stage must meet expectations so that the expected result can be obtained.

According to **Oracle**¹, a negative customer experience leaves the customer feeling dissatisfied, disappointed or even frustrated. Often, negative experiences occur when the customer perceives that their needs are not known or do not matter, or when they find it difficult to interact with the company. Of many causes that can cause this, our interest is to focus on those reasons, properly focused on the company's marketing strategy and digital environment, such as:

- Web sites that are difficult to navigate.
- Non-assertive strategies.
- Slow response to requests.
- Inadequate marketing.
- Failure to implement current technologies.
- Lack of process automation for instant responses.

In an increasingly personalized world, standardized, one-size-fits-all interactions are unattractive to customers, especially when they deliver a wealth of information about themselves, both intentionally and inadvertently. In a connected, data-driven world, companies cannot allow customers to be disconnected from their digital environment.

Disconnections occur, for example, when the CRM system does not have the correct information, when personalization is lacking, or when personalization is reduced to using the first name in the email greeting.





4. Marketing Experience/ Customer Experience.

Marketing Experience.

Marketing strategy focused on customer satisfaction.

SEMRush¹ defines experiential marketing as a strategy or philosophy that consists of creating experiences to reach customers in a creative and memorable way, creating emotional links between consumers and brands.

Marketing is totally linked to the customer experience, so it is important to implement a strategy that results in an experience that drives the scope of sales, as such, the good customer experience depends on many internal factors of the companies, however, we can highlight that these two cannot be separated, in fact, for the marketing strategy to support the user experience must take into account several elements such as:

- **Apply an appropriate strategy.**
- **Technology implementation.**
- **Content customization.**

Any marketing strategy should consider applying these elements to achieve the expected results, the marketing department or marketing agencies should have this as a priority, since, for the future, the main effort should be focused on generating a good experience.

1. SEMrush Blog, Experiential marketing: what it is, how it is done and examples to excite.

Apply an appropriate strategy.

Inbound Marketing

The inbound methodology is a digital marketing strategy that focuses on the growth of companies through meaningful and lasting relationships with consumers, prospects (leads) and customers instead of being intrusive or interrupt them with traditional marketing methods.

As a rule, Inbound marketing seeks to generate content that provides satisfaction at each stage of the Customer Journey, there are three phases of Inbound in the buying process:

- **Attract:** capture the attention of the right people with valuable content and conversations that strengthen your position as a reliable reference.
- **Interact:** provide people with information and solutions that take into account their needs and objectives, to increase the likelihood that they will buy your products and services.
- **Delight:** offer help and assistance to your customers to enable them to succeed through your product.

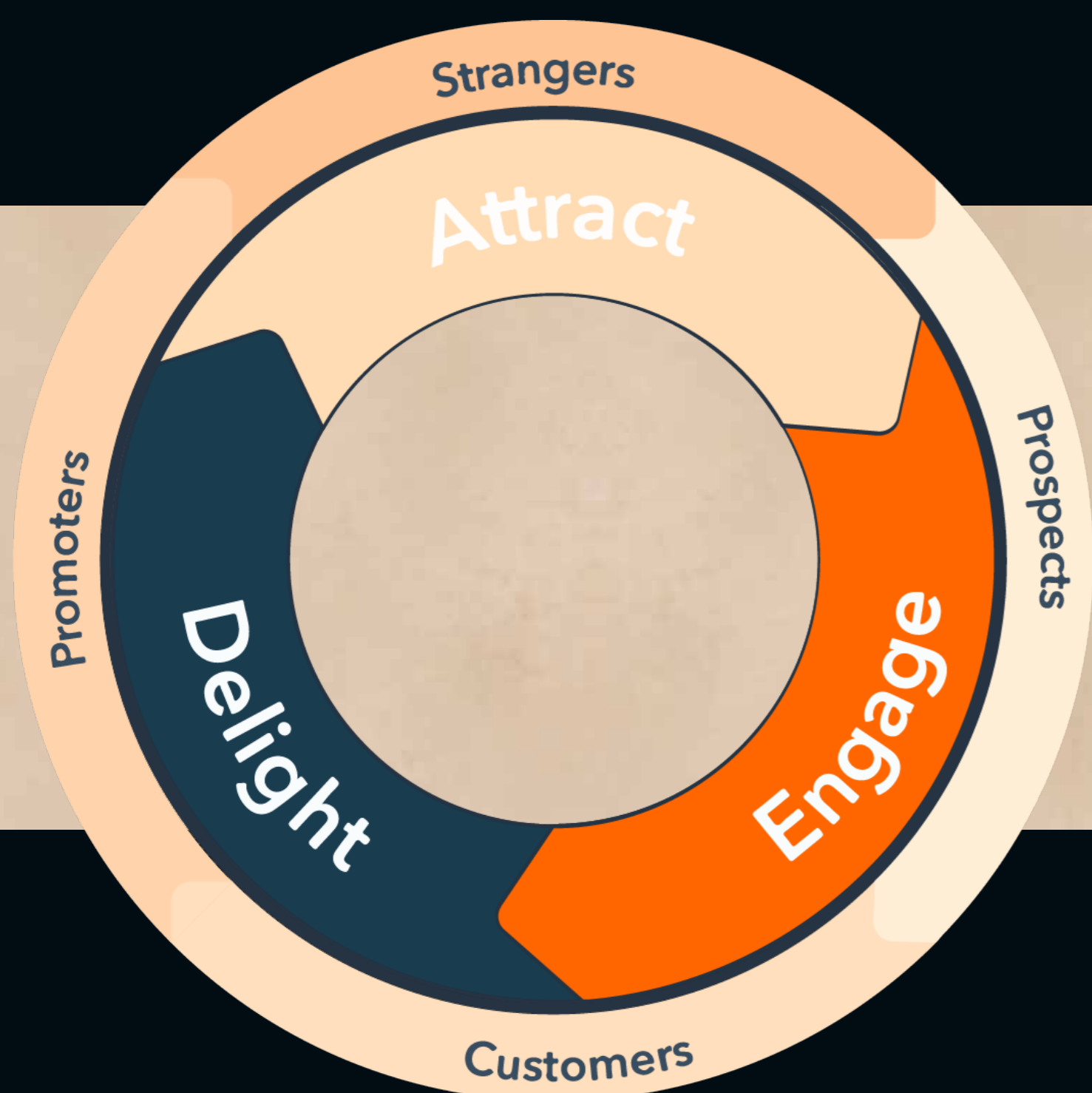


FIG. Flywheel by Hubspot

A complete Inbound marketing strategy is only an essential part of the customer experience, since one of its main factors revolves around the customer (see figure, Flywheel by Hubspot), this methodology seeks to turn "strangers" into "promoters" of the company.

IA & Workflows.

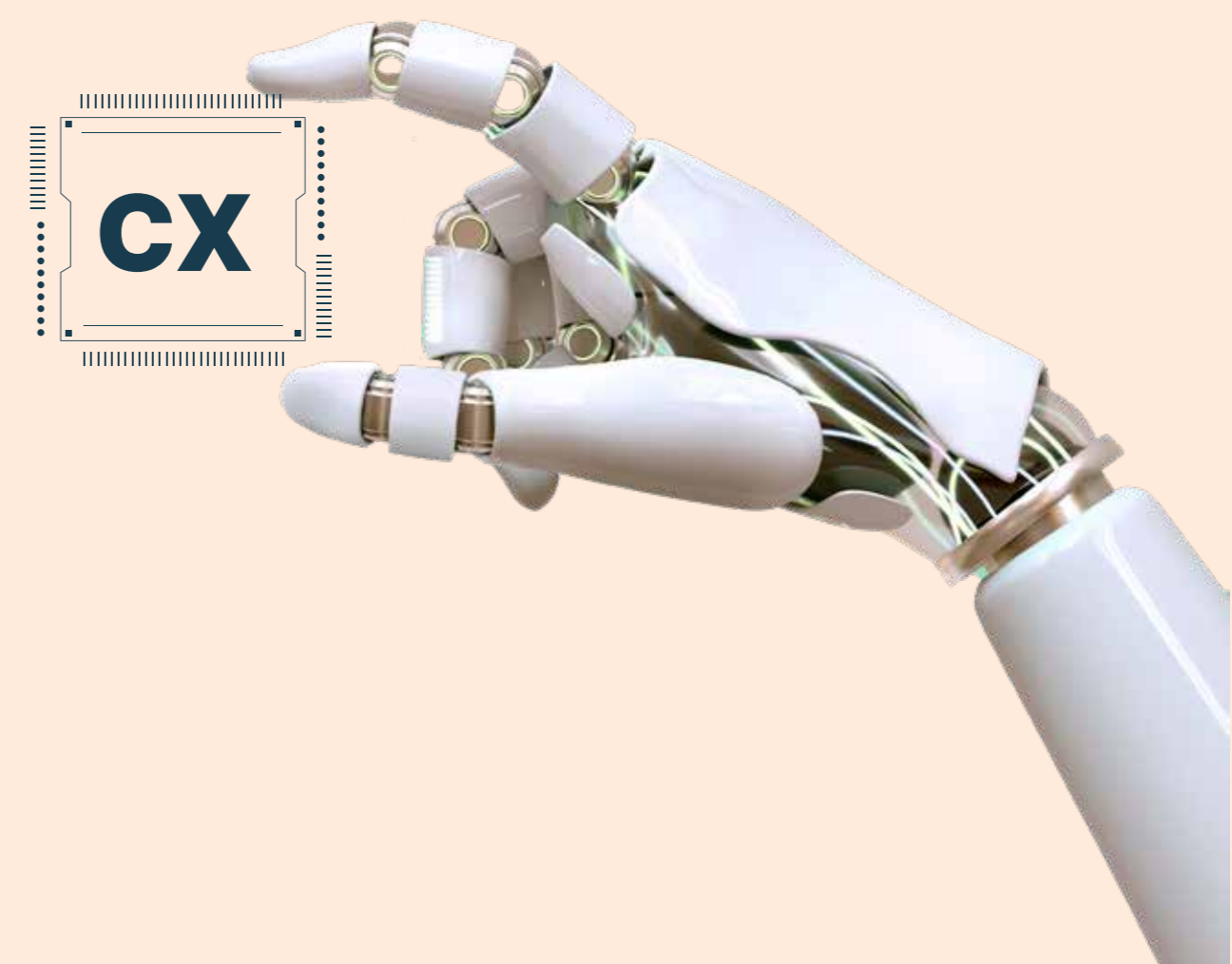
Technology and artificial intelligence have become the best allies when it comes to providing an excellent user experience, optimizing **Omnichannel**. This allows to articulate all points of contact with the customer, maintaining consistent communication in all channels, which makes it an essential factor to boost CX.

Technology in the customer experience turns out to be the most important factor to consider for the future. Therefore, companies are implementing intelligent digital solutions to improve the customer experience.

Undoubtedly, Artificial Intelligence, especially generative, is positioned as the most revolutionary technology, as it allows interacting with users 24/7 more efficiently and facilitates self-management, in fact, according to a study by **Deloitte**¹, reveals that the **implementation of AI advanced compared to 2019 by 73%**, another factor, is that AI is able to interpret feelings and needs. In that sense, this capability fosters a more personalized approach to care, without losing the human imprint.



In order to implement a good digital structure, AI must be combined with tools that help to offer the best possible experience, this is called a Workflow, in it different tools are used so that everything works in a synchronized way such as a **CRM (Customer Relationship Management)** or a **DXP (digital experience platform)**, For example, when a customer makes a purchase, he may have doubts about the product or service and wants to look for that information, if the company does not have a platform that has a knowledge base, a portal for customers or a means of direct contact, it will generate a totally negative experience.



Effective Implementation.

It is a fact that technology cannot be considered an expense in companies, but rather an investment with a safe return, therefore, when implementing a Workflow that meets all the needs of companies, you must have the support of an IT team that can provide everything necessary for a successful implementation, for the fact that there are many solutions on the market, so we will see some of the most robust and powerful on the market.

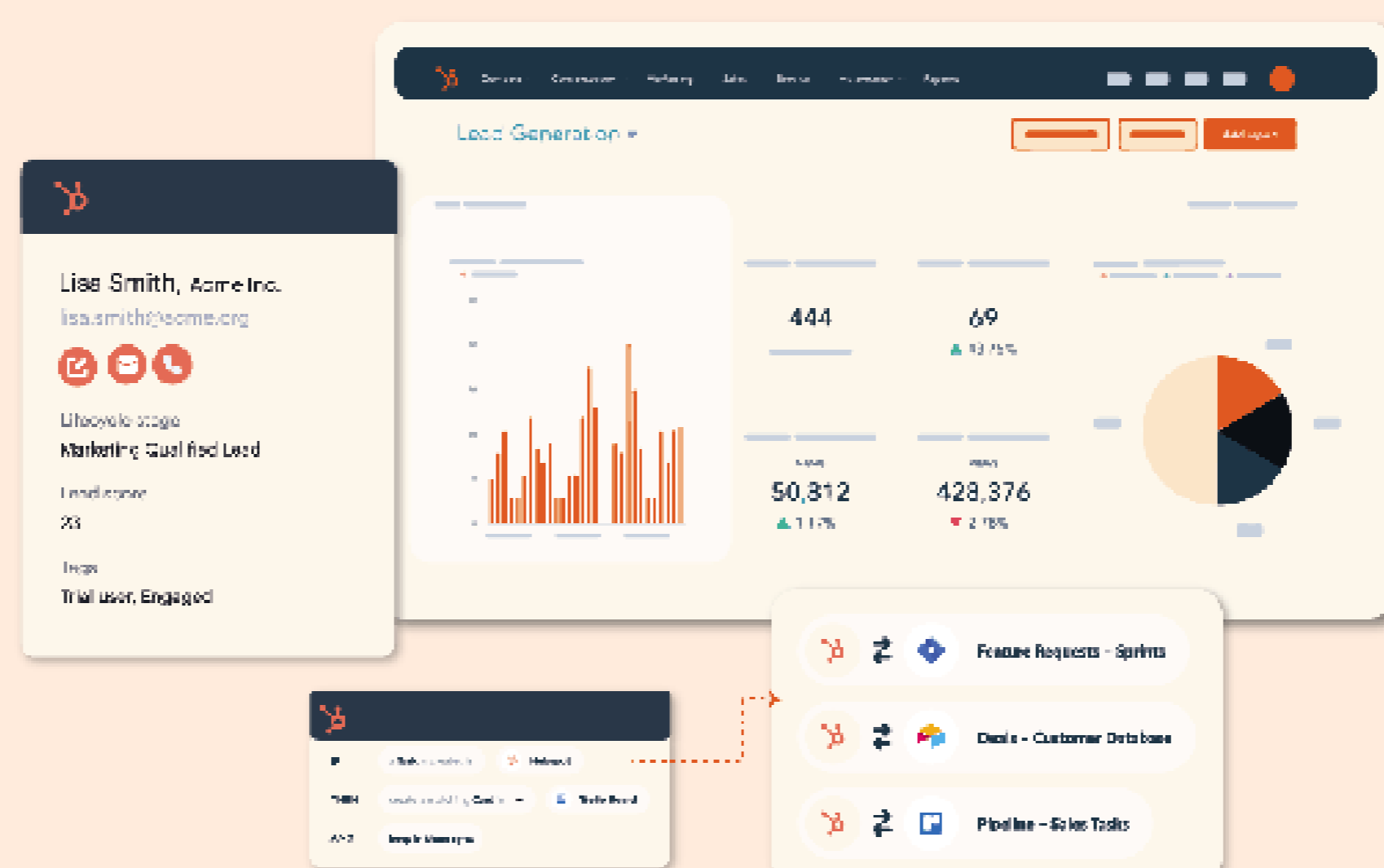
DXP

A DXP provides a complete set of tools to drive the delivery of personalized experiences that scale and connect across multiple channels, geographies and languages, automation and intelligent delivery between different websites and portals, apps and IoT devices. It also provides insights into the reception and outcome of these experiences with data, analytics and often AI and Machine learning, one of the most robust solutions on the market is Acquia Cloud.

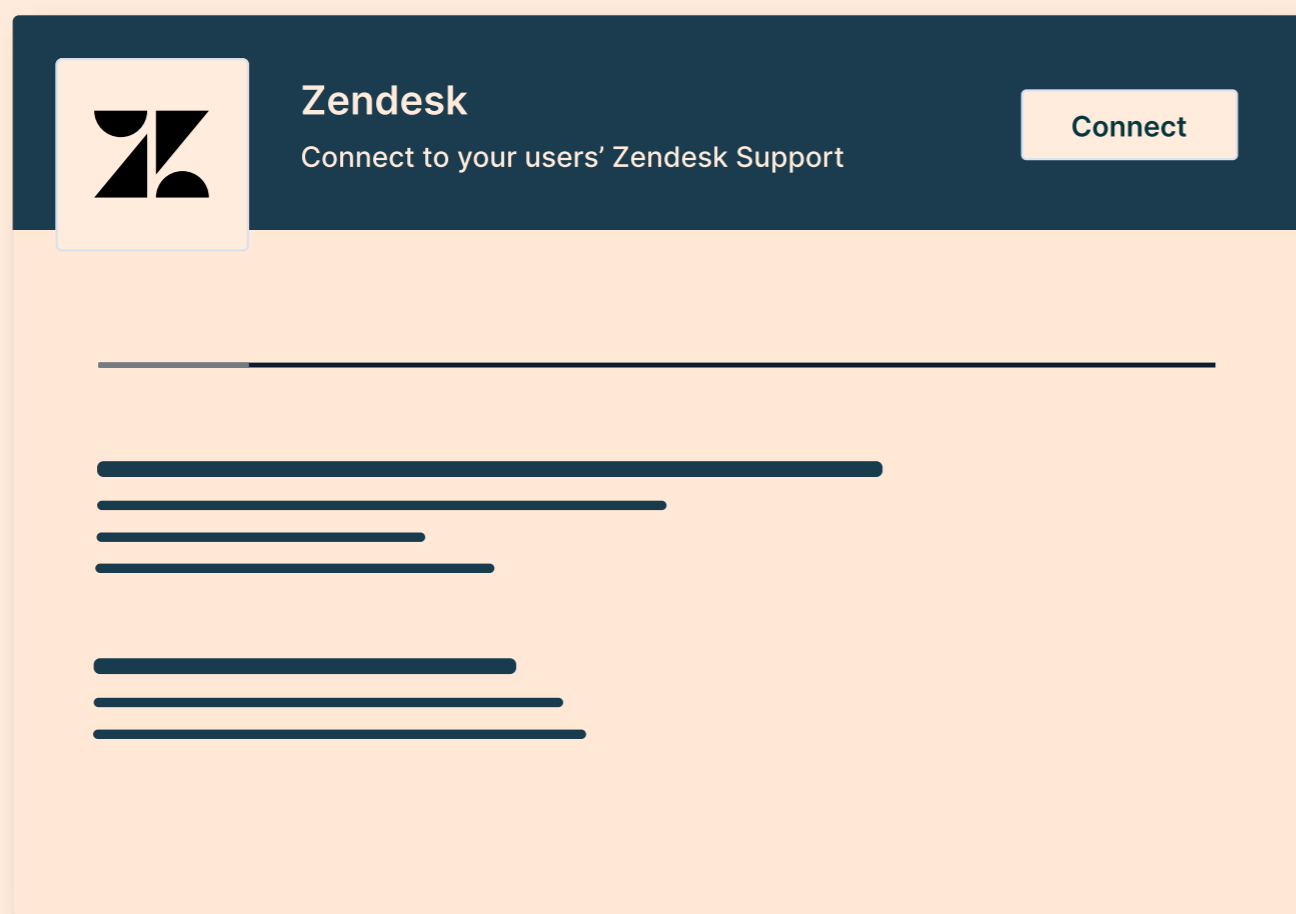


CRM

A CRM (Customer Relationship Management) is a software that allows companies to track every interaction with current users, leads and customers, the most complete and robust option on the market is Hubspot, which includes everything you need, such as marketing, sales and services in one place.



Customer Portal and Web



A customer portal is an extension of a customized website that offers customers a single point of access to relevant company information, as well as various self-service options, known as "**Knowledge Base**". There are software such as Acquia or Hubspot on the market that have it included, however, there are other options such as Zendesk that are exclusively for the functionality of a customer portal.

A website must meet features such as speed, clarity of information, functionality and aesthetics according to the company, the website is the part visible to the general public and the customer portal is the place that is provided for customers to have a space where they can be served in a more personalized way. For the creation of a powerful website, there are CMS platforms that can be highly customized, such as Webflow, CMS Hub from Hubspot or Drupal.

What should you use?

Technology is made to be used! As such, there are many options on the market, some that are similar to others, but may have certain benefits, as well as companies that partner or acquire others and offer better alternatives, and so on. As an example, **Hubspot acquired Clearbit**¹, a software that offers data enrichment and lead acquisition for B2B companies, generating a very robust alliance between the two.

As for the use of these tools, so far there is not one that does absolutely everything, there are other options that in one way or another complement the work to be done. Another important factor is also the human work and the support of AI, integrating all this will continue to be the way to provide an excellent customer experience.

There are different tools needed, such as data analysis software, SEO tools like SEMrush, Work OS like Monday and business communication media like Slack.

To be sure which is the best option for each company, you should have constant advice and audits from agencies or teams specialized in the subject, it is always better to have the help of trained personnel.



1. Hubspot Blog, HubSpot Completes Acquisition of B2B Intelligence Leader Clearbit

Global information technology investment to exceed \$5.1 trillion by 2024.

Gartner IT Symposium/Xpo



cloud storage

Payment



Username



Hyper Personalization.

Hyper-personalization is the future of customer experiences, according to **Zendex**:¹ "the practice of using something you know about the customer to have a unique and powerful interaction. It's about taking their preferences into account and acting on the information in real time." In practice, it refers to all the efforts a company makes to provide a unique journey to each customer, from calling them by name to providing the right content - such as an Ebook to solve a problem - at the right time.



According to a study by **Accenture**,² **75% of consumers are more likely to buy from a company when they are recognized**, remembered or receive relevant recommendations.

In order to provide personalization at each stage of the Customer Journey, it is imperative that companies invest in technology such as a DPX, a website that offers purchase recommendations or AI, implement a marketing strategy that is data-driven, to know what the customer really wants and also have relevant content for each of these stages such as Ebooks, Webinars, informative videos or customer-centric value content.

There are other influencing factors such as the customer service department, however in this Ebook we focus on what an external agent, such as an agency, can provide.



5. Conclusions on customer experience.

Conclusions:

Companies are facing great challenges, facing the future, so it is important to anticipate the challenges ahead, such as the implementation of new technologies and strategies, so our conclusion is the following:



Customer Experience is the future of company strategy.



The implementation of a marketing strategy must be accompanied by CX.



A good CX can exponentially increase a company's sales.




A bad experience can lead to customer abandonment.



It is necessary to have a team prepared to face the challenges of CX.



The use of technology, AI and human talent are essential to the strategy.



**It is
necessary
to have a
strategy**



Our recommendation.

The implementation of a CX strategy needs to have a trained team, it is advisable to have a strategic alignment in the company, from the support and customer service area to the marketing and IT team, however, there are options such as working with an agency that can cover the need for marketing and IT, therefore, we recommend working with external teams that can support your company's strategy..

Venditori, is a Strategy Growth partner, that implements marketing strategies with a focus on CX, our mission is to revolutionize the current strategies, as we provide unlimited and all-inclusive solutions to our partners, in which we seek the growth of companies, because if they grow we grow too.



Design

Pitch deck, Motion Graph, Ebooks, UI/UX.

[See more](#)

Marketing

Performance, Data Driven, SEM, Insights.

[See more](#)

All In One

Inbound, Workflows, automatización.

[See more](#)

Workflows

Implementation of Workflows, Hubspot, Acquia.
CMS: Drupal, Webflow, CMS Hub.

[See more](#)



Slack Community



@company/venditori

www.venditori.co
