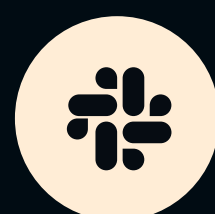# CX Customer Experience

In times of automation

"Customer experience is the next battlefield".

Jerry Gregoire

Content

Venditori

Introduction

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

Today, the supply of products and services has significantly outstripped demand, **which means that there are more companies in the market than consumers willing to purchase their offerings.** This situation poses a critical challenge that requires urgent attention. Despite the considerable efforts that companies invest in attracting customers through marketing strategies, they often neglect the fundamental aspect of delivering an exceptional customer experience (CX).

Customer experience should be a priority from the potential customer's first contact with the company and continue throughout the entire buying process. A well-designed CX not only fosters customer loyalty, but can also be a key differentiator.

Current marketing strategies tend to focus on acquiring new customers, while efforts to retain existing customers are often limited. However, a **Gartner**[1] **study reveals that 82% of customers are willing to stay loyal to a brand if they receive a positive experience throughout their customer journey.** This data highlights the need to prioritize the customer experience, not only to attract new customers, but also to build lasting and valuable relationships with existing ones.

In this Ebook, we are going to talk about the importance of CX and why it should be a fundamental aspect of any company's marketing strategy.

Customer experience

Customer experience as a priority for companies

The customer experience can be defined as all those **interactions that customers have throughout their purchase journey**, from the moment they have a first contact with a company, to the moment they make the purchase and then, the influence on the decision to continue acquiring or not, the products or services of that company.

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 remain essential.

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

The recent pandemic has dramatically accelerated the growth of online shopping, with **McKinsey & Company**[1] **studies indicating an increase equivalent to the percentage increase of a full decade**. This shift has not only generated a significant increase in revenue for companies, but has also imposed a responsibility to improve the customer experience during the shopping process. Companies must focus on providing quality service by addressing concerns, handling support tickets and facilitating a smooth and satisfying shopping experience..

10 years of growth
In 3 months

33

16

14,2

2018 2019 2020
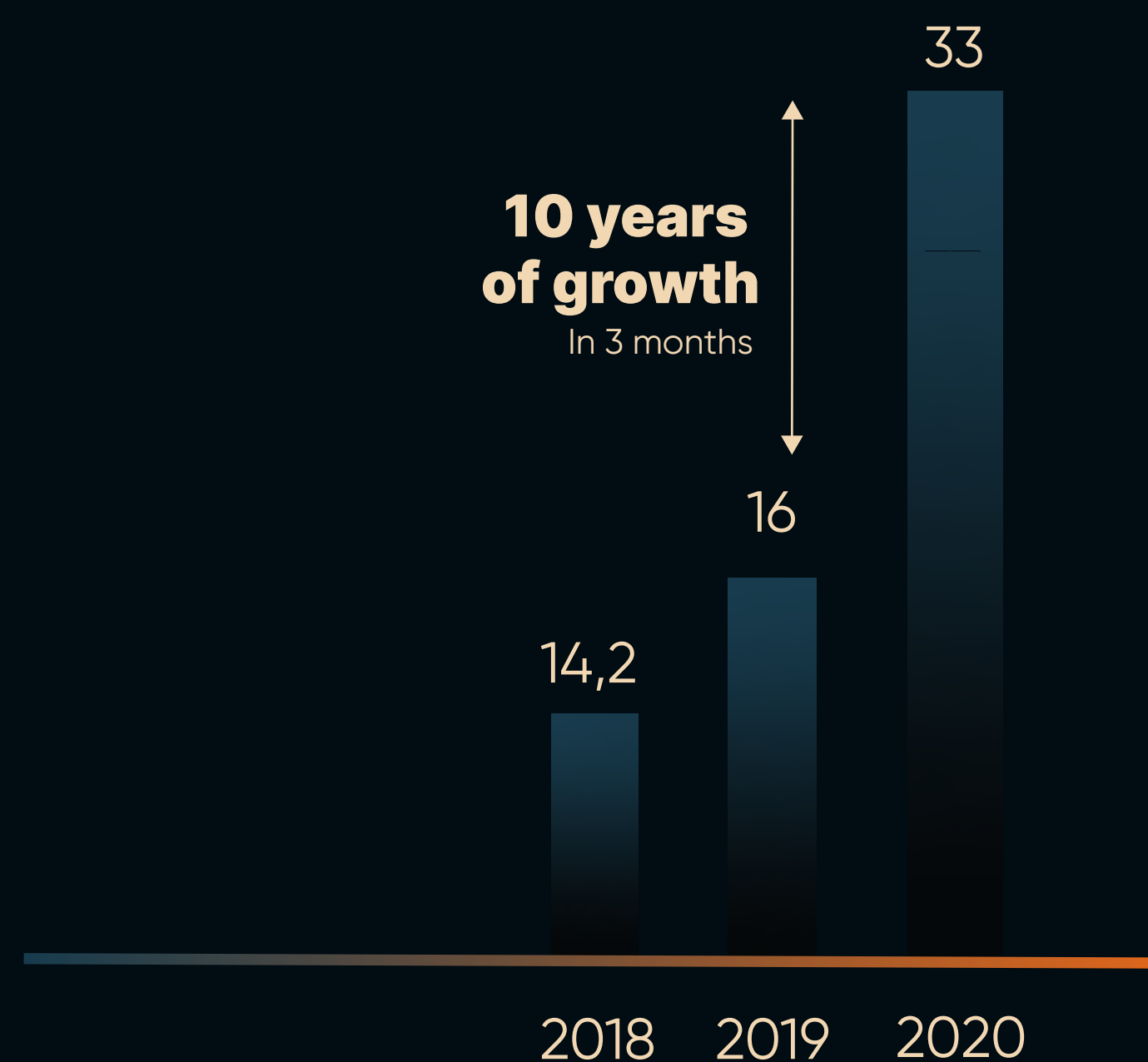
The pandemic made evident the need to adapt to a constantly changing environment, where uncontrollable external situations may arise. In this context, companies must develop new strategies, one of the most important of which is the digital customer experience. This cannot be considered a simple added value, but has become a fundamental necessity to remain competitive and meet the expectations of consumers in the digital era.

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 medium.

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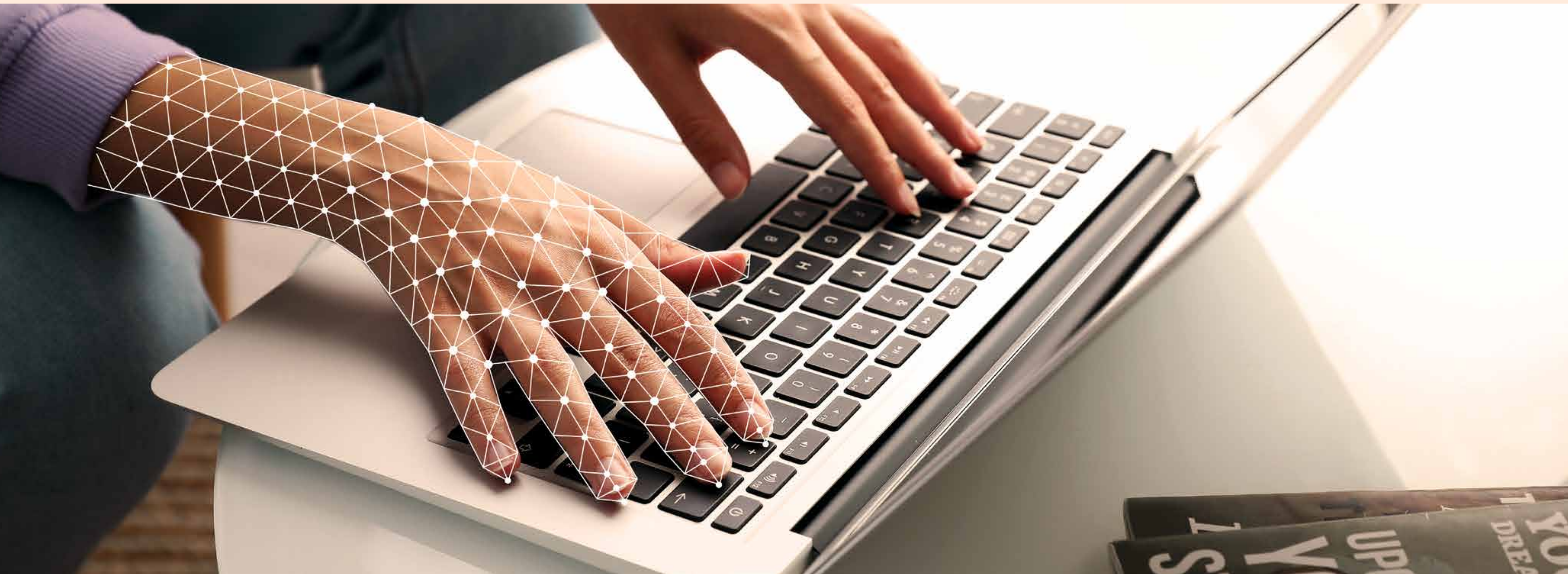
The digital customer experience lies in the ability to shape the perception and opinions that customers have about a company. An effective approach to this aspect can determine customer loyalty, satisfaction and willingness to continuously interact with the company. Furthermore, in an increasingly digitally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

CX in companies

The strategy that results in customer loyalty

Customer experience has become crucial for companies to sustain sales in the long term, as quality customer service fosters customer loyalty and recommendation. However, many consumers are disappointed due to a disconnect between their expectations and reality. Despite investments in technology and marketing, companies often neglect the most important aspects of the customer experience, which can damage brand perception.

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

These factors highlight the importance for companies to consider when implementing any strategy. In fact, many of today's marketing strategies often fail to take these elements into account, resulting in higher costs for customer acquisition and, especially, customer loyalty. Prioritizing the customer experience is essential to optimize resources and achieve stronger, longer-lasting relationships.

Benefits of offering a good CX

A high-quality customer experience can generate significant results in a short period of time for companies. According to a global survey conducted by **Gartner,**[1] **97% of customers are willing to positively recommend a brand after having had a good experience.** These findings are encouraging and highlight the importance of focusing on the customer experience. In addition, a **Zendesk**[2] report on digital customer experience identifies other advantages, including:

Increase in 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 care 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.

1. Gartner, How Service Leaders Can Increase Customer Loyalty
2. Zendex, Cx trends 2023

84% of companies that work to improve their (customers') experience report experiencing an increase in revenue.

PRnewswire,New Research from Dimension Data Reveals Uncomfortable CX Truths

A bad strategy

Customer experience starts from the very first contact

When referring to customer experience, it is important not to confuse this term with customer care, which refers specifically to the department responsible for providing support throughout the customer journey, including the handling of questions, complaints and claims. While customer care is an important component of the customer experience, the latter encompasses a much broader scope.

To understand the customer experience in its entirety, it is essential to recognize that current customers, at some point, were strangers to the products or services we offer. Their first contact with the brand may have been through a social media post, a Google ad or word of mouth (WOM). Therefore, the customer experience includes all of these initial touch points and is not limited only to post-purchase support.

From those first contacts, the potential customer begins to have his first experience with the company. Therefore, each interaction plays a crucial role in the customer experience. An analysis conducted by **Webloyalty**[1] **indicates that the purchase decision is formed in the first 2.5 seconds**, which shows two important aspects: first, that every impression a potential customer takes away is fundamental; and second, that the customer experience between the moment of decision and the completion of the purchase must be significant to ensure the closing of the transaction. This process is known as the Customer Journey, a journey that must be exceptional at all stages. It must be meaningful in order to complete the purchase process; we call this the Customer Journey, a journey that must be exceptional at all stages.

Customer Journey

Stages that determine the purchase decision

The purchase decision process or Customer Journey is the journey of a Lead 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 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

At this stage, the customer is looking for content or materials of their purchase alternatives to acquire them, thus obtaining more information that is relevant, to know which one to choose.

Purchase and after-sales

In the purchase phase, the customer defines which product or service 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. In the post-sale phase, companies manage various strategies to keep the customer connected with the company, so that he/she continues buying and even recommends the brand to other potential customers.

Cause of a bad experience

The Customer Journey encompasses the entire customer journey from first contact to purchase and, subsequently, loyalty. For this process to be completed effectively, it is essential that the experience at each stage meets customer expectations. This is the only way to achieve the desired result, fostering long-lasting and satisfying relationships.

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.

1. Oracle, Advertising and Customer Experience (CX)

Marketing experience

Marketing strategy focused on customer satisfaction

SEMRush[1] **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 intrinsically linked to customer experience, which makes it essential to implement strategies that generate positive experiences and, in turn, drive sales growth. The quality of the customer experience depends on a variety of factors internal to companies. It is crucial to recognize that marketing and customer experience cannot be addressed in isolation. For marketing strategies to effectively support the customer experience, several elements need to be considered, such as:

- Data as a fundamental basis.
- Applying an appropriate strategy.
- Implementation of technology.
- Content personalization.

Any marketing strategy must integrate and implement these elements to achieve the desired results. **Both the marketing department and its external partners must prioritize this integration**, as the main focus going forward must be on generating a positive customer experience. This effort will not only enhance the effectiveness of campaigns, but will also contribute to long-term customer loyalty and satisfaction.

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

Data Science & BI

Today, consumers not only expect high-quality products and services; they also demand personalized, fast and seamless interactions. Automation has revolutionized the way companies operate, enabling greater efficiency and consistency in their processes. However, this advancement also poses a challenge: **how to maintain a human and relevant connection in an environment where interactions are increasingly managed through algorithms and digital platforms?** This is where Data Science and Business Intelligence become essential tools for companies looking to deliver exceptional CX.

Data Science enables companies to leverage the vast amount of data generated by customer interactions. Through advanced analytics and predictive modeling, companies can identify patterns and trends that would otherwise go unnoticed. This not only facilitates the personalization of commercial offerings, but also helps anticipate customer needs and desires, creating a more proactive and user-centric experience.

- Sentiment analysis
- Cluster Analysis
- Web Scraping
- Predictive analytics

Business Intelligence, on the other hand, transforms this data into accessible and useful information for real-time decision making. Through the use of intuitive analytical tools and dashboards, company leaders can monitor the performance of their CX initiatives and make informed adjustments in real time. This continuous analysis and evaluation capability is critical to ensure that implemented strategies are aligned with changing customer expectations.

With a reliable database, built through Business Intelligence strategies, you can optimize your marketing campaigns through the predictive analytics offered by Data Science. This synergy not only improves the effectiveness of your initiatives, but also ensures a more coherent and aligned strategy at every stage of the customer experience.

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 interrupting 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 reinforce your position as a trusted 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.
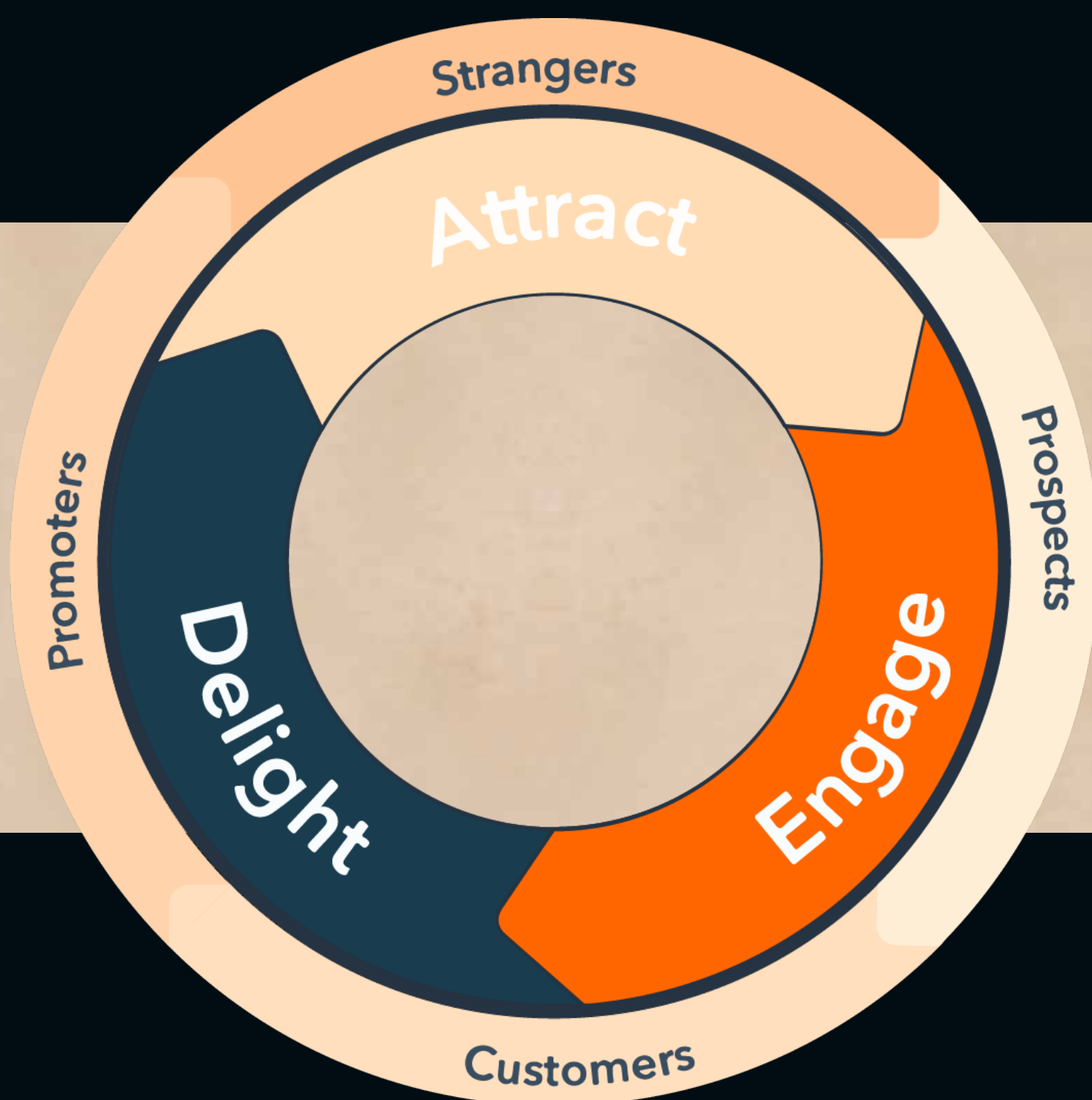

FIG. Hubspot Flywheel

A comprehensive Inbound Marketing strategy is a fundamental component of the customer experience, since its main focus is to place the customer at the center of all actions (see figure, HubSpot's Flywheel). This methodology is designed to transform "strangers" into "advocates" of the company, fostering deeper and longer-lasting relationships that drive sustainable growth.
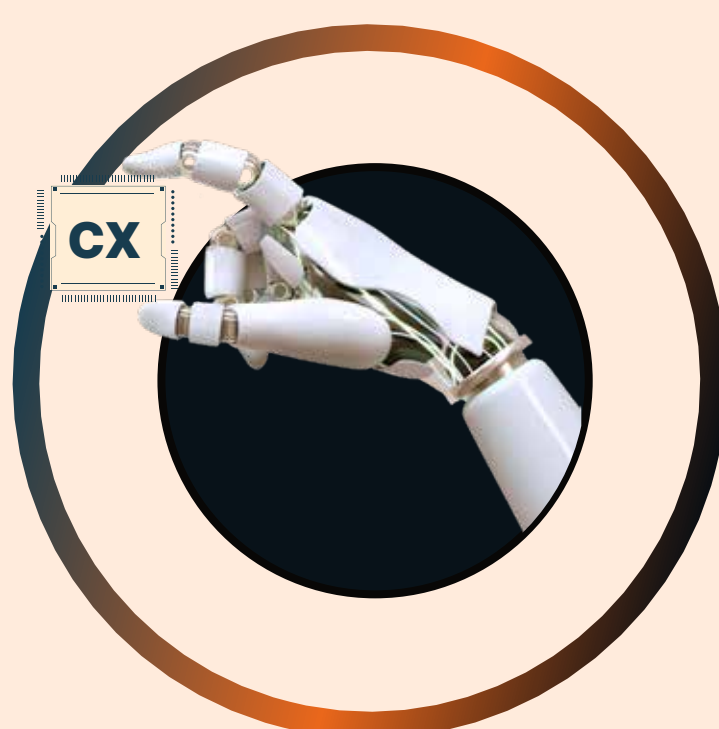
IA & Workflows

Technology and artificial intelligence have established themselves as essential allies in offering an exceptional user experience, optimizing omnichannel. This strategy makes it possible to articulate all points of contact with the customer, ensuring consistent communication across all channels. As a result, it becomes an indispensable factor in enhancing the customer experience (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.

Artificial intelligence, in particular, stands out as one of the most revolutionary technologies. Artificial intelligence, in particular, stands out as one of the most revolutionary technologies, since it allows interacting with users efficiently 24 hours a day, 7 days a week, facilitating self-management. **According to a Deloitte[1] study, AI implementation has increased by 73% since 2019.** In addition, AI has the ability to interpret feelings and needs, which promotes a more personalized approach to care without sacrificing the human touch.

To implement an effective digital structure, it is essential to combine artificial intelligence with tools that optimize the customer experience. **This approach is called Workflow, where various tools are integrated to ensure synchronized operation.** As an example, we have a CRM (Customer Relationship Management) and a DXP (digital experience platform), which provide everything necessary to customers throughout their journey.

For example, when a customer makes a purchase, it is common for doubts about the product or service to arise. If the company does not have a platform that provides a knowledge base, a customer portal or a means of direct contact, this can result in a negative customer experience. **A well-designed and accessible structure is essential to effectively address customer needs and improve customer satisfaction.**

Campaign		Users		Deals Won	
13	▲ 32%	1,312	▲ 56%	84	▲ 67%

1. **Deloitte,** Automation with intelligence.
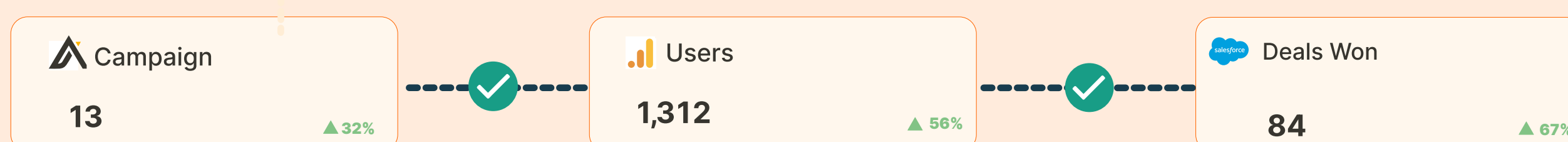
Effective Implementation

It is a fact that technology should not be seen as an expense for companies, but as an investment with a guaranteed return. For this reason, when implementing a Workflow that meets all the needs of the organization, it is crucial to have the support of an IT team that can facilitate a successful implementation. Given the wide variety of solutions available on the market, it is important to select the most robust and effective ones. In the following, we will explore some of the most outstanding options.

DXP

A DXP (digital experience platform) is the evolution of the CMS, which offers a comprehensive set of tools designed to drive the delivery of personalized experiences that adapt and scale across multiple channels, geographies and languages. It facilitates the automation and creation of all digital channels such as website, portals, apps, etc. In addition, it provides insights into the reception and performance of these experiences through data, analytics and artificial intelligence and machine learning. **Among the most robust solutions on the market are Liferay or Acquia Cloud.**

CRM

A CRM (Customer Relationship Management) is a software that allows companies to monitor every interaction with current users, leads and customers. The most complete options on the market are Salesforce and HubSpot, which integrate all the necessary functionalities for marketing, sales and services in a single platform. This facilitates relationship management and optimizes communication at all stages of the customer cycle.
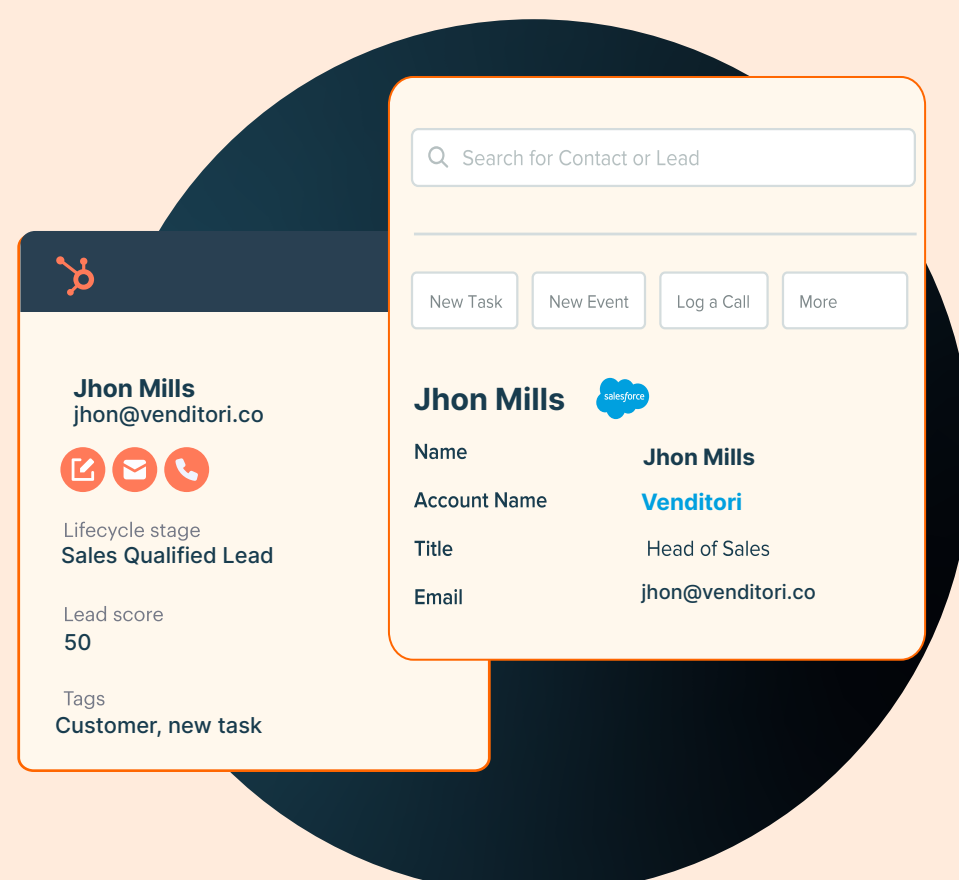
Customer and partner portal

A customer portal is a customized extension of the website that provides customers with a single point of access to relevant company information, as well as various self-service options, commonly referred to as a **"knowledge base"**. In the market, there are solutions such as DXP that include this functionality in their offerings, and there are other alternatives, such as Zendesk, that specialize exclusively in the creation and management of customer portals.

While the website acts as the visible face to the general public, the customer and partner portal offers a space designed to provide personalized attention.

What should I use?

The technology is designed to be used! There are numerous options in the market, some similar, but each may offer different benefits, and there are companies that partner with or acquire others to provide better alternatives. **An example of this is HubSpot's acquisition of Clearbit, a software that provides data enrichment and lead acquisition for B2B companies, creating a strong alliance between the two.**

As for the use of these tools, there is currently no single solution that covers all needs. However, there are several options that complement the required functions. It is also essential to consider the role of human labor and the support of artificial intelligence; by integrating the two, an exceptional customer experience can be delivered.

There are a number of essential tools for companies, including data analysis software, SEO tools such as **SEMrush**, project management platforms such as **Monday** and business communication tools such as **Slack**.

In order to determine the best option for each company, it is essential to have constant advice and auditing by specialized agencies or teams. Collaboration with trained personnel is invaluable, as it facilitates the identification of appropriate solutions and optimizes the implementation of these tools.

Investment in information technology worldwide will exceed US$5.1 trillion by 2024.

Gartner IT Symposium/Xpo

Payment

cloud storage

Username

Hyper Personalization

According to **Zendesk**[1], it is defined as *"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 essence, it refers to all the efforts a company makes to offer a unique journey to each customer, from using your own name to providing relevant content, such as an ebook that addresses a specific problem, at the right time. This strategy not only improves customer satisfaction, but also fosters loyalty to the company.

According to a study by **Accenture**[2], **75% of consumers are more likely to make a purchase from a company that recognizes them**, remembers their preferences or offers relevant recommendations.

To provide effective personalization at every stage of the Customer Journey, it is essential that companies invest in technologies such as a DXP (digital experience platform), which facilitates purchase recommendations, as well as artificial intelligence that can provide personalized attention. In addition, they must implement data-driven marketing strategies to better understand and predict customer needs and wants. It is also crucial to offer relevant content at every stage of the process, such as ebooks, webinars, informative videos and other valuable customer-centric resources.

While the customer service department also influences the overall experience, in this ebook we will focus on the capabilities that an external partner can bring to optimize these efforts.

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1. Zendex,Hyper-personalization as a pillar of the CX offered by your company.
2. Accenture, Acceture Strategy.

Conclusions:

Companies face significant challenges as they move into the future. Therefore, it is essential to anticipate the challenges ahead, such as the implementation of new technologies and strategies. In terms of CX, our conclusions are as follows:

Customer Experience is the future of company strategy.

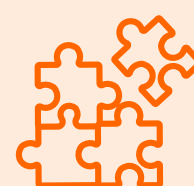The implementation of a marketing strategy must be accompanied by CX.
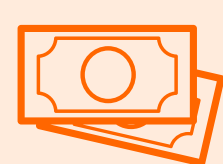
A good CX can exponentially increase a company's sales.

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.

Need a partner?

Tip: According to a Forrester report, the ROI of your strategy can be 225% higher if you have a MarTech strategy and a team of professionals to mobilize this objective..

Our recommendation

Implementing a customer experience (CX) strategy requires a skilled team and strategic alignment across the organization, from support and customer service to IT and marketing teams. **However, an effective alternative is to collaborate with an external partner that can meet the needs of creating business intelligence, marketing and technology strategies.** Therefore, we recommend considering working with external teams that can support and strengthen your company's strategy.

Venditori is a Strategy Growth Partner that specializes in the implementation of Martech and Business Intelligence strategies with a focus on customer experience (CX). **Our mission is to revolutionize current strategies by offering comprehensive solutions to our partners, with the objective of driving the growth of companies.** We firmly believe that by fostering their growth, we also foster our own. Among our solutions we offer:

Data Science
Predictive analytics | Clusters | Sentimenting | Web Scraping

Ver más

All In One
Inbound | Workflows | Automation

Ver más

Business intelligence
BI Strategies | Interactive Dashboards | Reporting

Ver más

Workflows
Implementation of technologies | Integrations

Ver más

Salesforce + HubSpot + DXP + CMS integration and much more...

If you need a partner for an effective CX strategy, **contact us!**

www.venditori.co