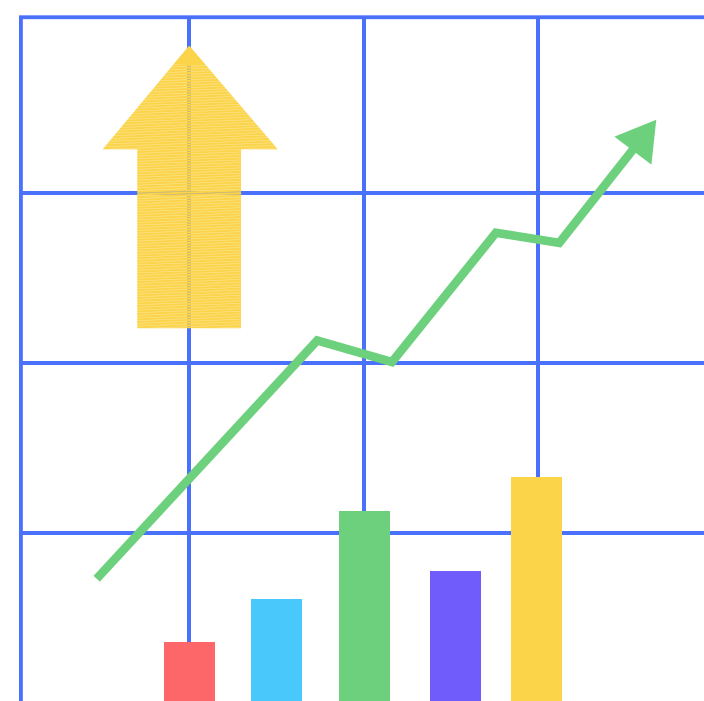


Ensuring High-Quality Customer Experience by Solving Real-world Business Issues



Today's customers are becoming more sophisticated. They demand a smooth and well-designed customer experience on a daily basis. A PWC report presents that **32%** of customers would stop doing business with a brand they loved after one bad experience. Interestingly, leading businesses are also understanding how an organization serves its clients is becoming equally important as the products or services they offer. It is evident that only companies that provide an exceptional customer experience can differentiate themselves from their competitors.



Organizations must consider how well they interact with clients since the quality of their customer service defines the difference between keeping or losing them. Today's successful organizations are devoting time and resources to reinventing their business models to convert their operations into more data-driven.

By immediate data discovery on customer behavior, preferences, and interactions with a business, organizations can gain valuable insights into what their customers want and need. Recent Forrester's [research](#) also concludes with the same point. As per the report, **7%** of organizations are excellent at using technology and insights processes to inform all that they do. This helps them deliver relevant customer experiences more often than their competitors.

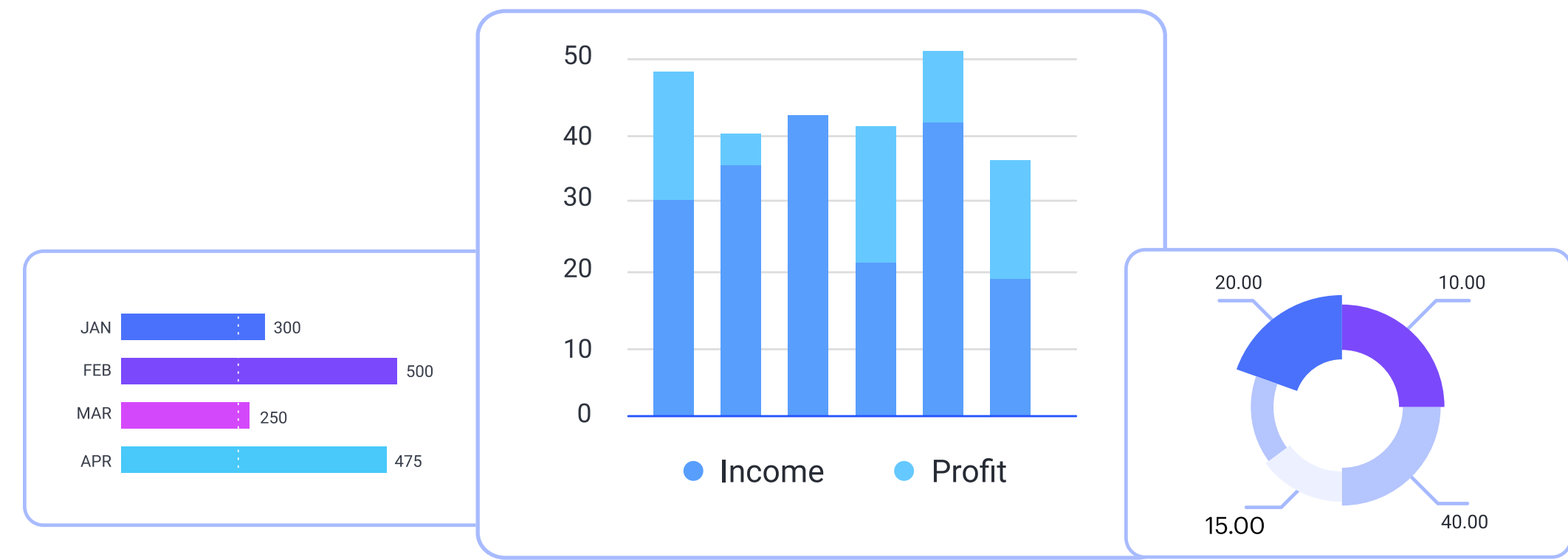
However, in this digital world, it becomes difficult for businesses to manage the huge tons of data produced by various platforms and applications. Hence, many leaders have transformed their operations and processes with technology stacks like business intelligence that goes with their data strategies. Such solutions help with the analysis of their customer data and achieve a single source of truth.

This CX guide taps into various possibilities for improving the overall customer experience. It also explores the necessary steps required to redesign the business in a more customer-centric fashion and to organize it for optimal business outcomes.

What does a good CX look like?

The constantly changing paradigm in consumer behaviors and expectations is forcing companies to change how they serve customers. As per the PWC report, around **80%** of American consumers say that speed, convenience, knowledgeable help, and friendly service are the most crucial elements of a positive customer experience. Understanding what customers expect from your brand is the stepping stone to success for a business.

In a survey conducted by Lumenore, here are the four key elements in the service customers expect from a brand.



"We see our customers as invited guests to a party. And we are the hosts. It's our job every day to make every important aspect of the customer experience a little bit better."

- Jeff Bezos, Amazon



Ease of Use:

Customers expect simple and user-friendly services with minimal friction and obstacles.



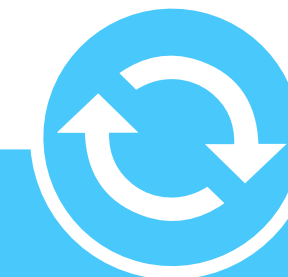
Personalization:

Customers appreciate when businesses personalize their experiences which include customized products or services and tailored communication.



Responsiveness:

Customers want businesses to provide timely and helpful customer service, meanwhile also addressing customer complaints in a professional and respectful manner.



Consistency:

Companies must provide the same level of quality and service across all interactions, whether in-person, online, or through other channels.

Transforming to a customer-centric organization

[Mckinsey](#) report suggests companies that effectively organize and manage customer experience can realize:



Improvement in customer satisfaction



Increase in sales conversion



Lower cost-to-serve



Increase in employee engagement



A customer experience may help companies stand out from the competition. CX offers a technique to position its product and brand at the forefront as more businesses vie for consumers' attention and as more alternatives are easily accessible. An organization that has customer-centricity as its priority has been able to connect with customers across all their journeys in a seamless and end-to-end experience.

Starting with defining the ideal consumer experience is the first step for businesses. For example, an automobile company defines customer experience by providing the ultimate user-friendly driving experience. A strong CX motive fulfils the brand promise and corporate mission. However, to succeed in the long run, organizations should manage it analytically. Building a data-driven organization is one of the wisest ways in doing that.

Transforming an organization to data-driven is equal to building a customer-centric organization. Companies seeking to improve and prioritize CX should consider customer data as the top priority in understanding customer needs, designing solutions, and providing seamless user journeys.

Unlock the power of customer data to reap more benefits

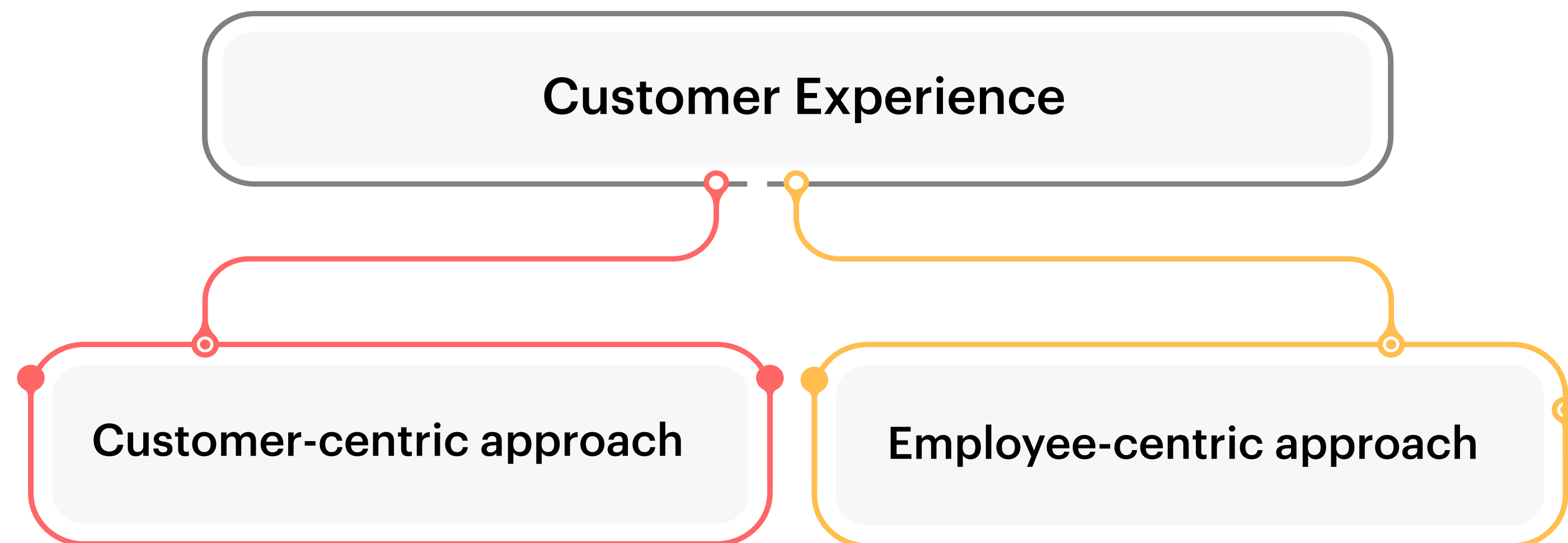
Many of the top businesses base their choices on customer data about what consumers value so they can give priority to the experiences that matter most. This is done through end-to-end analysis of the customer data.

With analytics and intelligence infused into customer service operations, agents and leaders receive an invaluable and comprehensive view of their customers' needs. As a result, the customer service team can transform from a siloed function into a changemaker in marketing, sales, product development, and more.

Many companies are in a process of transforming the organization into a customer-centric by monitoring, synthesizing, and utilizing customer data to the fullest. However, they face difficulty in utilizing them. In some cases, the companies might have a small fraction of unstructured data to work with and make decisions based on them. This can lead to extremely poor results and many confused faces when these new CX solutions don't work.

Reliable business intelligence in customer experience is about removing any challenges with utilizing data. It's about using the customer data a company generates to inform meaningful change for your customers. BI helps with deriving customer insights taken from the data to find opportunities, generate ideas to retain customers, and segment them.

To improve the overall customer experience, an organization should elevate the experience of employees. Good employee experience is the key to an exceptional customer experience. Hence, providing consider every data available to them. Hence, analyzing both customer and employee data is crucial for building loyal customers.



Customer-centric approaches:



Win the heart of customers:

Every business needs clients. The more information you have on the specific customer, the better. BI can help in this situation. It may be used to gather and retain information on the number of your customers' purchases, how frequently they make purchases, and when they last made a purchase. You can then use this data to upsell or run a direct marketing campaign.

Customer data including their demographics, social activity, likes, and dislikes can be collected and analyzed using BI. Insights driven by such data help with identifying trends, forecasting future consumer behavior, brand loyalty, and more.



Understand customer needs:

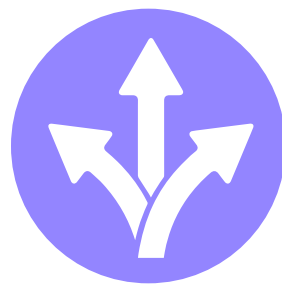
Companies must largely rely on collecting and analyzing consumer data to understand what their customers want. This may be accomplished by gathering data from customer satisfaction surveys and by keeping an eye on online reviews and social media dialogues. A highly scalable data lake can help here in gathering and processing data to make them prepare to derive insights. Meanwhile, advanced analytics and BI capabilities enable businesses to act swiftly and precisely in order to generate maximum value.



Measuring the drivers of CX

The transformation process begins with an assessment of the customer-experience data that is now accessible. Measurement monitors the transformation's development to determine whether the adjustments implemented are the best ones or go far enough. Because client expectations are always changing, it must be a continual process.

The power of such systems increases with advanced analytics and the correct data since, no matter how effective a company's customer experience surveys and sampling procedures are, they will only provide historical insights.



Enhance decision making at all levels

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Improving business performance-based predictions

Leading firms are increasingly using predictive analytics, machine learning, and big data to address customer feedback's well-known limitations. Companies must have management systems with complex feedback loops that instruct staff on the behaviors that produce the greatest outcomes and direct the efforts of innovation teams. Such systems enable businesses to precisely predicts each customer's future spending and level of satisfaction based on past transactions.



Retain consumers with a variety of great experiences

Experience factors like improved quality, a wide selection, and the novelty of the services always keep customers interested. The data identifies the element for businesses, which they may subsequently convey through coherent messages and content in their marketing.

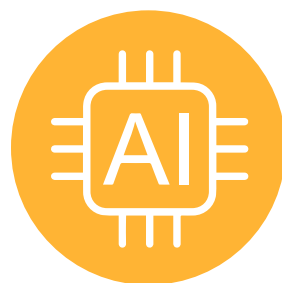
To know more about how various companies are using BI and analytics tools in improving CX, [click here](#).

Employee - centric approaches:



Shift the interactions

Changing the burden away from transactional, repetitive conversations can help the customer care team with a variety of problems. The change might make it possible to increase CX while giving people more fulfilling jobs. Self-service BI becomes a savior in such cases.



Develop AI-powered customer care ecosystems

Without AI and data analytics, it is doubtful that the issues associated with expanding volumes, increased complexity, and scarcity of expertise will be resolved at scale. By leveraging technology to monitor performance, identify opportunities, and implement value-capturing change management, businesses can improve the whole customer operations footprint, delivering crucial operations insights and effects at scale.

Customers may receive a tailored and proactive experience through AI-driven solutions like predictive analytics that address problems before consumers even realize they are present, improving CX at every stage of the customer journey.

Tech can help create a high-performing staff by employing analytics to find the best work procedures and methods. Every employee might possibly get automated coaching, assisting with initiatives to draw in, nurture, and hold onto talent that is in short supply.



Retain and develop the best people with NLQ- based solutions

Customer service employees are very challenging as they must respond to every customer's needs and issues. When call volumes increase and calls become more difficult to settle, these staffs need to be given greater strategic thought.

By keeping track of every word said between a customer service person and the consumer, conversational analytics or NLQ-based solutions aid organizations in increasing productivity. It enables them to comprehend what the consumers are proposing before they phone or leave a message, which saves time when resolving client difficulties.

Data challenges: known and unknown



In a survey conducted by Lumenore, we found out that every organization faces similar challenges while dealing with Data and most of them can be easily solved with an end-to-end data solution platform in place.

Here is the list of known and unknown challenges every user can face while managing organizational data. Having effective solutions in place can help in enhancing the overall customer experience.



How Business Intelligence resolves the issue

- Data Lake: Having a solid Data Lake can help to create a centralized repository that allows to the storage of structured, unstructured, and semi-structured data making it efficient for processing and analytics. It helps differentiate data efficiently with less operational impact. It takes care of data replication, ingestion, synchronization, and real-time data differentiation.

Lumenore's [Data lake](#), termed as Data Universe ensures quality and reliability across the data infrastructure - from data ingestion and scheduling that automates the complexity of building and maintaining pipelines, to running data workloads directly on this data lake. It also ensures safe and secured integration of data and analyzes your data while ensuring proper data quality and verified data usage across an organization.



- A self-service BI tool can help here by automating a majority of the steps in data management. Integration of AI, ML, and NLQ-based solutions helps independence from Data scientists or Data professionals to an extent.
- A robust self-service business intelligence platform can help every user to get access to data and get insights very easily. This makes building a data culture and employees to depend on data and insights while making major decisions.
- An end-to-end data solution helps with transforming, consolidating, and processing data from heterogeneous structures using an advanced ELT approach.
- The capacity to see data graphically and get a deeper understanding of it is provided by sophisticated interactive dashboard representations of data employing a simpler user interface. Lumenore's interactive [dashboards](#) deliver insights faster with actionable visualizations and dashboards that tell compelling data stories.

Base layer to CX transformation: The Leadership



Customer experience must remain the driving force for every department. In order to build a customer-centric organization, the force to use customer data as a base should come from the leadership team. That is why the C-suite has to drive this transformation and make it happen.

CxOs can assist the CEO in this endeavor and manage day-to-day operations. The CxO's responsibility is to safeguard the whole client experience. This will include shaking up the firm with novel business ideas rather than maintaining the existing quo.

Infuse into Customer Data for a successful business journey

Leaders should consider customer experience (CX) as an important factor because it has a significant impact on business success. In short, CX is the overall impression a customer has of a company based on their interactions with it, including customer service, product quality, and the overall buying process.

Lumenore's tailor-made intelligence provides valuable insights into customer demographics, interests, and online behavior. It helps leaders to take decisions by identifying areas where improvements can be made and resolving issues in real time. Lumenore's predictive and NLQ-based augmented solutions help by providing valuable insights into their customer's needs and preferences, and use this information to provide better products and services.

By analyzing customer data, leaders can gain valuable insights into their customers' needs, preferences, and behaviors. These insights can then be used to develop more targeted marketing strategies, improve product offerings, and provide better customer service.





www.lumenore.com

Lumenore is a robust platform that empowers decision-making through intuitive intelligence. Today, every business requires insights from the source data and many business decisions highly depend on technology to support. Lumenore turns your raw data into accurate insights, ensures seamless data integration, enables modern business storytelling, and encourages advanced insight discovery. Lumenore offers conversational analytics and augmented intelligence using Artificial Intelligence, NLP & Machine Learning. Create an all-in-one data universe for effective decision-making across business functions with Lumenore.

Headquarters: 999 Tech Row, Madison Heights, Michigan - 48071, USA Phone: 1-866-580-3400 |