

Welcome!

As soon as you get settled, start answering these questions in your workbook. Then share your answers with those sitting near you.

When was the last time you had an **amazing customer experience?**

- Why did you contact the company?
- What channel(s) did you use to communicate with the company?
- How easy was it for you to get the information you needed?
- How long did it take?
- How did the experience make you feel?

NICE inContact

Creating Digital Customer Experiences

A Workshop

Course Goal and Agenda

The **goal** of this course is to take a high-level look at what digital customer experiences are all about and to identify elements to evaluate existing digital experiences or roll out new digital experiences.

- ⦿ Introduction
- What is DCX?
- Effective Digital Strategies
- Training the Digital Agent
- Close

Amazing Customer Experiences



What is Digital Customer Experience?

Digital Customer Experience

DCX is the sum total of all the online interactions a customer has with your brand.



Sample channels:

- Your website
- Live chat and email
- Mobile apps
- Social media channels (Facebook, Twitter, Instagram, etc.)
- Text messages/SMS
- Digital kiosks and Internet-of-Things (IoT) hardware
- Desktop and Software-as-a-Service software

DCX and CX



Fundamental Ingredients to Good DCX



Did the customer complete their task and achieve their goal?

Was the process smooth and easy?

Did they come away from the interaction feeling good?

Why Emotion Matters

67%

Will pay more
for a great
experience



Customers who have an
emotional connection with a
brand:

304% Higher lifetime
value

71% More likely to
recommend
your brand

Source: Sitecore

Why Digital Matters

56%

Of CEOs said digital improvements led to revenue growth

10%

Greater online spend for multi-channel customers

Source: Delighted Team



Nudge Your Neighbor

Take 30 seconds to tell someone near you one thing you want to remember about digital customer experiences.



Effective Digital Strategies

Ingredients for an Effective Digital Strategy

1. Align with the overall vision and strategy for the organization
2. Understand current customer journeys
3. Implement the necessary technology
4. Train and support all staff
5. Measure success

1. Align with the overall vision and strategy for the organization

2. Understand Current Customer Journeys

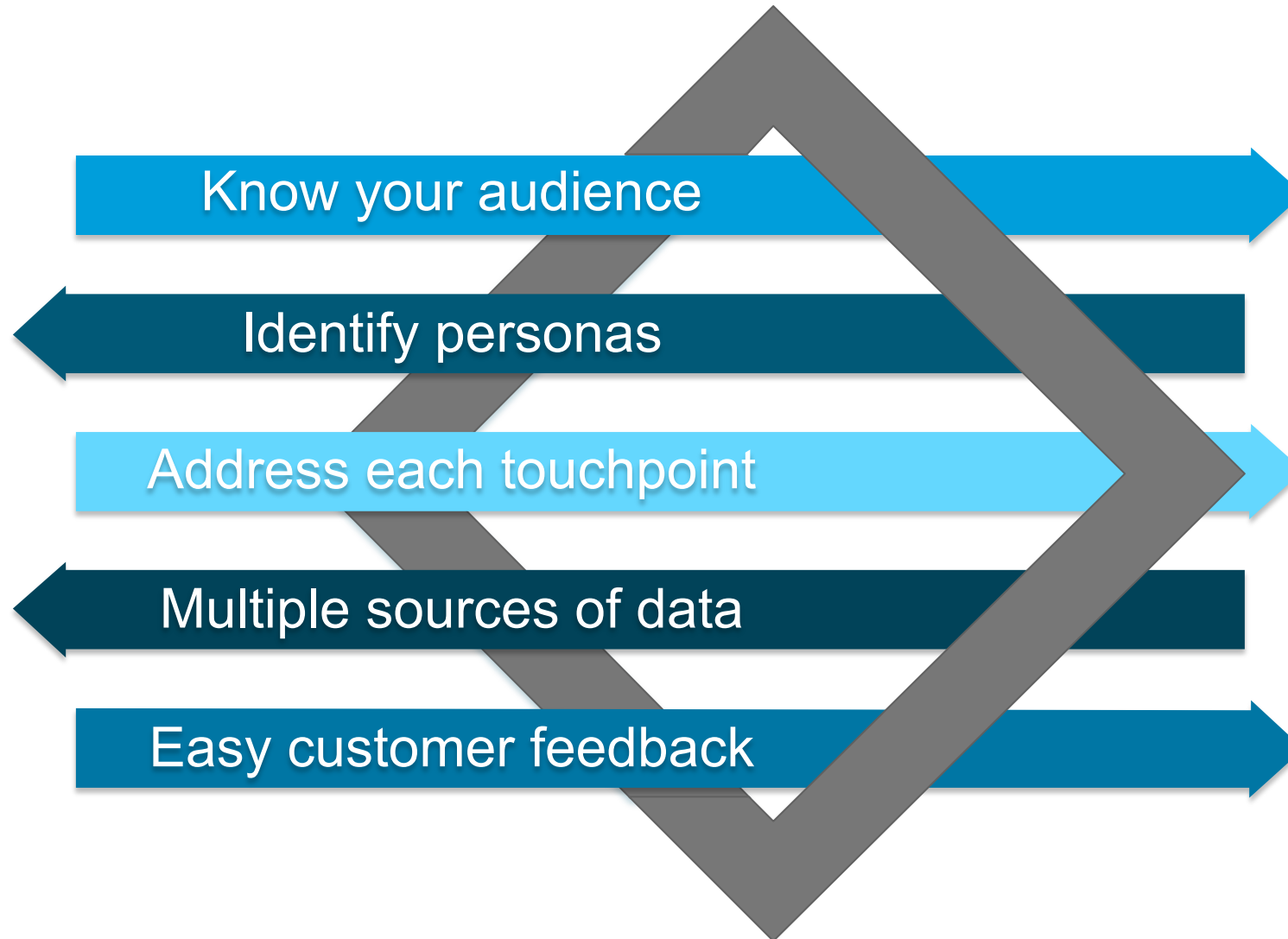
- What channels are currently provided to customers, traditional and digital? Which of these are most popular?
- Where are the points of conflict during a typical customer journey when a customer will reach out for help? Remember to consider the entire journey, from first-touch, to purchase, and afterwards.
- Is it possible to streamline this journey? What malfunctioning can you correct now?
- Are there commonly asked questions or processes that customer service teams spend a lot of time answering?

The Importance of Omnichannel

Assess your current channels:

- Do they all provide an engaging experience for customers?
- Are there channels that customers prefer that are not being offered?
- Are there channels that customers are not using?

Customer Journeys



Nudge Your Neighbor

Take 30 seconds to tell someone near you one important consideration that you see for your organization in understanding your existing customer journeys.



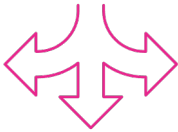
3. Implement the necessary technology



- Adopt a cloud infrastructure



- Implement a cybersecurity strategy



- Use an omnichannel platform



- Self-service



- Artificial intelligence and machine learning

Nudge Your Neighbor

Take 30 seconds to tell someone near you one important consideration that you see for your organization in implementing the necessary technology.



4. Train and support all staff





5. Measure Success

Nudge Your Neighbor

Take 30 seconds to tell someone near you one important consideration that you see for your organization in measuring the success of your DCX.



Training the Digital Agent

Important Elements to Customers

- Fast and easy resolutions
- Finding answers at any time
- Interacting with a friendly and empathetic person
- Getting help by my chosen channel



Top Skills for DCX

- Speed
- Attentiveness
- Written communication
- Social skills
- Empathy



Onboarding New DCX Agents

- Know what you want to accomplish
- Teach them to work across channels
- Teach digital media etiquette
- Provide knowledge and resources
- Create a feedback mechanism

Nudge Your Neighbor

Take 30 seconds to tell someone near you one thing you most want to remember about onboarding and training new digital customer service agents.



Close

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Fundamental Ingredients to Good DCX



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Why Emotion Matters



Why Digital Matters

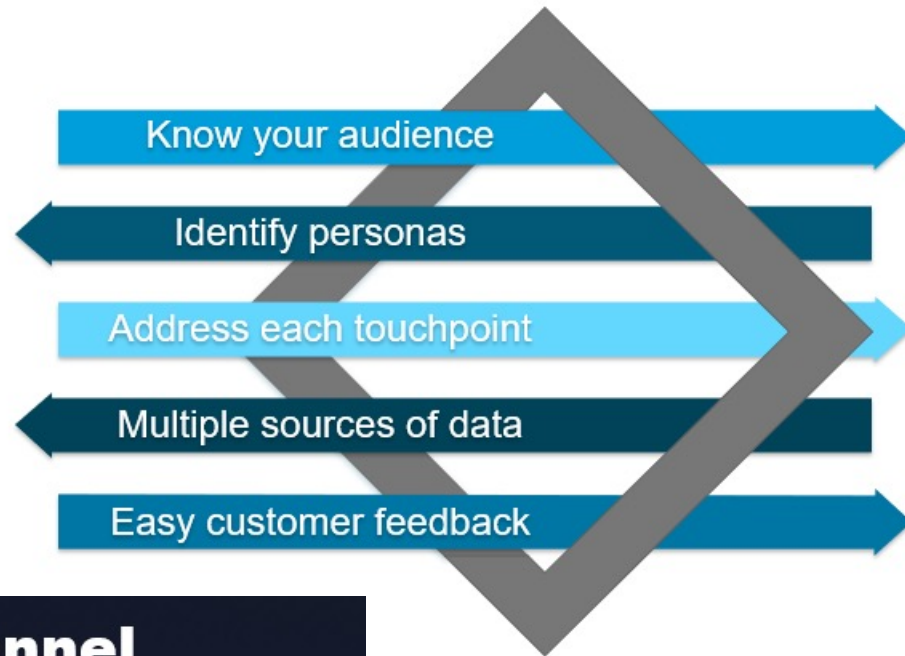


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3 – 2 – 1 Action Plan

- ③ What are three things that you learned or were reminded about for creating digital customer experiences?
- ② What are two things you want to do to create better DCX?
- ① What is one thing you are going to do right away?



Creating Digital Customer Experiences

A training workshop

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