NICE · inContact

Creating Digital Customer Experiences

Participant Workbook

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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?

Agenda

- o Introduction

- o What is digital customer experience (DCX)?

- o Effective digital strategies

- o Training the digital agent
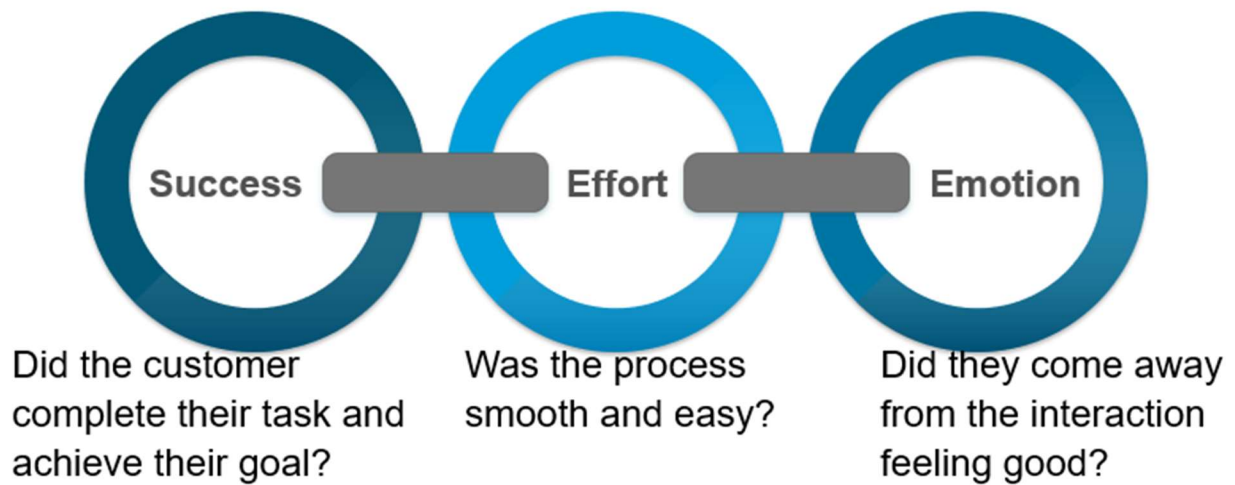
- o Close

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

Success — Did the customer complete their task and achieve their goal?

Effort — Was the process smooth and easy?

Emotion — 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 sped for multi-channel customers

Source: Delghted Team

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 misfunctioning 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
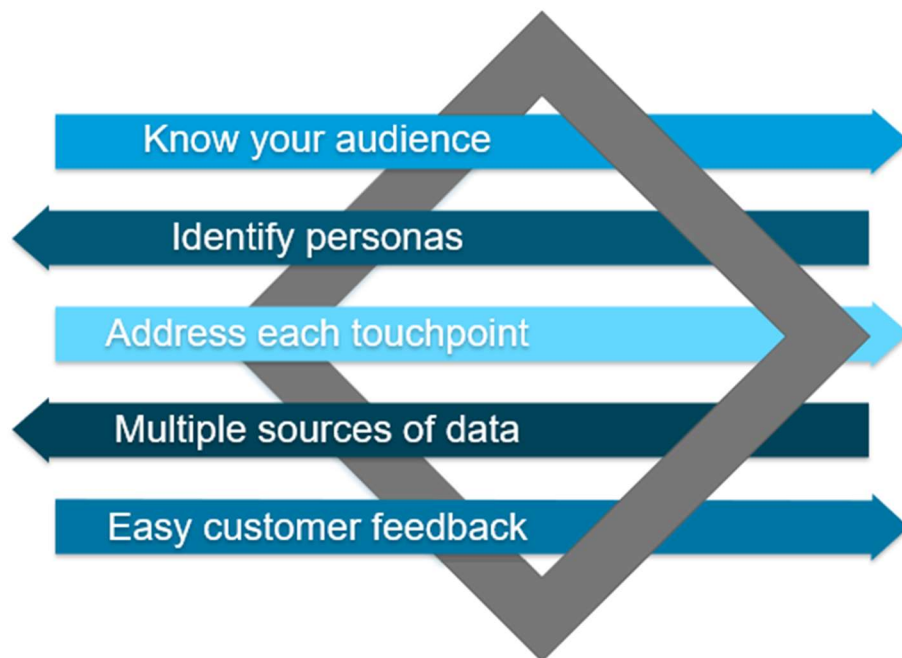
3. Implement the necessary technology

- Adopt a cloud infrastructure
- Implement a cybersecurity strategy
- Use an omnichannel platform
- Self-service
- Artificial intelligence and machine learning

4. Train and support all staff

5. Measure success

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

3 – 2 – 1 Action Plan

❸ **Things I learned or was reminded about in the workshop**:

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❷ **Things I want to do to create better digital customer experiences**

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❶ **Thing I am going to do right away**

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