



*mobile***LIVE**
Accelerating Digital Transformation

Customer Experience

dominating digital economy

Consulting | Custom Development | Testing

Preface

Hyperconnectivity is growing at an unprecedented pace.

50% of world population uses internet

50% of web traffic comes from mobile phones

22% of world's population already shops online

Global retail e-commerce market of **US\$ 1.915 Trillion** in 2016. ^[1]

There is a global urgency in embracing digital transformation.

58% of CEO's rank growth as their No. 1 priority followed with IT-related priorities

56% of CEO's say digital investments improved their net profits

47% of CEO's are experiencing pressure from boards of directors to make digital progress

42% say "digital-first" or "digital to the core" is now their company's digital business posture.^[2]

Growth in this highly competitive digital economy must be led with a clear vision, in a collaborative culture of highly motivated departments, fueled with disruptive innovations in both business models and offerings.

Ultimately, all efforts narrowing down into two strategic streams: Customer Value and Operational Agility.

In this paper, we share how digital customer is driving transformational initiatives in telecom industry, what are the key challenges, and how they can be addressed to achieve growth. Although, this paper focuses on Digital Telco's as a case in point, other customer facing industries can also benefit from insights on expectations and challenges in digital business.

Customer Experience Dominating Digital Economy

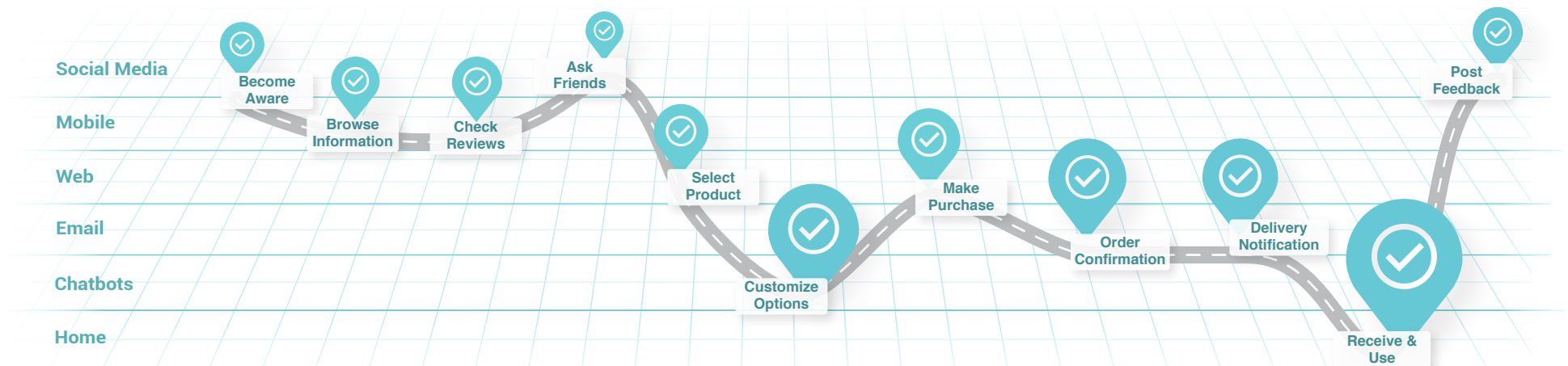
Pursuit of optimal customer experience is driving digital transformation initiatives; with technology allowing customers to be in direct control of their interactions with businesses. From the ease of multi-channel digital connectivity to immediacy in service, the customers expect seamless and hyper-personalized frontend experiences that embody simplicity, Do-it-Yourself, and social. Likes of Amazon, Apple, Google, and Facebook are also not making it any easier by setting

standards that customers expect every business to match.

The importance of Customer Experience has grown to become equal if not more than products and services offered. Brands who focus on improving customer experience by gaining awareness, leveraging data, applying human-centered approach, innovating collaboratively, and executing with agility - easily differentiate themselves and excel onto a path of greater success. However, it's

important to realise the value of improving end-to-end customer experience and not just a siloed touch point.

Lets not forget, Customer Experience also does not belong to any one department. In fact, it requires customer involvement along with intense collaboration from the entire organization on both frontend and backend transformations. Everyone working together towards a common purpose for the sake of the customer, who only recognizes you as one.



Journey map sample: This map shows one of many possible purchase journeys a customer can take for the same task.

Journey, Expectations, and Challenges

All businesses claim to be customer-centric, however, in this digital economy-businesses need to become customer-obsessed to take their customer experience to the next level. They need to be connected, innovative, scalable, agile, and most importantly put customer expectations first. Its no longer acceptable to be reactive to customers. Businesses need to be proactive in understanding customer behaviours and needs to build strategies around them.

Customer 1.0

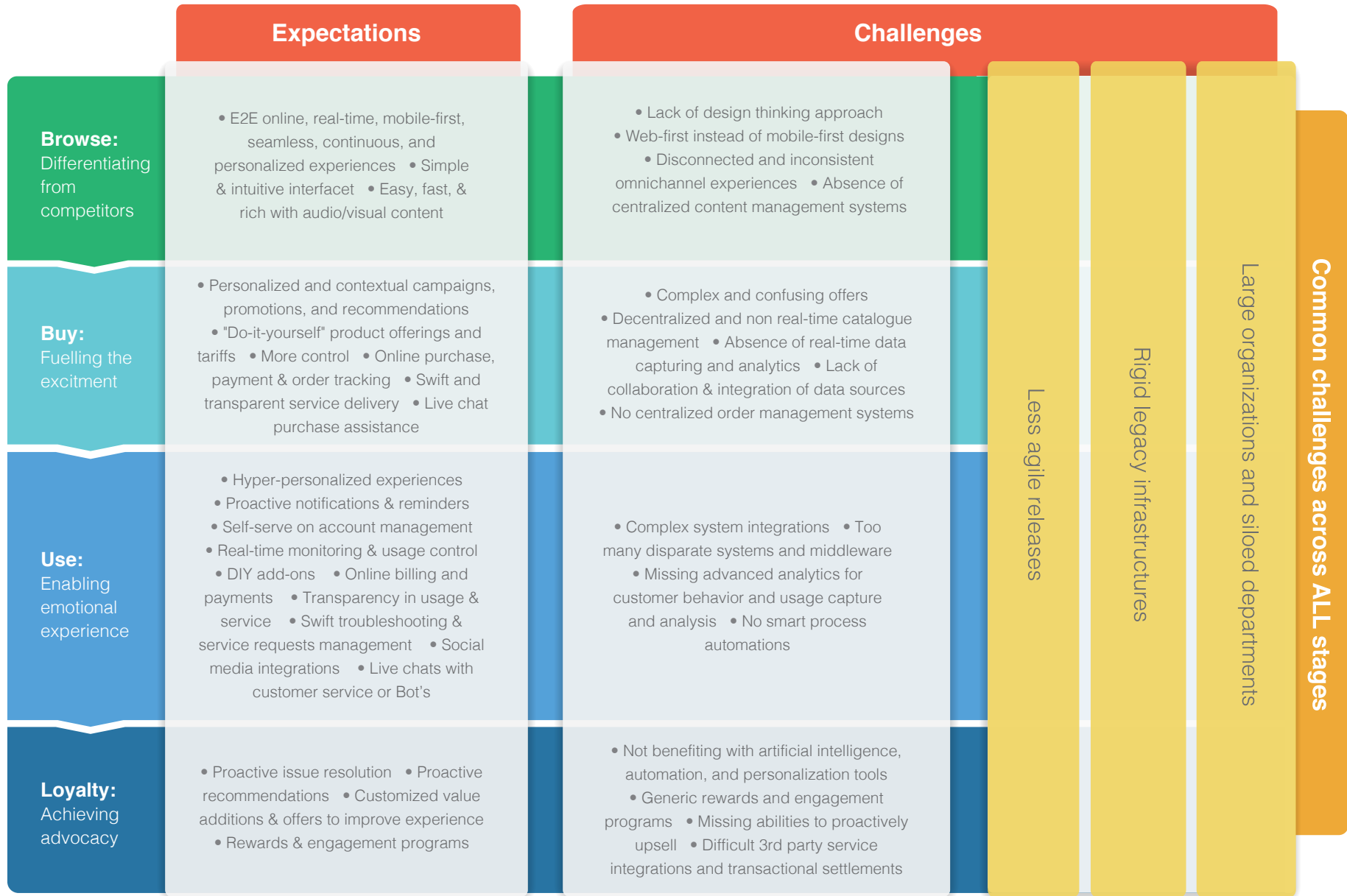
There was a time when customers used to learn about new offers through traditional media. Make time within a few days to seek details from a sales representative or a helpline (that too within office hours). Plan their visit to the nearest retail location, firm up a decision, and finally make a purchase. A process that was spread over days, if not weeks.



Customer 4.0

Well not anymore. Now they live in a real-time digital environment where they have access to several interactive digital channels, offering access from anywhere in the world, at any time of their choice. Digital customers learn, gather information, check reviews, make decisions, place orders, and post their feedback - all in a matter of few clicks.

Although, digital customer's journey is laid down with several complexities, we have created a simplified piece around the expectations of a new customer. From the customer's perspective, this journey primarily involves frontend experience - customer facing functions and touchpoints. However, there is a myriad of backend challenges that need to be addressed in order to achieve the desired experience.



Journey, Expectations, and Challenges

Browse: Differentiating from competitors

Browsing is a pivotal stage of the journey once you have successfully achieved customer attention. Here customers get influenced and decide, whether they will ‘go ahead’ or ‘not’ after carefully evaluating the value in products, services, and experience exhibited against the competitors (who by the way are only a click away in the digital world). It’s a decisive stage where Brands need to ensure they bring out their best and differentiate themselves.

Customers expect an end-to-end online digital experience (Browse, Buy, Use, Troubleshoot, Loyalty and Rewards) just as they became “Aware” and will later “Advocate” on digital channels. While the whole experience is expected to be; mobile-friendly, self-serve, intuitive, relevant, personalized, seamless, and continuous across all touchpoints, many organizations still struggle in delivering it.



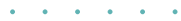
Making a web experience responsive to fit mobile devices is not the solution. Respecting each device interface and platform for their individual requirements and user habits is critical in designing a mobile experience. Telco’s, who are naturalised towards mobility, must set a pedestal here for other industries to follow.

Similarly, offering multiple channels (phone, web, text, email, social, etc.) to customers to interact with the business is great. Nevertheless, it’s not complete without a seamless and continuous omni experience across channels. The customers should never feel a disconnect or inconsistency in experience even if they jump from one channel to another. In fact, they expect their

experience to “automagically” adapt to whenever they engage physically, digitally, and emotionally.

In addition to the above, customers want to feel empowered and in control. Instead of providing fixed, complex, and confusing offers to choose from, empower them with usage simulators and tools so that they can customize their options while experiencing the control they desire. Do-It-Yourself (DIY) applications and processes throughout the journey are extremely effective in building personalized experiences.

It’s important for businesses to embrace collaboration and integration of data sources between departments. Siloed efforts often extend great pocketed moments on individual touch points, but that is not enough. Collaboration and integration ensures latest and greatest offers are extended to customers in real time. Ultimately you want to provide an end-to-end experience while progressing the customer towards a positive decision.



Buy: Fueling the excitement

Positive impressions collected from the pivotal browsing stage, shape up the decision to purchase. Congratulations, you have delivered an exceptional experience in the browsing stage and now convinced the customer to progress into the Buying stage. You must now pass on the baton smoothly. The experience should get even better and excitement should continuously grow.

For a home-run, businesses need to stage a strong eCommerce and mCommerce experience. Customers expect one-time fast page loading, rapid search, easy to browse, rich with audio



and visual content, up to date with latest promotions, offerings trials and ratings, personalized recommendations, and access to quick assisting live-chats. Unfortunately, many businesses have yet not been able to prioritize centralized content and order management systems, engage advanced computing techniques and tools to create these much needed fast, rich, and magical experiences.

Similarly, selecting a product or service, placing an order, and making payment through flexible options needs to be equally flawless for the customers. To avoid losing opportunities, self-serve workflows and integrating latest and convenient payment methods for seamless checkouts are expected to be part of the basic setup.

Once the transactions are complete, customers expect you to provide them with complete visibility powered through order tracking systems. Businesses should be able to give them that unique experience they desire by providing visibility and sending pro-active notifications on their order progress. It will only further cement your relationship.



Use: Enabling emotional experience

Excitement has peaked and the prospect has now turned into a customer by dispelling all doubts about the product/service. Now you're expected to value and nurture this special relationship. As the customer starts using the product/service and gains a hands-on experience, the emotions felt lead to a positive or a negative brand image. The relationship in this stage is now more serious and direct in nature. Make it memorable!

The expectations here on are of a hyper-personalized relationship. Businesses have no excuses anymore because by now you have all the required user data to evaluate and predict experiences. You should be



able to pro-actively provide customized promotions and add-ons which will make customers heart only grow fonder. Go beyond their expectations and make them feel like the unique individual they are. Let them know that you are aware of them and value them.

There are endless possibilities in strengthening the relationship in this stage

with; self-serve account management; real-time monitoring and usage control; DIY bolt-ons; custom offers; pro-active reminders, alerts, and offers; online billing and payment through medium of choice; transparency in usage and services; online and offline ease in reporting of any issue; timely dealing with service requests; social media integrations; and live chats with bots or customer service experts to get their queries resolved instantly.

However, numerous bottlenecks such as: utilising big data and advanced analytics, integrating enterprise wide data sources, creating collaborations between siloed departments, increasing process efficiencies with automation, experience enhancing agile releases, too many disparate systems, middleware, and legacy systems - only add up on the challenges.



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Loyalty: Achieving advocacy

By now, the customer is emotionally attached to the brand and appreciates your empathy. Positive emotions encourage positive customer advocacy, one of the highest reward for a business. You should be proud of achieving this much-treasured loyalty and make all efforts in maintaining it. We all know how expensive new customer acquisition is in comparison to retention.

While bonding with the brand, the expectations of the customer have changed manifolds. Customers are no longer looking forward to just a intuitive,

contextual, seamless, and omni channel service. Instead, expect service issues to be resolved pro-actively and keep on improving their experience. They expect extra value against the relationship you both have. They need recommendations on phones and tariff plans, discounts, invites, and rewards etc. that better suit their lifestyle. Customers want to be valued, incentivised, and retained. Whereas, brands need to achieve positive advocacy - the invaluable role a happy customer can play as an influencer.

Typically, integration with 3rd parties for loyalty initiatives is usually a sore point. Onboarding and settlement with 3rd party vendors, creating a real-time centralised system for customers where they can



check eligibility and place orders, internal and external transactional settlements are challenging but not impossible. There is no need to lose opportunities in loyalty nor upselling. Willing culture and good partners will always get you there.

Attract, Win, and Retain

By the end of 2017, **2/3** of the CEOs of Global 2000 companies will have digital transformation at the center of their corporate strategy.^[3]

50% of digitally mature businesses believe that their digital strategy is tightly aligned to their IT strategy.^[4]

Benefits already being witnessed from digital transformation efforts include increased market share (**41%**), increased customer engagement in digital channels (**37%**), more positive employee morale (**37%**), greater web and mobile engagement (**32%**), and increased customer revenue (**30%**).^[5]

The biggest disruptive technologies cited by global respondents are the cloud (**58%**), mobility and collaboration (**54%**) and data (**52%**).^[6]

It's a fast paced economy where digital customers are demanding seamless multi-channel connectivity, immediacy in service instead of inefficiencies of traditional sales channels, Do-it-Yourself through an eCommerce site or mobile commerce app, chatbots, social media integrations, and hyper-personalized experiences.

Major dependency in delivering these experiences is around Information Technology but, rapid IT transformation to meet business demands cannot be an overnight agenda. Nonetheless, initiatives can be prioritized as per requirement and addressed to reduce growth challenges.

From the structure of the organization, people, culture, processes to the technologies involved - businesses need to sync up with their customers

to deliver beyond the expected experience. Optimizing rigid legacy systems, simplifying complex IT architectures, automating business processes, integrating data sources, applying advanced analytics, adopting design thinking approach, utilising artificial intelligence and smart automations, being proactive, creating collaborations, innovating with agility, and remaining focused on creating value will only help attract, win, and retain customers in this ever-increasing digital economy.

It's not going to be simple, but it must be done in order to avoid the risk of rapidly losing market share.

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