CSG

TOGETHER, YOU WIN.

MAP A PATH TO SMARTER CX:

HOW TO SUCCEED AT DATA-DRIVEN JOURNEY ORCHESTRATION

ARE YOU MISSING SOME PIECES IN THE JOURNEY ORCHESTRATION PUZZLE? MOVE FROM A SILOED CX TO UNIFIED, SMARTER CUSTOMER ENGAGEMENT.

CX: A MOVING TARGET

Twenty years ago, the customer expectations conversation centered around companies setting the expectations and then exceeding them—a little.

Today, it's a very different story. In this era of digitally empowered consumers, they set the expectations—liquid expectations that companies struggle to keep up with, let alone exceed.

This industry changing shift was ushered in by digital giants including Amazon, Apple, Google, and Zappos. These omnichannel experts pulled ahead of the competition by offering swift, seamless, uber-personalized service—an email with product recommendations, a text when a package arrives, and so on. This is a level of service customers now regard as normal.

As customer expectations grew, traditional companies rapidly added new communication channels in a quest to keep up. However, these additions were reactive rather than proactive. As a result, today's ecosystem is fragmented; messages go out from silos, and customer satisfaction is slipping.

One of the biggest complaints customers have is consistency—almost **90 percent of customers think brands need to work harder at creating a seamless experience.** In addition, 73 percent of customers leave when dissatisfied.

THERE IS CLEARLY A DISCONNECT:

89% of companies see customer experience as the key factor driving loyalty and retention

Only **49%** of U.S. consumers say companies provide a good customer experience today

"THERE'S THIS IDEA IF WE USE THE TECHNOLOGY THAT OUR CUSTOMERS USE OR THE LATEST APPS AND MOBILE SITES OR CHATBOTS, WE'RE KEEPING UP WITH DISRUPTION, AND I THINK NONE OF THIS IS BAD, BUT IT'S A COMMON TRAP FOR THE EVOLUTION OF DIGITAL TRANSFORMATION."

BRIAN SOLIS, PRINCIPAL ANALYST AND FUTURIST, ALTIMETER

EXPERIENCE DISCONNECT

"MEASURING CUSTOMER JOURNEY SATISFACTION IS 30 PERCENT MORE PREDICTIVE OF OVERALL CUSTOMER SATISFACTION THAN MEASURING HAPPINESS FOR INDIVIDUAL INTERACTIONS."

MCKINSEY

Why do brands and consumers rate customer experience so differently?

McKinsey provided useful insight into one company's three-month onboarding journey:

The new customers received **nine** phone calls, **one** in-home tech visit, and **numerous** web and mail interactions.

Each individual touchpoint received a **90 percent** customer satisfaction rating – or better. But when looked at as a whole, the journey only earned a **40 percent** customer satisfaction rating.

INTERACTION TYPE						CUMULATIVE
CUSTOMER SATISFACTION	90%	90%	90%	90%	90%	90%	40%

EXPERIENCE DISCONNECT

That's an eye-opening difference. It underlines the fact that there are two notable disconnects within the customer journey:

1. Consumers measure their experience across the **entire** journey, while companies focus on **individual** touchpoints.

2. Companies do not have a unified view of the journey, making it impossible for them to deliver what customers expect: seamless communication that is highly personalized, efficient and relevant.

It's no longer enough to simply batch and blast messages to customers' preferred channel or device. To win, companies must stop looking at customer communication as series of separate touchpoints and see it for what it really is: **a connected journey.** But how can companies do that when they can't see across the silos?

CUSTOMERS ARE NO LONGER LOYAL TO A BRAND—THEY ARE LOYAL TO THE EXPERIENCE.

SO LONG, SILOS

Creating a seamless experience means uniting two key factors: data and channels. Companies typically store customer data in enterprise systems like CRMs, ERPs, BPA, and output management systems. This same disparate structure applies to communication channels and technology choices.

But in today's ad hoc ecosystem where multiple departments and numerous legacy systems are responsible for different parts of the customer journey (marketing sends promotional emails, finance owns billing, customer care controls IVR and in store, etc.), that's easier said than done.

Although this multi-department model works on one level (relevant expertise), the fragmentation means no one can see the entire customer journey, making interaction tracking a challenge to say the least, and presenting a unified journey near impossible.

As a result, customers receive repetitive, or even contradictory messaging. Companies miss out on valuable retention and promotional opportunities. Customers grow dissatisfied and churn.

The good news is there is a way to ensure continuity across all channels, all touchpoints, all messaging. By sharing and analyzing data, you can orchestrate customer journeys that will garner high CX.

The problem is, you can't share if you can't see across silos.
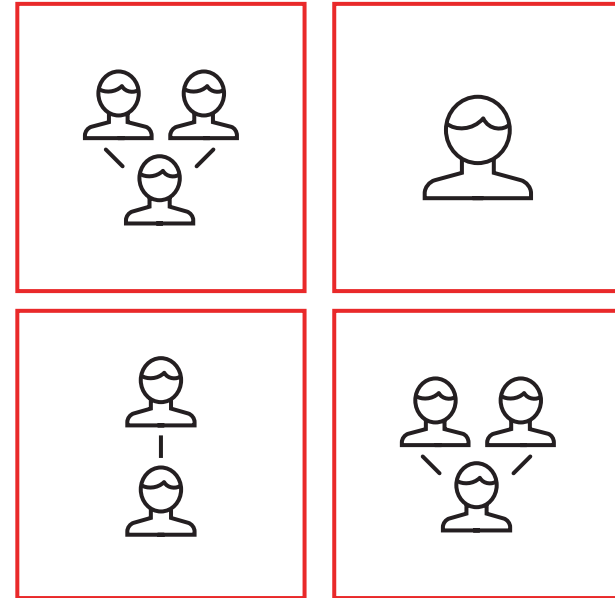
FOR EXAMPLE, IF A CUSTOMER RECEIVES A PAPER BILL PROMOTING A PAY-PER-VIEW EVENT, THEY SHOULD SEE THAT PROMOTION REFLECTED IN ONLINE BILLS, ONLINE BILLING PORTALS, AND SO ON. IF THEY RECEIVE AN OFFER VIA EMAIL, THEY SHOULD SEE THE SAME OFFER ONLINE.

CREATING INFORMED CUSTOMER JOURNEYS

Intelligent customer journeys start with data. To enrich CX, traditional and non-traditional companies alike must view data as capital and invest in it to become truly **data-driven.**

Not too many years ago, companies paid research firms large amounts of money to gather a fraction of the data they now garner on a daily basis through the act of doing business. Turning data into insights is key.

You need to assess what information you already have, and where you're lacking. For instance, which channels are customers using the most? What kind of scenarios (new installs, repairs, etc.) elicit the most customer calls?

Critical examination of current customer communications will help you narrow in on what channels you should incorporate into customer journeys and create more personalized experiences. Intelligent data collection and analysis across silos provides actionable insight into unique customer journeys, enabling organizations to deliver consistent, proactive, and most importantly, relevant messaging on an individualized basis.

This strategic journey mapping helps nurture customer loyalty by showing each customer you see them as a unique person, not just a number.

IT'S A SIMPLE EQUATION:

CUSTOMER FIRST

+

DATA FIRST

=

BETTER CUSTOMER EXPERIENCE

=

COMPETITIVE ADVANTAGE

CONSUMERS ARE WILLING TO SPEND UP TO 16 PERCENT MORE ON PRODUCTS AND SERVICES WITH COMPANIES THAT OFFER A BETTER EXPERIENCE.

PWC FUTURE OF CUSTOMER EXPERIENCE SURVEY 2017/18

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FIVE WAYS TO CREATE MORE INFORMED CUSTOMER JOURNEYS

Account for new channels
Collect insight from different departments to determine which channels a customer uses most. Is that the same channel you've been contacting them on?

Use big data to gain customer insights
All the customer data you need for a good omnichannel experience is stored within your organization (billing, address, transactions, and demographics, etc.). Unify different data sources for a single view of the customer.

Understand customer communication preferences and habits
Use a simple survey to ask customers which channels they'd like to use, then allow them to change their preferences. Offer channel choices for different types of communications. Perhaps they prefer email notifications of new billing statements, but SMS/text for a usage or outage notification.

Make communications relevant
Tailor communications to customer preferences and gain credibility through personalized offers. Target offer in the white space on the bills.

Embrace opportunity
Send proactive notifications to customers when they are about to come off special promotions by offering them a new incentive to encourage retention.

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THE FUTURE MAPPED

Effective journey orchestration focuses on retention rather than just acquisition and is a vital strategy for success across all industries today. Each customer journey, from onboarding, to first bill, promotional roll-offs, or new services, presents an opportunity to increase the value of the customer relationship and retain them for life.

To build relevant journey maps, companies must anticipate the steps a customer may take on that journey. That is no easy task, there are a multitude of scenarios. Pre-mapped journeys that combine deep industry experience with extensive customer data analysis eliminate guesswork and shorten the timeframe to true journey orchestration.

Beginning-to-End Solution that is seamlessly integrated.

Drag and Drop interface making building workflows simple.

Prebuilt Library of Optimized Customer Journeys Maps based on deep industry experience.

Interaction Tracking and Data Insights to demonstrate and optimize ROI of journey outcomes.

Prebuilt Adaptors for transactional conversations that occur across common online systems.

Integrated Content Management & Automated Delivery including Web, SMS, email, print, voice, CSRs, Kiosks, Chatbots, Smart Home, etc.

BRINGING IT ALL TOGETHER

To deliver the insight-driven, omnichannel customer experience needed to win and retain customers in today's evolving market, organizations must rise above their disparate silos to get a birds' eye view of their customers entire journey.

CSG Journey Orchestration is a SaaS, cloud-based platform that bridges the information and messaging gaps created by legacy silos. It does this by leveraging data captured within the platform from the very first touchpoint.

This unified approach to possessive customers' experience facilitates the real-time, behavior-driven engagement that delivers personalized, relevant, clear communications to customers:

⟶ Seamlessly integrates with existing data ingestion and channel delivery to quickly ingest data from any source from first customer interaction

⟶ Provides a comprehensive view to all departments of the customer journey, preferences and touchpoints

⟶ Delivers a unified brand and message across digital channels and traditional channels such as print

⟶ Uses data processing, workflow and AI-based optimization to analyze each touchpoint creating self-service opportunities

⟶ Incorporates decisioning criteria from any systems

⟶ Provides valuable behavioral insights to tailor highly personalized and relevant communications

⟶ Allows for A/B testing paths to optimize strategy

⟶ Bridges all channels (SMS, email, print, web, bills, chatbots, etc.) to ensure consistent brand and messaging

⟶ Scalable to meet your needs now and in the future

⟶ Future-ready, already working with IoT, smart voice-activated devices and other technologies that are shaping future customer interaction

ABOUT CSG

CSG tackles the complexity of business evolution in the digital age for the most respected communications, media and entertainment service providers worldwide. With over 35 years of experience, CSG delivers revenue management, customer experience and digital monetization solutions for every stage of the customer lifecycle. The company is the trusted partner driving digital transformation for leading global brands, including Arrow, AT&T, Bharti Airtel, Charter Communications, Comcast, DISH, Eastlink, iFlix, MTN, TalkTalk, Telefonica, Telstra and Verizon.

Ready to embark on proactive journey orchestration and reap the rewards of true customer satisfaction? For more information, visit our website at csgi.com and follow us on LinkedIn, Twitter and Facebook.