



CX INFLUENCERS

How to Reshape Tomorrow's Customer Experiences

5 influencer insights on
the future of CX



What does it take to redefine human experiences in a digital age?

COVID-19 greatly accelerated the digital transformation imperative. Organisations of all sizes are kicking open the digital front door to serve customers in new ways with effortless, digital-first experiences.

More than ever, effortless customer experiences are defined not only by convenience but also tangible, human experiences.

We spoke to some of the most renowned CX experts for their insights, tips and wisdom on how to reshape customer experiences to meet the intersection of technology and humanity. We compiled some of their best advice in this guide.

Featured CX influencers:



Dan Gingiss,

Author, "Winning at Social Customer Care"



Ian Jacobs,

Principal Analyst, Forrester



Blake Morgan,

Author, "The Customer of the Future"



Daniel Newman,

Founding Partner & Principal Analyst,
Futurum Research



Shep Hyken,

Chief Amazement Officer,
Shepard Presentations

5 ways to reshape tomorrow's customer experiences

ONE

Find the humanity in technology

TWO

Leadership must own the change

THREE

Consistently be amazing

FOUR

Put employees at the forefront

FIVE

Inspire loyalty everyday



ONE

Find the humanity in technology

Digitisation is essential to connect an at-home population. Messaging, chat and video tools provide empathy and normalcy in place of face-to-face interactions.

Successful CX leaders can connect the bridge between technology and humanity. That means making sure every step of a digital journey, no matter how small, is met with the same brand storytelling and values.



"The rate of change will continue to get faster. It is those that can adapt, innovate and disrupt that will survive and thrive".

Daniel Newman
Founding Partner & Principal Analyst,
Futurum Research

Pro tip:

Instead of a broad outlook, identify popular customer touch-points and create a laser-beam focus on the channels that will drive the most CX improvement and ROI.

TWO

Leadership must own the change

Recent societal, cultural and environmental events show that CEOs need to operate at the front of change.

As legacy systems evolve and new skills are brought on, leaders need to bring every department along for the journey. It needs to be made apparent how digital transformation will not only impact technology departments, but how it will affect their brand story and outward-facing messaging.



“This is the first time in history that almost every person on the planet is experiencing the same thing. So if you can’t show empathy right now, you’re going to have trouble showing empathy at other times”.

Dan Gingiss

Author, “Winning at Social Customer Care”

Pro tip:

Meet with each department to show them how the entire organisation touches the customer experience and get their feedback on the vision and strategy. Let them know they are a part of the plan.





THREE

Consistently be amazing

The CX of the future is one that creates an authentic experience that shifts seamlessly between physical and digital spaces.

The best experiences understand how to meet customers differently on each channel all while delivering the same brand experience. From voice to message, every platform has various expectations. Use data to understand customer habits and sentiment on these channels to meet them whenever, wherever.



"There's no going back to a world where digital transformation isn't top of mind for every leader today".

Blake Morgan
Author, "The Customer of the Future"

Pro tip:

Every channel is unique, throw out the script and encourage your employees to communicate differently on every channel to meet expectations. (Hint: people love emojis).

FOUR

Put employees at the forefront

Amazing customer experiences begin with a knowledgeable, engaged, and happy workforce. Digital transformation will unlock a new environment, but it's the people that represent your brand.

Prioritise the human experience ahead of everything else. Employees who feel valued build relationships, loyalty, and authenticity with consumers. Winning organisations are paying above living wage, rethinking work-life balance, and reaching out during difficult times.



"If you want to provide great customer experiences, you now need to actually think more deeply about employee experiences in the customer service organisation".

Ian Jacobs
Principal Analyst, Forrester

Pro tip:

Discuss how digitalisation will help enhance your employees' jobs, not replace them.





FIVE

Inspire loyalty everyday

Effortless experiences remove the friction from everyday interactions, and in its place gives customers and employees room to grow, interact, and change with the organisations.

CX leaders who wear their values on their sleeves can inspire lifetime loyalty and brand advocacy in a market where actions speak volumes. Those who make their values heard let customers and employees understand who they are dealing with before they even begin an interaction.



“There’s more to satisfactory than satisfying customers. What we want to do is create loyal customers”.


Shep Hyken
Chief Amazement Officer,
Shepard Presentations

Pro tip:

Lead internal and external discussions on how to proactively effect the communities you represent.



**Be ready for
tomorrow,
today**



From here on out, leaders can apply the innovations and cultural changes that arose during the first half of 2020 to create a brighter future going forward.

Digital transformation is just the start. Consider how this new perspective on work and life can be applied to better, more effortless experiences for the customer and employee.



Take the next step toward the future

Want to learn more?

ttec.com/resources/workbooks-and-toolkits/effortless-experiences/toolkit

Contact TTEC Digital to learn how to master CX and digital transformation.

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About TTEC:

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