

How Customer Experience and Digital Transformation are Connected



Digital Transformation are Connected

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Focusing on the customer makes a company more resilient.

— Jeff Bezos, Founder of Amazon

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Possibly, the most significant demand in the current market is for a personalized customer experience. It can only be achieved through some ground-breaking technologies of the modern era.

Why? Because today's customers are more digital than conventional.

So, how to improve the customer experience through embracing digital transformation? Let's have a look!



Focus on a personalized customer experience

Reject the "one-size-fits-all" theory

Focus on agile product experimentation

Deliver multi-channel customer experience

Build more customer data

Avoid robotic approaches

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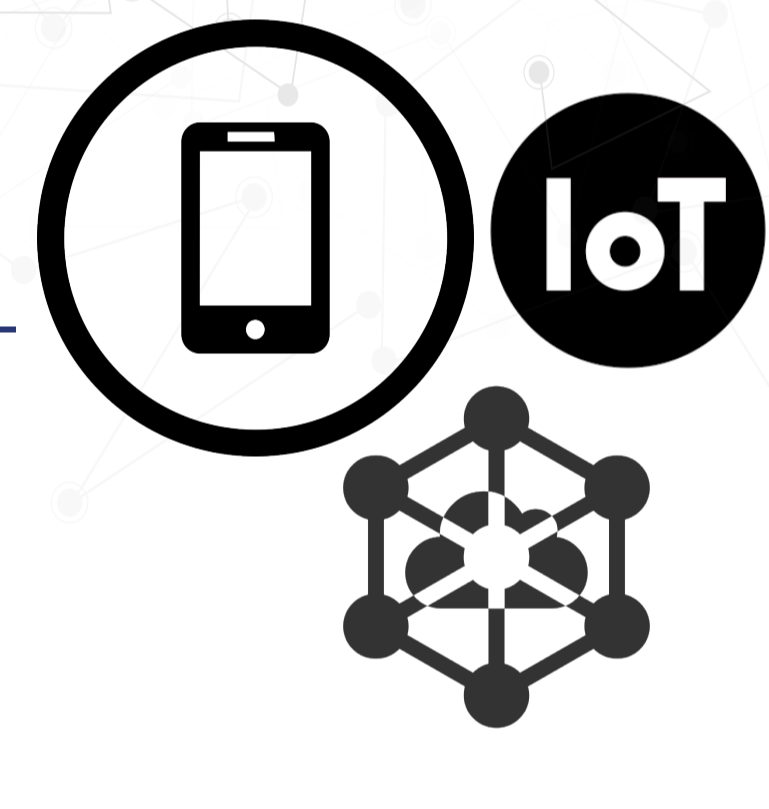
In a world where products and services are becoming more and more commoditized, customer experience is the only true differentiator

— Annette Franz, Founder and Chief Experience Officer at CX Journey Inc.

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Customer experience and digital transformation go hand in hand. Mobile applications, Internet of Things (IoT) devices, AI-powered tools, and high-speed internet have significantly improved customer experience. However, more and more businesses have already realized that customer experience transformation is not possible without digital transformation.

But embracing digital transformation needs proper planning and the ability to tackle the following challenges:



01

A lack of necessary IT skills

02

Poor organizational change management

03

Insufficient budgeting

04

Evolving customer needs

05

Ineffective operational strategies

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I've been on more sales calls with more CEOs in the last two months than at any time in my career, and there's universal agreement among them: Digital transformation, while this isn't one app [solution], it's a must-have. Organizations and governments around the world have a digital transformation imperative like never before, and many of them are accelerating their plans for a digital-first work-from-anywhere environment

— Marc Benioff, Founder, and CEO of Salesforce

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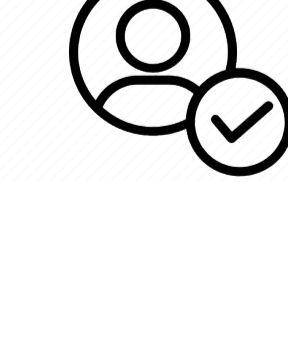
Once you know how to get rid of these challenges, you can reap some exciting customer experience benefits.

The following are the top six advantages of a positive customer experience:



Reduced service and marketing costs

Improved customer engagement



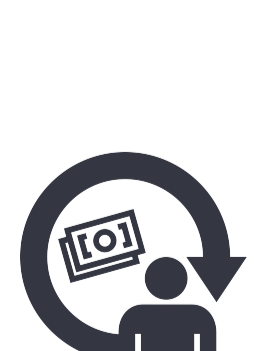
Enhanced customer loyalty and retention

Improved crisis management skills



Improved customer conversions

Increased customer acquisitions



Digital transformation and a focus on customer experience can generate a 20-30% increase in customer satisfaction and economic gains of 20-50%.
The 2019 McKinsey Report