

TOP 10 WAYS TO IMPROVE CUSTOMER EXPERIENCE

1

EMPLOYEE BUY-IN

Be sure to hire employees that are committed to the company and fully understand the mission. Employee loyalty and satisfaction is key.



2

TRANSPARENT BUSINESS

Try to be as open-minded, inclusive and transparent as possible. Transparency builds customer trust, which has a significant impact on the user experience.

3

CONSISTENCY

Ensure the customer experience is consistent across the entire organisation. Use the same, up-to-date customer information to create a consistent, personalised customer experience.



4

SOCIAL MEDIA SUPPORT

Use social media for customer engagement and to listen to customer experiences. Be sure to monitor conversations through social channels and use customer feedback to improve satisfaction.

5

SELF-SERVICE EXPERIENCE

Include FAQ sheets or pages where answers to commonly asked questions are posted. Ensure resources are clear and complete to avoid frustrated customers.



6

TRAINING EMPLOYEES

Give employees customer experience training from Day One. Focus on:

- the principles of customer experience;
- the concept of delivering memories, not just sales;
- the basics of customer segmentations.



7

PERSONALISED EXPERIENCE

Make your customers feel like the company knows and understands them - the experience should be tailored to them. The website should track visits and behaviours and adjust accordingly.



8

CUSTOMER FEEDBACK

Gather feedback through speech and text analytics, customer surveys and mystery shopping. Act on feedback and make the changes customers are looking for.

9

ANTICIPATE PROBLEMS BEFORE THEY HAPPEN

Fix problems before customers know what they are - this will lead to their (and your) happiness. Being proactive enables the organisation to stay in control of the user experience.



10

A WELL-BALANCED TEAM

Have a good mixture of people from all areas of the business be responsible for the delivery and reporting of the customer experience. The team should be made up of people who are focused on customer loyalty, customer satisfaction and process improvement.

