The Blended Approach to Customer Experience Management

USING OPERATIONAL DATA AND CUSTOMER FEEDBACK TO MEET BUSINESS OBJECTIVES

INTOUCH INSIGHT

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THE OPERATIONAL
CHALLENGE TO
CUSTOMER
EXPERIENCE

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THE CHALLENGE

The way a customer perceives their experience with a brand can make all the difference between a one-time sale and a lifelong customer. In fact, "*an excellent customer experience makes customers 4.5x more likely to pay a premium.* " - Forrester

Most companies understand the importance of delivering an unmatched, positive customer experience, but when it comes to executing an effective CEM program, organizations often struggle to attribute business value to their programs, and find themselves unable to drive action to implement change.

Teams across your organization might be collecting the right data to understand their customer experience, but are using different systems, which makes it difficult to aggregate and synthesize customer data.

Not only do companies need a solution that gathers all types of their customer feedback under a single roof and across every team, they also need an intelligence system that helps them interpret the data, act on it and measure outcomes.

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The next challenge arises when businesses only depend on solicited customer feedback to identify whether they are delivering a good customer experience, especially in brick and mortar locations.

Research has shown that there are some universal interactions that customers truly care about:

- Employees provide a welcoming environment;
- Employees answer all of the customer's questions;
- That it is easy to find an employee when they need help;
- That the facilities are clean and accessible;
- That they didn't have to wait too long to talk to an employee.

How do companies know whether their employees are doing this at one, let alone all of their physical locations? Are standards being upheld across multi-location businesses? Some of the physical environment drivers mentioned above relate to operational and customer service standards, which can't be measured using customer feedback alone.

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ENTER MYSTERY SHOPPING AS A MANAGED SERVICE

Operational measurement performed through mystery shopping can tell you whether employees are following your customer service standards such as welcoming customers, thanking them for their business, promoting a CSAT survey on the bottom of a receipt, etc.

Finding a single platform that can help you manage your mystery shopping program, the delivery schedule and data, now that's the key. Think along the lines of turning data into operational checklists, audits of internal standards, verifying if employees are meeting compliancy regulations.

Perhaps the data obtained by conducting a multi-location mystery shopping program identifies that there are some important opportunities for retraining. This could then trigger other departments to take action, and now you're working as a cross-functional team with a CEM program that is aligned.

Combining this type of operational data with customer feedback will give you the CEM insight you need to transform your customer experiences.

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WHAT IS THE BLENDED APPROACH TO CEM

SOFTWARE, MEET SERVICE

The blended approach to customer experience management involves combining customer feedback and operational audits to collect data to improve the physical environments and services rendered by a business.

By complimenting customer feedback with mystery shopping, a business will have the ability to verify that employees are following business standards and whether those standards meet customer expectations.

There's a magnitude of great capabilities built in to an effective CEM platform, that will take you CX insights even further.

They include features such as:

- Sentiment Analysis
- Social Listening
- Customer Reporting
- Predictive Analytics
- Multiple Source Data Aggregation
- Open API for Easy Integrations
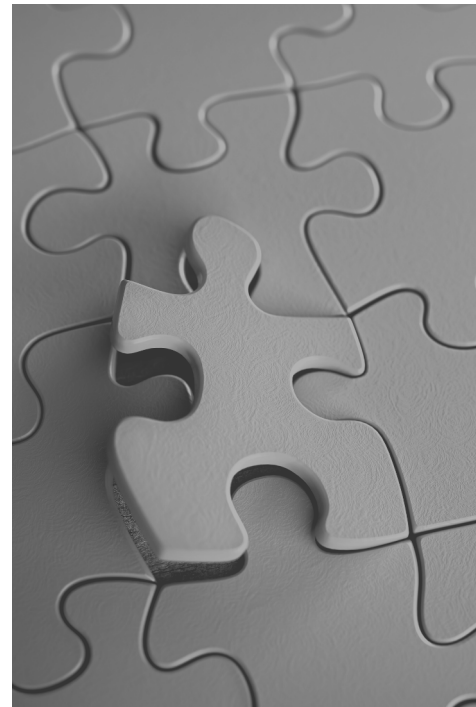
Your entire organization has a role to play in delivering your brand promise. Rally your teams – from the frontlines to upper management - to take actions that will have the biggest impact on your bottom line.

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HOW TO LAUNCH A MYSTERY SHOPPING PROGRAM

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MYSTERY SHOPPING 101

For a mystery shopping program to impact and improve the level of service your employees deliver, your employees need to be on board. Employee trust, adoption and enthusiasm is crucial for driving results.

Building a reputable program that your staff respects is the foundation of a successful mystery shopping program. Without trust or respect, your program impact will diminish and complaints will stream in from employees fighting their scores.

Senior managers should work with their mystery shopping provider to design a program that:

- Minimizes potential for errors in results
- Reduces the chance of shopper identification during evaluations

A successful program is one that employees are motivated and enthusiastic to excel in. While material rewards and incentives are great external motivators, communicating the underlying values of your program to develop a strong internal motivation is ideal for long-term and ongoing success.

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Consider these three expert tips for fair and accurate mystery shopping as you prepare to launch your program:

+ KEEP IT SIMPLE

Avoid complex quantitative measurements or broad general statements. Focus on specific observations with yes or no variables. These minimize potential for human error through memory constraints and promote objective responses that are not reliant on shopper perception.

+ NARROW YOUR FOCUS

Focus your program on a few key factors that are the most important for your customer conversion and satisfaction (i.e. employee attitude, up-selling, cross selling, product knowledge, site cleanliness etc.). Too many measurements can increase error rates and overwhelm your staff with multiple areas of focus.

+ THINK INCONSPICUOUS

Ensure shoppers are not doing anything that is not typical of a regular customer, to minimize risk of identification. Avoid things like taking photos, measuring temperature or scanning inventory and save such measurements for operational audits.

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Remember, your mystery shopping program is a tool used to ultimately improve your level of service. Instead of focusing your communications solely on the program, promote the underlying business values that are driving it. While you drive your service standards, your staff drive the delivery.

If your goal is to improve your service delivery using mystery shopping programs, ensure your staff are on board and are feeling motivated! Work towards building a culture that your staff believe in and feel proud to be a part of, motivation and enthusiasm will grow and program results will improve.
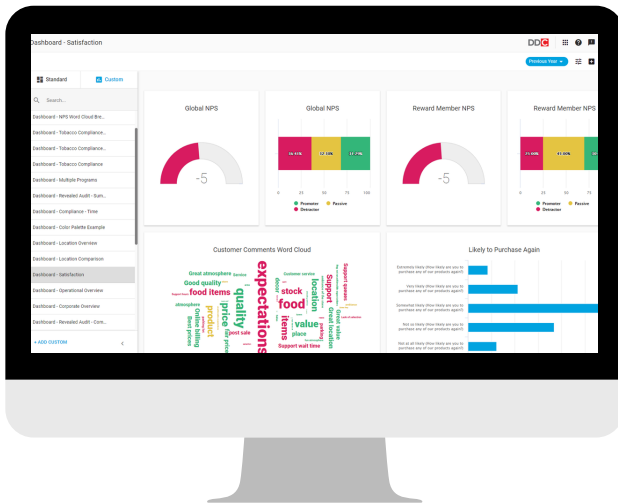
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ENABLING SUCCESS

CHOOSING THE RIGHT TECHNOLOGY

Too often, CX leaders fail to demonstrate the value of CX programs because they aren't using the right tools to helps them collect and analyze data, and promote accountability and long-term success.

LiaCX™ is the only CEM platform that effectively brings together Voice of Customer (VoC) and operational data. It also facilitates the seamless integration of data from existing or past programs. All your data will live in one easy-to-use platform..

With proactive patent pending Action Campaign™ technology and real-time dashboards to discover issues before they escalate, you can empower teams to transform customers into advocates and detractors into promoters.

Using artificial intelligence and predictive analytics, you can create targeted campaigns to improve areas of the buyer journey, launch them across the organization using mobile checklists, and measure the impact activities have on specific business metrics. And, these features all natively integrate with our in-house mystery shopping service.

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By layering a CEM platform, such as LiaCX™ with a mystery shopping service, you business will be able to:

1. Make confident decisions with powerful reporting; getting the right data in the hands of the people who need it most;

2. Empower your teams to take action, especially those on the frontline;

3. Supplement your survey and social data with real-time feedback (mystery shopping is unbiased feedback that isn't triggered by an exceptional or poor experience) to gain a truly holistic view of your operations and CX.

Get the complete, unbiased picture of your business' brand performance to take your customer experience to the highest level. Align operational procedures with customer procedures.

The right platform has the capability to calculate and incorporate a broad array of KPIs to turn analytics and surveys into a fuller measure of a company's financial health, growth opportunities, and to drive action and show whether objectives are actually being met. And remember, happy customers are 4.5x more likely to pay a premium.

CX expectations are continuously changing and evolving, so there's a requirement to habitually educate your work force, study your data, audit your procedures and ensure they are being executed to your standards.

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RINSE AND REPEAT

The Intouch Insight offering is unparalleled. Adoption of LiaCX™, including by mystery shopping (as it is a part of the LiaCX™ offering and one of our key differentiators), provides an industry-leading approach to customer experience management. If done correctly, the outcome will be habit-forming change in frontline staff, meeting operational standards, exceeding business objectives, beating the competition and winning customers for life.

Use the blended approach to CEM to listen, interpret and act on customer data so that your business can deliver brilliant customer experiences, beating out the competition.

BUT, DON'T STOP THERE.

CX expectations are continuously changing and evolving, so there is a real and urgent requirement to continue to educate your work force, study your data, audit your procedures and ensure that they are being executed and maintained to standard. Keep your frontline staff motivated.

Customer experience will continue to evolve, and consumer habits will change as new technologies emerge. Take a proactive and offensive approach to CEM by keeping your finger on the pulse of your CX data. This is just the beginning of your CEM journey. We are here to support you every step of the way.

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QUESTIONS?

DON'T BE SHY! E-MAIL US AT
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