



Are You Playing to Win the Customer Experience Game in 2016?

Customer experience is the name of the game in the service industry these days—and rightfully so. The adoption of digital channels, combined with intense competition for your customers' dollars, has changed the state of play. Now, more than ever, the customer is the referee.

As products and services continue to become commodities, and buyers are able to switch to the competition with a simple tap or a click, a solid plan for providing personalized customer experiences (CX) should top your list of priorities for 2016.



The Customer Experience Playbook

The first step of crafting game-changing CX is to devise a solid plan. Begin by building a championship roster of highly-ranked business processes and technologies

designed to advance your team toward the goal and launch a full-court press against your competitors. When drafting your winning strategy, consider the impact each of these plays has on your CX:

- Provide the channels your customers prefer, and deliver consistent service levels across them all.
- Collect stats about your customers (profile, interaction history, etc.), and use them to personalize journeys so customers don't have to repeat themselves.
- Make your customers feel like MVPs by keeping them informed at all stages of the journey.

Traits of a Champion

A robust contact center solution is your secret weapon for creating omnichannel journeys that foster loyalty and turn your customers into brand champions. Here are five key traits of a best-in-class customer experience platform.

1. MODERN INFRASTRUCTURE:

Edge out your competition with a software-based platform that uses your IP network for voice communication and gives your organization the agility to pivot quickly and continually improve your CX end-game.



2. OMNICHANNEL JOURNEYS:

Field all types of interactions via customers' preferred digital channels, and manage their

journeys end to end with a single platform that includes routing, reporting, and agent desktop applications.

3. WORKFORCE OPTIMIZATION:

Integrated workforce optimization ensures you have the best mix of players ready to tackle the tasks and interactions at hand. Make sure your team brings its "A" game and never drops the ball with continual coaching and training.



4. WORK ITEM ROUTING:

Champions do more than answer calls or reply to emails; they manage the entire field of play. That includes routing work items as well as interactions, so you maximize your team's potential and turn your customers into loyal fans.

5. SINGLE, UNIFIED PLATFORM:

When creating your strategy, team up with a vendor that has a winning track record and offers a single CX platform that can deliver all of these capabilities natively—one that plays well with your existing CRM and back-office applications and infrastructure.



To learn more about upping your CX game, download our eBook, [Best Practices for a Seamless Omnichannel Customer Experience](#) today.

 Learn more about upping your CX game. Visit www.genesys.com