# Deliver an Effortless Customer Experience in 2015

Top three customer experience trends to focus on in 2015

**Genesys®**

In today's Internet-driven, global economy, businesses are struggling more than ever to differentiate from competition. Consumers today have access to products and services from a seemingly endless number of vendors, so it is more important than ever for businesses to focus on the customer experience (CX) as a way to attract and retain customers.

Below are the top three customer experience trends you should focus on in 2015 to strengthen your brand reputation and convert customers into brand advocates.

## 1. Delivering a great customer experience will be a competitive advantage

Simply put, customers who view their experiences with your company to be positive typically spend more money in the future. A recent McKinsey customer experience survey of 27,000 US consumers across 44 industries found that companies that focus on providing a superior and low effort experience across their customer journeys – such as customer onboarding, account changes and problem resolution – realized positive business results, including a 10-15% increase in revenue growth and a 20% increase in customer satisfaction.

## 2. CX leaders will deliver consistent omnichannel customer journeys

Over the past decade, much focus and attention has been paid to enhancing customer interaction channels and to make them more efficient. Companies have made good strides particularly with self-service channels, although the primary driver of these initiatives has been to drive cost out of the organization – more often than not by containing customers within that self-service channel, regardless of the reason. Unfortunately, these initiatives are typically channel-specific and focused on the interaction, not the journey.

A focus on the interaction channel does not take into account the behavior of today's consumer, including the growing preference to bounce between channels during the course of a customer journey such as the purchase of a new product, or resolution of a service problem. The opportunity is to shift focus to delivering consistent omnichannel journeys in order to:

- *Provide a consistent & personal experience as consumers switch from one channel to another, for example, shopping online then calling the contact center with questions*

- *Eliminate siloed customer information that requires customers to re-enter key information multiple times such as name, account number and reason for contact*

- *Remove repetitive steps by carrying forward customer information as they move from one channel to another.*

## 3. CX leaders will focus on creating a low effort environment

Consumers expect your company to make it easy for them to do business. If that doesn't happen, many will switch brands. A recent Forrester study found that over half of US online consumers will abandon their online purchase if they cannot find a quick answer to their questions, and three-quarters say that valuing their time is the most important thing a company can do to provide them with good service.

While many companies have instituted grand campaigns announcing their emphasis on providing superior customer service, it often does not end in the desired result. An extensive study by the Customer Experience Board of over 97,000 customers found that meeting and even exceeding customer expectations is not enough as it doesn't directly impact customers' loyalty. Innovative organizations have realized that the determining factor is customer effort. The less effort it takes for consumers to accomplish their goal when they contact you, the more loyal they become.

## The Genesys Customer Experience Platform

Since our inception in 1990, Genesys has been the pioneer in customer experience solutions. At the heart of the Genesys Customer Experience Platform is patented technology that allows companies to easily optimize the distribution, commonly called routing, of all interactions, cases and back office tasks in such a way that it delivers a highly differentiated customer experience and lowers cost of operations. Genesys allows organizations to manage and carry context across multiple channels and holistically understand the customer journey, helping to provide an outstanding, efficient and cohesive service to meet the customer need.

To learn how you can take your customer experience to the next level in 2015, visit http://www.genesys.com/customer-experience

**About GENESYS**

Genesys is the market leader in multi-channel customer experience (CX) and contact center solutions in the cloud and on-premises. We help brands of all sizes make great CX great business. The Genesys Customer Experience Platform powers optimal customer journeys consistently across all touchpoints, channels and interactions to turn customers into brand advocates. Genesys is trusted by over 4,500 customers in 80 countries to orchestrate more than 100 million digital and voice interactions each day.

**Learn more at** www.genesys.com