

Customer eXperience: The Technology Behind the New Era

Customers are the foundation to any business. The more you have, the more successful your business will be – the formula is simple.

However, the art of acquiring customers and managing the customer experience is a topic researched and analyzed by businesses and educators around the world. Understanding customer behavior is essential for any market place, and especially so for those operating in highly competitive landscapes, such as the telecommunications sector.

As a software solution provider, many of our clients come to us seeking help with their BSS/OSS systems. Through our research and development, we have come to many conclusions regarding users and usability, but none more important than this: The end customer is the ultimate reflection of system usability.

Customer usability is progressively more important now than at any time in history. Not only is the customer themselves the object and reward for the service providers, but they also play a much greater role today as users of the software systems used to run the business. From qualifying service to purchasing and self-care, customers themselves have become the power users of your systems. Their perception of the customer experience provides vital feedback about usability of the systems you provide. We know this to be true for several reasons. First, unlike your internal users, they are not required to use your system. That means they have the luxury of shopping around and using different systems. Combine that with the fact that they are not paid users of your company, you can count on their feedback being unbiased and from experience. Customers are also highly informed. They can search, compare and review all of you competition in minutes. Moreover, because that information is so available and easy to purchase, customers are now more willing to change if the experience is better under another brand. The tools and information made available to the customers are the largest contributors to the customer experience. CHR Solutions has isolated three primary contributors to a successful customer experience, regardless of if they are interfacing with a software interface or over the phone with a CSR:

Quality of the Experience

Our research found that 49% of American consumers switched companies last year due to poor customer service. Conversely, consumers are willing to spend 17% more on a company that has outstanding customer service. In today's digital age, customer service is no longer just a friendly voice on the other end of the phone. Customers now consider online content and software usability a part of the customer service offering. The quality of your customer service starts with your BSS/OSS systems. The greater level of integration between user interfaces and data will drastically increase the quality of customer service. Users (including customers) want information and control. A system that provides those two things will facilitate a greater quality of customer experience.

Personalized Experience

A personalized experience is one that tailors the customer engagement based on history or attributes of the customer. A study shows that 75% of consumers are more likely to make a purchase from a company that knows their name and purchase history and recommends products based on their preferences. A well-structured BSS/OSS contains a large amount of data that can be used to personalize the customer experience, including marketing history, buying history, usage, service location and network details, and customer attributes. The correct use of this data can equip a user (customers included) with a tailored experience that will increase the customer's satisfaction and match the customer with the best products.

Expedience of the Experience

The customer is not patient. Because searching, comparing and reviewing is easy and expected, customers demand results quickly. When considering the contributing to customer service, 73% of consumers say that valuing their time is the most important thing a company can do when providing customer service. Additionally, when purchasing, 89% said having access to real-time product availability would influence their shopping choices. Providing tools that grant fast, usable information to customers and users will keep their attention and prove your expedience.

This data was the backbone that enabled us to help multiple clients create better operational efficiencies through the implementation of the Omnia360 solution. It was designed to provide the critical tools needed to promote an enhanced customer experience. The results for our clients who leverage Omnia360 are unified and streamlined technologies that lead to a better customer experience and ultimately increased revenues.

