



6 Key Actions to Unleash Customer Experience

Practical advice on how to create
moments that matter



shaping tomorrow with you

Introduction: The new differentiator

Speed and convenience have always been an important part of customer experience. But since the Covid-19 pandemic, it's become clear that empathy is just as vital. Businesses who put their customers' needs first enhanced their reputations, while those who attempted to carry on as normal suffered. This ability to see things from the customers' perspective – and tailor their experiences accordingly – could set you apart from your competitors. Read on to find out how.

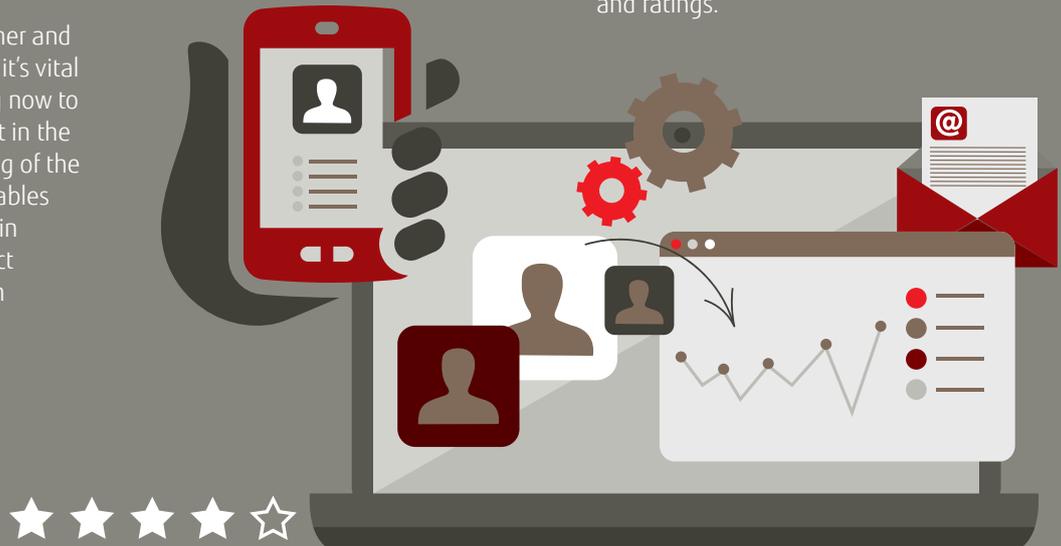


Every touchpoint is an inflection point which can make a difference to your reputation, revenues, and competitiveness. The fact that social media can amplify the impact of word-of-mouth means it's even more important to work hard to make your customer experience better and more rewarding.

You need to stay close to your customer and view your customers holistically. And it's vital that you transcend what's happening now to think about what customers will want in the future. Deepening your understanding of the experience your customers desire enables you to accelerate your business, and in the digital era, this has a direct impact on how you deploy technology within your business.

Technology and data are key. That's what this Essentials Guide is all about: leveraging the power of digital technology and data to generate insights which place your customer at the heart of your business.

That's how you can attract and delight customers more effectively. When you successfully blend the physical and digital you can build long term, sustainable relationships, and understand the context in which your customers engage with your brand. Ultimately, that will have a direct effect on your satisfaction scores and ratings.



Essential advice on Mastering Customer Experience

Improving interaction with customers requires deeper insights into what drives their behaviors. The rapid rise of digital commerce, across both public and private sectors, brings those challenges into sharp focus. Customer experience must be relevant, tailored, and supported by the right content given the context of the touchpoint.



Here are six key principles to help you deliver an exceptional customer experience:

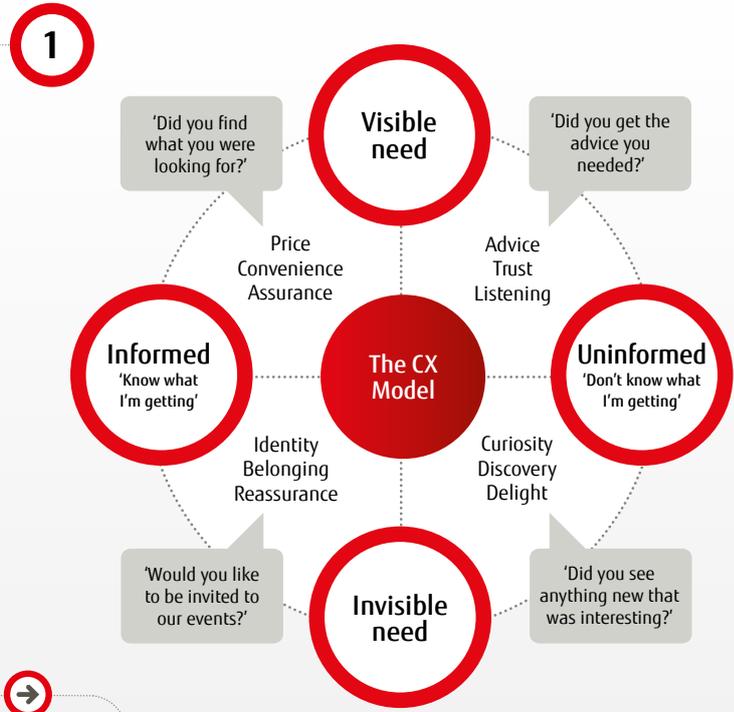
Understand your customer's needs and perspectives:

What a customer says they want and need isn't always the most accurate indication of what's in their mind. Customers have visible needs that they can express and invisible needs which are based on deeper desires that cannot be articulated.

Those invisible needs drive much of their behavior and buying choices. In addressing their needs (both visible and invisible) customers can either be informed or uninformed. For each of those states there is a different combination of the four factors that influence the customer experience, and they're shown in our CX Model.

The model helps you establish a baseline and then track the success of your capabilities in delivering the right balance of customer experience. Behavioral and survey data is vital in enabling you to unlock your customers' unconscious needs, as well as intelligence from actual, person-to-person interaction.

The bottom line is that if you don't segment customers by their individual needs, it will be incredibly difficult to deliver exceptional customer experience, much less remain competitive.



Dive into the data:

Uncovering what a customer really wants takes both quantitative and qualitative data. It provides a clear picture of the applicability of your customer segments, how you deliver customer journeys, and how your customers really feel about your service levels. Are your Net Promoter Scores or other means of measuring your service telling you the truth? Or are they masking problems? Challenge them.

Each customer interaction generates data. Are you collecting it? If so, are you doing it in a coordinated way across functions and touchpoints? Is it structured or unstructured? Can you bring the data to create a rich, singular picture of each customer persona to generate valuable insights to drive segmentation? It can be data from your own sources, or from other sources to augment your own.

If you can do that, then you're in good shape to understand your customers' evolving needs much more accurately. You can also open opportunities to enhance customer experience to develop loyalty and up-sell or cross-sell products.

A strategic look at available data sources and their interoperability is key to starting a new era of customer experience within your business. Data is now available in real-time which means you can gain insights into what your customers are doing and thinking right now and act in the moment. That, in turn, enables you to understand so much more about them, and tailor more high quality, richer and more personalized experiences using the channels that suit their evolving lifestyles.

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Keep conversations consistent:

Customers expect to communicate with you seamlessly across a wide range of different channels – from instant message to tweets to Apps and even talking face-to-face. And each communication must be joined up, so that whoever is dealing with it (be they human or a digital algorithm) has an overview of the interaction and each stage of the dialogue.

'Dialogue' is the point: technology can create a two-way conversation that generates outcomes faster and better, so understand your communications channels and how to reinforce customer relationships through an omni-channel experience – create a dialogue at every level of your brand – including sub-brands.

Pave the way to a 360° customer experience:

Define what your perfect customer experience should be, and then work out what you need to do to deliver it. The experience and journeys need to encompass people, systems and technologies.

So, you need to define your audiences, channels and the context within which you engage with your customers, and then work out the how you can support them in the journeys they take, underpinned by the experience they crave at every step. That could be with people or with technology powered by augmented intelligence.

The point is to create a seamless customer experience that covers their needs, options, and interactions with employees, suppliers and partners. That means it's important to engage them when you set out to define the ideal customer experience.



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Observe and listen to customers but keep an eye on the horizon:

OK, it seems the most obvious thing to do is to survey your customers and ask them what they want. That can be a problem for many reasons; there's a risk that they will define their needs in terms of things that are visible to them today. As Henry Ford said 'If I'd asked what people wanted, they'd have said faster horses'. Your business needs to innovate through both new products and services to customers or new ways of enhancing the customer journey towards meeting their needs.

Whatever you change should be predicated on defined business-led outcomes. It's important to study what customers are saying on social media and conduct trend analysis to help you understand what customers really want. Horizon-scanning can lead to innovation in both products and business models. Fulfilling customer needs right now isn't enough, you must look to the future and innovate.



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Involve customers in offering development process:

Most successful brands create a sense of belonging: the brand helps individuals to make a statement about themselves. So, think about your own personal brand choices for things like phones, cars and even your weekly supermarket shop. A great brand helps you articulate your identity in a visible way. New technologies allow us to take this a step further by making it much easier to pro-actively reach out and engage customer communities.

Some of the new entrants in the world of banking and finance, aren't just listening to their customers and providing services in novel ways, they're turning them into 'fans' by involving their customers in the development of new products and services. This gives their customers not just great new services, but also a sense of ownership and connectedness to the success of the brand. Which feels like 'their brand'. In today's fast-moving environment, a competitor with a surprisingly innovative launch could quickly attract your customers unless you work hard to match and exceed the attraction of a disruptor's offering.

This also goes for your staff: enable them to share their own insights about the delivery of customer experience and engage them about how they can contribute to improving efficiency and customer focus.



How can Fujitsu help?

We can help you know the customer, know the magic and connect the two. And, we approach customer experience in a way that only Fujitsu can - reimagining the rules, redefining the medium, and essentially making the customer the hero.

At Fujitsu, we have a human-centric vision and the technology to back it up. Our comprehensive industry solutions, consultative and technology expertise will help you unleash actionable customer insight to deliver seamless experiences that convert.





A leading European bank was concerned that its competitors were providing a better customer experience via ATMs and this was being commented on across social media. They decided to transform this important customer touchpoint to ensure that it enhanced their relationships rather than hindered them.

Working closely with Fujitsu, the bank created a new smart ATM experience for customers. We also helped the bank enhance the infrastructure which supported the ATM network to ensure that every ATM was always working and available when customers needed them, and offered new services. Very soon the bank's ATMs were acknowledged as customer-centric and innovative.

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The most effective way to improve the experience customers enjoy in store, is to understand how they behave and why. To do that you need data from across all touchpoints and channels. **We helped a large retailer** to gather that data and turn it into valuable insights.

They worked with Fujitsu to track customer location and behavior across their stores and used the intelligence to target marketing and promotions more effectively.

The data was also useful in transforming store layouts to improve customer experience, and ensure staff allocation matched footfall. It also helped reduce queues at checkouts, reducing customer frustration and boosting service.

A leading utilities company which was experiencing high volumes of customer complaints due to disruption of services worked with us to identify what types of customer and households were more likely to complain in the event of downtime of a service. By analyzing historical complaint information and combining with additional data sets, Fujitsu built and mapped out a suite of propensity models across their entire catchment of four million individuals to create a score related to their willingness to complain.

We created a persona for every individual which contained the best channel of communication (social, SMS, email). That enabled us to automate proactive communication to inform customers of disruptions as well as providing ongoing updates.

We also carried out real-time social media listening to glean what people were saying about the service and overlaid it onto GIS mapping, so we could execute messages to affected areas. The net result was a decrease in complaints and increase in customer satisfaction and loyalty.



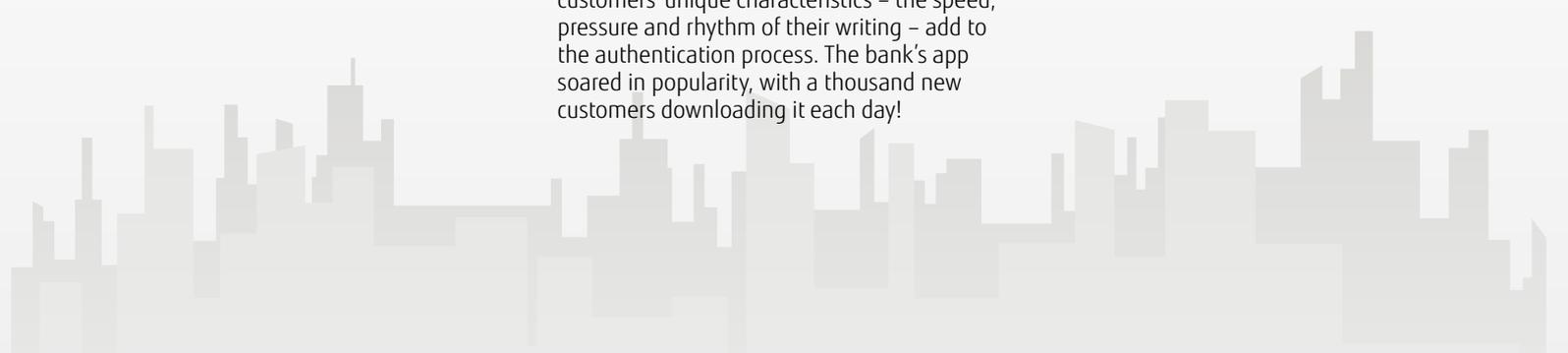
When a UK rail company decided that its ticketing system was not delivering a great service to its customers, they decided to engage with Fujitsu to create a customer-led solution. Simply, they wanted to revolutionize ticketing, not just to improve customer satisfaction, but also to boost employee efficiency.

So, we implemented the STAR Mobile system – a smartphone based ticketing solution that delivered the flexibility and transparency customers wanted and eased their journey, from purchase, to train, to destination.

A major retail bank which was already known for its innovative digital approach to customer interaction, decided to make opening an account even easier and quicker. So, they worked with Fujitsu to get the time it takes to open an account via a smartphone down to five minutes and deliver the security compliance that customers expect.

That mix of convenience, ease and confidence was vital to customer satisfaction. We enabled a digital signature system to make the process simple and cut costs. The solution adds biometrics to the physical signature, so customers' unique characteristics – the speed, pressure and rhythm of their writing – add to the authentication process. The bank's app soared in popularity, with a thousand new customers downloading it each day!

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Mastering Customer Experience, together

We are in a new era of customer influence. Digital technologies have shifted the balance of power from the seller to the buyer. That's why it's so important to ensure that your organization is truly customer-led.



At Fujitsu, we combine our industry solutions, consultative approach and technology expertise to help you harness the deep customer insights you need to be competitive in the always-on economy.

Through co-creation, we will help you to deliver richer, more engaging and highly personalized customer experiences, consistently across all channels – and to ensure the operational models are in place that enable you to deliver on your customer promises.

We will help you create seamless multi-channels that feel like one – a strong, responsive brand that delivers great service and experience. We can also ensure you are truly customer-led, and can gather, analyze and use data to achieve strategic innovation to future proof your business. The point is to offer customers what they want (sometimes before they even know it!). Naturally, we will help you deploy the right blend of technologies and solutions that suit your needs and your ambitions.



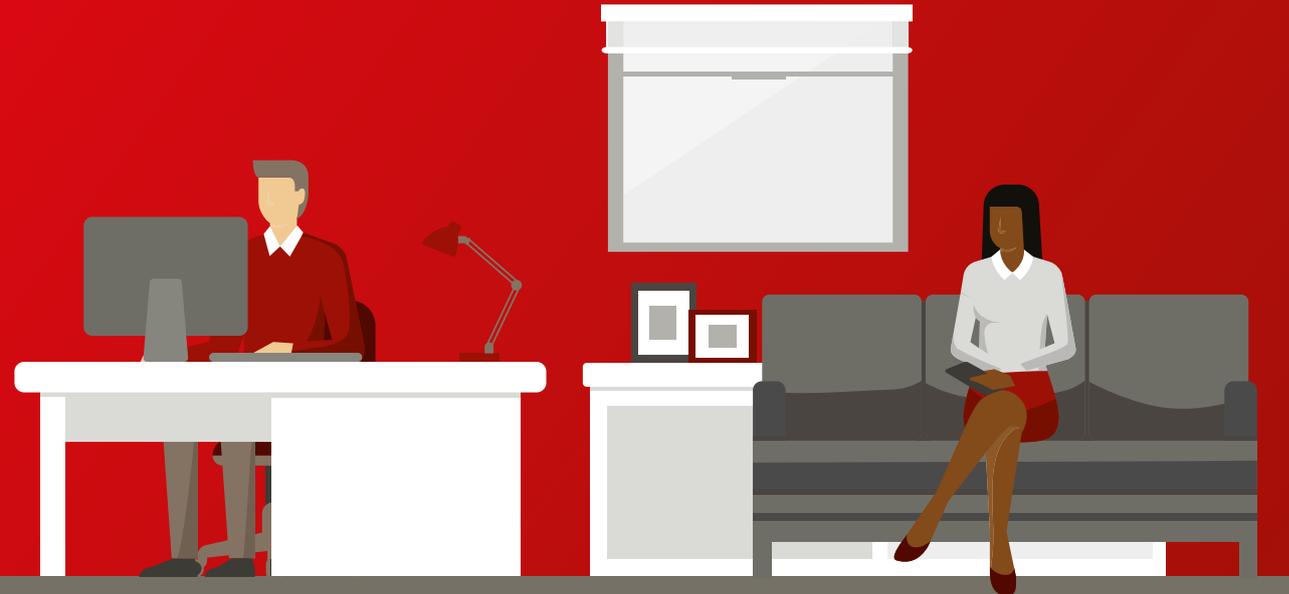
Fujitsu wants to help you make your vision a reality.

Talk to us about how we can help you reimagine your customer experiences.

Visit fujitsu.com/global/reimagine/

Email askfujitsu@uk.fujitsu.com

Call +44 (0) 1235 79 7711 and quote '4001'



Let's reimagine Customer Experience

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