



Let's
reimagine
Customer
Experience

FUJITSU

How to meet demands and
requirements in the new normal

shaping tomorrow with you



Customer Experience

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Organizations have been through a lot recently.

Some responded quickly to the challenges. They shifted to digital channels and survived by delivering speed, convenience, and safety to customers. Less forward-thinking organizations couldn't and didn't.





Of course, customers have been through a lot, too.

It's why, as they become more selective about the organizations they deal with, they're looking for something more: organizations with a sense of community.

Organizations that show some empathy. That put customers and their safety first.

Your organization and your customers are in new and uncharted territory. But you're in it together.

Your half of the deal is to deliver great customer experiences with the right combination of innovation, resilience, and flexibility. The kinds of experiences that exceed ever-changing customer expectations. And leave a lasting impression.

In exchange, your customers will help you not only survive, but thrive.

Let's take a closer look at how this new dynamic could work.

The customer is in charge



Your customers today have higher expectations than ever before. Ask yourself how your customers' needs, values, and expectations have changed.

For retailers, this could mean delivering seamless in-store and online e-commerce experiences.

For hospitality and travel, this could mean introducing a contactless service to protect your customers' health and safety.

For universities, this could mean providing lectures and tutorials online.

For B2B companies, this could mean replacing face-to-face meetings as the go-to option for staying in touch with customers.

Whatever you decide to do, make sure your engagement strategies are agile. And you respond to feedback fast.

If you don't look after your customers better, someone else will.



Digital solutions will help you meet the new challenges. They'll help you find a way to deliver personalized experiences.

FAST FACT:



60 percent of companies think they're providing a good mobile experience, but only



22 percent of consumers feel the same.¹

¹ <https://www.forbes.com/sites/blakemorgan/2019/05/13/40-stats-on-digital-transformation-and-customer-experience/#23a5c0c76475>

It's your time to shine



As a organization leader or customer experience officer, ask yourself what new value and experience you need to create for your customers.

To help you on your way, McKinsey suggests four approaches you can take to address immediate customer needs and enable you to face the future with confidence.

1

Focus on care and concern – Reach out with support, not marketing. And stay true to your company purpose and values.

2

Meet your customers where they are – Consider contactless operations and digital models to save your customers going out of their way.

3

Reimagine customer experience for the new normal – Migrate customers to digital channels to save money and improve convenience.

4

Get agile for the fast-changing times ahead – Use social media, not surveys, for quick customer insights, and seek opinions from your employees for fast 'ear-to-the-ground' feedback.

Something else to think about:

The better you treat your employees, the better they will treat your customers. Creating a positive employee experience is the first step to creating a positive customer experience.

This is just the start. You'll need to keep adapting to stay on top of your ever-changing customer expectations. Do so and you can turn your short-term actions into winning long-term strategies.

This is your chance to put yourself at the forefront of the shift in customer behavior.

FAST FACT:



33 percent of consumers who ended their relationship with a company last year did so because the experience wasn't personalized enough.²

Meeting the challenges ahead



No one said this was going to be easy. You face three big challenges as you prepare to reimagine the customer experience.

1

The speed challenge

The world has changed faster than any of us thought possible. New ways of living, working, and shopping have become the norm and you need to embrace them.

Organizations have been forced to respond quickly to changing requirements and preferences. In the flurry of activity, keep in mind that “particularly in times of crisis, a customer’s interaction with a company can trigger an immediate and lingering effect on his or her sense of trust and loyalty.”³

2

The flexibility challenge

In this rapidly changing environment, work out how customers want to engage with you, even though they might still be working that out for themselves. And make it happen.

3

The safety challenge

Never before has the welfare and safety of customers been such a key concern for organizations. Going forward, customers are more likely to support organizations that they feel have their best interests at heart. The secret is balancing an optimistic and encouraging tone with actions anchored in the reality of the current situation.

To embrace the future with confidence, you need to quickly adjust from a ‘change to survive’ to a ‘reimagine to thrive’ strategy.

FAST FACT:



More than half of consumers expect a response from customer service within an hour, even on weekends.⁴

³ <https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/adapting-customer-experience-in-the-time-of-coronavirus>

⁴ <https://www.forbes.com/sites/blakemorgan/2019/05/13/40-stats-on-digital-transformation-and-customer-experience/#23a5c0c76475>

Reimagine for a successful future

**“It’s the way we’ve always done things,”
is the kryptonite of forward-thinking organizations.
That’s true now, more than ever before.**

You need to reimagine how you create value for your customers.

This means not only understanding how things have changed, but exploring how you can adapt your behaviors appropriately. From entirely new business models to new avenues for customer engagement and everything in between.

The need for digital solutions will continue to expand as organizations and customers look for online platforms and communities to replace physical ones. The demand is growing for digital experiences that people can enjoy together.

To meet these new expectations, you need to deliver imaginative customer experiences with that perfect combination of innovation, resilience, and flexibility. The kind of experiences that demonstrate how well you understand your customers and the new world that we live in.

Forward-thinking organizations need a like-minded partner. At Fujitsu, we have a human-centric vision and the technology to back it up. We can help you reimagine customer experiences and make them a reality.

This is not the usual digital transformation story.

FAST FACT:



Fujitsu spends **\$1.15 billion** every year on research and development, preparing for new ways of working.⁵



Reimagine with us

Customer experiences are not the only thing that organizations need to reimagine in a hurry.

They must also ask themselves: what is the new employee relationship? And how do their everyday operations need to change, all the way from the supply chain to the business model?

Times ahead are unpredictable, but one thing is for certain: every company needs to have a strong vision.

Fujitsu wants to help you make your vision a reality.

Visit [fujitsu.com/global/reimagine/](https://www.fujitsu.com/global/reimagine/)

Email askfujitsu@uk.fujitsu.com

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



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