

## **Digital Customer Experience Management**

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As the digital revolution, has gathered momentum, it has become widely understood that “The digital customer experience” is the key to engage with, delight and monetize customers in the modern world. However, a minuscule number of U.S and European companies believe their customers current digital experience could be qualified as “Excellent” (Ben, 2014). Digital Stalwarts such as Google, Amazon, Facebook and Twitter have gone beyond “Tweaking” customer service and support and fundamentally changed their operating models to deliver sustained customer experience. By digitizing key business support organizations are finally joining the revolution (Mahesh and Brown 2015)

Digital customer experience could be explained as how business customers and their stakeholders perceive the entirety of interactions they have with a supplier company across all digital sales and marketing service touch points. Web sites, applications or software. (Robert, Kevin and Oliver 2015)

Digital User Experience is the customers/ users experience with a specific product. This could vary from websites, applications or a software. A positive user experience is one of the key measures of digital maturity, which when reached brings considerable and measurable business benefits. What all good experiences have in common is intuitive concept and design that enables end users to quickly and simply fulfill a specific need, whether that is working more productively, or shopping and socializing more easily. Successfully user experience delivers exactly what is required, quickly and easily across multiple touch pints and channels.

Digital customer journey is a specific way a user navigates through brand content and the sales process. Today online channels are a critical aspect of the customer journey. The quality of user interfaces in this channel significantly influences customer perceptions. Investing in user experience throughout the implementation of digital initiatives can improve customer satisfaction and brand recognition. (Deloitte) Customer journeys include many things that happen before, during, and after the experience of a product of services. Journey can be long, stretching across multiple channels and touchpoints, and often can last over days or weeks. Organizations who fail to appreciate the context of these situations and manage the cross functional, end to end experiences that shape the customer’s view of the business can prompt a downpour of negative consequences.

Digital touchpoints are designed to support and compliment the users, this allows the user to switch between channels without the need of repetition. Multiple channels can be used simultaneously for example browsing a physical store while ordering the goods for home delivery from a mobile device. Most companies focus mainly on touchpoints because it makes the customer interact with parts of the business and its offerings. Companies try to ensure that customers will be happy with the interactions when they connect with their product, customer service, sales staff, or marketing materials. Touch points will continuously represent invaluable sources of insight regardless of all its flaws, particularly in the digital arena. Organizations need to address the fact that they need to focus more on the journeys taken by users and how to continuously improve it rather than focusing on objectivity such as maximum productivity and economies of scale.

Digital Omni channels must enable the customers with different communication preferences. Omni channels must enable these different touchpoints to work together in multiple ways to support the customers preferred journey. As the number of channels increase, expect your customers to fragment over them across different age groups, the channel preferences will also change depending on the context of process, location and time. Leverage the customer segmentation work from your marketing department to better direct your engagement and support efforts across appropriate channels for your target audience. Omni channel marketing is pressurizing to increase marketing effectiveness, given the ever-changing online world, it is a challenge to know which channels to use to get the highest conversion rate and sales performances. Omni channel supply chain focuses on increased pressure to become agile and lean as customer preferences change quickly this will allow the organization to adapt to the ever-changing customer needs accordingly. New fulfillment and supply chain strategies have emerged as companies have responded to the changing marketplace by developing alternative solutions. No one size fits all approach exists and the supply chain strategy should be evaluated and tailored to specific company requirements.

In today's digital world, the rules of customer engagement are changing. To continue acquiring and retaining customers, organizations need to recognize this and adapt new dynamics. The rapid adoption of technology such as social networks, mobile computing, analytics and cloud computing are all significant technology trends. The change in customer behavior towards business transparency, corporate social responsibility and increased comfort with technology and high usage of online channels is feeding this shift. Increasing competition, lower barriers to entry and globalization are three market forces exerting intense pressure on all industries. The most important technology enabled capability investment is Digital Customer experience management which is leading customer experience cross functionally at all digital touchpoints and it will be the top management challenge in the next 2 years.

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