Ebook

Humanizing tech through CX transformation

How to retain your customers
in a swiftly evolving technology industry

Create connection. Value conversation.

foundever™

Introduction

Convenience is driving customer experience (CX) and technology is the engine. From simplifying the complex to eliminating the mundane aspects of the day to day, life is now digital by default.

New products, new services, new business models. Tech companies have the power to delight consumers and disrupt markets. But trust is key to translating an idea into an innovation.

With the speed at which the tech industry is moving, there's a danger of leaving customers behind because organizations are not developing CX at the same rate — 73% of tech companies give themselves high marks for the quality of their service, but what marks would customers give?

Strong customer experiences build loyalty, and loyalty builds trust. But as innovation moves us into the future, how can tech companies be sure that their strategy isn't stuck in the past?

Fortunately, by following six principles, tech companies can get to really know their customers, identify and close skill gaps and build a successful CX strategy.

73% of tech companies give themselves high marks for the quality of their service, but what marks would customers give?
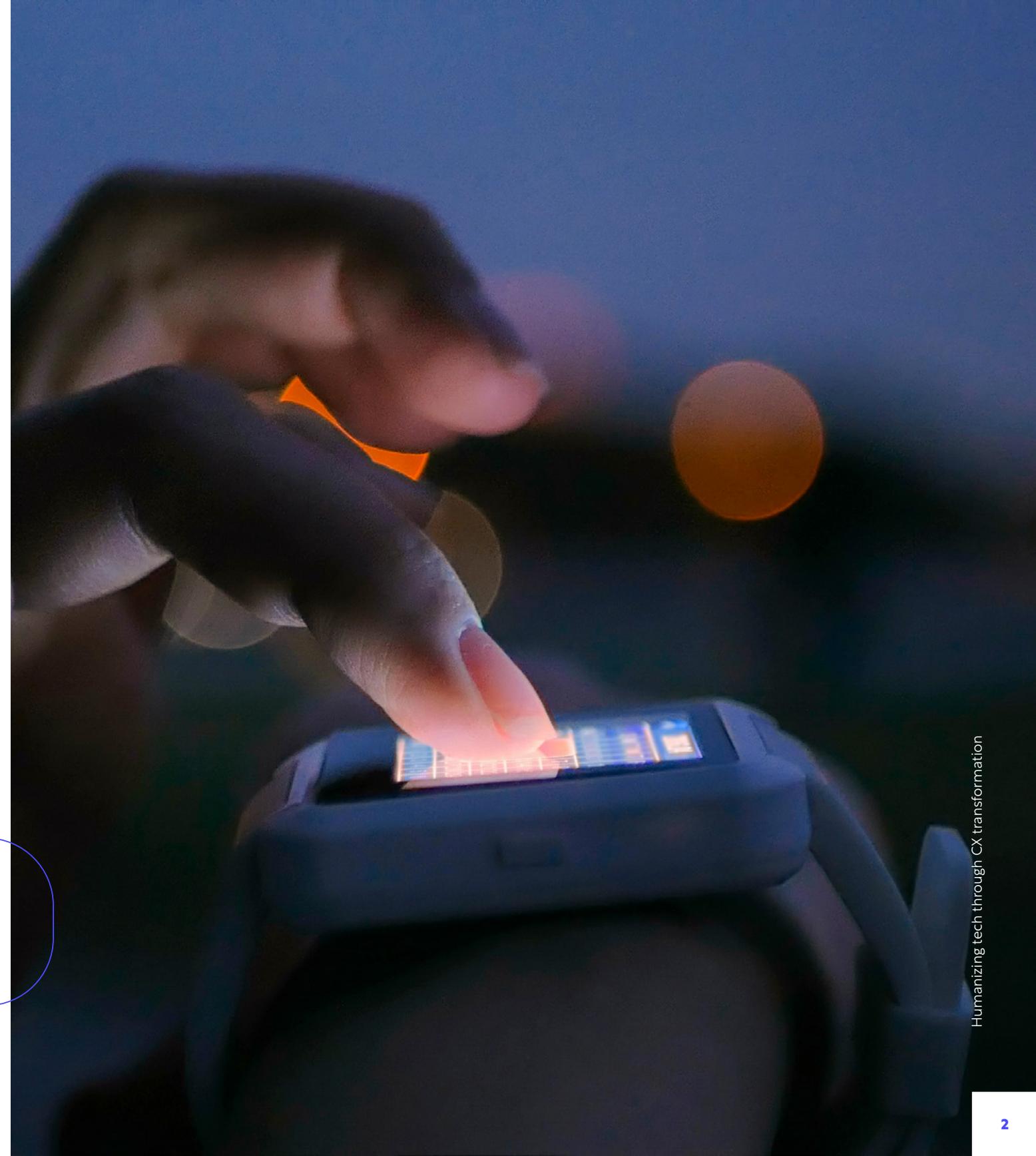
Contents

Keep it safe and private

Treasure trust

Checklist

- ☑ Establish a security and risk management protocol.
- ☑ Keep security certifications up to date.
- ☑ Share best practices on security, privacy and fraud.
- ☑ Partner with a leader in CX data security.

88%

of customers are willing to share personal information based on how much they know your brand.[1]

64%

of customers will blame the brand, not the hacker, for the loss of data.[2]

Financial, emotional or physical loss can severely damage your customers' trust.

Customers are anxious. They expect tech companies to value their privacy and protect their data with every interaction.

But — even with cyberattacks on the rise — because technology is part of the fabric of modern life, 88% of consumers are ready to share more information if it enables personalization.

But as data volumes increase, so does the risk of damaging customer relationships through breaches that lead to financial, emotional or physical loss. Customers share data when they trust a company. Don't break that trust.

[1,2] "50 stats showing why companies need to prioritize consumer privacy," forbes.com.

Choose your CX tech stack

Think omnichannel
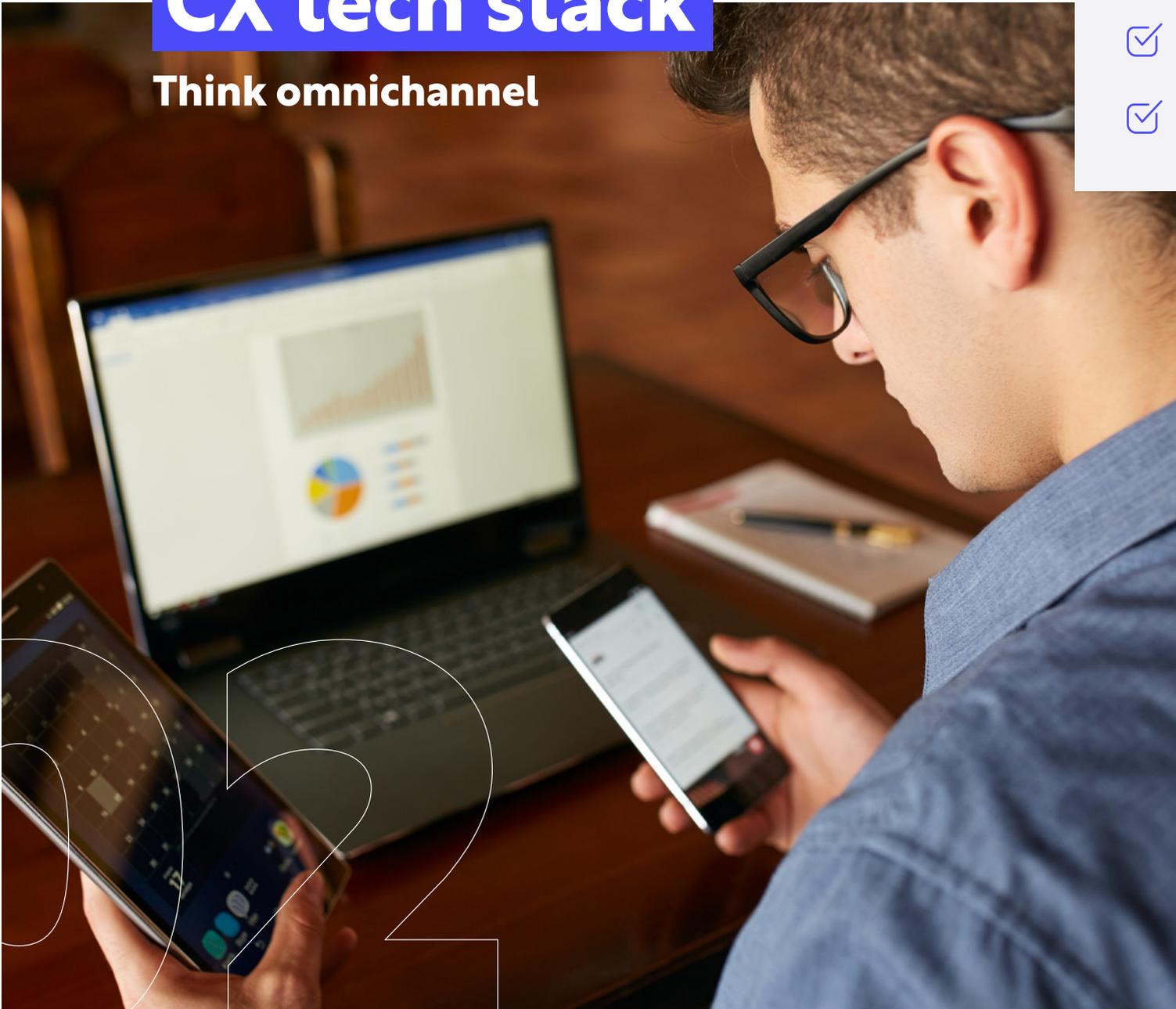
Checklist

- ☑ Lay out your omnichannel management strategy.
- ☑ Map all customer multiexperiences.
- ☑ Integrate your social media channels.
- ☑ Optimize self-service solutions.

64%

of customers use three channels for customer service.[3]

Keep customer data flowing across omnichannel conversations.

Customers expect seamless interactions. And they expect them to resolve their issues from channel to channel, from messaging to social media to self-service.

Online chat and phone lines are no longer enough to satisfy consumer expectations. Data fuels technological innovation.

But what about the data that fuels customer understanding? Without an omnichannel approach to meeting customer needs, how can organizations follow the conversation and capture and analyze the data that will deliver genuine customer insights?

---

[3] "Why companies need to prioritize consumer privacy?" microsoft.com.

Get to know your customers

Seriously!

Checklist

- ☑ Identify every touchpoint along the customer journey.
- ☑ Monitor 100% of customer interactions.
- ☑ Implement speech and text analytics.
- ☑ Listen to the voice of your customer.

37%

of companies use customer experience analytics properly today.[4]

Make interactions personal with CX analytics.

Touchpoints, platforms, systems, applications. The customer journey is no longer linear, and customer data no longer flows freely or directly through the sales funnel. It's little wonder that only one-in-three Text Boxcompanies feel they're using customer analytics properly.

Yet, with an integrated data model, it's possible to track 100% of consumer interactions, run real-time text and speech analytics, survey the voice of the customer (VoC), measure customer sentiment and use clickstream analytics to streamline the experience.

Brands that know how to leverage customer data see 62% faster resolutions and cut waiting times by 67%.

---

[4] "How advanced analytics can help contact centers put the customer first," mckinsey.com.

Care and retain

Customer bound
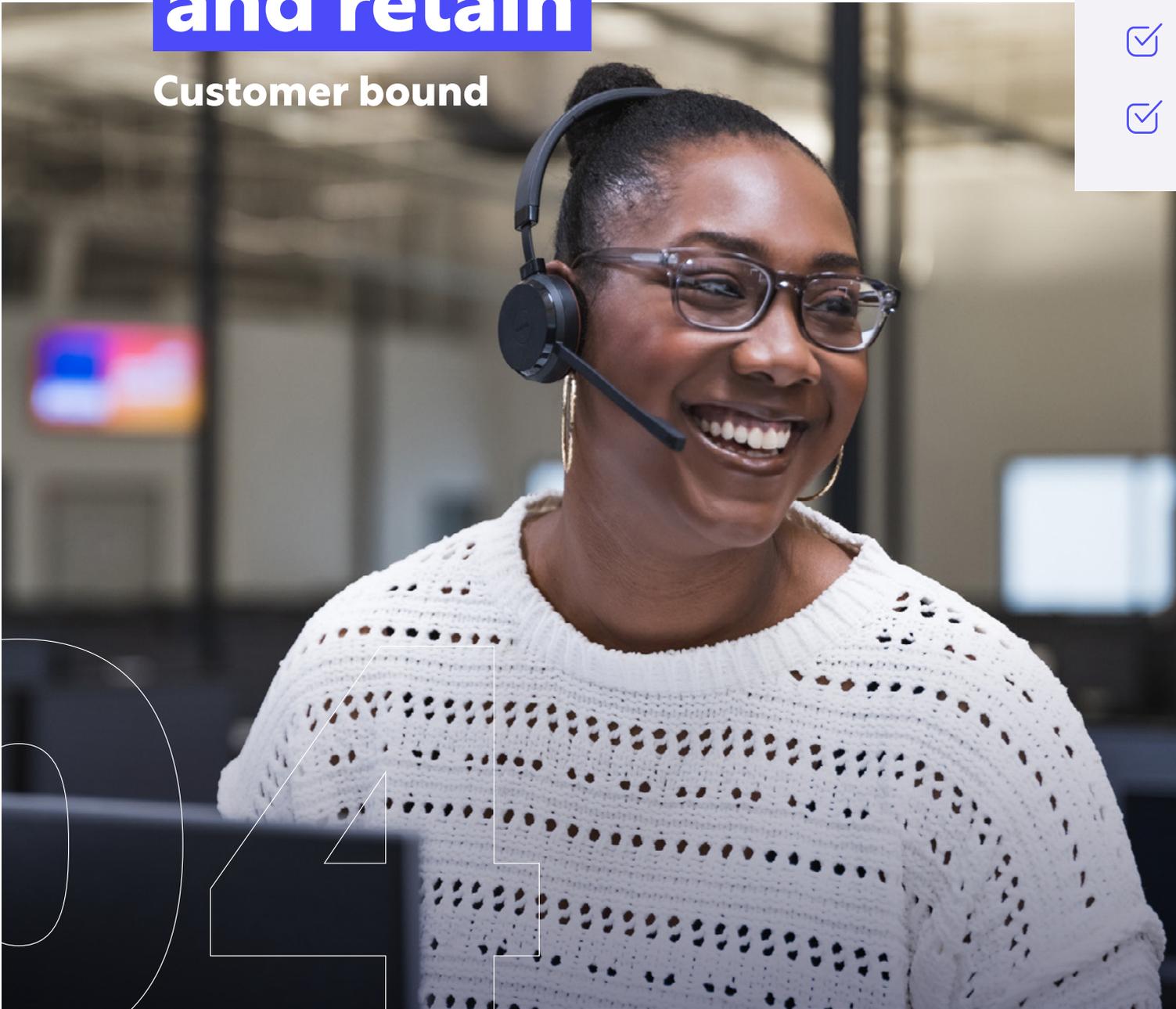
Checklist

- ☑ Run a sound omnichannel management operation.
- ☑ Read customer sentiment from interaction analytics.
- ☑ Use voice of the customer surveys to plan ahead.
- ☑ Train your experts for customer care and retention programs.

80%

of customers switch to a competitor because of recurring bad experiences.[5]

Preserve relationships with your customers throughText Box remarkable customer experiences.

When 73% of consumers are ready to switch brands after a single poor customer experience, tech companies could have just one chance to get it right.

Competition is fierce and disruptive brands and emerging products can easily turn consumers' heads.

And in a time when moving from one product or service to another has never been easier, the only way to halt attrition is with a comprehensive CX strategy focused as much on customer retention as converting loyal customers into advocates.

---

[5] "What is customer experience? Strategy, importance & examples," zendesk.com.

Train your experts

Skill up for disruption

Checklist

- [x] Set up your learning ecosystem.
- [x] Have a continuous education program running for your teams.
- [x] Ensure tech skills are sharp and up to date.
- [x] Double up your soft skills training for empathy and leadership.

27%

of tech support agents feel empowered.[6]

Apply the virtuous development cycle: listen, understand, learn… repeat.

Well-trained, knowledgeable agents do more than troubleshoot customer issues. They're the key to customer retention. And yet the tech industry has the highest rates of agent turnover.

Without high-quality post-purchase tech support, how can an organization build brand loyalty or ensure it has the human resources to support long-term growth without damaging the CX?

Empower agents, develop and train their soft skills and keep the whole CX team up to speed with the latest technologies to promote faster resolution, better relatability and a more profound connection with customers.

[5] "CX trends 2022, unlock growth with customer service," zendesk.com.

Humanizing tech through CX transformation

Plan ahead

The future is now

Checklist

- ☑ Be agnostic about technology adoption.
- ☑ Embrace those technologies that elevate your brand.
- ☑ Incorporate AI and automation to support your CX.
- ☑ Lean on CX experts to guide you into the future.

80%

of your customers value experiences more than your products.[7]

Regardless of what dimension you're in, remember it's all about the experience.

Big Tech and unicorns may be scaling at a never-before-seen rate. But even if younger generations are actively embracing the next big technological thing, CX is still a powerful competitive advantage.

For 80% of customers, experiences are the deciding factor when choosing one brand over another — no matter how crowded the marketplace.

AI, blockchain, IoT, and augmented, virtual and mixed realities (AR/VR/XR) promise new future dimensions of CX and connection. But only for organizations that are laying the foundations today.

Looking to the future while keeping both feet on the ground will be the key to delivering realistic and positive experiences as customer expectations change.

---

[7] "What are customer expectations, and how have they changed?" salesforce.com.

Humanizing tech through CX transformation

Your stack of CX solutions

Customers are eager to embrace new technologies and embark on experiences that lead them to a better place.

Your CX approach must consider the emotional component that your customers bring when interacting with your technology. Offering a firm and safe foundation allows you to know them better and take that relationship into the future.

06 Plan ahead

Integrate the latest advances in AI and automation to offer a complete suite of digital self-service solutions that will impress your customers.

05 Train your experts

Serving your customers requires technical mastery, industry experience and a solid soft skill foundation to develop fruitful CX competencies.

04 Care and retain

Build brand loyalty through email, chat, messaging and voice-based contact center services created on a foundation of data-driven customer understanding.

03 Know your customers

Uncover insights across multiple data sources to drive enterprise-wide decision-making, discover business efficiencies and build stronger relationships.

02 CX tech stack

Deliver optimal platforms, tools and solutions to keep your customer and agent experience at the highest level.

01 Safety and privacy

Integrated solutions interlock to guarantee the safety of all operations and the privacy your customers trust.

Your technology partner for the new digital CX

Foundever™ supports over +135 leading technology companies in 35 countries globally.

Our combination of services, solutions and delivery is grounded in innovation to better serve your customers and help your CX transformation succeed. We mix creativity with technology and data to ensure the best CX across all channels while providing great experiences for your customers and great results for you.

Services

Customer care
Sales & retention
Tech support
Back-office support
Collections
Trust & safety

Delivery

Rightshoring

Hybrid/CX Everywhere

Multilingual hubs

Solutions

Strategy & design
Omnichannel CX
Messaging platform
Unified agent desktop
Cloud telephony (CCaas)

Workflow orchestration
Intelligent automation
Case management

Self service & bots
Content as a service
Conversational AI
Knowledge management

Analytics & AI
Interaction analytics
Predictive analytics

Social media CX
Social media care
Social media intelligence

Web3 & mataverse
Metaverse as a CX channel

Learning & development

About Foundever™

Foundever™ is a global leader in the customer experience (CX) industry. With 170,000 associates across the globe, we're the team behind the best experiences for +750 of the world's leading and digital-first brands.

Our innovative CX solutions, technology and expertise are designed to support operational needs for our clients and deliver a seamless experience to customers in the moments that matter.

Supporting +9 million customer conversations every day in +60 languages across 45 countries, Foundever combines global strength and scale with the agile, entrepreneurial approach of our founder-led culture, enabling companies of all sizes and industries to transform their CX.

Get to know us at **www.foundever.com** and connect with us on **Facebook**, **LinkedIn** and **Twitter**.

foundever™