outsystems | aws

Use a Modern App Platform and AI to Deliver Frictionless Customer Experiences

Build apps fast, right, and for the future

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Truewind

"According to Forrester, 95 percent of customers use three or more channels to connect with a company in a single service interaction. This means their experience is shaped, not by their interaction with a single channel, but rather by what McKinsey calls a cluster of interactions that spans multiple channels."

—Mariana Henriques[1]

Deliver a modern customer experience

For any business, the goal is to continue attracting new customers and retain existing ones, all the while ensuring increased customer satisfaction and revenue (not always in this order). Customer experience, or CX, is a crucial part of that; and my has it changed. Rather than a "one-and-done" model where a customer visits your store, website, or app, customer engagement is now ongoing and dynamic.

There are innumerous touchpoints where customers can engage with your brand—website, app, social media, chatbots, and calls centers—and their CX opinions are impacted and formed based on the sum of those parts.

As a company, you are likely wrangling questions around customer acquisition, retention, loyalty and lifetime value, and churn. Customers also are influenced by peers, social media, and the way your services and apps are reviewed online.

CX entails tactile experiences (like, was the customer's need/issue resolved on a call with the contact center?) and it also entails the softer side of humanity (think perception and emotion here). It's important to address all those feelings so you can better understand your customer and, in turn, make a more delightful experience for them.

In this eBook learn about using customer feedback and artificial intelligence (AI) to help you constantly iterate and improve your application releases, and in turn deliver coveted omnichannel presence and frictionless customer experiences.

1 OutSystems, "What Is Customer Experience?," November, 15, 2019

aws marketplace

	Multichannel	Omnichannel	Multiexperience
Mindset	Device-centric	Channel-centric	Journey-centric
Dialog priority	Inside-out	Inside-out	Outside-in
Channel/touchpoints interconnectedness	Multiple/ disconnected	Multiple/connected	Multiple/consistent
Main driver	Increase reach	Increase conversation/sales	Reduce customer effort/boost adoption
Interaction modalities	Keyboard Mouse Touch	Keyboard Mouse Touch	Keyboard Mouse Pointing device Touch Gestures/motion Chat Voice Vision Others
User "job" context preserved inside	Same-channel	Across channels	Across channels and interaction modalities

Key CX terms to know

There are several terms that are central to understanding CX. Let's start with *multichannel*. This is the term used to contain all the individual parts—for example, your website, your social presence, your store. But everything is in a silo. *Omnichannel*, sometimes referred to as a *cross-channel approach*, takes that a step further and connects the dots. An omnichannel strategy comprises the various touchpoints where customers engage with your brand. It's consistent and integrated across those touchpoints. Consider a forgetful browser/app that doesn't remember your customers across the touchpoints. That creates a disjointed experience—not good. Your customers want to be known, seen, and remembered. Instead, consider an experience that is connected and has a memory like an elephant. It recognizes and remembers what your customer has previously done and acts like it. True omnichannel is the goal—but it's tough to get it right without the proper tools and skills.

And then there's *multiexperience*. We're getting a bit into the weeds here but stay with us. Gartner has recently classified this concept, which is related to, but not the same thing as, omnichannel. In Gartner's view, multiexperience refers to the "various permutations of modalities (e.g., touch, voice and gesture), devices and apps that users interact with on their digital journey across the various touchpoints."[2] Multiexperience development platforms (or MXDP), are technologies like OutSystems, with features that enable this—and we're proud to be a leader in **Gartner's 2020 Magic Quadrant**.

2 Gartner, Gartner Glossary

Customer experience vs. user experience

The terms *customer experience* and *user experience* (UX) are often tossed around as if they are interchangeable, but there is a distinction. In short, UX is the process behind helping someone complete a task such as ordering a service online. It's everything from how quickly the order is confirmed to ease of payment, etc.

CX, on the other hand, is the overall feeling a user takes away from an experience, the culmination of all those UX moments that form how a customer feels emotionally after using an app or other interaction with a brand. More so than UX, CX encompasses how well the processes that support your apps are really organized and optimized to serve customers across all touchpoints. To learn more about the nuances of UX and CX, check out this **blog** post.

## Feedback loops: Are you listening to your customers?

Are you listening to your customers—really? As consumers, we have all likely experienced that moment of frustration on a site or app only to be prompted to give feedback. You fill out the form, take time to give specific notes or experiences, only to revisit the app weeks or months later and it's still the same poor experience, like no one is listening. From a company perspective, you probably can guess that your customers would have helpful feedback, but you haven't asked them. It's essential to have a process for doing so on a regular basis across all channels. Known as a "Voice of the Customer" program, it includes sending surveys after important interactions as well as one-on-one interviews, focus groups, and interviews with support team members to find out what they're hearing from customers.

Forrester surprisingly predicts that firms cutting tech spend in 2021 will improve CX by having a single voice-of-the-customer program and a consolidation of CX tools and technologies: "This move will save organizations hundreds of thousands (or millions) of dollars—but it will also help them realize the value of the technologies that remain. In 2021, we'll see more of these strategic efforts, especially because they will enable companies (particularly those that take a holistic, systematic approach) to better deal with the forced evolution of CX caused by the pandemic."[3]

At OutSystems, we deliver a modern application platform to help you create frictionless experiences. And we have a motto: Build apps fast, right, and for the future. "Building apps right" means creating them in a way that functions well, especially for the end user. To help you create apps right means paying attention to what your customers are saying, too.

OutSystems includes user feedback right out of the box, so it's easy to receive customer feedback directly within the apps you build. With the ability to iterate often, you can make tweaks and improvements to your apps whenever they are needed. And the platform integrates with any system, including user analytics tools utilized by many companies.
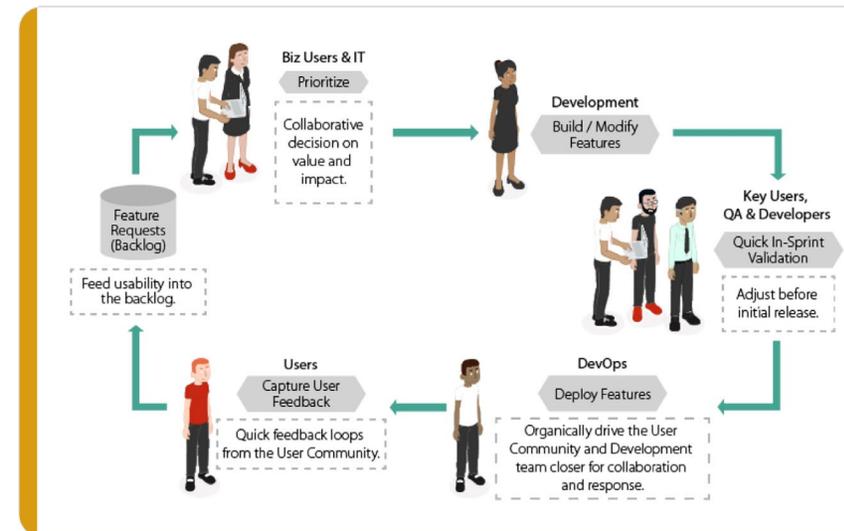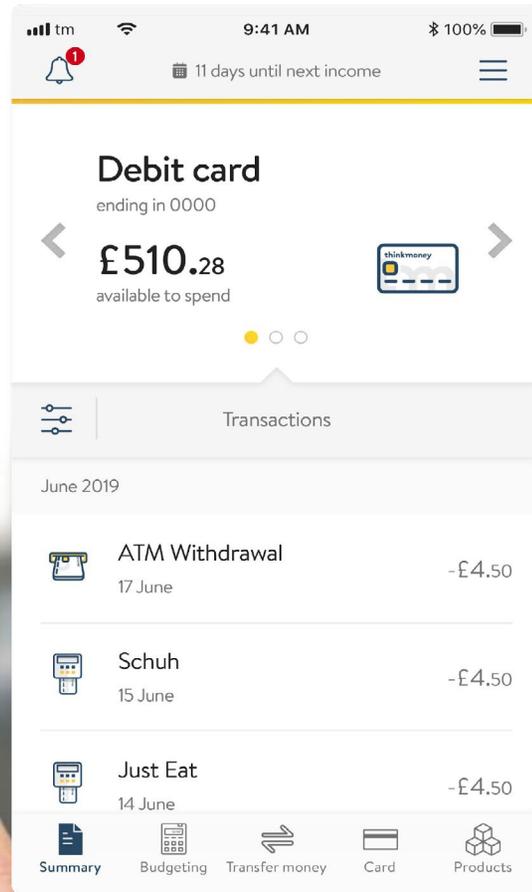
Customer story: thinkmoney becomes more responsive with revamped CX

OutSystems customer thinkmoney, a U.K. bank, needed a more agile way to improve its digital services and accelerate customer experience improvement. It had relied on a platform provider for every change to its digital services. Change requests held up innovation, and worse, paying a third party for every piece of development was costing a fortune.

Partnering with OutSystems, thinkmoney overhauled its customer onboarding journey and online banking experience. With OutSystems training a newly created thinkmoney development team, the company soon had the freedom and agility to fuel fast-paced, customer-centric innovation.

The team delivered three business-critical digital experiences in six months, including:

• A new customer onboarding process—delivered in seven weeks

• A new class-leading mobile banking app—delivered in 14 weeks

• A new online banking system—delivered in 26 weeks from start to finish.

And the results have been impressive—customer onboarding completion has improved by 30 percent, and customer acquisition marketing costs have reduced by 21 percent. Moreover, the bank's contact center workload has dropped significantly, as 75 percent of customers now prefer digital, self-service channels.

Innovation continues at pace. The bank made five app store deployments within its first three months, and it can update the customer onboarding experience on the fly to continually experiment and optimize. For more details, watch this **video**.

A faster way to build apps on the cloud

OutSystems is the modern application platform for the software that makes the difference. Using visual, model-driven development, AI-powered tools that improve the entire application lifecycle, and a cloud-native platform, you can quickly and easily build, deploy, and manage software.

OutSystems helps developers build serious applications quickly and efficiently. An environment with industry-leading AI-based assistance ensures apps are built in days or weeks instead of months or years. Platform services, also with AI, provide automation enhancing the entire application lifecycle so apps can be deployed with a single-click and managed with unparalleled ease.

Whatever you build fast must also be built right. At the heart of the OutSystems platform are integrated tools and automation services that ensure modern, enterprise-grade, cloud-native applications are secure, resilient, manageable, and built to scale.

OutSystems is designed to manage change, enabling rapid innovation, and ultimately delivering modern applications that evolve as businesses and technologies do.

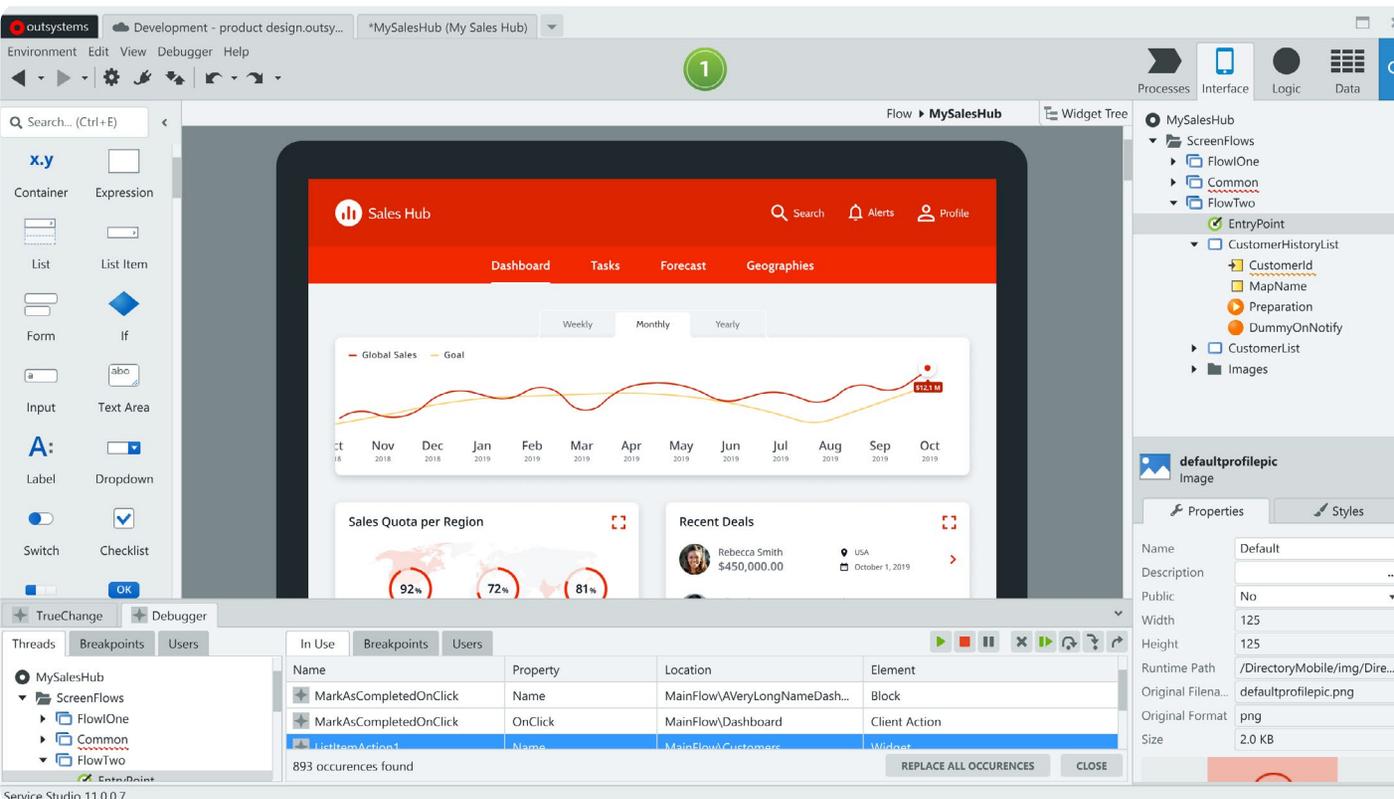## Create smooth omnichannel experiences using OutSystems on AWS

Amazon Web Services (AWS)—and parent company Amazon—know a thing or two about using customer input to inform changes and create features. OutSystems has been an AWS partner since 2013. In Dec 2020, OutSystems announced a multi-year Strategic Collaboration Agreement (SCA) with AWS.

Combining OutSystems with AWS allows organizations to significantly reduce the time, resources, and cost of managing infrastructure and upgrading hardware and software. The two companies work together, investing in people, technologies, and processes that will help customers as they adopt OutSystems Cloud.

AWS provides scale, reliability, and security behind the scenes for OutSystems customers. The OutSystems-AWS collaboration allows users to employ enhanced DevOps, data and analytics, AI/machine learning (ML), and other AWS services that help them deliver the most seamless CX possible. AI can help accelerate app development and efficiency and allow end users to interact with apps with ease, resulting in greater satisfaction for your customers. With OutSystems powered by AWS, you can keep releasing app enhancements to customers and incorporate their feedback to make it better— driving frictionless CX.

Sales Hub

Search | Alerts | Profile

Dashboard | Tasks | Forecast | Geographies

Weekly | Monthly | Yearly

— Global Sales — Goal

$12.1 M

Nov 2018 | Dec 2018 | Jan 2019 | Feb 2019 | Mar 2019 | Apr 2019 | May 2019 | Jun 2019 | Jul 2019 | Aug 2019 | Sep 2019 | Oct 2019

Sales Quota per Region
92% | 72% | 81%

Recent Deals
Rebecca Smith
$450,000.00
USA
October 1, 2019

Flow ▸ MySalesHub · Widget Tree

MySalesHub
ScreenFlows
FlowIOne
Common
FlowTwo
EntryPoint
CustomerHistoryList
CustomerId
MapName
Preparation
DummyOnNotify
CustomerList
Images

defaultprofilepic — Image

Properties | Styles

Name: Default
Description: ...
Public: No
Width: 125
Height: 125
Runtime Path: /DirectoryMobile/img/Dire...
Original Filena...: defaultprofilepic.png
Original Format: png
Size: 2.0 KB

TrueChange | Debugger

Threads | Breakpoints | Users
MySalesHub
ScreenFlows
FlowIOne
Common
FlowTwo

In Use | Breakpoints | Users

Name	Property	Location	Element
MarkAsCompletedOnClick	Name	MainFlow\AVeryLongNameDash...	Block
MarkAsCompletedOnClick	OnClick	MainFlow\Dashboard	Client Action
ListItemAction1	Name	MainFlow\Customers	Widget

893 occurences found

REPLACE ALL OCCURENCES | CLOSE

Service Studio 11.0.0.7

April 2021

Are you ready to deliver frictionless CX with a modern app platform?

OutSystems on AWS gives you the agility to stay one step ahead of the competition. Get out of the pre-built software rut—build a 360-degree customer-view using real-time data and create perfect-fit experiences for your customers.

To learn more about how companies have used OutSystems, watch this webinar: **"Rapidly Transform Your Customer Experiences with OutSystems."**

Visit OutSystems in AWS Marketplace.

Next steps with Unipro

Agility leaders are concerned about customer and user experience. To become an agility leader, you should focus more on delivering value to the business and your customers. There are approaches and technology available to help you become more customer-centric. Your next step is to explore what's out there.

Want to know more? Contact Unipro now:

Email Unipro now
Darren-flynn@unipro.io

Visit our site to learn more
https://www.unipro.io/

Try OutSystems for free

About OutSystems

Thousands of customers worldwide trust OutSystems—the only solution that enables the visual development of entire application portfolios that easily integrate with existing systems.
Learn more at **www.outsystems.com**