

REINVENTING

CUSTOMER EXPERIENCE:

top 5 trends and best practices for **2021**

TABLE OF CONTENT

INTRO	3
#1. HYBRID ENGAGEMENT MODELS AND MULTIEXPERIENCE	4
#2. RESHAPING CUSTOMER JOURNEYS	6
#3. EMOTION & EMPATHY AT THE HEART OF DATA-DRIVEN CX STRATEGY	8
#4. DIGITALIZED SELF-SERVICE	10
# 5. ZERO UI	12
CONCLUSION	14

INTRO

The events of the past year forced many businesses to make drastic changes to their agendas. Be it a retailer, a telecommunication company, a financial service provider, reinventing customer experience was one of the cornerstones of business success for companies across most industries. The new reality changed the way people work, rest, shop, and interact with each other, and brands had to either react respectively or be left behind. According to Corinium Intelligence research, up to 90% of businesses have taken urgent measures to adapt their CX strategy to the new normal in 2020, and one in four of them claims they completely revamped their approach to customer experience.

CX is gaining an increasing amount of attention and will continue to do so in the nearest future. Forrester analysts predict that the number of businesses that will improve their CX quality will double if compared with the previous year. It means an even more accelerated business transformation, higher customer experience expectations, and the adoption of new well-suited technology to support improvements in customer-facing and operational processes.

The latest disruptions made businesses consider revising their approaches to customer experience. To tackle the emerging trends effectively, business executives need to place the future of customer experience at the forefront of their business transformation strategies.

In this eBook, we will guide digital, business and IT leaders across the most prominent emerging CX trends that will keep gaining momentum in 2021.

#1

HYBRID ENGAGEMENT MODELS AND MULTIEXPERIENCE

Digitalization is expected to keep redefining the future landscape of customer experience in 2021. As leaders have already started reimagining the post-pandemic world, many of them believe that the future of customer experience is predominantly digital.

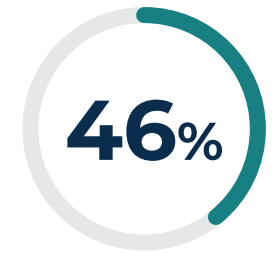
Forrester predicts that digital customer service interactions will increase by 40% in 2021, and that businesses are seemingly catching up to this trend. These days, many companies focus their efforts on extending their online presence and digitalizing customer experience with the help of various tools such as messaging platforms, apps or automated chatbots.



of customers look forward to seeing more seamless and integrated digital experiences.



of CX leaders claim they expect to fully replace in-person communication in the near future.



of business leaders consider investing in integrated, multichannel CX platforms in the upcoming months. **(Corinium Intelligence)**

In an attempt to adapt to the new normal, nearly **80 percent** of consumers claimed to have increased the volume of digital interactions with the brands in the wake of COVID-19. However, a staggering increase in virtual interactions due to the pandemic does not necessarily imply that the customers are willing to opt for the absolute digital immersion.

#1

HYBRID ENGAGEMENT MODELS AND MULTIEXPERIENCE

In fact, a recent study discovered, **67%** of customers generally still want to speak directly to a person at some stage of their customer experience, and most of the surveyed consumers agreed that there will always be cases when human interaction is essential.

These findings mean that consumers expect a balanced combination of real-life human interactions and varied digital experience options from which to choose.

To fulfill the latest customer needs, organizations need to consider designing an ecosystem of channels and solutions that support customer multiexperience and deliver communication across multiple channels in a unified way.

WHAT BUSINESSES CAN DO TO STAY AHEAD OF DIGITAL DISRUPTION IN 2021:

- ▶ Make sure customers are given the option to choose their preferred communication channel.
- ▶ Enrich omnichannel customer experience strategy by leveraging additional digital touchpoints.
- ▶ Prioritize designing customer experience pathways so that brand-consumer communication does not fully exclude human interaction.

#2

RESHAPING CUSTOMER JOURNEYS

The pandemic followed by lockdowns in many countries throughout the world affected various stages of customer journeys. Client onboarding, marketing and sales processes, product delivery, customer service, repurchase, complaint management and many other aspects of customer experience have been disrupted. In 2021, it is predicted that the disruption in the customer journey will continue. While some of the newly acquired consumer behaviors will be there to stay, customer experience pathways will be in flux in the upcoming months as businesses will keep testing out new touchpoints and approaches to customer interactions.



of CX leaders reported the disruption of the client onboarding journey in 2020 and



of them described it as 'major.' **(Precisely)**



of Corinium Intelligence companies say they utilize customer feedback to estimate and react to customers' changing needs and situations. **(Corinium Intelligence)**



of business leaders identified technology limitations as a major challenge to providing their customers with exceptional experiences. **(CMS Wire)**

In a world where transformation is considered a new normal, the organizations that are able to embrace this idea and harness the power of constant change, will get farther than their competition.

Having nimble IT solutions may greatly assist businesses in achieving just that. In fact, the companies that had an existing easily customizable technology already in place in 2020, were able to gain a competitive edge in times of uncertainty and even thrive through the crisis.

With the agility at the heart of both IT and CX strategy for 2021, those companies will have the opportunity to quickly respond to even the slightest changes in customer behaviors or preferences.

WHAT BUSINESSES CAN DO TO STAY AHEAD IN 2021:

- ▶ Consider investing in agile, low-code technology that allows for modifying customer-facing processes easily.
- ▶ Test out several customer journey workflows to define best practices specifically for your business.
- ▶ Continue to monitor the shifts in consumer behaviors and quickly adapt CX strategy accordingly.

#3

EMOTION & EMPATHY AT THE HEART OF DATA-DRIVEN CX STRATEGY

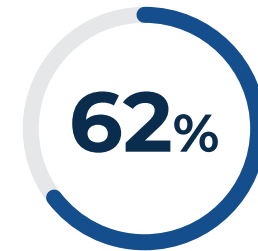
Customer experience has always been about building consumer-brand relationships that are trustful, customer-centric, and value-based. Nowadays, these principles are more important than ever.

The times of uncertainty and self-isolation compelled people to seek feelings of connection, trust, safety, and security. This is precisely why empathy and customer intimacy will be the determining elements of customer experience in 2021.

Respectively, the companies that are able to resonate with consumers will be on the winning side.



of people who gave a high score for 'emotion' said they were likely to purchase more from that company. **(XM Institute)**



of companies focus on investing in understanding individual customer characteristics to meet their changing needs. **(Walker Study)**



of surveyed business leaders are interested in investing in data integration, data integrity, or data enrichment technologies. **(Corinium Intelligence)**

#3

EMOTION & EMPATHY AT THE HEART OF DATA-DRIVEN CX STRATEGY

Creating the right strategy to address these main customer needs and concerns with the highest precision is one of the most challenging tasks for business leaders in 2021. To address this challenge effectively, businesses will require extra effort into hyper-personalization, making it the core element of CX strategy.

With the help of intelligent analytics, data-driven insights, and deep customer segmentation, the companies will have the ability to pave the path to understanding their customers better and create tailored customer experiences that anticipate or trigger specific emotions and reactions.

WHAT BUSINESSES SHOULD DO:

- ▶ Design tailored experiences that deliver a sense of empathy and support.
- ▶ Drill down into customer data to leverage in-depth insights of the narrowed down customer segments and deepen the customer relationship.
- ▶ Make sure your tone of voice helps your company build rapport with customers to compensate for the lack of human interaction.

#4

DIGITALIZED SELF-SERVICE

An increased workload on call centers in times of the pandemic forced businesses to look for solutions to further automate their customer service processes. During the COVID-19 times, both businesses and customers changed their perspective on customer self-service, finding it an effective way to solve issues and interact.

Now, self-service is becoming a far more likable option among customers, and businesses aim at further self-service technology improvement. According to Statista's research conducted in 2020, 89% of US customers expect companies to have an online self-service support portal in place. It means self-service solutions are quickly becoming a new necessity rather than a temporary alternative to traditional customer service.



say customers are now more likely to 'self-serve' using digital tools than before. **(Corinium Intelligence)**



of companies plan to invest in customer self-service portal in the next 3 years. **(Dynata)**



of surveyed self-portal users mentioned they are somewhat or completely satisfied with themselves having self-service experience. **(Bain & Company)**

The analysts expect that 88% of organizations will have self-service solutions adopted by 2023 to serve various purposes including request management, issue resolutions, troubleshooting, customer accounts management, shipment tracking, products or service data management, and others.

Ranging from fully-fledged customer portals, apps, website solutions, automated chatbots to community forums, selfservice technologies are a fit for businesses of any size across all industries.

Customer self-service technologies are a win-win for both customers and organizations. By providing a self-service option, the organizations are able to show respect for the customers' time while reducing their own operating costs.

If designed and deployed properly, self-service tools serve as a convenient, user-friendly, instant support solution that the customers gladly use on a regular basis.

In the meantime, to meet usability standards for the app, the companies need to make sure that their existing solution's UX is optimized continuously.

WHAT BUSINESSES CAN DO:

- ▶ Take time to identify and anticipate the most common customer queries.
- ▶ Think of a strategy to boost customer engagement with your brand through self-service.
- ▶ Consider creating or rethinking a roadmap for scaling customer self-service in the future.

#5

ZERO UI

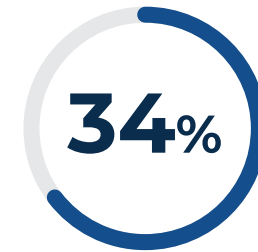
Due to human safety reasons, touchless technology became a far more common use case for customers in 2020. Accelerated during the COVID-19 crisis, this trend is expected to stay in the post-pandemic world.

As customers are turning to screen-less, zero-touch interactions as a more secure option, businesses that are first to adopt this technology have a chance to gain a competitive edge and take a leap towards a more consistent and interactive way of having customers engage with their brand.

Aimed at providing seamless interactions with technology, Zero UI solutions will be reshaping customer experience in the upcoming years.



The United States has seen a 20% increase in preference for contactless operations.
(McKinsey)



The total market for contactless transactions is set to grow at a compound annual growth rate of 34% through to 2023.
(Juniper research)



Personal voice-based technologies will become one of the most common ways of user experience delivery. **(Gartner)**

Also known as Zero UI, voice-based and gesture-driven interactions with devices is a novelty that gains momentum at an accelerated pace. From retailers to financial service providers to healthcare institutions, these innovations are being implemented across multiple industries to redesign and give a fresh look to customer experience.

However, the rise of Zero UI does not mean that it will fully substitute screen-based technologies, but rather supplement them with ambient intelligence and allow for a more varied, yet coherent customer experience.

WHAT BUSINESSES CAN DO TO INTEGRATE ZERO UI IN THE CUSTOMER EXPERIENCE LANDSCAPE:

- ▶ Consider investing in technology that supports low-touch and no-touch transaction models.
- ▶ Evaluate the areas of your customer service or customer journey where customer experience can be transformed into voice or gesture-based.
- ▶ Bring CX leaders, UI/UX designers, and front office team representatives together to discuss the long-term vision for balanced customer interactions and engagement models.

CONCLUSION

The year 2020 disrupted many CX strategies and accelerated emerging trends that will keep reshaping the customer experience landscape in the coming years. In 2021, CX business and digital leaders will be given the space to experiment, the opportunity to further embrace the uncertainty, and the chance to reinvent consumer-brand relationships with the latest innovations in customer experience. By keeping this in mind while designing the CX strategy, companies will be able to prepare themselves for the challenges of 2021.

Undoubtedly, along with a comprehensive strategy, technology will play the predominant role in driving a successful customer experience. Forrester predicts that the upcoming year will be defined by a sharp increase in CX technology adoption, with every company doubling down on IT investments to enhance customer experience and optimize customer-facing operations. Therefore, identifying the right technology investments for 2021 will be the top priority for businesses. Based on the latest CX trends and the changing customer behaviors, the technologies that CX leaders might consider adopting among the variety of CX tools include multichannel CX platform integrations, agile systems allowing for quick and easy customer-facing workflow adjustments, multiexperience solutions, zero UI technology, robust data analytics, and solutions that support deep customer segmentation and hyper-personalization.

While agility and technology-driving innovations will undoubtedly be vital in customer experience success, CX leaders should remember putting their customers at the heart of everything they do. In 2021, CX will be about maintaining rapport with customers above all else. Therefore, the companies that will be able to connect through the right experience will win customer loyalty and reap the benefits of returning customers.



ABOUT CREATIO

Creatio is a global software company providing a leading low-code platform for process management and CRM. The company offers three products on one platform to connect the dots between marketing, sales, service and operations. The system delivers end-to-end processes to manage the complete customer journey – from lead to order to continued customer service excellence. Creatio products are backed by a robust low-code platform. Building apps and changing processes in Creatio is easy – you don't need to be an IT specialist and there is few to no coding. Creatio offers the agility to continually test, modify, and improve processes to keep up with the new business environment.

CREATIO **SUPER** POWERS



BPM ENGINE

to change processes faster



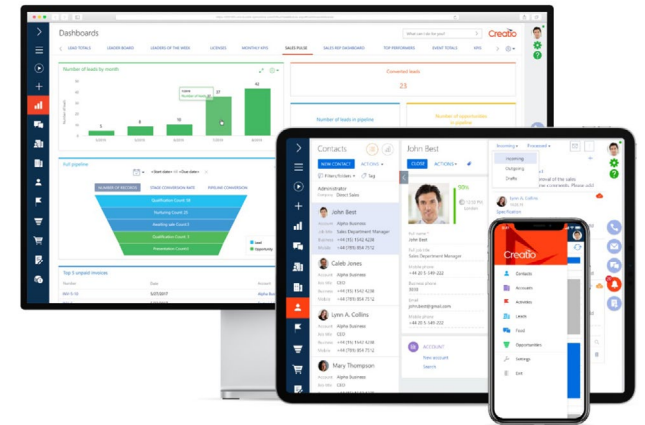
LOW-CODE PLATFORM

to make everyone a developer



UNIFIED CRM

to align sales, marketing and service



Empowering mid-size and large enterprises to accelerate operational & customer facing processes

TRY IT FREE