



EBOOK

12

Things Your **Customer Experience Platform** Should Do For You



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With an increase in outlets and touchpoints, it can be hard to track how customers are interacting with your business to provide a consistent experience. A customer experience management platform simplifies this process and helps you manage your organization's interactions with customers, both current

and potential. When utilizing a customer experience management platform, there are multiple benefits and tools you should receive. In this ebook, you will learn the 12 things your platform should do for you and how a **comprehensive customer experience platform** can help your business.

1 Intuitive Data Collection

A customer experience platform aims to collect information about each of your customer's interactions with your company, analyzing it and interpreting outcomes and responses.

The system should be highly intuitive and work with all of your customer-facing touchpoints, and have the ability to organize, automate and synchronize them. This way, you can service all your existing customers and respond quickly to issues and new business.

Data collection should span a variety of sources and can be divided into four types of categories:



Customer Information

- Email Address
- IP Addresses
- Location
- Age Group
- Gender

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Intuitive Data Collection



Engagement Data

- Website and Mobile App Interactions: Website visits, App issues, Most viewed pages, User flow, Traffic sources
- Social Media Engagement: Post likes, Post shares, Post replies, Native video views
- Email Engagement: Open rate, Click-through rate, Bounce rate, Email forward
- Customer Service Information: Number of tickets, Complaint/Query details, Customer Feedback
- Paid Ad Engagement: Impressions, Click-through rate, Cost per click, Conversions



Behavioral Data

- Transactional Data: Subscription details, Purchase details, Previous purchases, Average order value,
- Cart abandonment data, Average customer lifetime value
- Product Usage: Repeated actions, Feature usage, Feature duration, Task completion.

1

Intuitive Data Collection



Attitudinal Data

- Customer satisfaction
- Sentiments
- Product desirability
- Preferences
- Motivations and challenges
- Purchase criteria

By analyzing all of the above data points you can bridge the gap between Marketing and Customer Service. Each data point can provide more in-depth information into the customers experience and measure both efficiency and effectiveness. With more data, customer service employees can handle issues more efficiently and work to overcome internal issues.

2 In-Depth Survey Tools

Data collection and gathering feedback is often completed through survey engines and tools. Your customer experience platform should integrate or come prepared with built in tools for pulling in responses and organizing data.

Your platform should have the capabilities of sending surveys through a variety of methods, including the web, live chat modules, and SMS.

These surveys can be simple with only one or two questions, but are necessary to gather feedback.



TYPES OF SURVEYS

1. Customer Satisfaction Survey
2. Customer Satisfaction Score (CSAT)
3. Customer Effort Score (CES)
4. Open-Ended Questions Survey
5. Long-Form Customer Satisfaction Survey

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Provide Valuable Customer Insights

When collecting data you must inventory your customers and define them based on a variety of touchpoints, preferences, and unique differentiators. By doing this, you'll reveal all the ways they interact with your company, and you'll understand the value of 'rich' data sources.

The more data you have, the better you can improve your customers' interactions with your company.

4 Customizable Dashboards

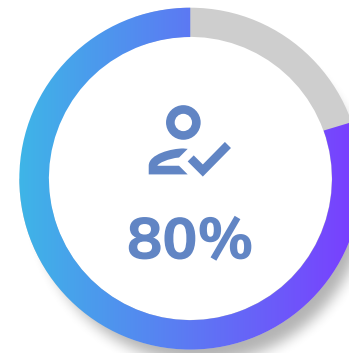
One of the biggest challenges for companies when analyzing data is the sheer amount of data sources. It can be difficult to analyze trends and data over time when jumping between multiple platforms. Customer experience platforms simplify this by collecting data from multiple sources and presenting it in an easy to read format.

Additionally, not everyone in your organization needs access to all data points. Your customer experience platform should feature intuitive, role-based dashboards that are able to be customized to fit the user in your organization. By utilizing different dashboards for different teams you can prioritize what types of data are needed for each group, making key metrics easier to find, clearing the way for performance improvements.

5 Interact with Customers in Real-Time

When implementing customer service, a fast response time can help save your customer relationship in the event of a business or product error. Having the ability to respond in real-time to negative feedback is a great benefit to your business. Customer experience platforms can integrate with interactive voice response technology and workforce management to handle large volumes of calls and direct customer service calls to the right person. This will ensure that you maximize productivity, as well as giving you the opportunity to provide excellent customer service and turn negative situations in your favor.

DID YOU KNOW?



80% of customers aren't satisfied with how businesses respond to their problems.

6 Omnichannel Customer Experience

Today, it is highly likely that your customers are interacting with your brand through a variety of channels. Having tools in place that communicate across digital and physical channels can help you better understand and cater to these customers.

A true customer experience platform should work across multiple channels including social media, mobile apps, email, website, and even in-store interactions. The data collected is stored in a centralized location which gives you a holistic view of your customer.

Through **omnichannel reporting** you can enhance operations and focus your efforts to better cater to your customers needs. For retail industries, omnichannel reporting gives your business the ability to effectively plan for higher profitability, as well as optimize merchandising and adjust your supply chain.

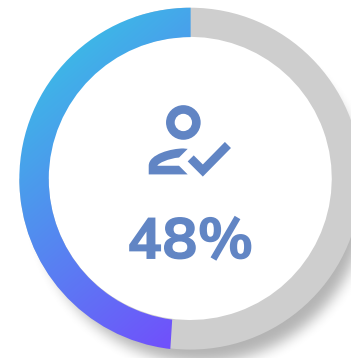
You can utilize these tools to effectively predict and plan demand, as well as ensuring inventory levels for in-store and e-commerce purchases.

7 Empower Your Staff

Your frontline staff is a crucial communication link between your organization and your customers. Aside from social media and online copy, your staff helps to portray the voice of your company along with exhibiting your core values. For businesses that have a physical store or a customer service branch or contact center, a customer experience platform can help your staff serve customers better by giving them a holistic view of the customer.

A customer experience platform digs deeper into customer feedback, helping customer service reps analyze pain points. This also gives your managers the ability to understand what is preventing your staff from performing at their best, whether that includes long response times, incorrect solutions, or poor communication. You can then adjust your **customer service strategy** to ensure customer needs are met and employees are empowered to handle any situation.

DID YOU KNOW?



T-Mobile saw a 48% decrease in employee turnover in Customer Care departments after employing Aceyus' Transfer Analysis tool.

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Increase Customer Engagement

A Customer Experience Platform can not only help empower your employees, but it can also help increase customer engagement. Customer experience platforms aim to help improve your customers overall experience. By doing this you are facilitating trust in your brand and improving your relationships with your customers.

By using emails and social media to receive feedback, you can create a comfortable atmosphere for consumers to share their experiences and their needs. When customers are satisfied and happy with your products they are in turn more likely to engage with your brand online, as well as recommend the company to friends and family.

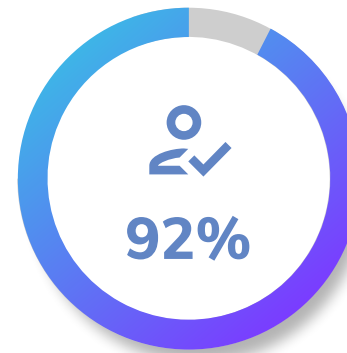
9 Increase Customer Loyalty

When customers are extremely satisfied with a brand, they are more likely to come back to the business and continue supporting the brand.

Customer loyalty is extremely important to the longevity of your company. By providing exceptional customer service you can build a foundation of loyalty and improved customer retention.

A customer experience platform monitors all of your touchpoints and online outlets so you can deliver precise messages catered to each individual. By personalising content, customers feel like your brand “gets” them and they are more likely to return. The use of an omnichannel customer experience platform integrates all of their touchpoints in order to provide 360-degree engagement and drive customer satisfaction.

DID YOU KNOW?



1 in 3 customers will leave a brand they love after just one bad experience, while 92% would completely abandon a company after two or three negative interactions.

-PWC

10 Solidify Brand Trust

Customers trust a business to provide great service and great products, along with trusting the business to effectively communicate in the event of a crisis. Without effective communication, your brand's reputation could be at stake, as well as customer loyalty.

A bad reputation can have implications beyond lost business. It can cause your company to lose potential investments and experience difficulties with attracting top talent. With a customer experience platform you can use data to analyze trends in customer service reps, ensuring that all of your employees are effective at maintaining clear and effective communication.

Trust is one of the pillars of great customer experience.



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Reduce Service Costs

A customer experience platform gathers data on all customer service employees and aggregates it into easy to read formats for managers and teams. Bad customer service reps can cost your company revenue and affect your overall reputation.

With a customer experience platform you can receive quality scores on different employees, understanding what may be causing a decrease in conversions or a bad customer experience. Hiring and training employees can be expensive, however bad customer service employees may be costing your business more money than you think.

By implementing a customer experience platform you can determine which employees are helping your business and maintain your reputation.



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See Organization-Wide Impacts

When collecting and analyzing data it is important to gather information from all possible sources, this includes website analytics, CRM systems, and even marketing, HR and finance data.

Being able to integrate these data sources into your customer experience platform can be a huge benefit, as you gain better visibility of the customer journey and its overall impact on your business.

Valuable insights from tech integrations can include why users are abandoning their carts or analyzing revenue per customer. These data sources can help you understand your bottom-line and how customer experience plays a role in your ROI.

With more customers continuing their customer journey across devices and a wide range of channels, it can be difficult for customers to maintain consistency and uphold excellent customer service. Processes and technologies must improve in order to provide a consistent experience across all platforms. By utilizing a Customer Experience platform, you can monitor all touchpoints and interactions in one place, ensuring consistency and promoting growth.

What Do I Do Now?

From empowering staff to driving engagement, customer experience platforms can help you provide excellent customer service and connect deeper with your customers. When searching for the best customer experience platform for your needs, Aceyus is a great place to start, combining all of the features and benefits listed above.

Aceyus provides contact center reporting and analytics solutions designed to unify your omnichannel data in one highly customizable dashboard. As companies embrace new forms of digital communication, Aceyus is at the center, keeping the focus on the customer experience with a goal of increasing satisfaction, employee engagement, and bottom-line profitability.


- **Businesses that integrate the Aceyus reporting dashboard with their existing data systems gain real-time visibility into the customer experience at every consumer touchpoint.**






As a leading data aggregator for complex contact centers, Aceyus is committed to helping businesses become more efficient and effective across all channels of communication, and bringing visibility to the data behind every customer experience.

[REQUEST A FREE DEMO](#)

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