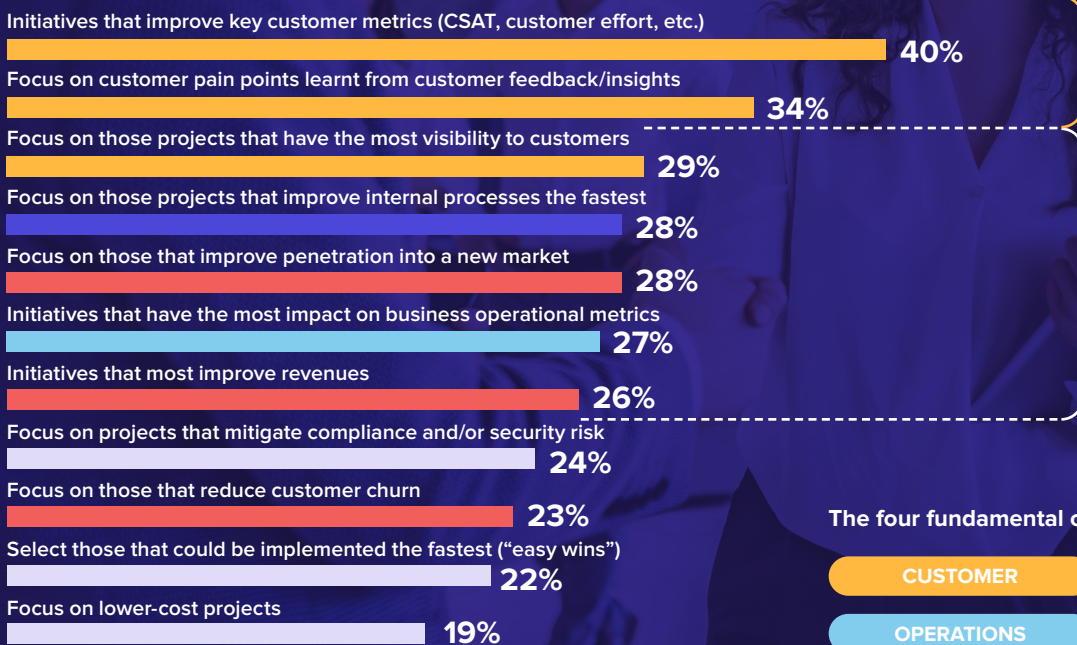


# Prioritizing Customers Isn't Enough

Businesses rank customer outcomes as the top CX priorities, but this isn't enough — the next tier of priorities are a mix of customer, agent, operations, and commercial outcomes

Q. How does your organization prioritize customer experience initiatives?



Customer-centric businesses focus on these top priorities: customer outcomes ...

... but businesses that balance priorities across all four fundamental outcome areas will outperform their peers.

The four fundamental outcome areas of CX



Source: IDC's Future of Customer Experience (CX) Survey, September 2022

Businesses must address four outcome areas to deliver customer service that moves the needle:

## Customer Service Strategy Must Balance Business Priorities Across Four Fundamental Areas


Truly customer-centric organizations make customer outcomes a top priority. But in today's world, simply putting customers first has become table stakes. Organizations looking to outperform their peers must go beyond this and take a more sophisticated approach — balancing a set of priorities that address four fundamental outcome areas. For these organizations, it's a case of "customer first" but not "customer only."

In IDC's Future of Customer Experience (CX) Survey (September 2022), 1,453 worldwide CX technology decision makers were asked how CX initiatives are prioritized in their organization. As expected, the top priorities revolve around customer outcomes — enhancing customer metrics such as NPS and customer effort score, and focusing on pain points identified from customer feedback. This all stands to reason. But what is more telling are the factors that follow, which form the next tier of priorities and jointly align to four fundamental outcome areas:

- Making (and keeping) customers happy
- Streamlining processes for agents
- Delivering against operational efficiency metrics
- Performing against commercial objectives


## What This Means for Customer Service Strategy

A market-leading customer service strategy must be able to move the dials for all four of these outcome areas:




### Address Customer Expectations

Customers have always wanted reliability and efficiency when interacting with companies. How they expect service interactions to be delivered has become more sophisticated over time, however. With the volumes of data they know brands hold, they expect more knowledgeable answers and more relevant recommendations. Crucially, they expect to have freedom of channel choice. In this omni-channel age, customers will duck and weave between multiple channels as circumstances require, and they expect the brands they deal with to keep in step. Brands must provide timely and efficient answers via self-service when they want it and have trustworthy human agents at the ready if that is what customers want. Brands need to be able to deliver service in all modes, and switch seamlessly between each one.



### Operational Efficiency

Operational leaders need to balance customer satisfaction indicators such as NPS and customer effort score with operational efficiency metrics like time-to-resolve and cost-to-serve. In this complex landscape, AI will be a game-changer. AI in customer service enhances operational efficiency by automating routine tasks and providing instant, consistent responses. This reduces time-to-resolve and cost-to-serve, while freeing up human agents to handle complex issues, ensuring a balanced, high-functioning customer service operation. A high-functioning customer service organization must be able to take a balanced approach to this.



### Overcome Agents' Frustrations

As important as looking after the customer experience, catering to the experience of frontline employees is also essential. Customer service agents are constantly plagued by having to traverse multiple, disjointed systems, frustrating their ability to deliver good service. Brands looking to elevate customer service must eliminate these internal barriers, creating connections between systems and streamlining processes to free them up to conduct higher-order value-generating tasks and empower them to provide engaging customer connections.



### Commercial Business Outcomes

While a customer service organization needs to deliver on all of the above, it ultimately needs to be accountable to the business and contribute to its wider commercial objectives. This means that for all the customer sentiment measures, agent engagement, and operational efficiency, the function must ultimately be able to quantify how it has driven commercial outcomes, such as increasing customer acquisition, driving loyalty, reducing churn, and extending customer lifetime value.

## Message from the Sponsor

Dixa enables companies to deliver customer service as it is meant to be. We help customer service leaders to create effortless experiences for customers and teams that unlock loyalty. Dixa gives teams one unified view of all conversations, customers the convenience of reaching out on their preferred channel, and leaders the insights to continuously improve the service experience. Dixa's Conversational Customer Service Platform combines powerful AI with a human touch to deliver a highly personalized service experience that scales as your business grows. Teams and their customers benefit from greater satisfaction while automation helps increase service efficiency and effectiveness, which ultimately delivers real business value. Our dedicated customer success team ensures you are up and running quickly and partners with you on your journey to achieving what we call Customer Friendship. Dixa powers more than 30 million conversations a year and is trusted by leading brands such as Interflora, On, Wise, Deezer, Rapha, Too Good to Go, Hello Print, and Wistia.

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