

# Cisco Start: A digital customer experience that exceeds customer expectations



In today's digital markets, evidence suggests that customers prefer not to call customer service. As online shopping is predicted to outgrow traditional brick-and-mortar stores,<sup>1</sup> the line between online and offline customer experience is becoming blurred.<sup>2,3</sup>

These days, if your customer were to pick up the phone to call you, it likely spells trouble for your customer service.<sup>4</sup>

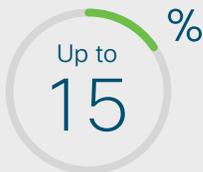
Mono-channel is out; multi- or omnichannel customer experience (CX) is in. The conversation today is dominated by multiple touch points: mobile phones, apps, rich web applications, and even social media. Hence, the term "digital experience" (DX), which refers to interactions between a user—for example, the customers—and a small or medium-sized business (SMB), made possible only because of digital technologies. No wonder DX is deemed a key business differentiator.<sup>5</sup>



Starbucks is a good example of how technology has helped a company deliver a good DX. On average, Starbucks customers buy coffee via its smartphone app 7 million times a week, and mobile payments now account for about 16 percent of its total transactions.<sup>6</sup>

## DX: Not just about feeling good

But customer experience is not just about exceeding customer expectations and avoiding trouble; for SMBs, it makes good business sense.



decrease in your customer churn<sup>7</sup>



increase in the win rate of offers<sup>7</sup>



decrease in costs to serve<sup>7</sup>



of B2B executives consider CX during sales and service interactions to be “very important.”<sup>8</sup>



put it at the top of their list of strategic priorities.<sup>8</sup>



of retailers say that “increasing revenue growth across channels” is key.<sup>1</sup>



of them view “developing outstanding consumer service across all channels” as a priority.<sup>1</sup>

To have a good DX strategy that exceeds customer expectations, you need a holistic strategy that puts your customer at the very center of every process and initiative.

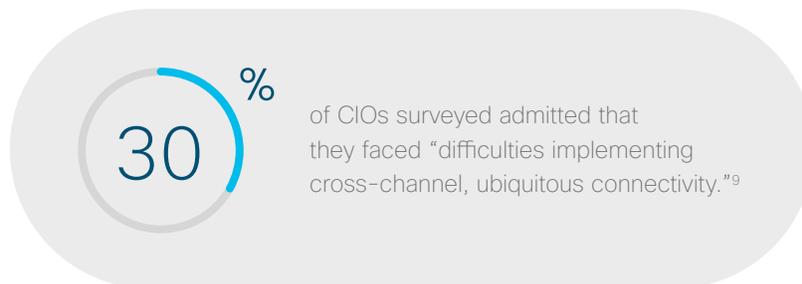
You must continuously collect and analyze data to allow for fresh customer insights and improvements.

# Seamless customer experience

A holistic DX strategy means a seamless, positive customer experience regardless of the channel or contact frequency. The “customer-first” attitude must permeate every department and convert every employee, so that every effort starts and ends with the customer in mind.

Here’s the deal: Without a holistic DX strategy, the success of even the most powerful mobile app (such as the Starbucks app) will be short lived. If customers were to encounter any dissonance between the digital and physical experience, such as at a physical outlet, they would vote with their wallets.

Yet many SMBs will find it a challenge to aggregate and share customer data across multiple channels such as physical, web, voice, email, and chat. This problem is not unique to any SMB.



**A customer-centric, 360-degree strategy is also not enough.  
A rigorous and continuous process of data aggregation and analysis must underpin the strategy.**

Data at every touch point and every stage of the customer journey must be collected and measured. Over time, your company will have huge sets of data points—big data—that can be analyzed for consumption patterns, buying trends, and product associations. This will give you new customer insights to better retain and acquire customers and ensure that they stay happy. Ultimately, this will lead to a higher ROI measured by factors such as win rates, share of wallet, and lower retention and acquisition costs.

## Teamwork and the right partnerships

And, lastly, the glue that holds it all together



This painful reality is hardly surprising, as DX design and implementation is a multifunctional and multidisciplinary team effort. It is quite impossible for SMBs without deep pockets to hire a big team that has all the required talents. Instead, most SMBs should work with their Managed Service Providers (MSPs) to design and execute their organization's DX strategy.



To succeed like Starbucks, your company needs to have the right technology, the right mind-set, and the right partnerships. Start right with a conversation with Cisco Start, the right partner who can support your ambition to exceed customers' expectations with the right DX strategy.

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