



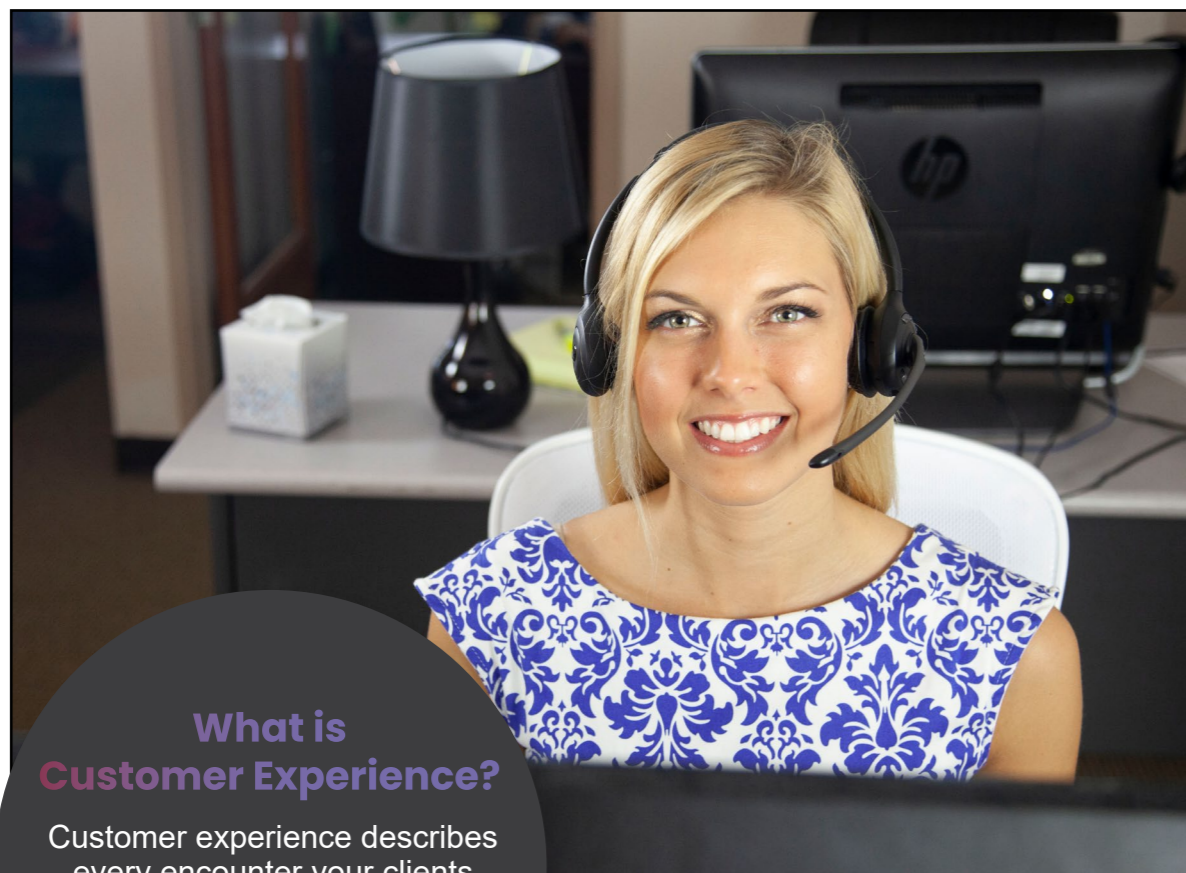
GUIDE:

How to Enhance Customer Experiences

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Why Optimizing Customer Experience is Critical to Your Business

Customer experience (CX) is essential to any successful business's operational strategy, but often times, it can be neglected or misunderstood. However, as one of the most critical means of keeping your company profitable and productive, it's a mistake to not make it a central focus of your organization's plan for both now and in the future. Here are a few key reasons why CX is so important, how you can make some easy workflow adjustments to improve it across all your processes, and what the true benefits of doing so are.

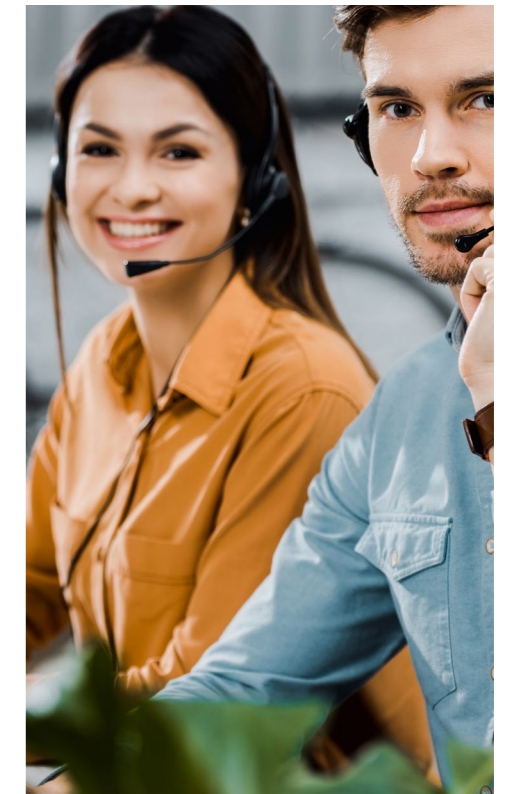


What is Customer Experience?

Customer experience describes every encounter your clients have with your brand, product, or service and their various perceptions around each of these points of contact.

Benefits of Providing Good Customer Experiences

Excellent customer service helps your customers effectively and quickly overcome any challenges they may be facing in relation to your product or service. It also enables you to retain more business by giving your customers everything they need to get the most out of what they're paying for. By building relationships with your client base and increasing your team's accessibility to your customers, you're able to boost customer lifetime value, a measure of how much total profitability each of your clients delivers to your company over the course of their respective memberships.



Customer experience can also be used as an effective marketing tool to help you gain new customers. Both positive word-of-mouth spread from current clients and company-produced materials like case studies, customer interviews, and more can help you showcase your current customers' success stories to new potential buyers.

Impact of Poor Customer Experiences

Just as there are many benefits to providing good customer experiences, there are associated negative impacts with giving poor ones to your clients. Confusion, slow response times, and feelings of non-personalized care can hurt your customers' perceptions of your brand, bring down customer lifetime value, and increase churn (the number of customers cancelling recurring purchases of your services). [Data from MarketingCharts.com and XM Institute](#) sheds light on the potentially devastating impact of poor customer experiences when it comes to both gaining new business and customer loyalty, with just one in eight consumers reported as willing to recommend a business after dealing with bad customer service.

Three Tips to Improve Your Company's Customer Experience

Now that the clear importance of delivering great CX is established, let's examine some easy strategies your field service company can adhere to in order to boost the effectiveness of its customer experiences.



How to Improve Customer Experience Before a Service Call

Before service calls are done, scheduling your workers' customer visits in advance is a key way to increase the number of customers your business can serve per day, as well as increase convenience for your clients by allowing your dispatchers to provide more accurate arrival times for when service can be expected.



How to Improve Customer Experience During a Service Call

In the process of a service call, maintaining clear communication from the field to the office digitally helps your mobile employees stay more aware of critical details related to the customer they're currently serving and provide more personalized experiences. Plus, if you have any available workers directly in the field, you can serve new customers even quicker by instantly rerouting them based on proximity. Added convenience through the use of a solution for billing for services in the field also reduces headaches for your clients and gives them a simple, secure way to pay nearly instantly, further enhancing their brand interactions during the course of a service call.

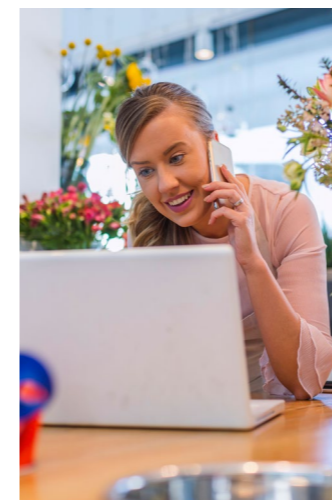


How to Improve Customer Experience After a Service Call

Data is key for monitoring customer experiences and identifying new ways to fine-tune your processes. After a service call is completed, simple strategies such as sending out a short, incentivized survey for feedback on a client's experience with your product or service can give you valuable insight on what aspects should be improved. In addition to this, regular follow-up calls or emails to your customer base can help them feel that they're still cared about, keep them more up to date about recent product enhancements, and help you keep them as customers for longer.

How to Measure Customer Experience's Impact on Productivity and Profitability

Excellent CX has an invaluable impact on both productivity and profitability for your workforce, with increased customer lifetime value being among one of the most critical positives from a revenue perspective. [According to BusinessWire, a recent IDC spending guide](#) indicated a projected massive increase in corporate spending on new CX technologies in 2022 (expected to reach \$641 billion). This demonstrates how important improving and automating CX strategies is to many organizations' net profitability and future operational plans. Plus, with [Forbes and Econsultancy](#) also reporting that CX-based job roles are among the most important positions to achieving greater business growth in the eyes of 95% of surveyed senior marketing leaders, the value of good customer experience is only further increasing.



A [2013 ResearchGate.net study](#) pointed out how various types of customers offer different levels of profitability to an organization, with customer lifetime value being an accurate, current reflection of all future revenue that can be realized throughout each respective lifecycle. These disparities, coupled with how much more expensive it is to gain a new customer versus retain an existing one (due to factors such as outreach, marketing, onboarding and training) continue to increase the legitimacy and value of retaining existing business above all else.



Besides just the financial advantages, focusing more on the customer experience in your company also helps drive greater productivity by helping your staff be more engaged with the latest in CX strategies, as well as keeping them in the know with what your customer base is wanting as its needs evolve.

In conclusion, by simply focusing a bit more on enhancing your organization's CX strategies, you'll see positive impacts on both productivity and profitability in your workforce. Regardless of what stage of a service call your employees are in, use the information outlined above to provide even more stellar customer experiences during each step of the process as you go about serving your clients.

Learn about how our platform can help you increase productivity and profitability at www.actsoft.com/teamwherx.

Sources:

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