



CUSTOMER
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Customer Experience as a Service

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What is CXaaS?



We're all familiar with CCaaS, or delivering contact center as a fully managed service. Through CCaaS, instead of using different tools for different teams, channels, etc - we centralize everything into a single platform to reduce friction and improve performance, helping us create a more unified contact center experience.

But customer-centric businesses know that the experience goes beyond the contact center platforms, from contact center as a service (or CCaaS) to CXaaS (customer experience as a service). CXaaS also includes other enterprise systems (from closely related tools like social monitoring, to broader company systems and designs like application interaction, in-store technologies, agent desktops and CRM systems, cloud supported CX and omnichannel orchestration).

More importantly, it includes the complete customer experience strategy vs. merely a contact strategy - and involves all departments and employees who impact the experience.

We have entered an era where consumers are choosing competitors with app-based loyalty programs to incentivize customer life-time-value and in-store augmented and virtual reality entertainment to drive traffic.

Consumer are now choosing same day shipping with personalized packaging and tracking updates at a customer's discretion, and data management systems that can practically predict what individual customers are going to purchase before consumers can.

CXaaS involves creating a "unified" vision of the creative customer experience. All strategic decisions, metrics, technologies, and consumer touch points are brought together with the goal of fulfilling this vision, allowing companies to innovatively compete in the "era of customer centricity."

Doubling down on CX service design

In an industry overrun with buzzwords and empty promises, you may be wondering whether CXaaS is truly important. It is, and today's companies know it.

They see sobering customer data and recognize that their more fragmented approach to CX isn't working. They're not seeing a quantifiable return on their experience.

CCW Digital's 2018 consumer preferences survey revealed that only 18% of customers were very satisfied with the experiences they were regularly receiving that year.

Despite the fact that consumers are expecting more, leaving them unsatisfied, our 2019 [survey](#) reveals that only 12% of consumers believe brands have made "significant improvements" to their customer experiences over the past several years.

As a result, they've identified design as their #1 topical focus for the next five years.

With the increase in technological capabilities, such as advanced cloud computing software and data aggregation tools managing customer analytics in real time, consumers demand both knowledgeable personalization and effortless convenience in the services they're receiving. As NYT and WSJ best-selling author and CCW advisory board member Shep Hyken says, "customers compare you to the best service they've ever had," not just direct competitors. The ones who are able to do this (Zappos, Amazon, IBM, Starbucks), dominate their respective markets, leaving the remaining majority wondering what they're doing wrong.

"I think personalization is probably the greatest thing that we can have happen to experience design. Based on the data that we have on what people want, we can then create tailored experiences all the way throughout a customer's life-time."



— Alison Lichtenstein (Head of CX Design, Dow Jones)

Personalizing experiences through cloud

Personalization is the driving factor in CXaaS. In fact, as seen in a recent CCW Digital article, one study found that personalization increased conversion rates times five during black Friday and Cyber Monday in 2019, heavily due to backend infrastructures such as cloud capabilities. For 75% of consumers, personalization is not about in-depth conversations. It is about proving you know the customer – and then using that knowledge to create a better experience.

How brands choose to implement technological advancements to personalize their experiences is the ultimate factor in generating quality CX as the primary component of a service design, and ultimately, sales revenue.

According to Lichtenstein, Dow Jones has differentiated themselves from competitors like Bloomberg and NASDAQ in the media industry by embodying this idea, continuously building and modifying different consumer personas, based on subscriber's viewership, search data and cloud based CX platforms to aggregate analytics from multiple applications, and tailor media/products to subscribers.

Infrastructure is no longer an advantage; digital applications, automated software, big data analytics, AI and innovation overall creates competitive advantage in the future of CX. Implementing the right cloud technology not only reduces the cost of operations, but sets the stage for adding more and more value with applications that can simply be added to cloud architectures.

"The only way to scale and succeed, given this continued expansion, is by moving to cloud... The topic of cloud has been a darling of hype cycles for the last two decades, and the subject of changing definitions and misunderstandings. We gained clarity as cloud platforms including AWS, Microsoft Azure, IBM and others grew, and we moved into not just "the" cloud, but cloud mixes: public, private, hybrid, multi and now edge versions, each with their pros and cons."



—— Milos Djokovic (CEO and Managing Director, Eventus)

According to another specific example found in a [CCW Digital report](#), dietary management company, Nutricia, has adopted similar CX platform that combines cloud and search technology to personalize consumer services. A pregnant mother's stage of pregnancy is recorded when she first visits the site. If a mother two months pregnant returns to the site two months later, the site will know she is four months into her pregnancy and tailor content, products, and services accordingly. The processual concept is similar to the way Dow Jones' WSJ aggregates customer search data to personalize media through their exponentially growing digital CX platform.

Delivering innovative and personalized experiences based on recorded consumer behavior insights, cloud technology and actionable analytics are the most effective ways to show customers that a brand understands their needs, while differentiating from competitors. The more integration between channels utilized throughout the service, the more effective the CXaaS, the more actionable data can be collected and more satisfied the customer is.



Omnichannel orchestration

"Omnichannel is not a goal in its own right. It is a means of achieving a pivotal end: delivering a seamless, customer-centric experience. As you invest in omnichannel, it is therefore imperative to view the experience through the eyes of your customers."



— Brian Cantor (Principal Analyst, CCW Digital)

According to a recent CCW Digital survey, customer contact center leaders identified disintegrated systems as the #1 reason for poor productivity, the #1 technology challenge and the #1 reason for agent complaints.

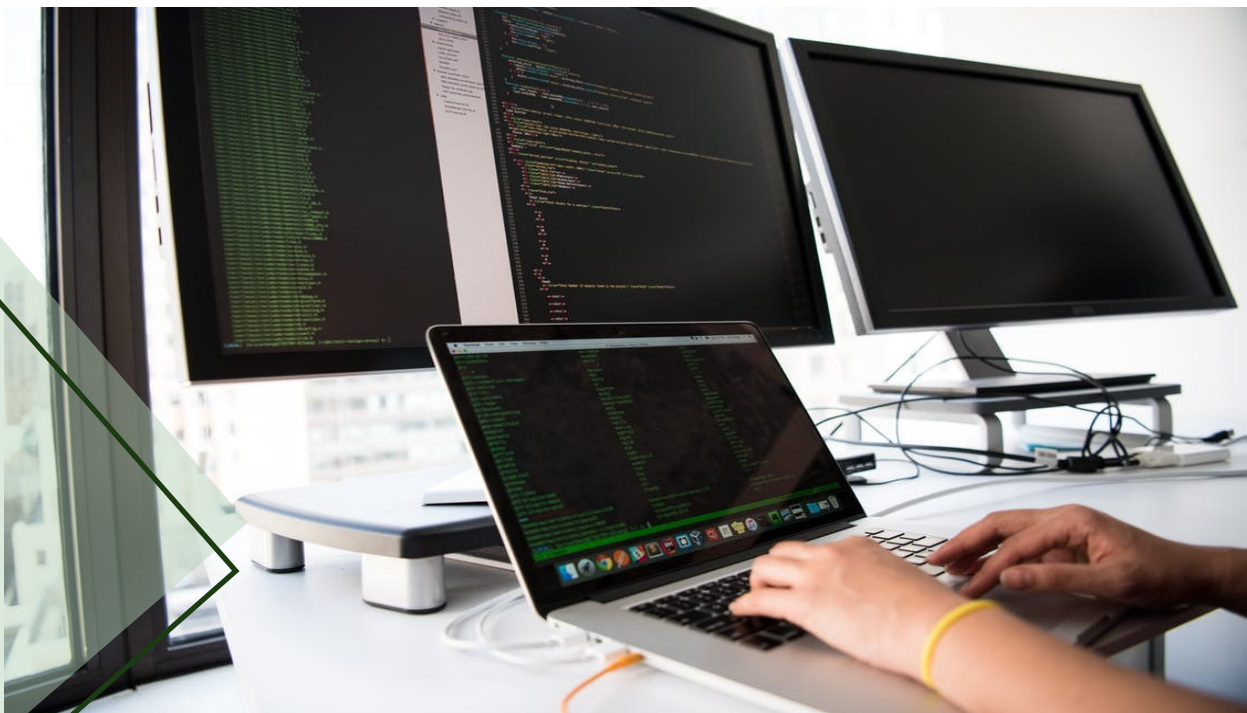
In order to meet the demand of today's customers, an organization must have the right operational framework. It must have a comprehensive omnichannel environment designed to make the customer and employees' job frictionless.

For example, omnichannel orchestration may include integrating IVR push path data into a CRM system to prepare an agent for exactly what a customer has done up to the point at which they're delivered to the agent for help. Another continuously emerging example is easy channel to channel handoffs such as congruently moving from chat to phone, or fully integrated mobile experiences, including in-app support, or Apple Business Chat.

Any single consumer can choose any mode of communications, and will want immediate and satisfying responses whether through bots or humans, whether through web or social or mobile apps. Correlating that data becomes the heavy lifting for a given brand and their CX partners.

If one consumer starts the conversation with a push-to-talk feature on a website, then needs to leave for work and chose to continue the conversation via text messaging, CXaaS systems will need to accomodate for that.

By incorporating different omnichannel initiatives through CXaaS, successful brands are capitalizing by not only delivering quality products, but tailoring their services to enhance the value of creative interactive channels through the customer experience.



Consistent Messaging Through Knowledge Management

While creative omnichannel services are an important component in CXaaS, it is also imperative to manage the feedback and data of those services and customer inquiries through cloud-based knowledge management.

In the digital age of marketing and online public feedback, the consumer's voice has an exponentially growing reach across social media platforms like Facebook, Twitter, Instagram, Yelp, and LinkedIn, totaling hundreds of millions of active users ready to take their CXaaS online, creating more actionable intelligence and public data than ever.

"Any single consumer can choose any mode of communications, and will want immediate and satisfying responses whether through bots or humans, whether through web, social or mobile apps."



— Greg Weber (CTO, Eventus)

For example, in Google's Local Guides program, users earn points any time they contribute something to the platform—writing a review, adding a photo, correcting content, or answering a question. Through cloud integration software, they can aggregate data to make more actionable decisions, such as converting those points into rewards ranging from early access to new Google products to a free 1TB upgrade of Google Drive storage.

Another example of combining cloud-based knowledge management and brand messaging, Yelp's 'elite squad' of prolific, high-quality reviewers receive a special designation on the platform along with invitations to private parties and events, among other perks.

Utilizing fully managed cloud technology makes more feasible and creative approaches, including those which are based on public or private big data management, online messaging and brand image.

According to Yelp, managing and tracking reviews as part of a brand's CX strategy is vital to a business' perceived value in the mind of the customer.

95% of consumers read online reviews before making a purchase. Faced with these uses, utilizing the latest technology to monitor opinions to be able to respond to them or make actionable decisions becomes essential in a brand's CX design model.

Bringing it all together with a CXaaS system

Personalizing services, cloud computing, creative omnichannel experiences and online engagement are all key components in valuable CXaaS. But they need to come full circle to provide businesses with actionable intelligence through a full scale, all-in-one, CXaaS system. An effective CXaaS can leverage data collected from a variety of sources to deliver a more personalized and effective CX.

It is imperative to harness data from a primary platform while also harnessing data from other software services that a customer or client is interacting with, which then can be unified into a single data set that sends actionable intel to management, making reporting exponentially more effective.



“We have developed hundreds of solutions, often leveraging our IntelligenceHub platform (which connects with nearly every major contact center and CX platform in use today, with data connectors we built, then consumes, normalizes and make available clean data sets that feed business intelligence and insights) – and we did so leveraging cloud.”



— Jeff Tropeano
(Senior Director, Managed Services, Eventus)

CXaaS systems done well must happen in concert with existing platforms and must fuse what a company wants to happen to what customers want to happen, allowing companies to decide what actions to take to improve customer experience.

CXaaS encompasses all enterprise systems from all areas of the customer experience - chat, social monitoring, application interaction, in-store technologies, data aggregation, gamification, and most importantly for many, cloud supported CXaaS platforms. Customer experience as a service is about bringing value to customers through different touch points, and recording intel through those touchpoints to deliver better customer experiences.

Brands that are able to capitalize on technological advancements to prove that they know their customers throughout omnichannel, personalized services, are the ones seeing a return on investment.

About the Author



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Matt Wujciak is a digital writer, editor, and content marketer for CCW Digital, the global online community and research hub for customer contact professionals. In his role, Matt writes daily articles, conducts executive interviews, produces and speaks on podcasts and online/live events, and contributes to social media brand management. Matt covers a wide variety of topics relating to customer experience, digital marketing, consumer behavior, design thinking, UI/UX, brand strategy, and more. His reporting has appeared in various web publications and has been

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Upcoming Events

FEBRUARY

Experience Design

February 25-27, 2020

Denver, CO

<https://experiencedesignweek.iqpc.com/>

MARCH

CCW Executive Exchange Miami

March 22-24, 2020

Miami, FL

<https://www.customercontactweekdigital.com/events-ccwexchangeusa/>

APRIL

Design Thinking 2020

April 14-17, 2020

Hilton Austin, TX

https://designthinkingusa.iqpc.com/srspricing?mac=CMIO_Events_Register_Listing

MAY

Chief Experience Officer Exchange Denver

May 17-20, 2020

Denver, CO

https://www.customercontactweekdigital.com/events-cxoexchange/?mac=CMIO_Events_Title_Listing

JUNE

CCW Vegas

June 22-26 2020

Caesar's Forum, Las Vegas

https://www.customercontactweekdigital.com/events-customercontactweek/srspricing?mac=CMIO_Events_Register_Listing#/

AUGUST

CCW Executive Exchange St. Louis

August 16-18, 2020

St. Louis, MO

https://www.customercontactweekdigital.com/events-ccwexecutiveexchange/?mac=CMIO_Events_Title_Listing