

# Your customer experience transformation

How to guide



## Customer experience challenges

Across all industries, customer experience (CX) has become a key brand differentiator – often above product and price. Today's customers want to interact with your business on their own terms. They expect you to be able to engage with them over a wide range of channels – mobile apps, websites, video, chat, SMS, in-store – and the list is growing. They also expect highly personalised, frictionless journeys, even as they jump between channels.

But achieving this level of customer service is a challenge for many organisations. You may lack the right internal resources and skillsets to leverage new technologies effectively. You might also be constrained by complex legacy infrastructure and technology debt. And you may be facing staffing problems – especially in your contact centre, where employee retention can be challenging and the best CX talent is hard to attract.

“In the CX space, customers are approaching us to talk about three things: How do they simplify their estates? How do they get closer to their own customers? And how do they improve the employee experience?”

– Craig Palmer, Director of CX in Europe, Verizon Enterprise Solutions

Verizon understands many of the CX challenges you face – because we've faced them ourselves. We operate over 2,300 retail stores and contact centres across the globe. We've been through deregulation in the market 20 years ago, and multiple technology changes. We're living proof that you can survive disruption and thrive.

With our global reach and extensive experience, we're in a unique position to support you in transforming your business to empower your employees and deliver great CX. And it all starts with a consultation. When you call in our CX consultants for a Business Impact Assessment (BIA), here's the journey we take you on – from start to finish.

## 1: Get closer to your customers

Our consultants will perform a robust assessment of your current CX environment to identify areas for improvement. We can benchmark your CX by comparing it to peers in your industry. We'll then help you create a practical and actionable change plan. As every business is different, we'll help you choose which solutions are best for meeting your CX objectives. These may include:

- Channels for your customers to engage with you 24/7 from any device
- Chatbots and robust self-service options for customers who prefer it
- Artificial intelligence (AI) to analyse data and deliver personalised CX
- Advanced analytics to help you build a 360-degree view of your customers

Once we've identified the best solutions for your needs, we'll help you create a roadmap for deployment, with the goal of a progressive transition. This will help you prioritise the technologies that will have the biggest impact on your business, while avoiding disruption to your daily operations. Whether you prefer to fund your investments through capex or opex, we'll design the roadmap that delivers clear financial and customer benefits.

“In the future, there'll only be two ways for organisations to differentiate themselves: exceptional customer service and using the data that they have to get closer to their customers.”

– Craig Palmer, Director of CX in Europe, Verizon Enterprise Solutions

## 2: Improve the employee experience

“EX [employee experience] is as important as CX – from how employees find a parking space or meeting room, to call centre operations and having the right data and tools. Employees should have the same digital experience that you’re offering customers.”

– Sanjeev Jain, Chief Information Officer, Verizon Enterprise Solutions

Our CX consultants will assess the tools currently used by your customer-facing employees – and whether they’re empowering staff to deliver the best CX possible. We can benchmark how effective your approach is compared to peers in your industry. We’ll then identify which new technologies can help you drive better performance and employee satisfaction. Areas for improvement may include:

- Tools that enable employees to work more effectively
- Automation of mundane tasks to reduce repetition
- Fair and effective quality reporting and management
- Automatic call routing and transaction/customer history appearing in real-time
- Call recording, speech analytics and vocal coaching
- New technology and ways of working – AI, chatbots or gamification apps that incentivise good performance

Overall, we’ll focus on system changes that deliver improved EX and CX on a daily basis. This can increase your workforce efficiency and employee satisfaction. You’ll be able to keep the best skills in your organisation while attracting new talent. And happier, more empowered employees means better CX at every touchpoint.

### Keeping customer data secure

Customers are increasingly willing to share their data if it means they get a better experience, but only if they trust your brand. This means you need to be transparent about how you’re using their data and adhere to security requirements.

Data segregation and management should be built into your systems. Your employees need processes that are easy to follow. And you must be ready to access, remove or adjust customers’ details when they request it. Verizon can offer guidance on all of the above – and can help you address data security requirements.

## 3: Simplify your infrastructure

To deploy these solutions, you’ll need the right underlying infrastructure. But this can be a challenge when you’re already invested in expensive legacy systems. We’ll help you understand how you can transition your existing systems to the new world, by simplifying and streamlining your infrastructure.

As we help you move towards a less complex estate, everything will become easier to manage. This will give you greater control of costs and help you deploy new CX solutions faster.

At Verizon, we have an existing partner ecosystem with a wide range of suppliers and vendors. This means we can draw on the best advice to help you understand your options, and map out a clear set of CX possibilities for your business. This will make it easier for you to effectively take advantage of new technology options such as the cloud, AI and bots.

We’re also network and security experts. We can deliver “security by design” to help you protect and manage growing volumes of customer data. This can also help to protect your organisation from constantly evolving cyber threats.

“We provide a bespoke plan for the customer, which is financially and technologically sound and can move the business forward. A roadmap that can deliver a better customer experience.”

– Craig Palmer, Director of CX in Europe, Verizon Enterprise Solutions

[Click to hear more from Craig](#)

**Ready to discuss your CX goals and the technology needed to help you get there?**

**Contact us for a CX Business Impact Assessment >**