

# Win at Digital Customer Experience Management

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Day 1395





Have you seen this Giraffe?





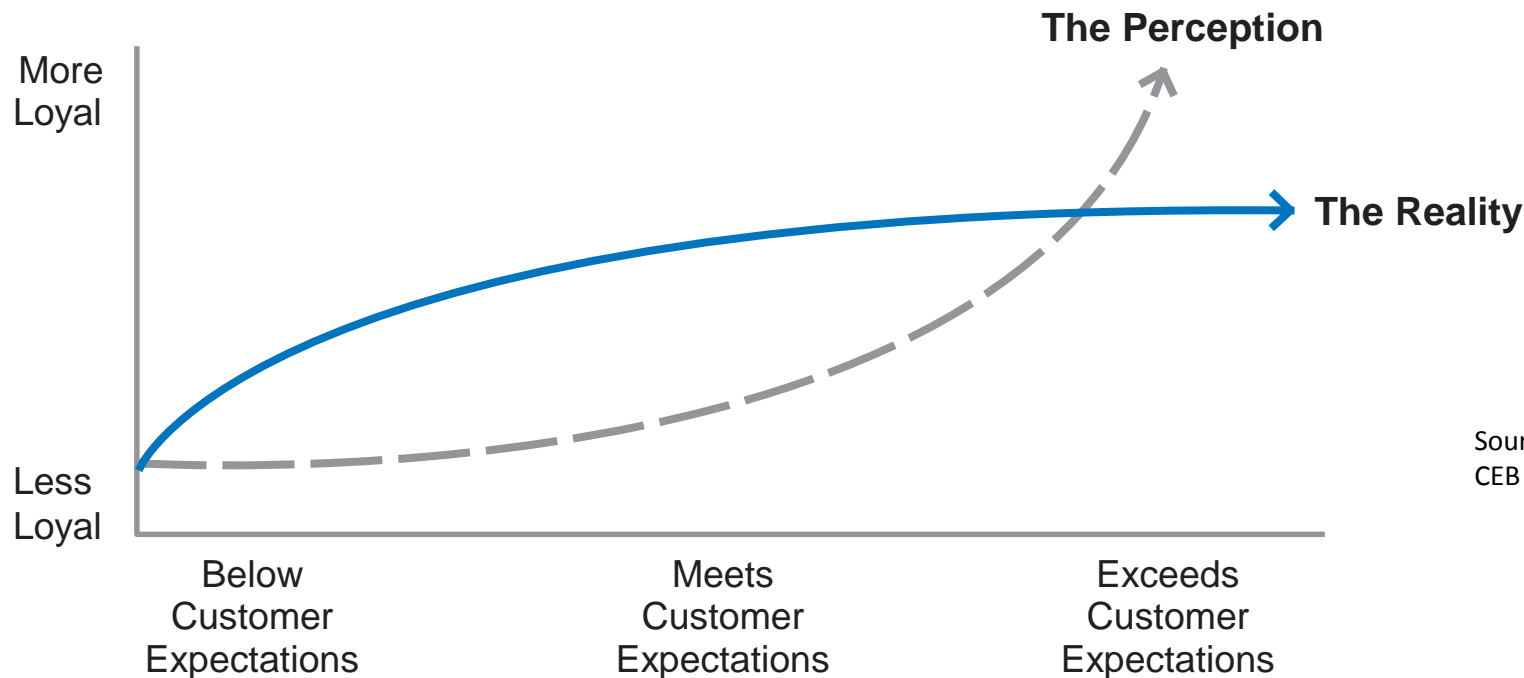
Ritz Carlton delivering a WOW experience!!

# What is customer loyalty?

- Repurchase
- Share of Wallet
- Word of Mouth



# Delighting Customers Doesn't Pay!



Source:  
CEB Group - 2013

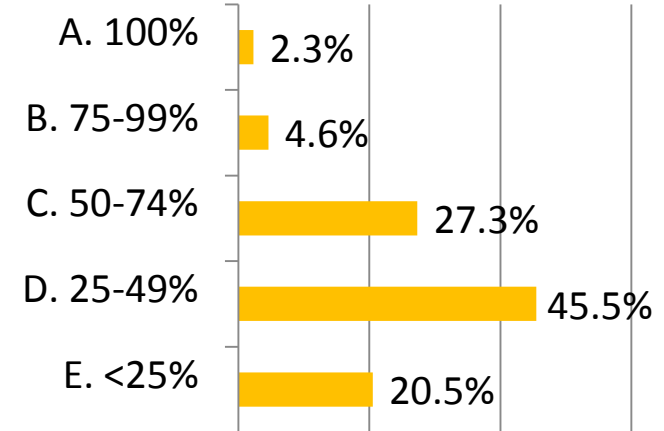
“Delight” only happens 16% of the time  
“Delight” increases operating costs 10-20%




A man with a beard and a striped shirt is looking down at his smartphone. He is standing on a city street with buildings and other people in the background. A teal semi-transparent banner is overlaid on the image, containing white text.

According to Accenture Customer Research Survey in 2015, about 83% of CEO's think they deliver a delightful customer experience; however, less than 10% of customers agree!


## How much of customers expectations are met today?



## Key drivers to impact loyalty

- 
- More Loyal
- Strong Product
  - Memorable Brand
- 
- More Disloyal
- Repeat contacts
  - Channel switching
  - Transfers
  - Repeating information
  - Robotic service
  - Policies and processes customers have to endure

## Focus on Customer Effort in your digital channel



Show me that you know me

Provide me relevant content

Make it easy and engaging for me

Give me a consistent experience across channels



# Major customer experience gap

70%

of companies say  
they offer a superior  
online experience

50%

of customer who left  
companies blamed  
their exits on bad  
online experiences

80%

say they have or are  
close to having a  
holistic view of their  
customers

what brands think

37%

of consumers say  
their favorite service  
provider  
understands them

what customers say

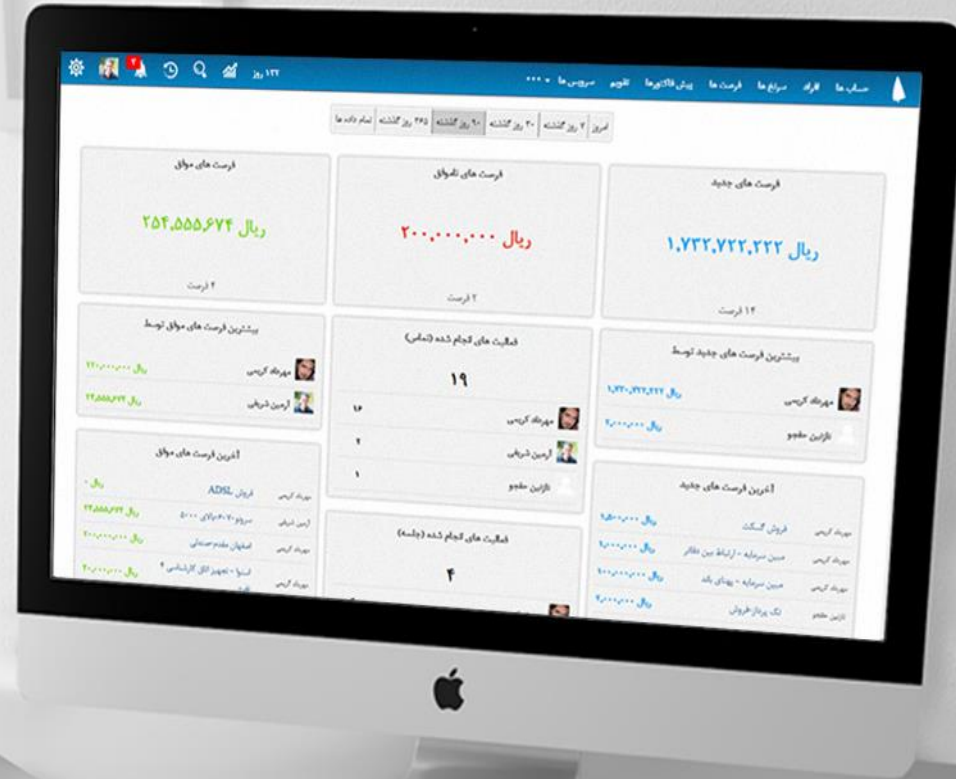
# Leverage CRM application & supporting processes to enable insight generated interaction



Opportunity  
Detection



Real-time  
Interaction  
Management



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Provide me relevant  
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## Case Study 1

Large Iranian Full  
Service Advertising  
Agency:

- Full history of services, account information and interaction history





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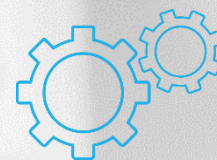




**Recommendation Engine**

## Case Study 2: Large Iranian Bank Online Product Recommender Engine





## Contact Optimization



## Social



## Mobile

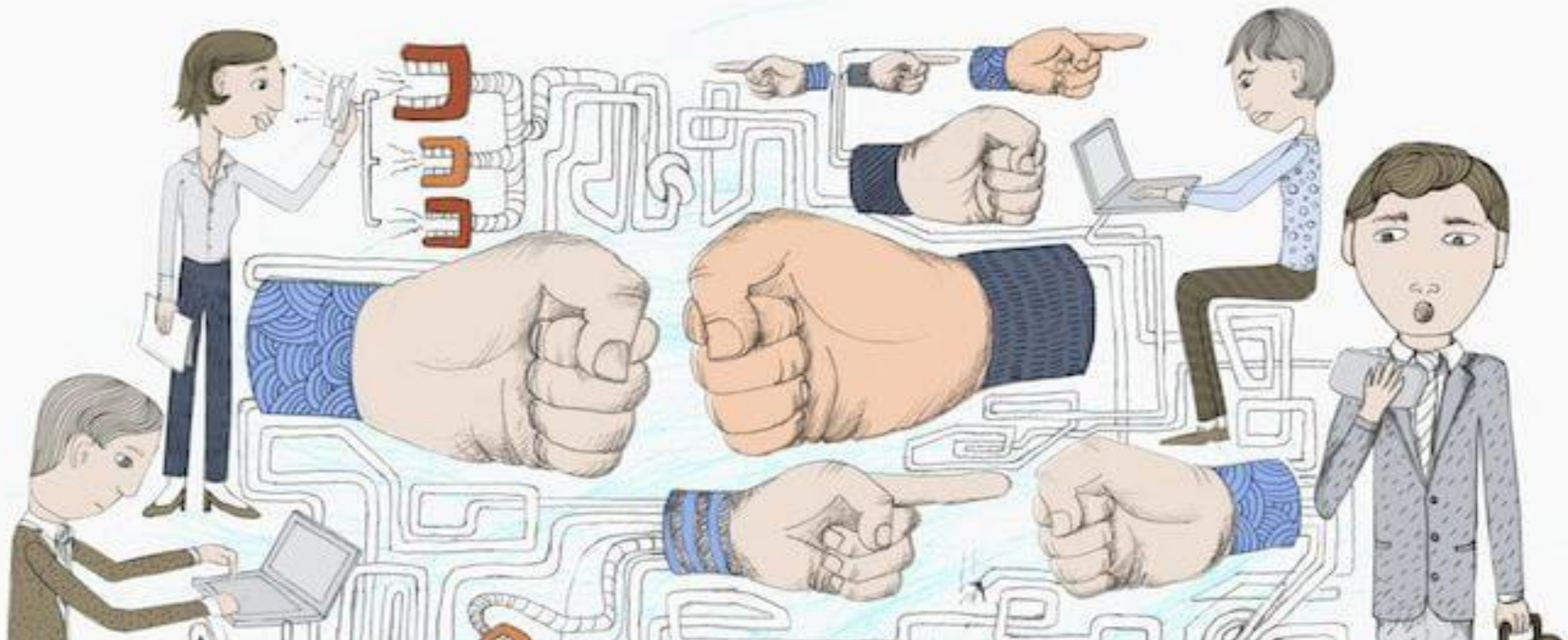
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### Case Study 3: National Iranian Internet Service Provider

- Full online order handling process
- Self-service trouble ticket
- Real-time personalized support



Enable cross channel  
data sharing



Manage relationships  
provided by Partners



Own service issues

Show me that you know  
me

Provide me relevant  
content

Make it easy and  
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**Give me a consistent  
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## Case 4: Iranian Premium Auto Importer & Dealership

- Digital enabled customer club
- Multi-channel service management system





# Addressing Complexities

**Who owns the  
customer  
experience?**







**Employees are incapable of articulating company's customer experience policy. So design a CX strategy:**

- |                      |                      |
|----------------------|----------------------|
| <b>1. Consistent</b> | <b>3. Understood</b> |
| <b>2. Known</b>      | <b>4. Applied</b>    |





Win at digital customer experience delivery by focusing on differentiating on product & brand promise and deliver service at basic level



# About Sarveno

Founded in 2012, Sarveno Business Solutions has grown into Iran's premier CRM management consulting companies focused on delivering game changing CRM solutions to organizations in Iran.

We believe the path to becoming customer centric and delivering on your customer needs is much more than installing a CRM application. It involves formulating an appropriate CRM strategy and changing the internal culture. Combining proven methodologies, previous successful international experiences, and access to subject matter experts across leading international CRM solution providers, Sarveno enables clients to address their CRM challenges through implementing sustainable and differentiating solutions.

Furthermore, Sarveno is the first company in Iran who is providing a cloud based CRM solution, called SarvCRM, which is hosted in one of the premier data centers inside Iran

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