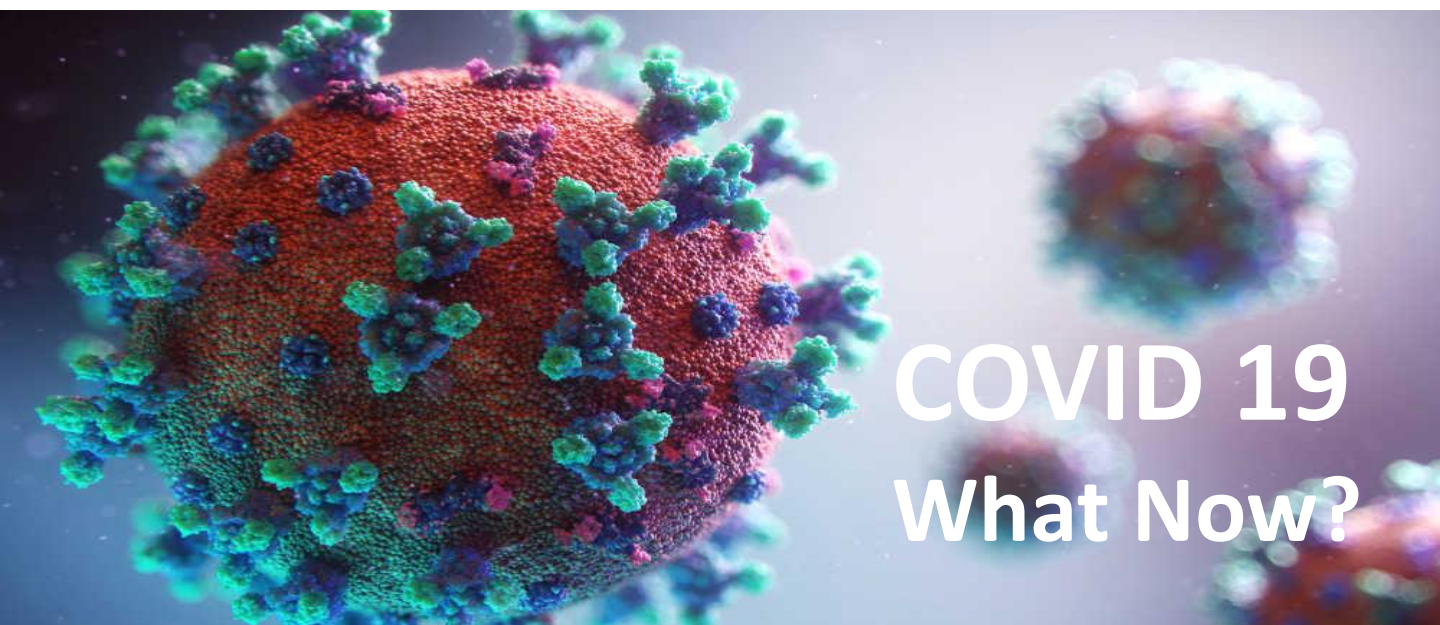


ICXI-POST newsbriefing

Vol 1 – Issue1

Introduction From The Chairman

The world of customer experience management has been through a very difficult period that will not only continue for some time to come but has also created the need for innovation and change that will influence permanently the way service quality will be delivered in the future. Some sectors may perceive themselves to be more greatly affected than others but as ever it is from the customers' perspective, as they experience service from multiple sectors, that the final arbiter of what and who stands above the rest will be decided. Does this time of some uncertainty and changing rules of engagement create the ideal opportunity to have a “drains up” review on the customer centricity of the organisation?



COVID 19 What Now?

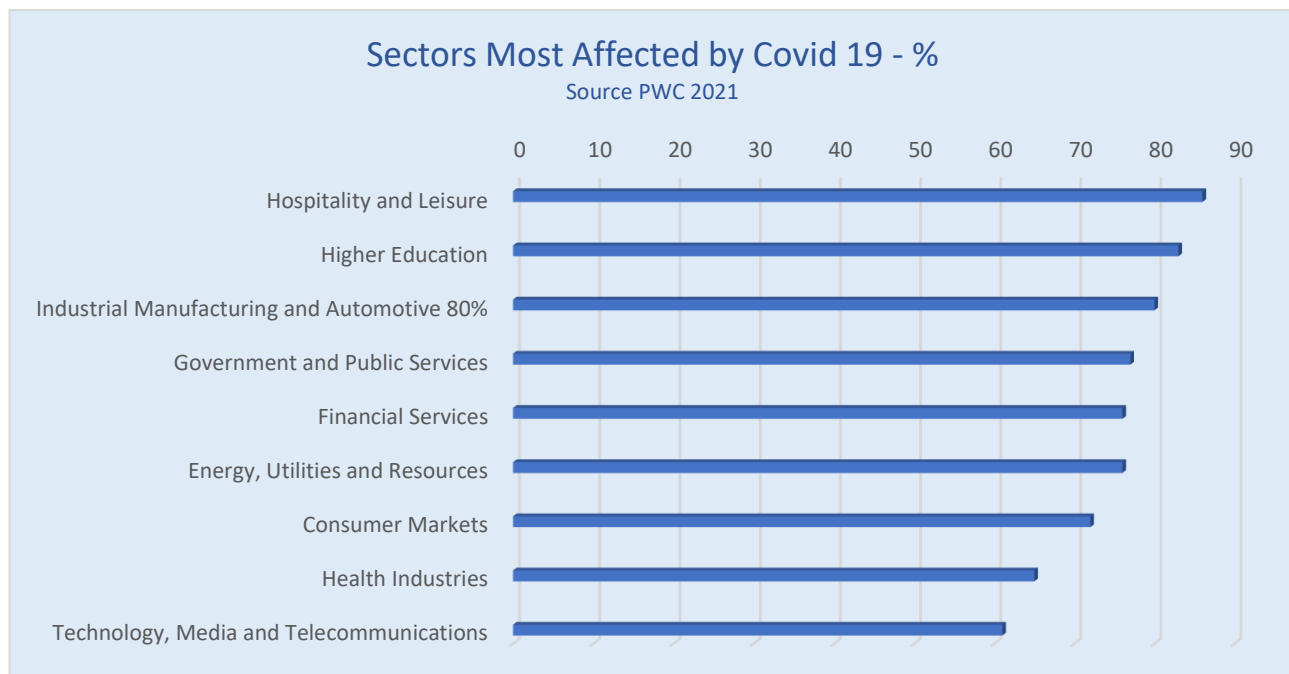
WHAT HAS THE PANDEMIC DONE?

From Call Centres to Car Sales and from Retail to Restaurants the pandemic has caused many things to change in the world of customer experience management.

- Simple things like managing rules about wearing face masks, using hand sanitisers and social distancing
- Difficult things like having to close shops, offices and other places where customer interactions take place or are managed.
- Really difficult things like staying in business with limited access to revenue

However the organisation has been affected the following are reported as the sectors most affected by Covid 19 by PWC's Global Crisis Survey

<https://www.pwc.com/gx/en/issues/crisis-solutions/global-crisis-survey.html>

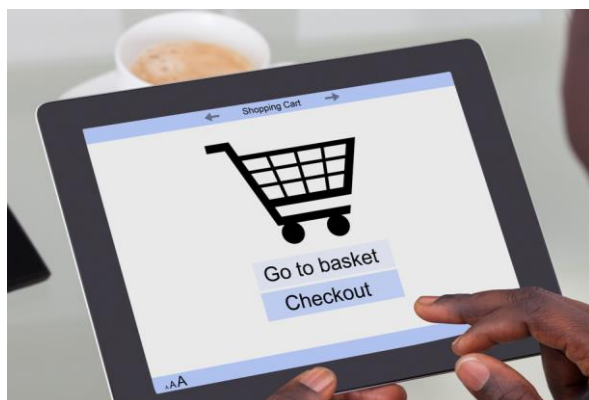


While these organisations in these sectors have taken the biggest impact every organisation has had to deal with abnormal levels of change. Some sectors have actually improved their business performance. The Financial Times lists these organisations as the 10 most pandemically successful in their Top 100 success list

<https://www.ft.com/content/844ed28c-8074-4856-bde0-20f3bf4cd8f0>

Company	Sector
1. Amazon	ECOMMERCE / HQ: SEATTLE, US
2. Microsoft	TECHNOLOGY / HQ: REDMOND, US
3. Apple	TECHNOLOGY / HQ: CUPERTINO, US
4. Tesla	AUTOS / HQ: PALO ALTO, US
5. Tencent	HQ: SHENZHEN, CHINA
6. Facebook	SECTOR: TECHNOLOGY / HQ: MENLO PARK, US
7. Nvidia	TECHNOLOGY / HQ: SANTA CLARA, US
8. Alphabet	TECHNOLOGY / HQ: MOUNTAIN VIEW, US
9. PayPal	PAYMENTS / HQ: SAN JOSE, US
10. T-Mobile	TELECOMMUNICATIONS / HQ: BELLEVUE, US

Apart from Tesla there is clearly a theme at work here which reflects needs of customers who are in a lockdown situation, perhaps working from home or unable to leave their homes needing to rely on technology products and services for an ever widening range of wants and needs.



Online Grows

Online shopping, home delivery, click-and-collect are all now firmly established as preferences for a growing number of customers and not only the spend per customer is also increasing but the range of goods purchased on line (even cars and houses) is also widening. Customers are enjoying the ease, comfort and convenience of online shopping so other channels will need to do more to overcome customer off line laziness.

In the US the latest survey

<https://www.digitalcommerce360.com/article/coronavirus-impact-online-retail/>

Indicates that online retail sales increased 32.4% year over year in 2020 and are up 39% in Q1 2021.

This means that in order to optimise the opportunities available in this market on line organisations have to become competitive by attracting customers not only in price and quality, but as importantly in service and support. That means that effective omnichannel systems are now a necessity and must ensure that the customer journey through sales and support is understood, properly mapped and easy and simple for customers and staff to manage.

So What Future for Bricks and Mortar Retail?

As customers become more used to, more confident and more comfortable with the convenience of online shopping how should organisations committed to bricks and mortar land compete?



To many bricks and mortar retailers the pandemic forced very real adapt or die decisions. These included perhaps getting online, setting up click-and-collect, appointment shopping and kerbside deliveries just to stay in business. This required new and different skills from front line staff and added to this service and support staff had to be set up and supervised to work from home placing even greater responsibility on them to be able to manage the live customer interfaces remotely. Many did not survive but those who responded quickly and professionally may have weathered the storm but may now face something of a hybrid future.

However bricks and mortar retail is still very important.

The percentage of physical/online sales varies from market to market but in the western world the ratio is around 70/30 physical/online, so bricks and mortar may be under attack but it will be around for some time to come.

So what should they do to optimise their customer revenue?

Recent research by Kearney

[-https://www.kenarney.com/consumer-retail/article/?/a/the-future-of-brick-and-mortar-retail-contactless-but-experience-full](https://www.kenarney.com/consumer-retail/article/?/a/the-future-of-brick-and-mortar-retail-contactless-but-experience-full).

Indicates what NOT to do.



1	Not Staying Open /Lack of Safety Measures
2	Lack of Product Availability
3	Poor Employee Treatment
4	Extra Cost/ No Discount
5	Bad Quality/Unhealthy Products
6	Lack of Communication/ Bad Information
7	Not Giving to Community/Society
8	Delivery Problems/Lack of Delivery Options
9	Lack of Customer Care
10	Taking a Long Time to Respond to Crises



Suggestions for What to Do

1. A New Retail Policy –

Look at becoming an omnichannel hybrid. This not only means having an online and bricks and mortar presence it also means that all channels should be equally available to all customers at all time in way that is seamless for them to choose and use

1. Refresh and Excite Places Where Customers Buy.

Enhance the shopping experience with online convenience in terms digital experiences/virtual reality and for of payment and returns. Make the instore experience special and unique perhaps by using their smartphones to give them information, guidance and advice only while in the store. Never forget that customers do value the human interface and the physical presence of the instore experience. It is something online cannot do.

2. Increase the Product/Service Offering.

Research shows that during the pandemic up to 75% of customers used online convenience to explore and purchase brands new to them. Make brand exploration in store as convenient, exciting and potentially profitable as online. Work at speeding up inventory turns to keep the offerings fresh but don't throw strongly supported customer brands out in the process. In depth understanding of the balance of what attracts and motivates the customer base is key to competing with or complementing online sales.

3. Easy-Peasy Processes.

Online can be tedious when it comes to payments and problems. Streamline the administration using technology to make the processes as lean, convenient and cost effective as possible. Hyperfast and convenient check out using contactless everywhere possible.. Invest in technology to make the part where the organisation gets the money as easy as possible for customers and company. All channels, including in store need omnichannel access to real time customer data.

4. Professional People Are Even More Imperative.

Customers are more demanding and have had two year's practice and researching product/service information on line. If the in store experience is the change then it is the people who will bring the changes to life to create the new experience for customers. This means that leaders , managers and staff need to understand the aims and purpose of the new reality and to adopt new skills and knowledge and adapt behaviours to create the difference. All customer contact channels must operate as a single team without incentives that may cause staff conflict and customer confusion.

LAST POINT

Everything is smarter - Including Customers! They are MORE

- Demanding
- Channel Savvy
- Market Aware
- Precious
- Valuable Than Ever



The ICXI One Question Quiz

Has your organisation completed its key Customer Journey Maps?

Yes – Congratulations!

No – Contact ICXI.com Immediately!