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Customer Experience Management

A 360° approach
For Private circulation only

Risk Advisory ●

Customer experience is key to a successful business. In this age of choices and growing expectations from brands, customer preferences are constantly changing. In fact, customer experience is driven by the character of the interaction between the customer and your brand, which guides behaviour and brand loyalty.

How do you gauge the transient nature of your customer's behaviour and convert it into loyalty?

The answer lies in evaluating emotion and sentiment – the genesis of a customer's behaviour. Deloitte's unique Customer Experience Management services will help you identify and analyse this emotion and sentiment to understand the customer's behaviour towards your brand. With state-of-the-art predictive capabilities, we provide you a 360 degree view of your customer's behaviour to optimise your RoI.

Chat bots

Enhance predictive capabilities using text and time analytics, measure emotion and preferences of customers and agents through analysis of text and words used in the history of interactions.

Venues-Branch/stores/hospitals/hotels

Measure emotion and preferences of customers and agents powered by Artificial Intelligence, through analysis of facial expressions, body characteristics, demographic mapping, customer movement, retina movement and digital surfing history through Wi-Fi analytics.

Map your customer's journey

A customer's journey with a brand can be through various touchpoints. Deloitte's CX management services help you dig deeper to identify various sub-touch points and measure sentiment and emotion throughout the journey.

Emails

Using text and time analytics, measure emotion and preferences of customers and agents through analysis of text and words used in emails and history of interactions.

Web and mobile

Measure behaviour and preferences through analysis of number of clicks, product viewing history, search history, reviews and surfing patterns.

Social media forums

Using navigation analytics, measure behaviour and preferences of customers and agents through analysis of comments, surfing history, likes, dislikes, reviews, and customer profiles.



Mystery shopping and on-site field inspections

Having eyes on the ground through representatives, measure experience of customers and agents through surveys, checklists, photos, and videos. Improve service standards based on the importance of the customer to your brand. Leverage information from the customer profiles through CRM and ERP.

Call centres

Using Conversational Artificial Intelligence, measure emotion and sentiment of speakers through analysis of:

- Words and phrases used during conversations, in multiple languages;
- Way of talking using sound logic algorithms – rate of speech, tonality, articulation, etc.;
- Combined with CRM, ERP and other analytics such as video and facial to record customer profiles, intervention requirement and improving service standards based on the importance of the customer to your brand.

Deloitte CX management services

Customer Experience measurement	Effectiveness measurement
Insight on existing CX platforms and Quality Assurance	Testing effectiveness of new/future CX platforms
Features <ul style="list-style-type: none">• Measuring emotion, sentiment and behaviour of customers and agents that forms CX• Omni-channel measurement services: measuring CX across interaction platforms – physical or online• Innovative measurement services for physical platforms• Omni-channel analytics to provide 360° view on CX• Predictive analysis for identifying future customer behaviour• Advisory services on effective customer experience, strategy development and budgeting	

Brand standards	Brand trainings
Branding process development and migration advisory	Agent/ employee trainings
Features <ul style="list-style-type: none">• Brand workshops• Customer journey mapping• SOPs and practices documentation• Forming service mission, vision, and values• Service cultural design• Universal brand standards development	Features <ul style="list-style-type: none">• Internal communication / branding• Training instructional design• Front-line employee service training• Manager/ Leadership training• Train-the-trainer knowledge programs• Immersion programs

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