



How To Close The CX Gap In 2020 And Beyond

An aerial view of a tennis court with alternating green and yellow-green stripes. A person is visible in the center, and a tennis ball is on the right. A large white circle is drawn around the text.

The New World Is Customer Centric

Allison Humphries
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Appnovation





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About The Author

Allison is a seasoned brand, marketing and digital strategist with over twenty years of experience creating innovative, business-building digital brand experiences. Along with her global agency expertise, Allison has partnered with many of the world's leading brands. As Vice President, Strategy, Americas at Appnovation, Allison leads a team of strategy and insight professionals, who partner with our clients to frame digital opportunities and deliver positive outcomes for both customers and the business.

“The customer experience gap is very real. The companies that can learn to respond to changes and close the gap the quickest will succeed, today and in the future.”

Allison Humphries
VP Strategy, Americas

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In 2020 And Beyond





Introduction

Enabled by a boom in technology, customer expectations are changing faster and growing more sophisticated than ever before. With increased options, customers won't wait around to act. And neither should you.

Most companies are still struggling to catch up. Customers no longer base their loyalty on price or product. Instead, they stay loyal with companies because of the experience they receive.

Many companies are increasingly out of touch with what their customers really want. Processes and technologies need to change in order to provide a consistent user experience across all platforms.

In this new world, performance is the ultimate competitive currency. In 2020, customer experience will overtake price and

product as the number one differentiator for consumers.

To keep up, a majority of companies see customer experience as their most exciting business opportunity in the new decade, and for good reason: customers are willing to spend more and build loyalty with the brands that get it right.

Unfortunately, research shows you probably aren't getting customer experience as right as you think. And many customers may be leaving without you even being aware of it.

The customer experience gap is very real. The companies that can learn to respond to changes and close the gap the quickest will succeed, today and in the future.

Executive Summary

In 2020, customer experience will become the number one business opportunity, as well as one of your customers' greatest, and most rapidly changing, expectations.

They expect to be at the core of everything you do, and so your entire company, not just those who traditionally service customers directly, must evolve to become customer-centric.

To do this well, brands must be more responsive to change and embrace agility in everything they do.

Customer experience has been proven to have a direct impact on sales, profits and your bottom line. Customers are willing to pay more and increase their

loyalty for brands that get it right. But, more than ever, when expectations aren't met, customers are willing to abandon your brand while giving you no chance to rectify it through traditional processes.

Research shows your customers don't think your company's experience is as superior as you think it is. This customer experience gap costs you money, brand loyalty, and future success.

Brands that learn to close the customer experience gap by embracing agile processes and creating more human, customer-focused experience strategies will win.



Embedding response agility throughout the business.



Creating an authentic, customer-centric internal culture.



Choosing innovation over perfection.



Delivering value based on insights and research.



Building relationships over transactions.



Utilizing design to enable experiences.

The Customer Experience Gap Is Real. And It's Costing You Money

We believe human experiences drive business. It's the principal benchmark we use to surface useful and desirable outcomes for our clients and their customers. Ultimately, doing what's best for your customers will result in a more successful business.

So, what's the difference between a forgettable consumer action and a truly human, customer-centric experience?

Today, an end-to-end customer experience means not only being aware of, but also proactively looking to optimize, an increasingly complex series of interactions. Each of these touchpoints, both micro and macro, need to firmly place your customers' experiences — not the KPIs of your brand — at the centre.

Creating an authentic customer-centric experience takes strategy, time and a laser focus on the end goal of providing a frictionless path of ease, utility and engagement.

In 2019, companies invested in customer experience more than ever before. In 2020, they'll continue to expand their digital capabilities, aiming to deliver clearer, faster, and more

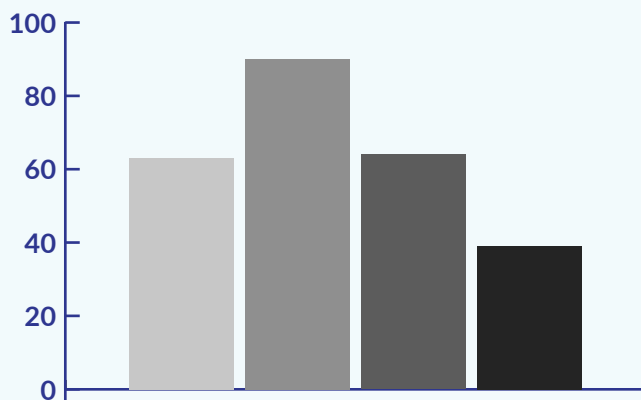
intuitive platforms for a wider audience and growing customer base.

Building true customer-centricity in an organization, and defining the value of CX, necessitates an array of tools, data, and metrics to come together in brand new ways many organizations aren't prepared for.

A major shift in organizational culture, supported by every level of senior leadership, is the key to cultivating and building future-ready teams that can make customer-centric thinking a clear priority and benefit to your business.

The bottom-line business value of creating unforgettable customer experiences is proven.

Organizations that haven't already prioritized holistic strategic approaches to customer experience are already lagging behind. We know that our customers' expectations have changed, and will continue to change, at unprecedented speed and in ways we can't yet predict. Constant change is the new normal. We're challenged by the increasing complexity of the customer experience that we're trying to build.



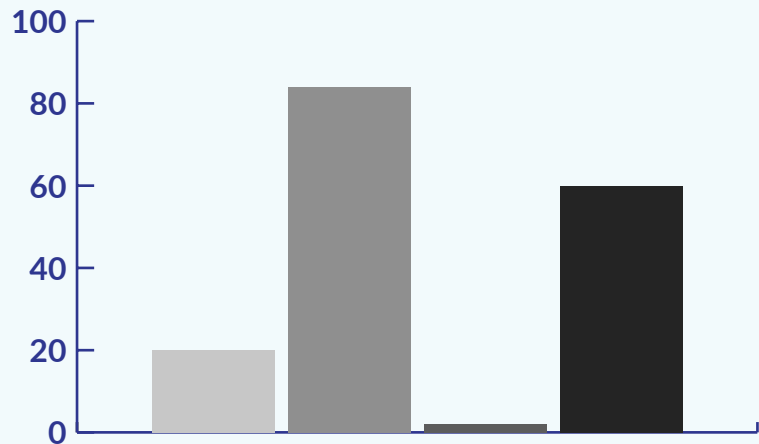
CEOs focused on customer experience:

- 63% View customers as a top investment priority.
- 90% Think customers impact their business the most.
- 64% Likely to report revenue increases.
- 39% Say customer experience is the top competitive advantage.

1. Source: Forbes, September 24, 2019 <https://www.forbes.com/sites/blakemorgan/2019/09/24/50-stats-that-prove-the-value-of-customer-experience/#10db15854ef2>

Customer Experience By The Numbers

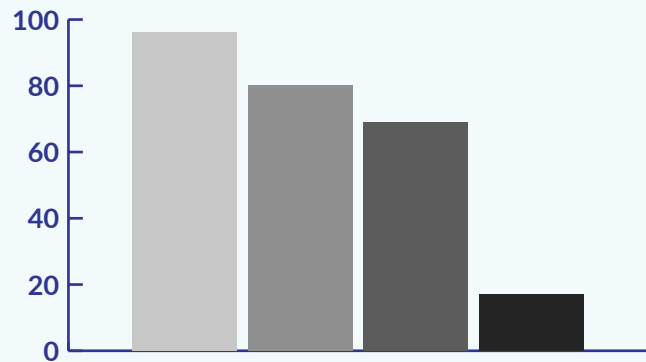
In 2019, companies invested in customer experience more than ever before. In 2020, they'll continue to expand their digital possibilities.



Customer-centric companies are:

- 20% Better employee engagement scores.
- 2% Better with customer retention.
- 84% Likely to report revenue increases.
- 60% More profitable.

1. Source: Forbes, September 24, 2019 <https://www.forbes.com/sites/blakemorgan/2019/09/24/50-stats-that-prove-the-value-of-customer-experience/#10db15854ef2>



Consumer response to great experiences:

- 96% Say service influences their brand loyalty.
- 69% Better with customer retention.
- 80% Of customers choose companies offering personalized experiences.
- 17% Higher prices paid to buy from service-oriented companies.

1. Source: Forbes, September 24, 2019 <https://www.forbes.com/sites/blakemorgan/2019/09/24/50-stats-that-prove-the-value-of-customer-experience/#10db15854ef2>

Old World of CX

Spend Money
Deliver Products
Build Traps

New World of CX

Innovation Over Perfection
Delivery Value
Build Relationships

By 2020,
customer
experience will
overtake price
and product
as the key
differentiator.²

2. Source: Walker, Customer 2020 The Future of B2B Customer Experience
<https://www.walkerinfo.com/Portals/0/Documents/Knowledge%20Center/Featured%20Reports/WALKER-Customers2020.pdf>

Source: AcquiaEngage Conference, New Orleans, 2019

The Evolving Customer Experience

Gone are the days of throwing money at your challenges and hoping for the best. Not enough love in the market? Buy some ads. Competition outperforming you? Build some more functionality — more, faster, cheaper — without stopping to listen to what customers really need and what they really want.

In the new world, customers expect a unified, singular and delightful experience. From their initial introduction, to purchase, right through to (hopefully) the foundation of a long-term relationship and true affinity.

More than ever before, customers highly value a flawless experience from your brand. In today's business scenario,

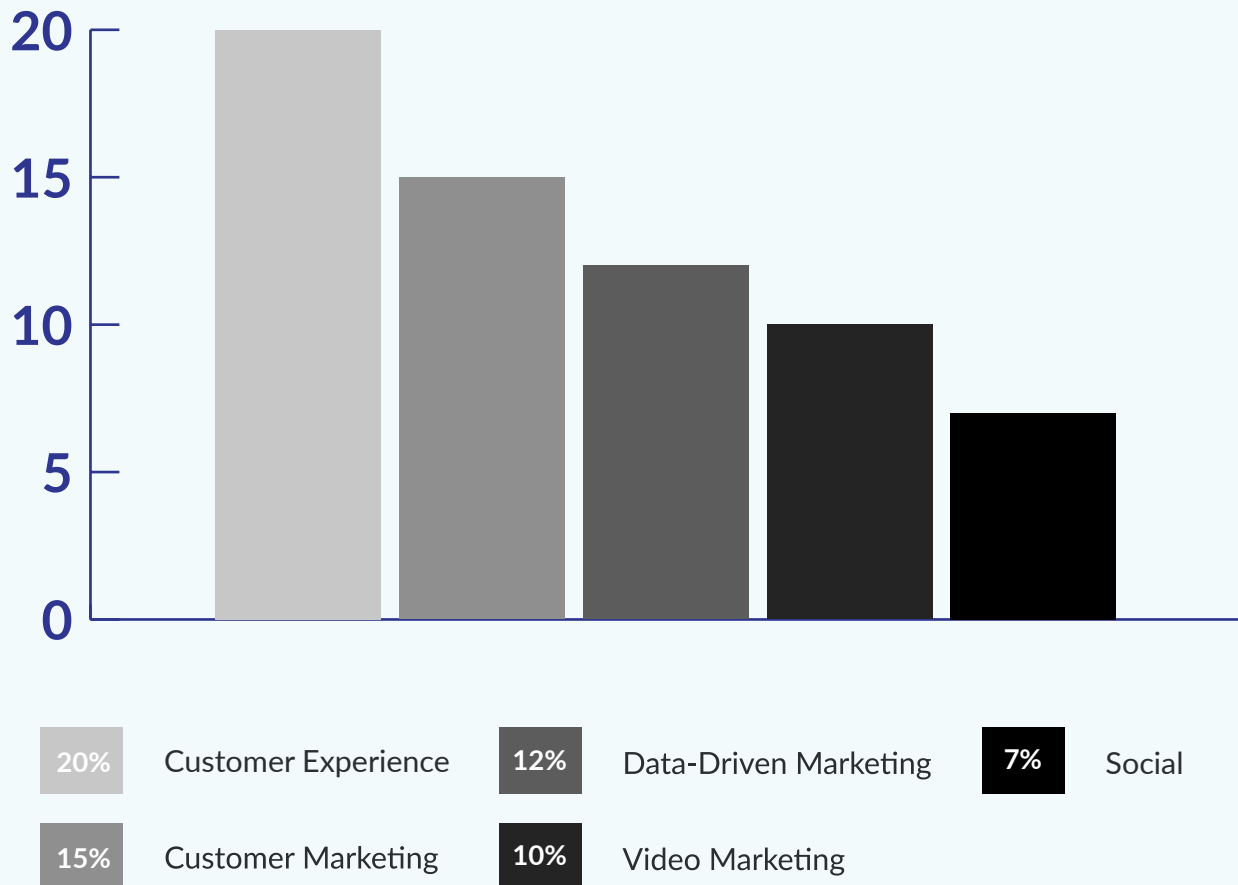
customer experience and personalization have emerged as the competitive currency. More and more companies are exploring and investing in different approaches to develop individualized customer experiences.

With so many options out there, you have to provide customers with what they need in a meaningful and frictionless way. It also means that companies have to think about the way they market and organize channels to customers. We have to break the silos and put the customer at the center of a brand's shared vision with an emphasis on serving the customer's true needs.

What do your customers (really) want?

Building and tracking a deep, authentic connection with what your target customers truly want is one of the most crucial building blocks of any successful business. Perhaps the most important of all.

B2B companies listed CX as their most exciting business opportunity



3. Source: Econsultancy/Adobe, 2019 Digital Trends
https://www.adobe.com/uk/modal-offers/econsultancy_digital_trends_2019_report.html

But it isn't all one-sided expectations. Customers are willing to spend more and build loyalty with the businesses that get it right.

86% of customers are willing to pay more for better customer experience. That's a direct line between knowing what your customers really want and the impact on your bottom line.

And yet, most of us don't actually know what our customers want.

A better understanding of our customers' true demands is an opportunity for new technology and improvements to boost speed, add convenience and improve how we engage. We need to take advantage of each and every time we're lucky enough to have someone spend their hard-earned money with, and give

their in-demand attention to, our brands.

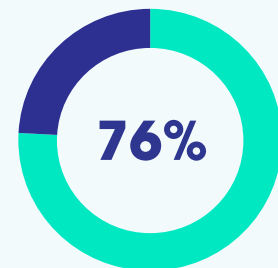
The good news is that when we get it right, a majority of people will make it known. 72% of customers will share a positive experience with six or more people. Knowing the immense value and immediate trust built into first-person referrals, those six more shares can equate to major brand-building. On the other hand, if a customer is not happy, 13% of them will share their experience with 15 or even more people.

More bad news: the real challenge here lies in the fact that, in most cases, customers don't tell you they're unhappy. In fact, only 1 in 26 unhappy customers actually complain. The rest, they just leave – without giving you an opportunity to fix the issue, or even making you aware of it.⁶

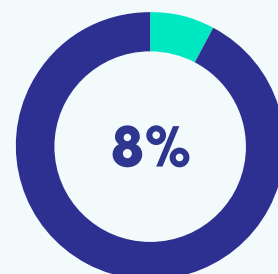
1 in 26 unhappy customers actually complain. The rest, they just leave.⁵

5. Source: CX for Executives, <https://www.slideshare.net/ekolsky/cx-for-executives>

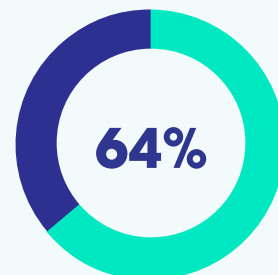
Customer Experience and Personalization Wins Business



Industry leaders who think their company provides superior customer service.



Customers who agreed.



Gap between what companies believe they're delivering and what customers actually think they are.

4. Source: Forrester, The U.S. Customer Experience Index 2019 - <https://www.forrester.com/report/The+US+Customer+Experience+Index+2019/-/E-RES155255>

Customer Expectations Hit All Time Highs

72% of business buyers expect vendors to personalize to their needs.

67% of customers say they'll pay more for a good experience.

67% of customers say their standards for a good experience are higher than ever.

76% of customers expect a company to understand their needs.

1 in 3 Customers

will leave a brand they love after just one bad experience, while 92% would completely abandon a company after two or three negative interactions.

7. PWC Future of Customer Experience Survey 2017/2018, <https://www.pwc.com/future-of-cx>



The Solution: Moving Towards Response Agility

The success of every solution and process you propose hinges on your ability to respond both meaningfully and quickly.

No matter how hard you try, you'll never be completely prepared for each new customer trend or demand. But, you can be prepared for how your business, in both its processes and culture, will be primed to react to the unexpected.

We need to reframe what it means to be "agile." Being agile is not only about speed.

True response agility is maintaining command and control while:

- Ensuring maturity and strategy in all decisions.
- Balancing governance vs. empowerment.
- Enabling capabilities to go-to-market not only rapidly, but consistently and at scale.
- Accepting smart risks and planning how to learn and excel from potential failure.

"Knowing what your customers want will constantly change. Planning for that change is at the centre of agility. It means being responsive to change. It means taking a change, failing gracefully, iterating effectively, listening and gathering customer feedback, data and context and using that as primary input in every product and feature and service design."

John Mozayani, VP Technology, Appnovation





It Takes A Village: Building A Customer-Centric Internal Culture

Complexity and misaligned processes inside your business are among the number one killers of customer experience. It doesn't matter how intuitive your app is if your supply chain fails to ship at the promised time based on your automated confirmation email. Customer-facing expectations need to be met (or, ideally, surpassed) by every back-end system that customers encounter or that influence their experience.

Yet, many companies are woefully disconnected when it comes to building frictionless customer experiences.

It's a great talking point to say

that "everyone" in your company is a stakeholder in how you treat your customers. From a ten-thousand foot view, this is true and it's a core value that customer-centric organizations should promote, from their most removed team members to their daily customer-facing teams on the frontline.

But when it comes to the realities of executing complex business strategies, the notions of how to manage customer experience can get murkier. Who truly "owns" the program and who contributes? How do you get all of these pieces working together effectively, particularly in large,

matrixed, global organizations?

Most businesses are structured to put their own needs ahead of their customers. Whether they believe it or not. When it comes to fixing that, many of the associated risks with failing fast and moving forward nimbly are anathema to large, cumbersome organizations.

Proactively evolving your teams so that you're able to do what your competition is afraid of is a key differentiator and a fertile ground for building true customer-centric innovation that will actually matter to your customers.

"We're challenged to bridge divides in our organizational silos, systems, data integration, data quality, culture, budgets and skills. It takes a village of dedicated people who are focused on the 'why' and not only the 'what'. Nobody can do this one their own. Since fast is the new normal, teams need to be faster to iterate, faster to develop, faster to communicate, faster to make decisions, and faster to deliver actionable insights."

John Mozayani, VP Technology, Appnovation

Customer-Centric Service Design

When it comes to systemic business change to enable customer experience, everyone needs to be involved. It should be part of everyone's KPIs, and actions should be measured against it.

Each company's culture is different. Creating lasting organizational change needs to be built around coming to a common understanding of what the business' collective goal is. Everyone has their own perspective of what customer experience is and their role in making it come to life.

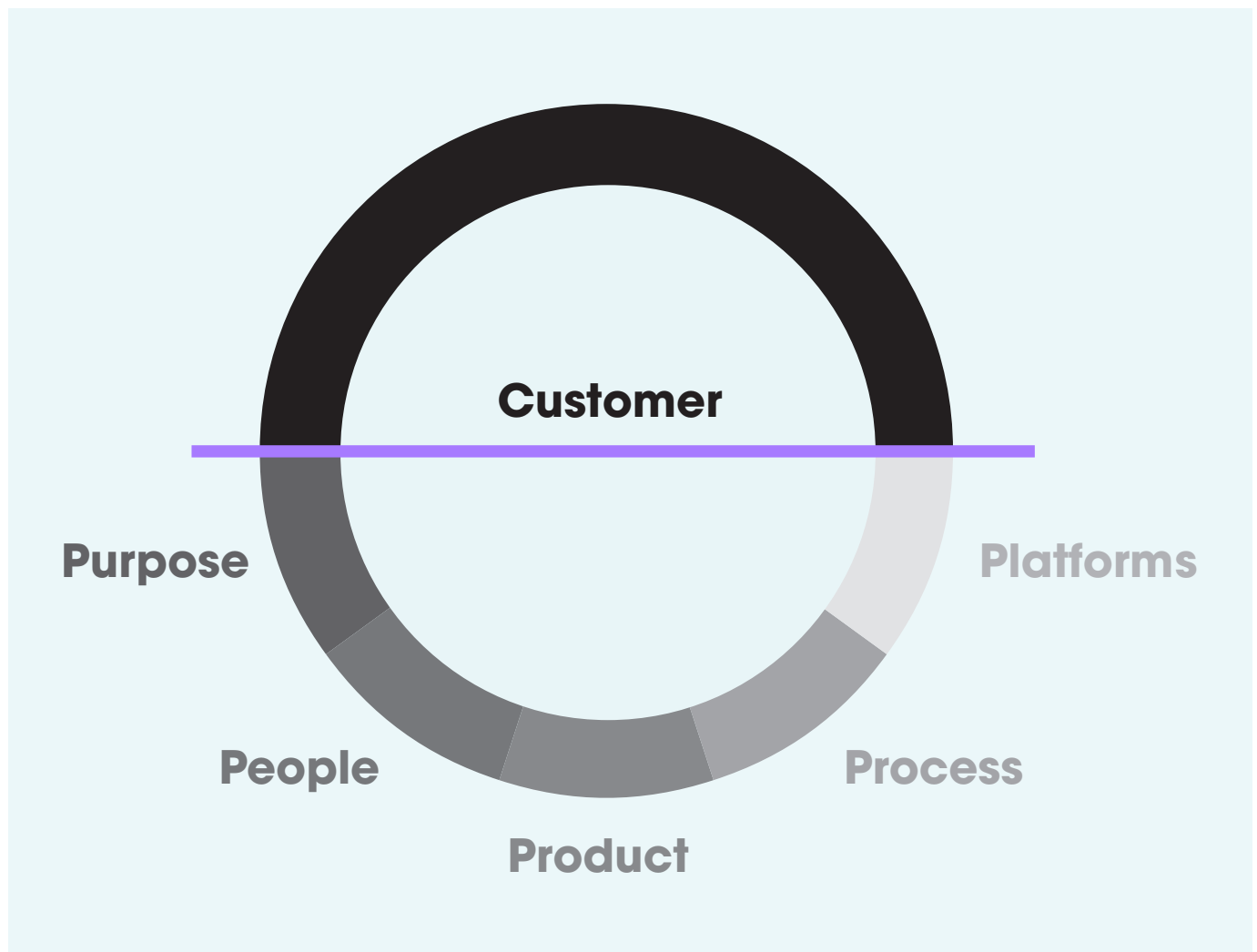
This necessitates a context shift for groups that traditionally might not think of themselves as, or that haven't been treated as being, a key stakeholder in the customer experience.

Clarifying how individual skills and entire teams take ownership for their facet of an organization's customer

experience strategy is a key first step to giving everyone involved a sense of ownership.

Five key pillars form the basis of how groups can look at their own internal customer experience processes and clearly define how they work together to achieve the ultimate end goal: making their customers happy.

Customers are the lifeblood of business success, but employees drive the experience.



Source: Appnovation, AcquiaEngage Conference, New Orleans, 2019

Focusing On Value Over Perfection

The perfect customer experience doesn't exist. But a valuable one does.

Ask any leader at any company if they want their customer experience to be a valuable one and the answer will be "yes." On the surface, that's a good thing. But, like a lot of challenges in business and in life, it's easier said than done.

For a real-world customer to have an authentically valuable customer experience — the kind they rave about on social media and tell their friends about — it needs to be centred around their needs and experiences.

Depending on your business, it's all too easy to let the digital user experience act as a proxy for a robust, end-to-end customer journey. On the flip side, for industries with extremely high-touch points and person-to-person interactions, there's an equally common pitfall of not aligning back-end process to front-end experiences. It doesn't matter how well-intentioned or sophisticated your corporate customer experience programs are if your employees on the ground (or in the air) can't help real customers benefit from them. Ultimately, it's your brand.

"In the new world, customers have so many options out there that you have to provide them with what they need in a meaningful and frictionless way. It also means that we have to rethink the way that we market and organize our channels to customers. We have to break the silos and put the customer at the center of all our thinking."

Anton Morrison, VP Experience Design, Appnovation

So how do you make your customer experience perfect?

You don't.

You make it valuable.

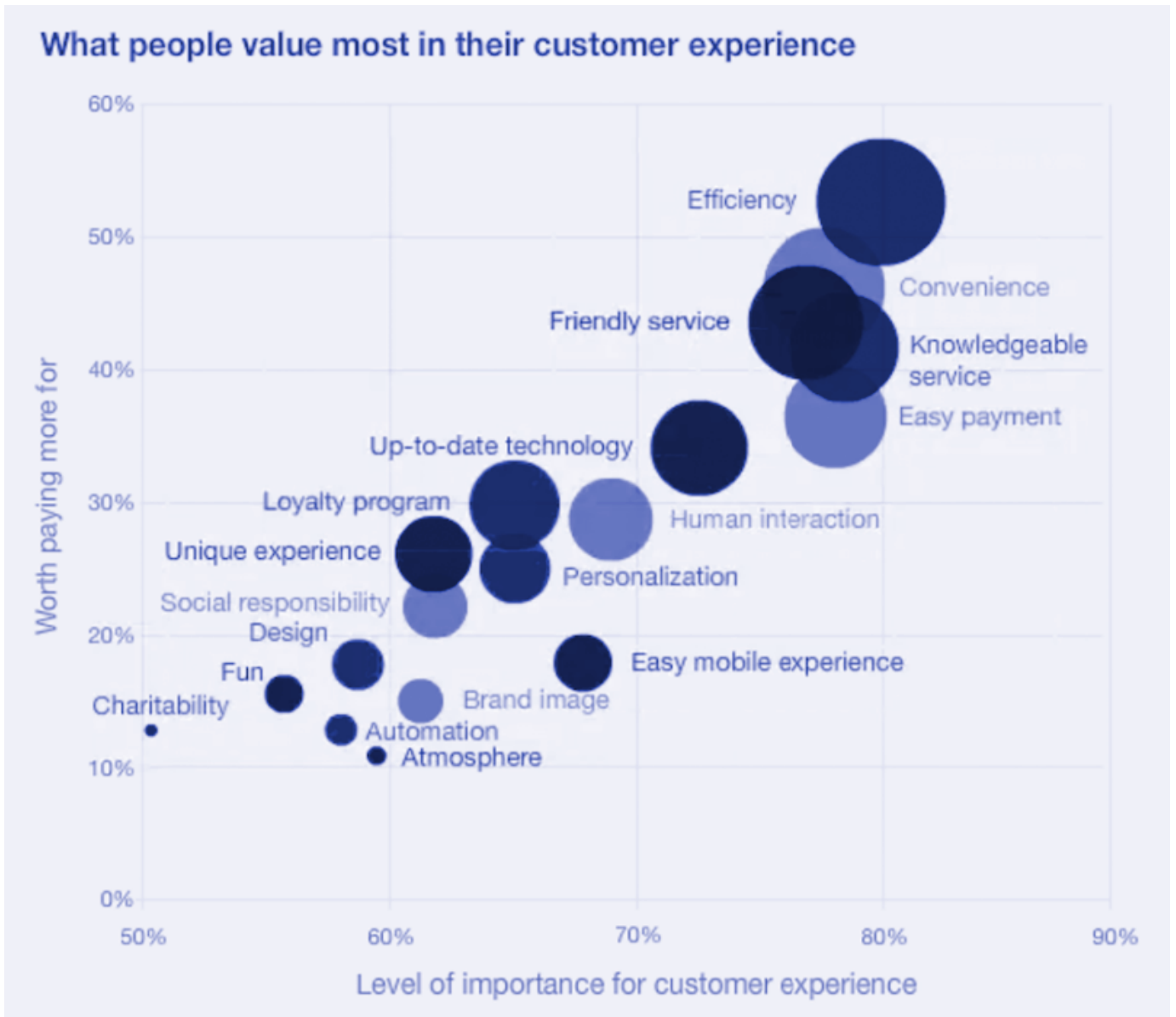
“A customer experience focus is all about just placing the user at the center of your thinking, and applying these principles to every aspect of your operations. Yet driving transformational change that models your business around your customer requires taking a hard look at your internal people, products, processes and platforms. Innovative thinking may uncover a completely new perspective on how these many components can deliver truly delightful customer experiences.”

Anton Morrison, VP Experience Design, Appnovation



The end-game value of an industry-leading customer service experience is clear. While the places that are doing it well bring in six times more revenue, those falling behind are still desperately playing catch-up with current market leaders. Despite the obvious benefits, why do so many organizations fall short?

Simply put, they get in their own way by aiming for perfection over value. Too many companies put resources and focus into what they think customers want (often buzz-worthy but less meaningful) at the expense of the basic, foundational qualities they're really after.



Recent research shows the top four most important elements of a positive customer experience for nearly 80% of American consumers were:⁸

- Efficiency
- Convenience
- Knowledgeable Help
- Friendly Service

Technology and processes that bolster these four key qualities should be considered table stakes, and prioritized over developing other programs simply because they're PR-worthy or feel cutting edge.

At the end of the day, your customers want technology to work for them and they don't want to notice it. They want you to be helpful and efficient. And they want it all easily and quickly.

These are the goals of a customer experience program that create real value for your customers.

8: Source: PWC Future of Customer Experience Survey 2017/2018, <https://www.pwc.com/future-of-cx>

The Power Of Design Systems

Design is all around us, whether we notice it or not (and many leading designers believe one of the key functions of good design is that it's not noticed). How we're led to navigate and interact with the physical and digital worlds we live in is the result of countless design decisions and the systems used to enable their creation.

While improvements can take longer to make their way through complex customer support and sales processes, this is where the potential for optimal user experience (UX) and digital design can have more immediate impacts. Data-informed design, given the right leadership and resources, are key capabilities where you respond fast, fail gracefully and optimize effectively.



What a Design System (Really) Is and Why It Matters

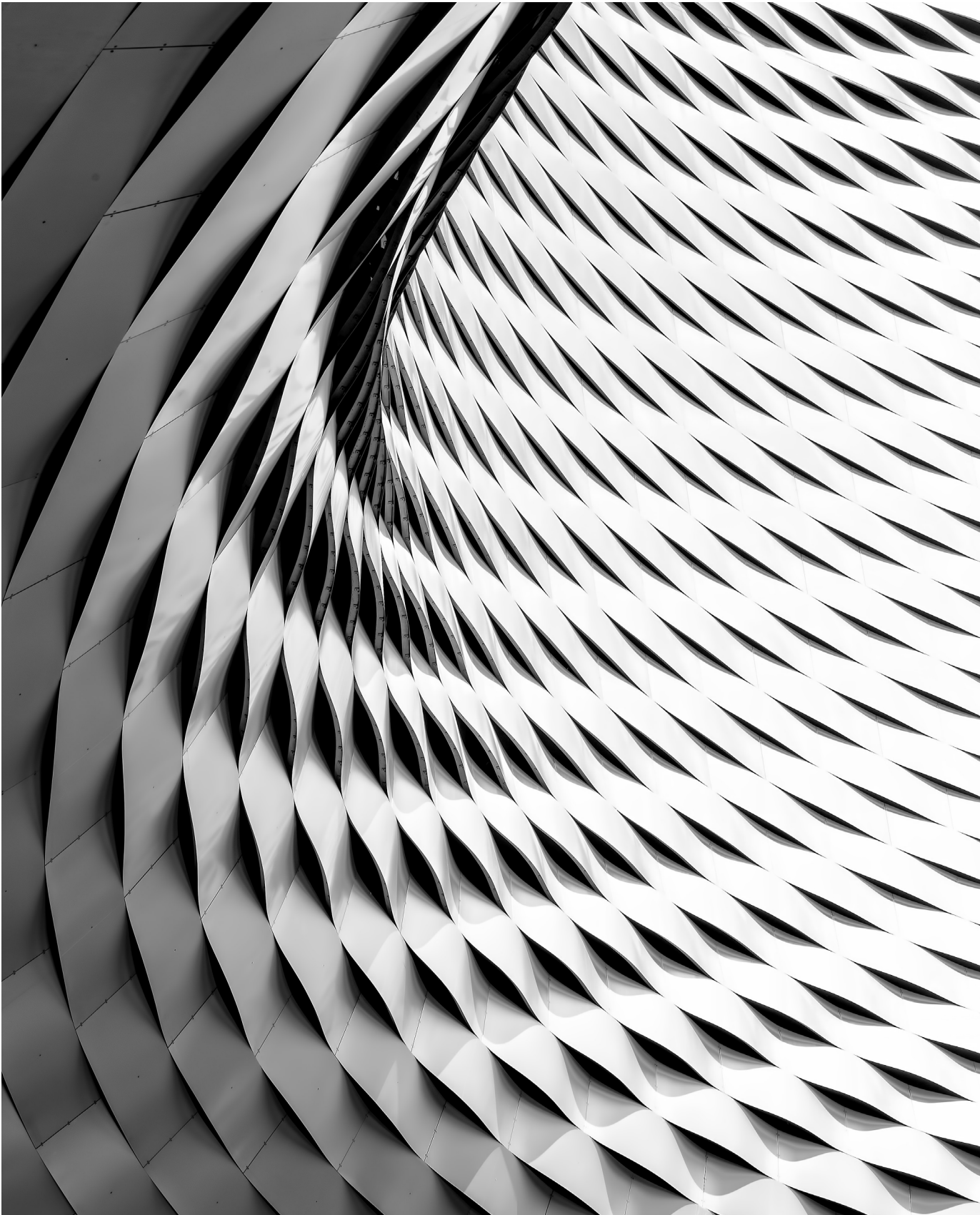
On its surface, a design system is an organized array and classification of reusable components with accompanying standards that guide their use. The key to its ability to enable better business outcomes is not in the organization, but in the operating model that enables true end-to-end design thinking, standing out from the crowd and delivering exceptional experiences.

Just because the pieces of a system are consistent doesn't mean that the results of how you combine them automatically will be. To ensure that it has structure and meaning, a design system's individual assets are aligned to a process that dictates their use and the "why" of how to put them together.

It's common to confuse a design system with some of its predecessors: digital style guides, icon libraries, brand guidelines, etc. While those can be some of the foundational documents you might use, the design system itself goes far beyond the traditional brand document you might be familiar with... and possibly being held back by.

“The word ‘system’ is the key here. When you’re building multiple things for multiple types of customers, you need to have a way of making everything work together. It’s not digital guidelines or a library, this is a step above and beyond. It’s not just how you design things, it’s about strategically planning and then executing on how you can use design thinking to serve clients firsthand.”

Anton Morrison, VP Experience Design, Appnovation





Design systems ensure customers experience your brand values in a thoughtful, consistent way.

Increase productivity at scale

A well-run design system helps you work faster while at the same time making sure quality is up to your standards. It enables multiple people to put their lens for quality assurance onto the brand with everything they create. Even with remote design teams spread across various locations working on the same product, using the same design system assures a unified standard of quality.

Empower designers to create for your users

A design system allows you to elevate your process so that you can properly iterate, innovate and optimize. When you give designers and developers the tools they need so they're free to design with the customer experience and end-user in mind, they've got a managed foundation to start from and don't need to reinvent the wheel each time they're briefed.

Unify the customer experience at all touchpoints

The standards inherent in a design system eliminate one-offs and outliers. If your customer in one region visits your website in another region, there's a pre-existing brand DNA that runs throughout the entire system and makes their experience naturally make more sense. Even if the offerings and products differ, the design system automatically integrates common elements while still allowing the freedom to design specifically to unique needs and purposes of different audiences. You're able to remove the friction between channels and touchpoints so that your customers are easily able to complete the tasks they want to perform.

It's no coincidence that industry-leading implementation of design systems has been used by consistently successful brands. Shopify not only published Polaris, its open-source design system⁹, online but intentionally optimized it to enable its customers, at any experience level, to utilize it. IBM and Salesforce have done the same.

Airbnb has been so open about its proactive approaches to integrating design language systems¹⁰ across its business that it's widely known as an expert in the space.

Airbnb says, "Design has always been largely about systems, and how to create products in a scalable and repeatable way... These systems enable us to manage the chaos and create better products... A unified design system is essential to building better and faster; better because a cohesive experience is more easily understood by our users, and faster because it gives us a common language to work with."

Adhering to a design system has clear benefits¹¹, from saving time to boosting efficiency. When it comes to managing customer experience specifically, a design system plays a vital role in laying a clear game plan for how to build an invaluable line of communication between you and your target audience. It helps you to effectively, consistently and predictably articulate everything going on within your organization to your audience.

"A design system can help you right from the get-go. It builds bridges between teams, no matter what they work on. For large global companies, it enables you to speak to your customers regionally. The system gives you guardrails so your teams, wherever they are, can make decisions for their customers. It bridges gaps between developers, designers, product owners, PMs, business analysts and more, and focuses them all together."¹²

9. Source: Shopify Polaris, <https://polaris.shopify.com/>

10. Source: Airbnb, Building a Visual Language, <https://airbnb.design/building-a-visual-language/w>

11. Source: Appnovation, Why We Create Using Design Systems <https://www.appnovation.com/blog/why-we-create-using-design-systems>

12. Source: Appnovation, Why We Create Using Design Systems <https://www.appnovation.com/blog/why-we-create-using-design-systems>

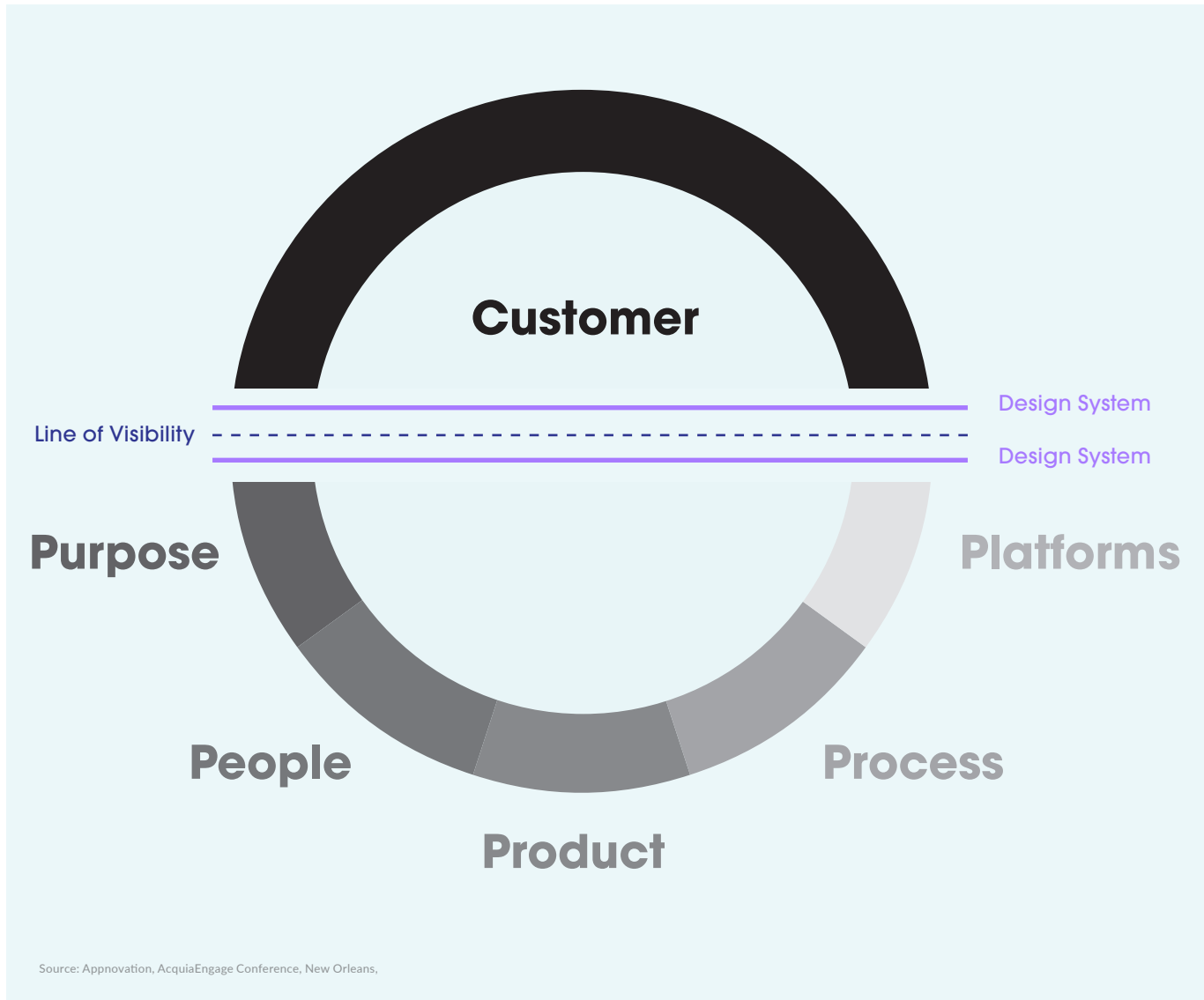
Customer experience isn't one single journey existing in a vacuum.

It's a complicated web of interactions and each of these touchpoints, while frequently owned by different groups in a business, don't live independently of each other to your customer.

“Purpose, people and product are obviously very unique and nuanced to your organization. Each conversation you have around these traits will be specific to you. However you approach them, we all share an opportunity for how we cross that line of visibility and address it with consumers.”

[Anton Morrison, VP Experience Design, Appnovation](#)

Customer-Centric Service Design



Design systems help you connect the dots and tell a unified story, both linking to your brand's core promise and living up to your audience's expectations... whether they notice it or not.

In fact, the less your customers notice how your design systems influence their experience, the better. And that's the goal.

Between the five traits that enable a customer-centric

organization and your customer, there is a line of visibility that contains everything they see and informs how they perceive your brand. Everything internal is how you and your teams talk about your brand. Between those two layers lies an opportunity that can accelerate your customer experience, and it's powered by your design system. It's the responsive layer that translates all of your internal hard work into a better experience for the customer.

Replacing Assumptions With Data At Every Step Of The Journey

Data is your friend. Your cheerleader, your champion. Sure, it's fun (and a whole lot quicker) to run with the advice of a focus group of one or rely on what your SVP's daughter's friend told them about how she uses her phone. But at the end of the day, the amount of rigour you place into deliberate, unbiased data-founded decision-making will pay off in the end.

While data, either traditionally or increasingly, has been an integral determiner in measuring success for many business areas, it's still burgeoning as an integrated framework during the multiple phases of the modern customer experience.

When it comes to defining the value of customer experience, too many companies rely on qualitative information and anecdotal evidence. While the ultimate goal of incredible customer experience is to create an emotion – one that's memorable enough that it leads to authentic brand affinity – too many organizations also rely on feelings when planning and measuring customer experience.

Customer experience consulting can provide the insights and user research¹³ you need. Not just one-time reports, but frequent, on-going and finessed data on customer behaviour, trends, and expectations. Once you have it, add it as a permanent, integral step in your planning processes, not as a one-time endeavour or a nice-to-have when time and budgets allow.

User research is where, directly or indirectly, you glean the answers. You'll not only be aware of customer experience gaps but take proactive, strategic steps to close them. And the benefits of using in-depth data to personalize experiences translates into increased purchases and brand affinity.


If you don't have any data, or you're not sure about the quality of the data you do have, you could benefit from some Customer Experience (CX) Consulting¹⁴ insight. After all, good data helps you understand what's working for your customers, what's not working, and what you need to do differently to keep delighting your customers.

13. Source: Appnovation, Continuous Behavioural User Research, Customer Insights as a Service, <https://www.appnovation.com/blog/continuous-behavioural-user-research-customer-insights-service>

14. Appnovation, Customer Experience Consulting, <https://www.appnovation.com/digital-strategy/cx-consultants>

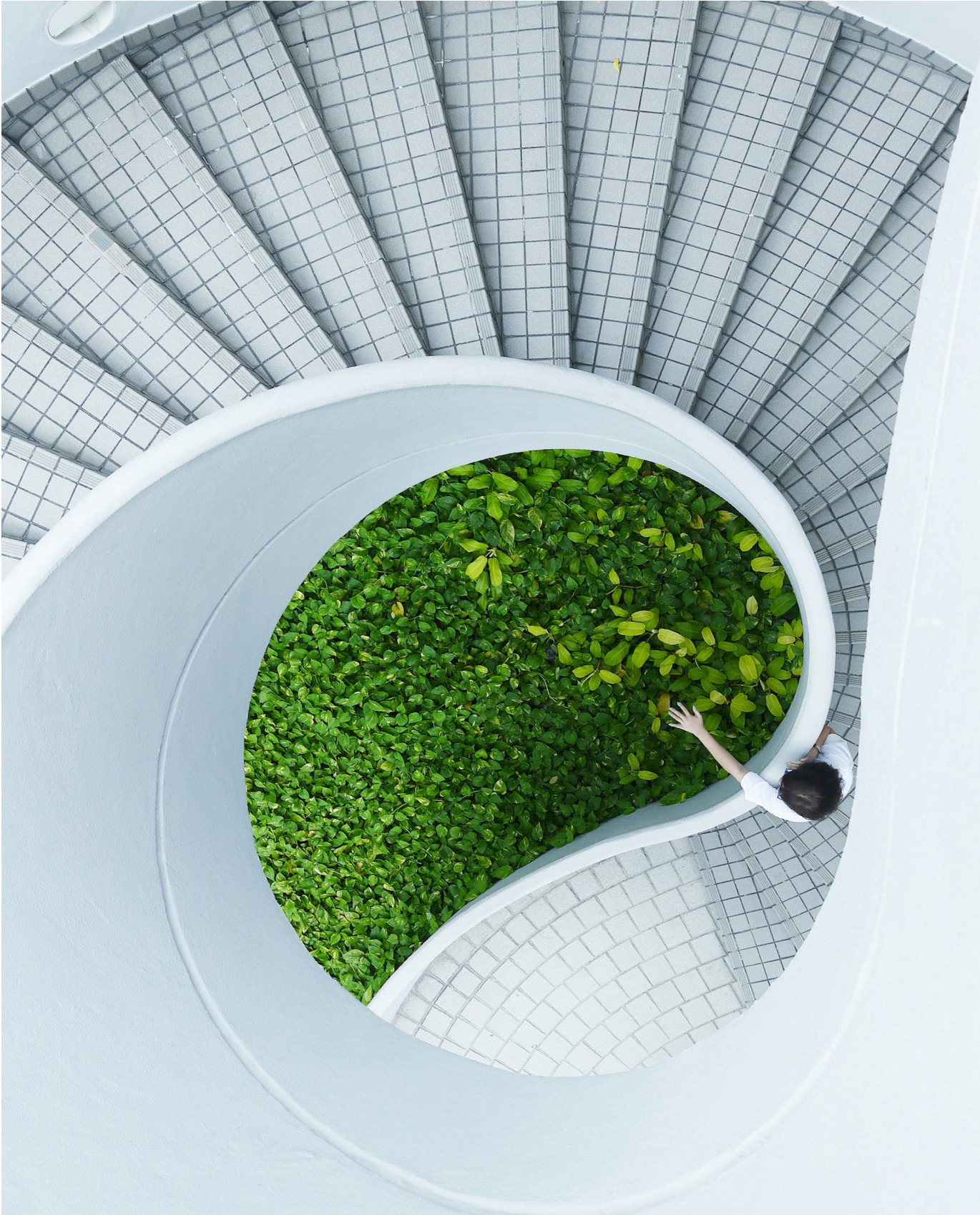
“Everyone wants to build relationships more than transactions and reward loyalty. To do this, you have to focus on delivering value. It's about informing programs and objectives with ongoing actual consumer research and insights (powered by sophisticated data).”

John Mozayani, VP Technology, Appnovation



49% of buyers have made an impulse purchase after receiving a more personalized customer experience.

15. Source: Intrado Segment Survey, October 25, 2017, Globe Newswire, <https://www.globenewswire.com/news-release/2017/10/25/1300518/0/en/Segment-Survey-Finds-Consumers-Will-Spend-More-When-Their-Shopping-Experience-is-Personalized-but-Most-Retailers-are-Missing-the-Mark.html>



A Customer Journey is More Than Consumer Touchpoints

Customer journeys are often visually laid out to help give an easily followable, holistic view of the multitude of touchpoints with your brand that a customer will encounter. Unlike traditional individual touchpoints, this user journey offers at every stage of the buying process across multiple channels.

A standard touchpoint examines a user's experience at one point in time along their way. A journey, on the other hand, takes a high-level view at the overall flow of engagement for the entire experience from the customer's perspective. This makes it easier to

identify potential pain points, spot opportunities to improve campaigns, programs, processes – and even products. It's like a connect-the-dot puzzle. You can't see the whole picture you're drawing until you follow the lines and, well, connect the dots.

“If you look at CX as a whole, it's made up of many user experiences. Each experience is made up of multiple single experiences. When you have a variety of customers and different segments, you have to prioritize and look at what your common customer goals are. We've found from research that, the total customer journey is about proactively moving the customer along. You can have a customer that uses your product or service but doesn't know much about your brand. It's our job to help them understand.”

Anton Morrison, VP Experience Design, Appnovation

Companies that focus only on these metrics do so at their peril:

On-Site Conversion Rate

Arguably one of the most important metrics to identify the success of a campaign is the metric that calculates whether users did what you wanted them to do once they reached your website. A strong conversion rate means you were successful in incentivizing a prospect or customer to complete their journey with an action (purchase, form submission, etc.). A high abandon rate means something wasn't working for the customer. Is your unique value proposition and call to action clear enough? Is the purchase process simple enough? Not sure how to answer these questions or where to start? You might want to talk to a digital strategy expert.¹⁶

Landing Page Bounce Rate

This metric can provide some insight into whether or not you have met the expectations of your users. A fast exit without moving to another page could mean that your landing page content, graphics or brand promise does not match the message that drove prospects to the page in the first place. Bounce rates differ greatly among industries and campaigns. Suffice it to say that a high bounce rate ends the customer journey virtually before it has begun.

Click-Through Rate

Does your marketing content pique the interest of customers and prospects enough to get them to click through to your site? If not, you'll see a lower click-through rate. Your viewers are savvy and time-crunched. Content needs to be short, intriguing and on-point with their immediate needs, and prioritized enough that they will click from your content onto your site.

Every organization is unique and every organization collects different data. The trick is to collect and analyze the right data, so you can identify improvements that help create a more singular, unified and delightful customer experience. Customer experience consultants¹⁷ can help prioritize which metrics to measure and how to analyze them to improve your business. User experience design services¹⁸ can help you create digital experiences that unify purpose, build bridges, improve quality, accelerate the process and allow scaling.

16. Source: Appnovation, Digital Strategy, <https://www.appnovation.com/digital-strategy>

17. Source: Appnovation, Customer Experience Consulting, <https://www.appnovation.com/digital-strategy/cx-consultants>

18. Source: Appnovation, UX & Design, <https://www.appnovation.com/user-experience-and-design>

How To Use Data Analytics to Improve the Customer Experience

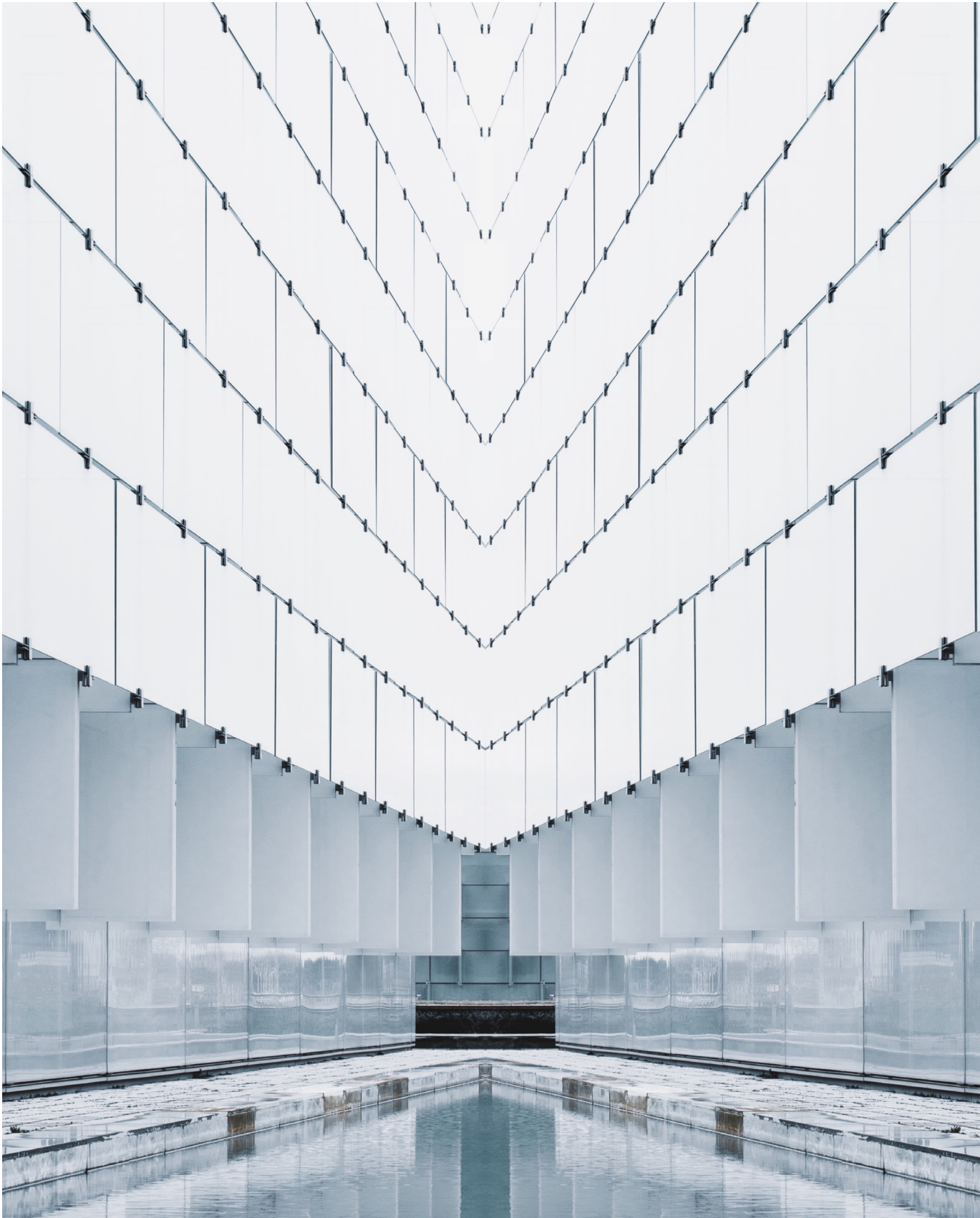
In today's new digital world, most employees can pull robust reports from Google Analytics, Facebook Business Manager, or any number of back-end analytics platforms. They have the data you need, and a healthy dose of extraneous data to go along with it, as well.

So what does your data mean, why is it so important and how can you use data to enhance the customer journey and the experience? More importantly, how do you know

you're measuring the right thing so you can make good, customer-centric business decisions?

Top companies have an analytical approach to using data from current channels, and they make users part of the design process to understand what they actually need.

These are a few common data sources your teams should have a grasp on, but keep in mind this is only the tip of the iceberg.







Conclusion

Customer expectations are evolving faster now than ever in history.

This creates an unprecedented opportunity for future-focused organizations to take advantage of this sea change and position themselves to win the hearts, minds and spend of their target customers long-term.

More than anything, closing the customer experience gap will depend on an organization's abilities to embed response agility across their processes and foster a human-focused, authentic customer-centric culture across their teams.

Once the foundation is in place, utilizing the power of design systems and customer-focused data will make your programs, campaigns, systems and platforms more effective today. At the same time, this gives you fresh on creating brand new customer journeys in the future.

Understanding what your customers truly want and expect from you today is the first step to improving their experiences tomorrow.

And that's a proven path to business growth.

Who **We** Are

We help businesses advance and inspire, create positive transformation, and champion digital innovation. Our expertise and knowledge is your expertise and knowledge: At Appnovation, we seamlessly integrate strategy, user experience, development, deployment, training and support.

We create breakthrough digital solutions by engaging and collaborating with our clients to understand the unique challenges and goals for every initiative. Embracing the power of technology, our global team delivers digital transformation that drives innovation, growth and ultimately business value.

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