Customers have great expectations. Are you sure your CX measures up?

Successful organizations must cross the divide between expectation and delivery to reconnect with customers.

1. Enhance customer experience by improving employee experience
   - Only 44.2% of organizations are highly engaged in delivering CX.
   - Customers want choice and seamless, effortless interactions. Organizations need to equip employees with the tools needed to meet these expectations.

2. Get the next wave of automation right
   - 51% of organizations expect the majority of their CX to be managed by AI and robotics within 12 months.
   - Customers want self-service for simple transactions and processes. They expect instinctive, effective, and consistent automation across channels. If the automation isn’t working, they need the ability to speak to a human.

3. Design and deliver engaging customer journeys
   - 93.8% of organizations appreciate the need for CX design principles. However, only 47.2% are designing using customer insight.
   - Customer journeys need to be intuitive, seamless, and personalized. They must also empower the customer to do what they want to do, be it make a purchase, obtain information, or resolve an issue.

4. Make the customer experience a strategic differentiator
   - 90.9% of organizations agree CX is a primary differentiator.
   - CX is an ideal opportunity for organizations to differentiate themselves. No longer a cost line item, it now generates revenue for the business.

Connect People... Brilliantly

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Create a CX experience that actually connects with customers

Enhancing CX by improving EX means employees can connect better with customers. This requires human-centered design, supportive technologies, plus investment in the necessary training, enablement, and knowledge management systems.

A human-centered approach to experience design involves customers and employees. The technology involved should serve the people who need to use it. Only once the ideal customer journey is mapped out can the business align integration, communications, and CX platforms more strategically for differentiation.

Genesys and NTT enable you to Connect People Brilliantly. We help you treat people as people when it matters most, while using automation to the max for the simple stuff.

We design and deliver journeys that customers feel in control of and turn CX into a strategic differentiator for your organization.

Genesys Customer Experience Benchmarking Report is widely acknowledged as the most authoritative and comprehensive report of its kind.

We emphasize employee experience as a critical driver of excellent customer experience. Our services and platform enable employees to deliver the experiences customers want.

Consultative, data-driven masters of CX, we use technology and the human touch to make the world a better place.

Connect with YOUR customers | Connect with us: Genesys & NTT