THE CX JOURNEY: AN UNCHARTED ADVENTURE

Chapter one

Canon

MAPPING THE JOURNEY:
CUSTOMER EXPECTATIONS

This is the Age of the Consumer. The balance of power has shifted, from the hands of the business to its customers. To adapt, businesses have had to embark on a transformative journey to how they approach customer experience (CX).

This change was triggered by the birth of digital technology. The digital age has provided unprecedented transparency; customers are able to compare the features and prices of any service online in an instant, so businesses had to make a choice - join a price war, or find a new way to compete in the jungle. As a result, organisations turned their attention to customer experience. Today, they understand that this is where sales are won and lost.

Unsurprisingly, the first thing to consider when creating a strategy for CX is the customer themselves. Today's consumers are digital-natives, reading product reviews online, watching first-hand user videos or perusing social media to uncover the information they need. Whilst previously it was only possible to get information by dealing with the business directly - by phone or in person - digital technology has created a bewildering increase in channels and routes of interaction for customers.

A consumer expects their journey to be a seamless experience no matter what path they choose. From their perspective, whether they are speaking to a business employee or visiting the company website, they are interacting with one organisation and therefore expect a consistent brand experience.

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of customers say that being treated like a person, not a number was crucial to winning their custom.

Moreover, whilst in the past consumers were restricted by the limited companies they had heard of and could access, the internet removed those parameters and expanded the pool of competing vendors. As a result, potential customers are being bombarded by choice and often can't see the wood for the trees. Personalisation has arisen as a strategy for businesses to cut through the undergrowth, using data to send consumers smarter, more targeted offers.

Personalisation has become so successful that consumers now expect it: 76% of customers[1] expect that a business will understand their needs and expectations, while 84% of customers[2] say that being treated like a person, not a number was crucial to winning their custom.

The pressure on businesses to deliver seamless, omnichannel CX, while retaining a consistent brand look and feel is enormous. In order to meet consumer expectation, businesses need to build sophisticated internal procedures which can deliver a single, unified view of customer insights across all channels. This data provides the detailed information needed to create a well-rounded view of the customer. However, this road will be difficult, as 71% of businesses say that understanding connected behaviour is a challenge[3]. Meanwhile only 54% of companies[4] feel that they have charted the entire customer journey, and just 20%[5] are studying mobile interactions. This statistic demonstrates how far businesses still need to go, as despite mobile's exponential growth, it remains largely uncharted territory.

Businesses which don't take the CX seriously have an uncertain future. They risk losing pace with rapidly evolving customer demands, and ultimately falling through the cracks as other competitors continue to grow. For those who want to future-proof their organisation, it is crucial to ensure that their business - from the front line up to the C-suite - are focused on mapping out the road to quality CX. To compete in today's landscape that means using technology as an essential tool to delivering a seamless, tailored omnichannel experience.

HOW CAN CANON HELP?

Canon provides a broad range of solutions to help businesses digitally transform the Marketing department. We offer end-to-end CCM services which provide personalised, on demand communications to customers using an omnichannel delivery approach. Solutions can be delivered to suit your needs, whether that means on-premise, through the cloud, outsourcing services or a bespoke mix.


Automation and Integration:
Canon can automate and integrate processes in numerous ways, such as automating omni-channel distribution with status monitoring. This also includes the creation of a centralised control hub that monitors the production and delivery of communications from all departments – giving full visibility.

Personalisation:
Canon's Customer Communications Management (CCM) platform enables the personalisation of communications across multiple channels to help build stronger links with end-users. Tailored communications can be based on factors including purchase history and preferences
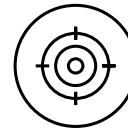
On-demand:
Using Canon's CCM solution, businesses can create approve and distribute communication templates where only certain parts are editable by the Customer Services team – so the response will always contain pre-approved messaging. This provides the ability to create tailored content in real-time and deliver it to customers via their channel of choice.
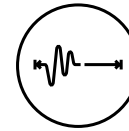
Omnichannel:
Canon can support standardised communications, ensuring the business communicates with one voice. The result is customers receiving consistent and relevant information, regardless of the business stream they contact.

About Canon

Canon Europe is the EMEA arm of Canon Inc., a global provider of imaging technologies and services, and one of the world's most well-recognised and loved brands. Canon Europe has operations in around 120 countries, employs approximately 18,000 people across the region, and contributes about a third of Canon's global revenues annually.

Canon offers a range of tools designed to help you manage and improve your business's customer experience. Whatever your challenge, Canon can help you take the next step towards market-leading CX, supporting you to deliver personalised, omnichannel communications.

Further information about Canon Europe is available at: www.canon-europe.com
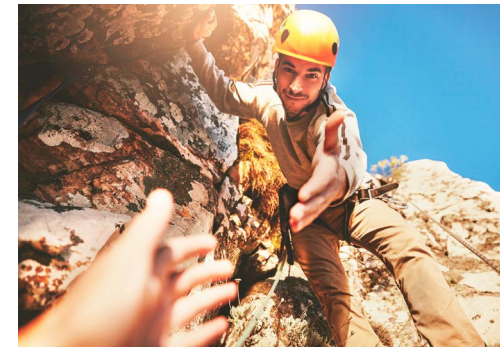
Or get in touch: www.canon-europe.com/for_work/online-enquiry/

One to watch out for...

Chapter two
Every business is trying to deliver a seamless customer journey, but siloed departments and separate agendas are getting in the way. Chapter 2 uncovers how collaboration can help build a path to better CX.