

DRIVING MORE VALUE FROM YOUR CUSTOMER EXPERIENCE STRATEGY

A NEWSLETTER BY INFINITI RESEARCH

Introduction

Infiniti Research, a leading market intelligence solutions provider has announced the launch of their latest newsletter on how to drive more value from your customer experience strategy. A successful customer experience strategy involves effectively managing customer interaction through both physical and digital touchpoints so that it results in enhanced and personalized customer experiences. We, at Infiniti Research, use a combination of research, analytics, and data management systems to help our clients manage data, serve relevant content to target customers and predict future interactions.



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According to Infiniti’s recent study, customer experience management is at the top of the corporate agenda across industries. Are you yet to join the bandwagon? It’s never too late! Find out how Infiniti’s solutions can help you up your game.

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The basics of creating a world-class customer experience strategy

Customer experience can be defined as the customer's perceptions and related feelings caused by the one-off and cumulative effect of interactions with a supplier's employees, products, channels or systems. In other words, it is essentially how customers perceive their interactions with your company. Customer perceptions and customer interactions are two basic elements of customer experience strategy. According to Infiniti's recent study, customer experience management is at the top of the corporate agenda across industries. Are you yet to join the bandwagon? It's never too late! Find out how Infiniti's solutions can help you up your game.



Attracting new customers and satisfying the existing customer needs has become imperative for businesses to achieve a leading edge in the market. Infiniti's customer experience management can help enhance your company's CX.

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A man in a dark suit and glasses is shown in profile, holding a laptop. He is standing in front of a chalkboard that is covered in white chalk drawings of various business and technology icons. These icons include a laptop, a document with an arrow, a clock, a pie chart, a lightbulb, a dollar sign, a coffee cup, a megaphone, a person's head, a question mark, a calculator, a server rack, and a line graph. A large blue arrow points from the left towards the man.

Companies that focus on customer experience become successful in reducing churn and increasing revenues – leading to higher profits.

Fundamental principles of building an effective customer experience strategy

Customer experience is the new building block of success, irrespective of the industry that you operate in. Companies in different sectors are investing their time, money, and efforts into improving their customer experience management. Building an excellent customer experience is not a one-step process but involves small elements that you create to enhance the customer journey. Everything a company does contributes to the customer's perception of the brand. Hence, customer experience management includes everything from the products you sell, the messaging you use, the sales process, and after-sale services. What are the key elements that go into building a strong customer experience management, you ask? Find out on Infiniti's blog.



Implementing a CX management strategy is much easier than you think with Infiniti Research's market intelligence solutions. Get in touch with us to know more.

"Today, customers are inundated with advertisements and multimedia content on different platforms. This makes it crucial for brands to not add irrelevant noise to their content, rather, define ways to stand out from the crowd."

AN ANALYST AT INFINITI
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How customer intelligence helps to bridge the gap in your customer experience strategy

Increasing digitization has empowered both the businesses and customers to interact with each other at multiple touchpoints. This also makes it easy to get customer queries and grievances resolved with ease and efficacy. As modern businesses are highly focused on identifying customer needs and enhancing customer experiences to outdo competitors, customers are now being placed at the crux of business strategies. According to experts at Infiniti Research, most businesses today have transformed digitally adopting multiple channels of interaction to serve their customers better. The rising number of channels and touchpoints via which the businesses interact with the customers have made customer journeys unprecedentedly complex. Furthermore, social media and online review platforms have empowered customers to share their views, opinions, and experiences with the company. Any negative comment or experience could hamper the brand image of the company. Download this resource for more insights on how customer intelligence can help bridge the gaps in your customer experience strategy.



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Key trends in customer experience management

Several transformation triggers including globalization, digitization, and economic changes have the power to dramatically impact customer interactions with a brand and influence their decision-making. So, while formulating a customer experience management strategy, companies must take these factors into consideration. Although companies can make efforts to guide customer journeys, they cannot absolutely dictate it to customers. Customer-centric organizations leverage behavioral data, marketing technologies, and customer insights to optimize customer journeys and thereby ensure better customer experience management. Infiniti's blog on customer experience management trends provides comprehensive insights on the key trends that companies must keep a close watch on this year to create impeccable customer experiences.



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