

**Thought Leadership**

# How CriticalRiver is Helping with Enhanced Customer Digital Experience

Customer Experience or CX is the new mark, and in a world where everything is shifting online, CX has become strategically crucial for all businesses, large and small.

Ever since Covid-19, Internet usage has grown by 70%. People are on their devices almost all the time, making customer experience critical. Every business leader should be ready to answer: How do I make someone crave to be a customer, and how do I make them want to remain as customers?



# Digital Innovation

There has been a substantial transformation in today's marketing. Thus, the beginning of digital innovations. However, that has built new streams of difficulties that these companies are failing to handle. When we talk digital, companies are keen to hop on the buzzword and declare their operation's refinement to be scaled to go online. What they drop out of the mix is the apparent call for digital innovations within their products too.

## For Example,

Automobile companies are winning the competition for refined car handling and performance. Their customers are still more worried about how they are digitally connected. It shows just how much caution to detail must interpret consumer behavior and make things right.



What does this

Suggest?

Organizations are doing their best to inject innovative technology and digitization into the whole process, but they are more legacy-based than customer-oriented. These digital innovations will enhance their performance and streamline the workflow, but it will not significantly add value to the customer.

Businesses should not do look for new digital channels to eject into their business. That will add to the prevailing mess when they should find a means to tidy things up instead.

COVID-19 has caused increased lockdowns, pervasive ambiguity, and sustained care on health. All these determinants are reshaping customer behavior and experience. The hurdle for businesses is to recognize which customer trends and patterns will last over the longer term.

## Businesses can adjust by investing in the following areas:

- Digital engagement has expedited remarkably, and leading organizations have innovated swiftly to replace conventional, in-store experiences. Out of need or preference, businesses have built many new offerings. Organizations should digitize their core business model to be economically viable.
- Organizations must create safety in the customer experience, particularly in the near term. Rethinking contactless commerce to improve safety across products, services, and methods will help ease customers and enhance their satisfaction.
- Post Covid-19, businesses will need to be more proactive and more agile and predict customer expectations and demands. Companies should invest in the data, technology, and practices required to deliver outstanding experiences. Companies prepared to understand customers better and do it quicker are prone to be the subsequent customer-experience leaders.
- The shuttering of underperforming stores is inevitable. Retailers should prepare now to seize this lost volume. Use mobile, online, and geospatial data to optimize systems and omnichannel sales.

# Accept & Anticipate

Given concerns about public health and enthusiasm about innovations in contactless operations, reliable advances to offering products and services will be critical. Organizations that give creative options to entirely in-person journeys can enhance customer experience and improve return on investment. By focusing on ease of access and use across digital and physical channels, businesses can enhance the customer experience.

The development of digital also means that businesses will have more dynamic data at their fingertips. Investments into complete, predictive, data-driven systems could enable companies to mobilize insight and react more swiftly to customer needs during a crisis. Organizations that seize all customer data, not just survey respondents, will achieve a more realistic view of customer demands and expectations.

Customer leaders should not neglect "failure modes" that can damage if ignored. When it comes to expressing care toward employees, make sure to fold down on helping employees—clients will notice and acknowledge this as well. Do not think that customers will automatically move to the existing digital and remote platforms. Instead, actively promote awareness and the internal skills needed to encourage the adoption of these experiences. To secure valuable feedback, if the volume of customer insights and input from sources like social media and employees has not grown severalfold in an acute crisis, take it as a sign that you are missing crucial insight required to adapt experience.

The subsequent normal will be anything but static. The customer experience aspect is developing with each passing week, so businesses cannot "fix it and forget it."

To react immediately to a continually evolving environment, companies will need to have a large base of employees that understand how to empathize with customers, apply insights, and redesign experience through contactless engagement.

CX or Customer experience has driven a unique definition and dimension in the unusual challenge of COVID-19. Customer leaders who innovate during this crisis and predict how customers will alter their habits will develop stronger relationships that will remain well beyond the current crisis.

For more information, [contact@criticalriver.com](mailto:contact@criticalriver.com)



CriticalRiver is a trusted digital technology consulting company with a demonstrated track record of successful technology implementations in areas such as Digital Transformation, Digital Engagement, and Digital Engineering.

We implement and offer consulting services for CRM, Supply Chain, and Integration Solutions by leveraging our skills and capabilities in cutting-edge technologies. We help enterprises simplify, automate, improve, and enhance operations and processes to scale and grow.

We are also technology partners for Salesforce, Oracle, NetSuite for consulting, implementations, managed, and advisory services. Our highly experienced consultants are experts at understanding customers' needs and delivering strategic solutions that leverage the latest technologies and industry best practices.