

Reducing Cost Without Sacrificing Customer Experience



Introduction

As customers become ever more demanding, the cost to deliver high-quality omnichannel interactions continues to rise. This leaves organizations like yours to choose between cost-effectiveness and an unforgettable customer experience (CX). Regardless of the decision, your organization ultimately suffers.

However, it's possible to reduce costs without sacrificing CX. To do so, companies must craft better, more customer-focused experiences by leveraging five key elements:

- 1 Provide the right content for users.
- 2 Make content easy to find.
- 3 Let customers connect with you when and where it works for them.
- 4 Analyze the usefulness of your tools.
- 5 Deliver consistent experience updates to ensure the best experience.

Each of these elements enables customers to take control of interactions with your brand. Simply put, you're turning users into the architects of their own experiences — you just need to provide the building blocks.

In this eBook, we'll explore all five building blocks and provide a few key tips for leveraging each one, all with the goal of improving CX while reducing cost-to-serve.





1

Provide the Right Content

The first building block for unforgettable and cost-effective CX is providing the right content.

In this context, “content” refers to the information customers need to make decisions, complete tasks, and otherwise interact with your offerings. This can include:

- FAQs.
- How-to guides.
- Explainer videos.
- Product manuals.
- Warranty information.
- Legal documents.

To properly leverage this building block, it’s necessary to offer the right content at the right time. By providing relevant information in ways that are quick and easy to access, you can empower customers to answer their own questions. This reduces the burden on your customer service team and allows users to interact with your brand more efficiently. The result is reduced cost-to-serve and increased customer satisfaction.

Of course, it's not enough to simply provide lists of articles. To utilize this building block in ways that reduce costs without sacrificing CX, you need a content creation strategy that puts customers first:

01 – IDENTIFY COMMON GAPS IN KNOWLEDGE.

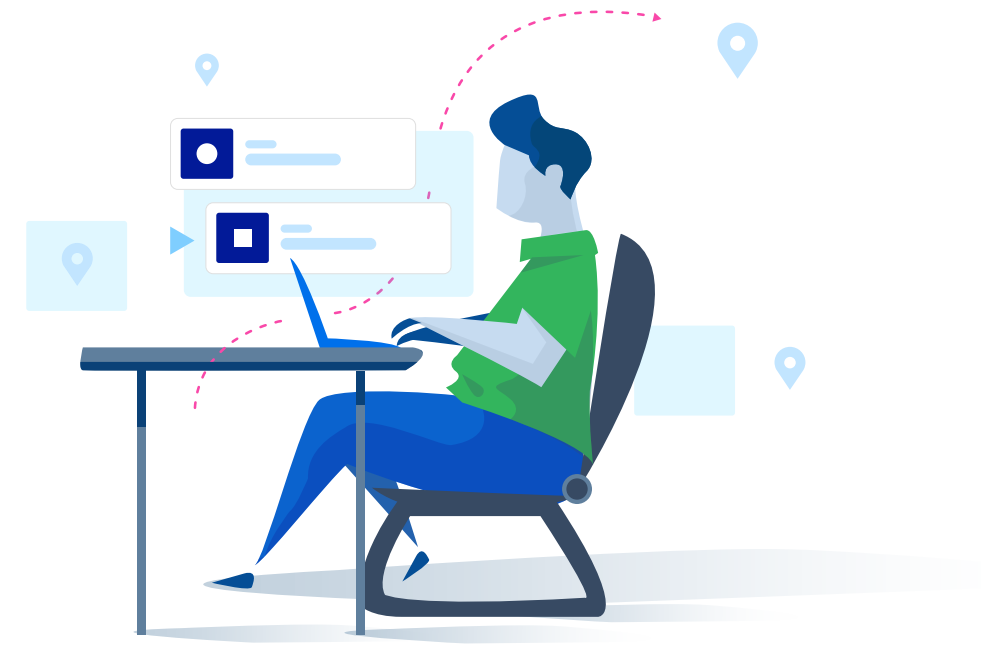
What questions do your customers have? Why do they reach out to your customer service team? Identify these knowledge gaps and address them proactively by creating targeted content.

02 – CREATE HIGH-QUALITY CONTENT.

Your content can't simply answer questions; it must also provide relevant guidance, explanations, or context to help support next steps. Simple recommendations and clear language are a must for truly valuable content.

03 – MAKE CONTENT EASILY ACCESSIBLE.

Once created, you must offer new content in ways that make sense to users. For example, every asset should be accessible across all devices; videos should include captions, articles should have subheadings for easy skimming, and relevant content must be offered based on a customer's activity.





2 Make Content Easy To Find

The second key building block is making content easy to find.

The relevance of this particular element becomes clear as you add more content to your platform or built-in knowledge library. It won't matter how many assets you create; without a solid navigational framework, users won't be able to find your content and they'll end up calling customer service anyway.

Left unaddressed, this scenario comes with many negative consequences. For example, cost-to-serve is increased while CX satisfaction is decreased. Meanwhile, you've spent time, money, and manpower creating resources your customers can't even find.

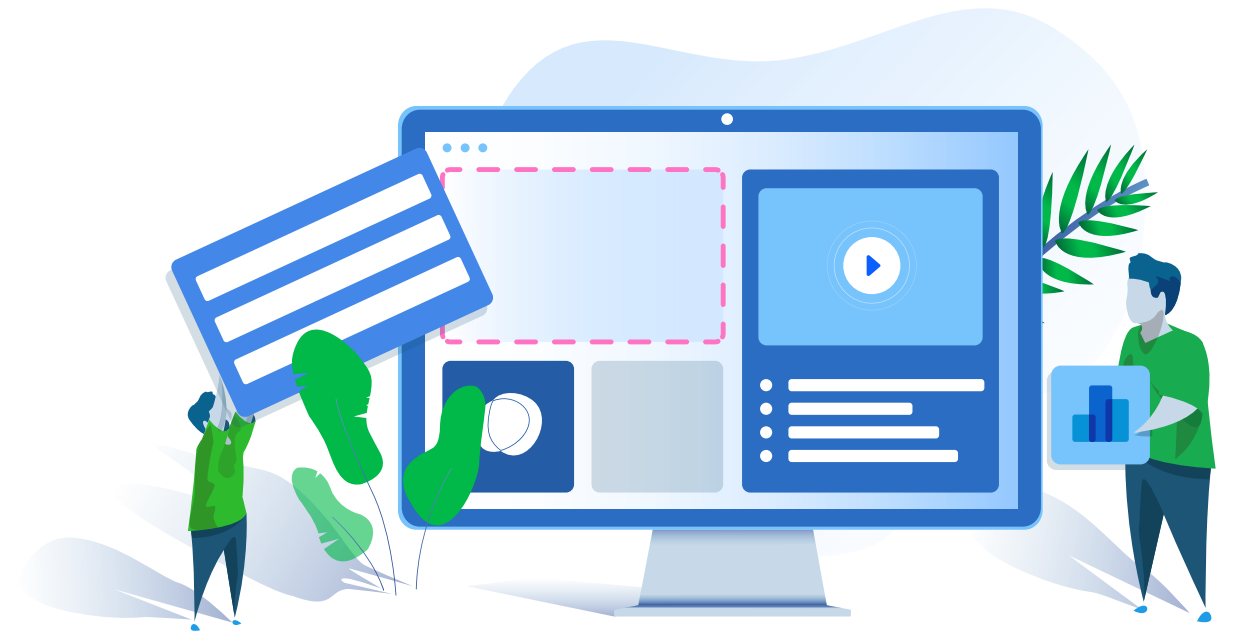
As such, navigation plays a key role in creating experiences your users will find both efficient and enjoyable.

The truth about CX is that every customer approaches your brand with their own definition of “ideal navigation.” As such, it’s important to give users multiple ways of interacting with your brand — that way, they can navigate in whatever way feels most comfortable to them.

To do this, focus your efforts on:

- **Simplifying your interface** by allowing important information to be presented without work on the user’s part and providing efficient search capabilities for unforeseen questions.
- **Reducing necessary actions** to access content, complete a task, or otherwise interact with key touchpoints.
- **Using personalization** to put the most relevant tools, features, and content within reach at all times.

By putting customer experience at the heart of your navigational structure, you can better leverage existing content and simplify user interactions.





3 Connect on the Customer's Terms

The third building block is connecting on the customer's terms, or letting a user connect with you when and where it works for them.

Take, for example, account management — a task traditionally allocated to internal representatives. Today's customer is tech-savvy, confident, and often reluctant to ask a rep for help when they can easily perform tasks themselves. For this reason, enabling self-service for tasks like account management is not only necessary but highly valuable for the customer experience.

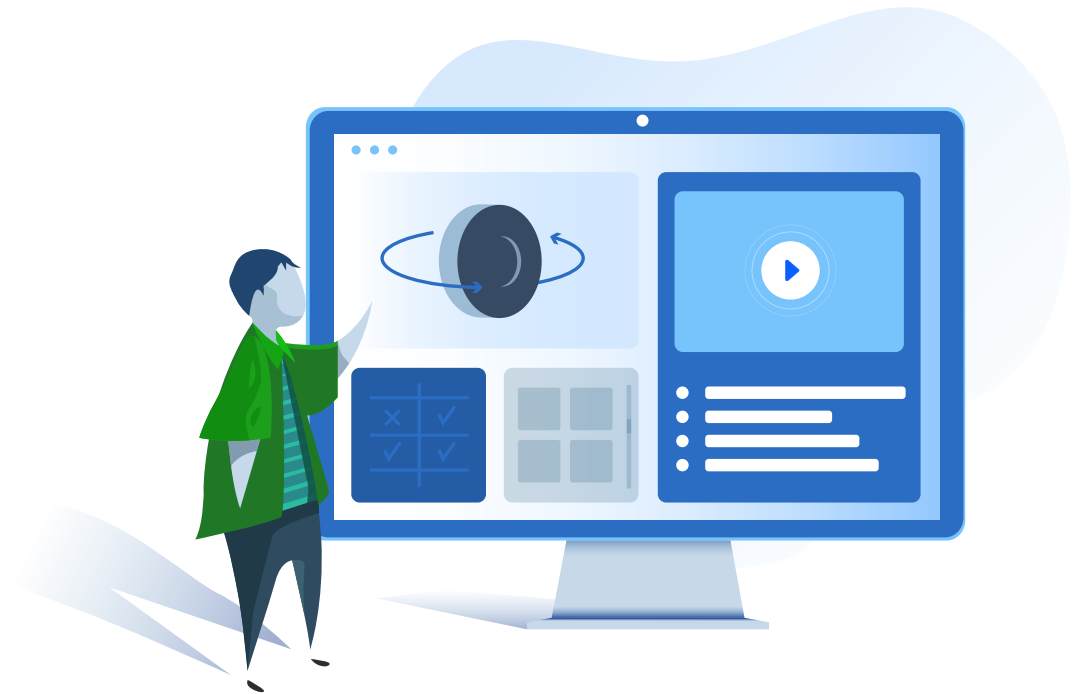
Simply put, this building block creates a “win-win” scenario. Customers are empowered to handle everyday tasks on their own, improving satisfaction and loyalty; meanwhile, customer service teams have fewer responsibilities and increased bandwidth for addressing bigger, more complex queries.

In truth, many account tasks can and should be performed by the customers themselves. This shows your audience you value their time and trust them to make the best decisions for their needs. Examples of self-service activities include:

- Updating personal information.
- Creating and finalizing orders.
- Placing service requests.
- Paying bills.
- Setting appointments.

Note that, in order to complete these tasks independently, customers rely on the two previous building blocks: providing the right content and making content easy to find. In this way, the elements come together to create a CX solution that benefits users as well as the internal teams that serve those users.

Despite the numerous benefits of self-service, it's still wise to include options to contact customer service. This gives customers an actionable solution for technical difficulties and knowledge gaps while also providing upselling or cross-selling opportunities for your teams.





4 Analyze the Usefulness of Your Tools

The next building block is simple but powerful: ensuring your tools are useful through analysis.

For example, every time a customer interacts with your content, they leave feeling either satisfied or frustrated. If you don't gather data about these outcomes, you're missing out on some of the richest, most authentic truths your customers have to offer. This makes analysis a key element of any cost-effective CX strategy.

Perhaps even more importantly, consistent analysis offers a chance to learn from your mistakes. Even the best-planned CX strategy is unlikely to be perfect; analysis creates the opportunity to identify weak points and implement targeted solutions.

To make sure your tools are always providing real value to users, it's vital to put yourself in a customer's shoes. As you consider their priorities and expectations, analyze data to answer questions like these:

- **Is information easy to find and readily accessible?** High click rates and frequent abandonment suggest the answer is no, but time spent on a certain piece of content can indicate a yes.
- **Which content types are best received?** If customers spend more time interacting with how-to videos than with user manuals, you may need to invest more resources in creating the former.
- **Are customers taking immediate action?** Do users get the answers they need and complete tasks, or do they abandon interactions (perhaps because the provided content was too complex)?

No matter how you choose to gather data, one thing is absolutely certain: You must actively turn this data into insights. Otherwise, you're spending time and money on the collection of information that will never be leveraged to improve the customer experience (if you're collecting data at all).





5 Deliver Consistent Experience Updates

The final building block is delivering consistent updates.

It's true that this element is often most strongly influenced by analysis; in fact, at first glance, it seems to have little to do with the other building blocks. However, updates can and should interact with content, navigation, and self-service tasks.

For example, you shouldn't spend a month creating the right content and abandon the project once the final article is completed. Instead, you should consistently update your knowledge library, offering new insights into your products, services, brand touchpoints, and more.

Similarly, content navigation and account self-service can always be tweaked for better performance, smoother experiences, and more customer control. This is especially true as new operating system updates are released, which may change the way a user is able to interact with your portal or platform.

Simply put, you're using this final building block to constantly improve CX. It's your solution for finding new, better ways to cut costs without sacrificing quality.

Everything in your CX arsenal should be based on data analysis. However, to enable this consistent evolution without increasing costs, it's necessary to build flexibility into your CX strategy from the very beginning.

Here are a few ways to make that possible:

01 - LET CUSTOMERS LEAD THE WAY.

When it comes to updates, customers are your biggest asset. Platforms should enable the consistent collection of customer data, including click-through rates, time spent on a certain page, experience ratings, and even survey responses.

02 - LOOK FOR LOW- OR NO-CODE PORTALS.

Low- or no-code customer portals are much easier to update and change. This flexibility allows you to pivot when necessary without creating additional burdens for your IT team.

03 - PROVIDE PROOF OF IMPROVEMENTS.

Show customers you're responding to their needs in real-time. Offer proof of how you're using their data to improve, personalize, and update their experiences, all with the goal of delivering better CX at a lower cost to them (and to you).



Conclusion

As you look for ways to reduce cost in your organization, look for a solution that helps you improve your CX at the same time. [Liferay's Digital Experience Platform \(DXP\)](#) helps you create low-cost, high-value CX through a secure customer portal. Our DXP can be the foundation for the five key building blocks of a better customer experience:

- 1 Provide the right content for users.
- 2 Make content easy to find.
- 3 Let customers connect with you when and where it works for them.
- 4 Analyze the usefulness of your tools.
- 5 Deliver consistent experience updates to ensure the best experience.

At Liferay, we know customers don't just demand excellent CX; they're also your most powerful asset in defining and driving those experiences. With a tool like our DXP, you can give customers more control over their interactions through a flexible, intuitive portal — and by reducing the burden on your internal teams, the result is improved CX and reduced cost-to-serve.

If you're ready to create unforgettable experiences and save money at the same time, [contact us today](#) to learn more about our Digital Experience Platform.





Liferay makes software that helps companies create digital experiences on web, mobile and connected devices. Our platform is open source, which makes it more reliable, innovative and secure. We try to leave a positive mark on the world through business and technology. Hundreds of organizations in financial services, healthcare, government, insurance, retail, manufacturing and multiple other industries use Liferay. Visit us at [liferay.com](https://www.liferay.com).

© 2022 Liferay, Inc. All rights reserved.