

# 3 Customer Experience Strategies You're Missing

The battlefield to win your customer's business is fraught with opposition that only seems to grow more powerful by the day.

Customer experience leaders have been hard at work investing in beautiful UX, intuitive navigation, and winning strategies, but is that enough? Is there something leaders are missing when it comes to differentiating their customer experience?

While we often and accurately think of customer experience as “customer-facing” interactions. However, it's important to remember the critical element your internal operations play in the effectiveness of these experiences.

No matter how nice your digital presence is or how well-planned your strategies are, **your customer experience will fall flat if the organization's internal operations are inefficient.**

## Getting Battle-Ready by Improving Operational Efficiency

Think of your customer-facing tactics and touchpoints as your sword and internal operations as your armor. Clunky or weak armor will impact your effectiveness on the battlefield, no matter how sharp your weapon is.

In the same way, **siloed or slow backend processes and technology will hinder your organization's ability to deliver excellent customer experiences**, no matter how beautiful your external experiences are.

Take, for example, a company we will call Excalibur Insurance which provides home, life, and auto insurance across the globe. Recently, Excalibur made the strategic decision to invest in excellent digital experiences to attract and retain their millennial customer base.

However, underneath the sleek visuals of their website, forms, and social media, Excalibur was struggling to:

- **Offer seamless customer experiences** across multiple touchpoints
- **Gather sufficient data** on their customers
- **Provide employees with tools needed** to do their jobs efficiently

These internal roadblocks prevented Excalibur from delivering the valuable, tailored customer experiences their policyholders have come to expect. Moreover, the impressive appearance of the digital experiences became a promise that Excalibur made to its web visitors that their backend systems could not keep. When the operational systems could not support the simple, streamlined experience that the brand boasted through their customer-facing platforms, it left customers even more disappointed and frustrated.

To make sure their CX is supported in its entirety, here are three ways Excalibur established a foundation of operational efficiency:

## 3 Strategies to Improve Operational Efficiency

To start the quest of improving operational efficiency, businesses must:

1. Increase Employee Productivity
2. Integrate Systems and Applications
3. Leverage Data

Let's explore these strategies in greater detail and see how Excalibur used each to help boost their operational efficiency to improve their customer experience.

# 1. Increase Employee Productivity

The first step to address operational inefficiencies is to enhance employee experiences. Companies that invest in seamless and efficient employee experiences have seen:<sup>1</sup>

- 1.5x more engaged employees than companies with poor customer experience
- 4x more profitability
- 147% more earnings per share



## EQUIPPING THE KNIGHTS OF THE ROUND TABLE

Here are a few tactics Excalibur can use to improve the day-to-day work of their customer service and customer support reps:

- **Automated low-value tasks with self-service** to reduce redundant tasks for their employees so they could handle more complex tasks and build relationships with customers.
- **Integrated different self-service channels** so employees could efficiently manage all systems (internal and external) through one channel.
- **Provided access to training and resources** in a single location so employees could easily find the information they needed to do their jobs.

---

<sup>1</sup> 10 Stats Linking Employee Experience with Customer Experience

## 2. Integrate Systems Together for Unified Tech Stack

Is your technological “armor” constructed to work cohesively? Or does it seem more like a bunch of different metal components thrown together?

Similarly, **as businesses continue to add new CX systems, they tend to end up with a tech stack that is disjointed and unwieldy to manage.**

By bringing systems together and simplifying the tech stack, IT teams can manage all their systems, applications, and technologies more easily to ensure consistent experiences.



### BRINGING TOGETHER CAMELOT

As Excalibur started to expand, they invested in many different digital channels, including a website, mobile app, and customer portal. Since each solution came from a different vendor, they were not connected to each other—leaving internal and external users with a frustrating, disjointed experience. Each touchpoint would vary in usability and design and did not provide consistent information.

Additionally, these disparate systems were difficult for internal teams to manage. An upgrade for one system would require unforeseen changes to another. **Their IT team spent a majority of their resources attempting to connect older systems to every new technology added, only to have to implement more fixes every time.**

To remedy these challenges, Excalibur used a [digital experience platform](#) to unify all their different applications and systems.

Not only were all systems unified through a single platform, but Excalibur is also now able to create future solutions using the same platform. Their team can ensure integration between various solutions and consistent experiences throughout touchpoints much quicker and with less headache.

### 3. Leverage Data For Internal Improvements and Deeper Personalization

Once all systems are connected and integrated, businesses can effectively leverage the data that was once siloed to make improvements for both internal processes and external experiences.

It's no secret that if customers don't receive the tailored experiences they've come to expect from businesses like Amazon or Netflix, then they're going to take their business elsewhere. Studies show that:<sup>2</sup>

- **74% of customers** feel frustrated if there's a lack of personalization.
- **80% of consumers** are more likely to purchase from a brand that provides personalized experiences.
- **66% of consumers** say encountering content that isn't personalized would stop them from making a purchase.

But **personalization needs to go deeper than just adding your customer's name to the subject line of an email**. Valuable personalization must be based on customers' existing policies, assets, and current and even future life events.



#### **BUILDING A FOUNDATION OF DATA**

Since Excalibur's portals, applications, and other systems were connected, they were able to unify all the data from each touchpoint.

Having this information allows Excalibur's Agent Manager, for example, to identify a bottleneck preventing customers from updating policy information. Agents have to go through multiple systems to confirm the client's information, which delays the entire process. Now, with a single, unified system, he can implement new processes that streamline the agents' experience.

---

<sup>2</sup> 50 Stats Showing The Power Of Personalization

# Standing Victorious on the CX Battlefield

The victors who rise above the rest on the battlefield are not only the businesses that understand the importance of customer experience, but are also the ones who have built a foundation of efficient operations by enhancing employee productivity, connecting their systems and applications together, and using data to make improvements.

**Only when this foundation is strong, can the organization begin to deliver truly excellent experiences to their customers.**

It's time to suit up and prepare for battle. Heed this guidance and you shall rise on top to claim victory!

## What's Next?

### Turning Customer Support into a Profit Center

Customer service leaders know that their teams can offer more than just damage control but their department often gets written off as just an expense.

But what if you could prove the value of the customer support team beyond responding to customer requests and complaints?

Download this e-book to learn how you can turn customer support into a profit-supporting operation.

[Grab Your Copy >](#)



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).

© 2021 Liferay, Inc. All rights reserved.