

Becoming Customer- Centric

Preparing for CX transformation

DigitalWell

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Customer experience is key to business success

Great CX has been proven to deliver tangible commercial results. 89% of customers cite a negative customer experience as a determining factor in their purchasing decisions -yet just 49% of consumers say companies provide a good one. Delivering customer delight drives loyalty, footfall, and reputation. The right technology also delivers data and insights to drive company strategy across all operations.

The Good (positive CX outcomes):

90%

of buyers say the experience a company delivers is as important as the product

94%

of customers said a positive customer experience makes them more likely to purchase again

82%

of customers would recommend a company based solely on great service

73%

of consumers consider a positive experience to be a key factor in brand loyalty

65%

find a positive experience to be more influential than advertising

43%

of customers would pay more for greater convenience

The Bad (cost of poor CX):

\$846 billion

at risk for US businesses
in 2024 as a result of
bad customer service

71 %

of customers say they
are unlikely to buy if
a company loses their
trust

3 in 5

consumers cut ties with
a brand as a result of
poor customer service

50%

of customers are less
likely to spend if a
company takes too long
to respond

43%

of customers will switch
brand after just two bad
experiences

Brands that invest in listening to,
understanding and engaging their
customers outperform those that don't.

Signs your contact centre is ready for an upgrade

The latest CX technology has huge potential — not only to improve your contact centre operations, but to add value across the entire business. But only if planned for and implemented correctly. Beyond the obvious indicators like increased complaints or longer wait times, watch for these signals:

→ Customer-facing issues

Low first contact resolution, bad CSAT scores, and customers being continually put on hold or transferred because agents can't access the right information — all easily remedied using the latest CX solutions. Audit processes to find where issues lie first.

→ Legacy systems

Disparate systems implemented over time can be siloed, incompatible, and unable to keep up with changing business needs. Some may simply be at the end of their serviceable lives — leading to slow, inefficient workflows and falling KPIs

→ Siloed operations

With more organisations understanding the value of CX across all departments — not just the contact centre — robust, easy-to-maintain collaboration between business units has become vital. The latest solutions make this achievable.

→ Poor process implementation

CX leaders use contact centre data to improve processes and practices. If putting ideas into action is too difficult or too costly, that's a sign your technology is too out of date to allow it to happen quickly and seamlessly.

→ AI implementation

Everyone is talking about AI and its applications in CX. Many organisations are looking to upgrade their contact centre technology for this reason alone. Smaller contact centres can now access AI benefits — if they get the fundamentals right first.

The Key to getting this right is auditing your processes to find out where the issues lie before selecting a technology partner.

Laying the foundations of CX success

Simply sourcing a CX solutions provider and letting them handle the upgrade without doing the groundwork won't deliver the results business leaders want to see. Creating a world-class contact centre means developing a comprehensive, built-from-the-ground-up CX strategy first — one that understands the needs of the business and how each department interacts with organisational objectives.

A transformational CX strategy must lay the foundations for a truly customer-centric culture with proactive engagement from managers, employees and partners. Change management will be challenging but must be addressed early on.

Stakeholders will need to give up siloed and disparate systems for a unified, connected infrastructure. Managers may perceive new processes to be less effective. KPIs or reward structures may be affected. The goal is to deliver the best overall outcomes for the business — not individual departments.

CX transformation isn't just about the technology. While cloud computing and AI can be a gamechanger, it's all about preparing your business for the change from the ground up. When your entire business focuses on delivering exceptional customer experiences, the technology becomes an enabler, not just a solution. CX is a journey, and it starts by having the right foundations.

Fergus Kelly,
Chief Commercial Officer, DigitalWell

Look at every data point and interaction in the customer journey

Encourage customers to share both positive and negative experiences

Use the CX upgrade process as an opportunity to eliminate infrastructure clutter

Smaller organisations can access more functional tools thanks to modern cloud CX

The path to customer-centricity

The latest CX solutions can help every aspect of your business operations, but it's

vital that you secure buy-in and promote unwavering support for customer-centricity from every art of the business. By fostering a positive customer experience at every interaction point, you fuel the loyalty and advocacy that drives revenue and business targets.

Many companies discover at this stage that they are more organisation-centric than customer-centric — focused on the need of the business to sell and profit. Customer-centricity means being focused on the customer, solving their needs, and demonstrating care and value.

Achieving this transformation can demand a real change of culture and strategy. It's not just the CX function that needs to become customer-centric — the entire organisation must embrace it.

64%

of companies with a customer-focused CEO are more profitable than their competitors

Harvard Business Review found that customers who have a great CX spend 140% more than others

To become customer-centric, organisations must:



Collect data across every touchpoint and channel



Analyse data and gain actionable insights



Segment customers by need and behaviour



Identify and resolve customer issues proactively



Collect and respond to customer feedback



Train employees to be customer-focused at every level

Building a customer-centric culture

While 90% of companies say they have made CX their focus, only about 9% actually operate in a customer-centric manner. Much of it comes down to culture. To adopt a customer-centric culture, every level and every function must be aligned:



Use Data

Collect insights from across the business and distribute them company-wide to facilitate customer understanding and drive culture change.



Foster customer empathy

Only 38% of US consumers believe the employees they interact with understand their needs. Train all staff - including back-office roles - to empathise with customer concerns.



Link rewards to customer outcomes

Incentive plans must link customer outcomes alongside individual performance. Creating a customer-centric culture requires rethinking how people are measured and rewarded.



Hire customer-focused people

Instil a customer-focused ethic into HR. Gauge candidates' customer orientation throughout recruitment, regardless of the role. Make it part of your organisational DNA from day one.

Defining a roadmap towards CX transformation

CX transformation isn't just about upgrading the technology, or improving processes - it's about changing company culture and aligning every department and employee with the goal of delivering value to the customer. This mindset shift ensures that all touchpoints, whether they involve customer service, sales or marketing, are focused on meeting customer needs and expectations.”

Karen Hickey,
Enterprise Account Director, DigitalWell

Roadmap steps:

01

Research Customer feedback is the key here. Use surveys, focus groups, social media and questionnaires to understand customer perceptions, expectations and behaviours. Derive insights to promote customer empathy initiatives throughout the organisation.

02

Map the customer journey Capture every touchpoint across the customer journey. Evaluate which channels customers use most. Look for bottlenecks and opportunities to make the process as frictionless as possible.

03

Identify objectives Audit current KPI performance, systems, processes and infrastructure. See where frictions lie, identify desired outcomes, and create an action plan to achieve those goals.

04

Source a provider with expertise It's not just about the technology - it's about expertise. Choose a partner that has worked on similar projects and will provide a full consultancy service aligned with your CX goals.

05

Build in goals and KPIs Apply SMART goals to measure success. Keep optimising and refining based on learnings, feedback and results. A partner that provides ongoing support helps you extract even more value over time.

The power of CX transformation

When customer-centricity, leadership and digital transformation come together, the results can be dramatic. These principles apply across every industry sector.

TRAVEL

Going further for the customer

In under 20 years, Airbnb revolutionised the travel industry by putting the customer at the heart of its digital transformation. Co-founder Brian Chesky regularly stays at rentals to experience the journey first-hand - while the tech stack powers search, recommendations, and personalisation at scale.

RETAIL

Buying customer loyalty

US retailer Best Buy addressed the employee experience to improve CX. By resolving tech usability pain points for staff, it cut POS time in half, reduced training costs, and gave employees more time for customer engagement - directly helping to compete with online retailers.

PUBLIC SECTOR

Putting citizens first

One North American organisation discovered that half of customers found navigating services frustrating. By reducing silos and consolidating services into a single digital experience, it dramatically improved citizen satisfaction without increasing costs.

FINANCIAL SERVICES

A sound investment in the future

A sound investment in the future CX transformation in financial services is complex due to legacy systems and regulatory requirements. By auditing and reshaping work processes across the entire customer journey, US bank Truist was able to foster loyalty and drive sustainable growth.

The building blocks for successful CX transformation

Getting the most from the latest CX technology isn't as simple as outsourcing the process to a solutions provider and letting them get on with it. A truly successful CX transformation begins with the willingness to change and a commitment to customer-centricity.

By auditing and reviewing infrastructure, processes and customer touchpoints - aligned with organisational goals - companies can identify where obstacles lie and pinpoint strategic goals to take their CX forward.

In many cases, this demands a significant culture change. Being customer-centric means placing the customer at the heart of the business, ensuring their needs and expectations drive decisionmaking.

Only when this is complete should the process to select a CX solutions provider begin. A good partner will take your roadmap and fine-tune your strategy further - advising on solutions that vastly improve the customer experience and deliver measurable ROI.

“Today, the customer expects more. Only by getting the right culture, strategy and advice in place will businesses achieve the right framework for success. As a result, the organisation will be transformed and go on to create meaningful, lasting relationships with customers - driving value in what has become a new era of customer experience.”

The 5 building blocks:

01

Full audit of infrastructure, processes and touch points

02

Willingness to change and commitment to customer-centricity

03

Organisation-wide culture shift, led from the top

04

A clear, staged roadmap aligned to business objectives

05

A trusted partner with end-to-end CX expertise

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