

# Provide Excellent Customer Experience With Technology Intelligence

Co-lead customer experience  
with effective IT strategies



# Introduction

In today's digital world, technology failures can drive customers away and ruin customer experience (CX).





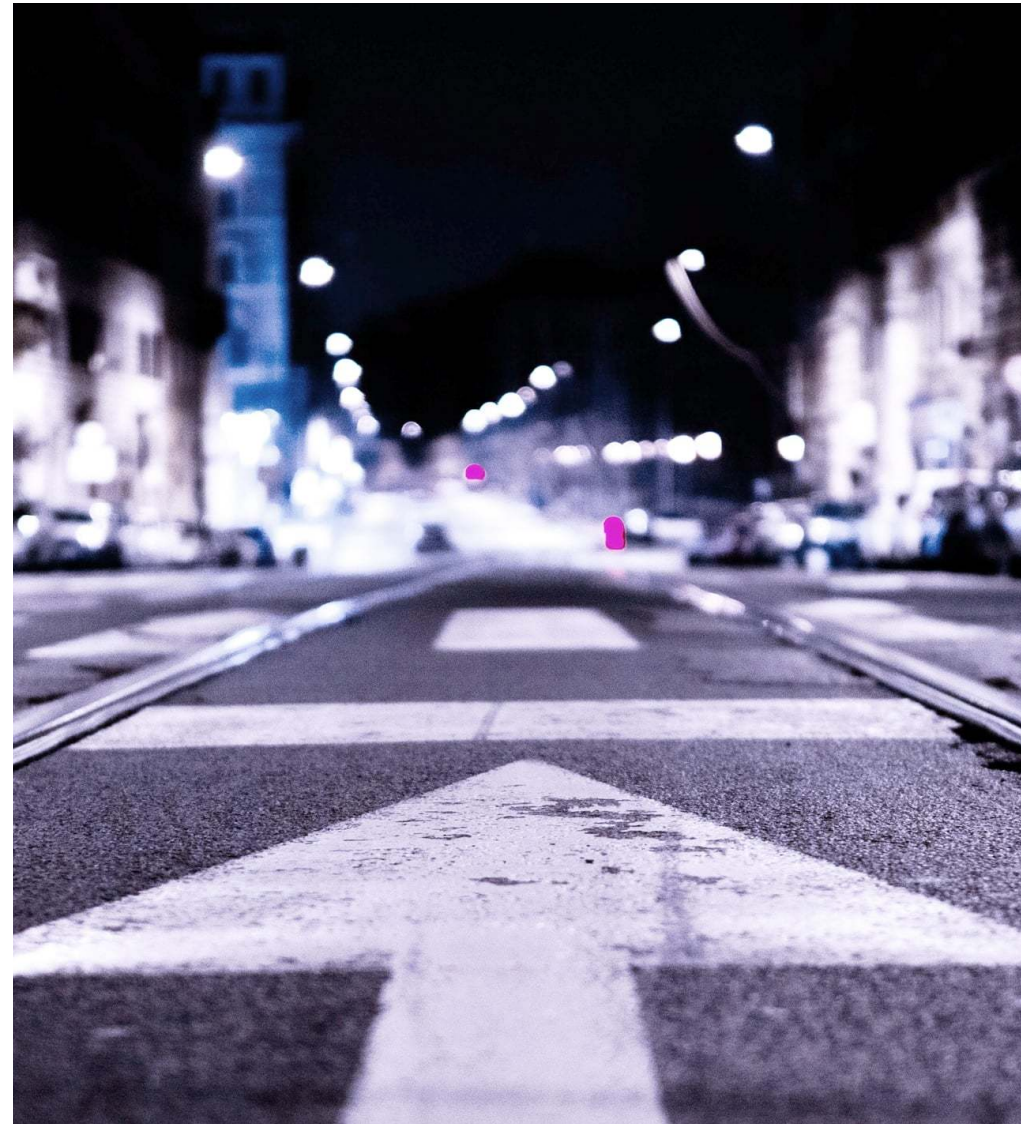
With the ever-increasing use of phones and tablets, organizations must act smart and make each customer interaction unique and sustainable.

**By 2022, 70% of customer interactions will involve emerging technologies such as machine learning applications, chatbots and mobile messaging.** In the 2019 Gartner Customer Experience Innovation Survey, respondents from organizations at beginner levels of CX maturity identified omnichannel customer engagement, artificial intelligence (AI) and real-time, event-driven application architecture as the top emerging technologies expected to impact CX.

**"Technology is becoming a critical component of customer experience initiatives. By 2020, more than two-thirds of customer experience projects will involve technology."**

Don Scheibenreif, Distinguished VP Analyst

CIOs have a dynamic role in today's tech-driven enterprises. Where they were once solely focused on technology infrastructure, the data-driven nature of today's business world is pushing the CIO to co-lead CX.



# What “customers of today” want and how CIOs can help





**As “new-age” customers get tech-savvy, the digital experience becomes the heart of customer engagement.**

**CIOs can create strategies around technology or build tools and technology systems that are designed to improve customer success.**

58% of the top-performing organizations scaled to customer-centric business capabilities by expanding IT's capability to handle external customer needs, and 59% used digital platforms to engage customers and cut costs on customer engagement.



### **Key customer experience initiatives of top-performing organizations**

- 1. Personalized Engagement**
- 2. Digitalized Conversations**
- 3. Data Security**
- 4. Instant Access to information**

# Areas of CIO focus to deliver flawless customer experience



# Technology innovation

Technology innovation is the need of the hour as customers today prefer a digitalized way of communication to access quick solutions to their problems and more information.

Additionally, when the customer base of an organization increases, it is important for the business to design its technology infrastructure in a manner that can handle more customer queries through a single platform, at a single point in time.

For instance, integrating AI with technology could be one of the innovative ways of managing and responding to customer queries. AI has the potential to understand customer psyche and accordingly respond to customer queries.

CIOs should constantly explore and add value to business technology that has the potential to increase customer value engagement and ensure an experience that leads to return purchases.



**"Among the many technology trends shaping 2019 and beyond, the adoption of AI when it comes to CX is one of the most exciting."**

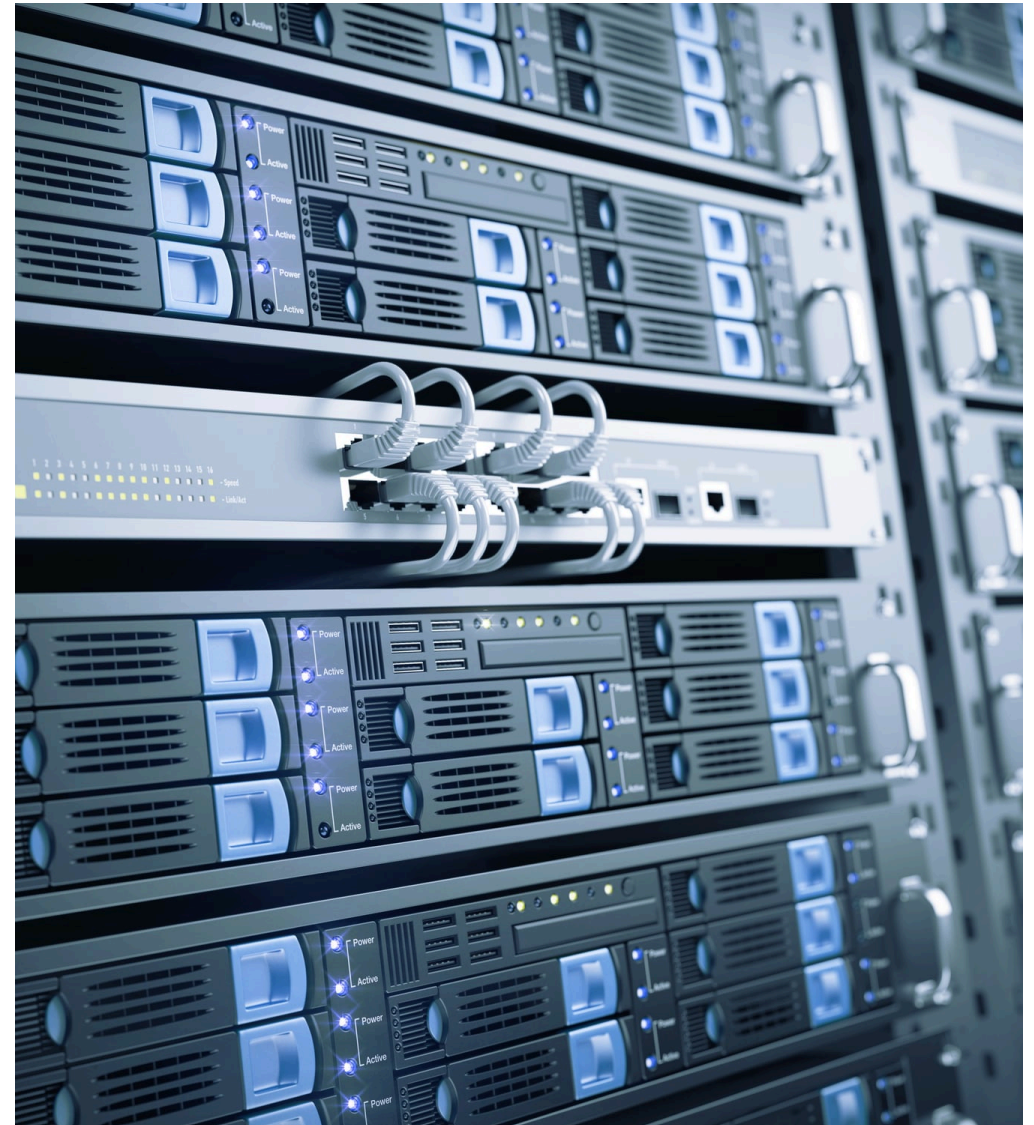
Jessica Ekholm, VP Analyst, Gartner



# Customer data security

Customer data is “gold” for an organization and should be treated with the utmost delicacy. Although businesses that use digital platforms to communicate with customers have innovative customer engagement capabilities, these platforms are most vulnerable when it comes to securing customer data.

CIOs should certainly rethink cybersecurity strategies to safeguard customer conversations and data. For example, shifting customer data to a trusted cloud server could be a strategy change.





# Intelligent budget allocation

One of the most important responsibilities of a CIO is to invest in the right kind of technology to streamline the customer experience. IT budgets are dependent on the key initiatives that drive CX and improve operational efficiency. CIOs play a major role in guiding IT investments, identifying leading technologies and looking beyond these for technologies that are not by default a considerable IT investment option.

For instance, investing in automation technology and chatbots can improve CX. These technologies can help in quickly responding to multiple customer queries and reducing operational efforts.



CIOs can help improve CX while bringing in innovative ideas of technology development that are customer-friendly. This can further help organizations meet customer expectations with precision and lead to positive business outcomes.