CYB INCYNC

Customer Experience:
Establishing New Perspectives

Customer service is an undeniable differentiator for organizations today. Maintaining consistency throughout the customer service experience is vital to establishing a quality standard, boosting satisfaction for the increasingly empowered customer. This edition explores the fundamental shift in the service industry and how leaders need to reorient their investments and strategies for the long haul.

Table of **Contents**

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Soon support organizations will look significantly different than what we see today. The domain will witness a fundamental shift in the function's purpose as leaders reorient their investments and strategies to predict and, more often, prevent service issues. As we move forward and people become more empowered through data and analytics, we will use it to increasingly automate processes and basic resolution tasks.

Universally, the service industry will be more contextualized, predictive, and value-focused, internally (within organizations) and for the customers. In such a scenario, I believe adopting a business process automation mindset, navigating process changes, and accelerating the dynamic tech-driven market for faster value creation will be key.

Cybage has subtly made this shift over the years with digitization, automation, and innovation in the way our partners deliver services. We help our customers get more out of the product, identify the problem before the customer knew there was one, and increase the use of automation where possible. Our services have, over the years, optimized cost and efficiencies by leveraging the latest, most relevant, and cost-effective strategies.

Our focus has unflinchingly been on customer satisfaction while sustaining real-time visibility and streamlining workflows. With this magazine, I hope the readers can understand the undercurrents of this domain and how the right technology, knowledge, & resources can drive operational excellence across organizations.

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The Psychology of Brand Loyalty

Happiness, comfort, and instant gratification have now become markers of a valuable customer experience. Customers always choose brands that deliver comfort and positive emotions.

Brand loyalty is fluid and evolves in tandem with the customers. It is also earned and, therefore, valuable. So, a consumer who buys any product repeatedly is not automatically loyal to its brand. Influential brands have a strong identity that customers can relate to. This identity is driven by a deep understanding of the customers & the market and an ability to build emotional connections.

Over the years, there have been many studies on the cost of acquiring a new customer. And the numbers have shown that customer acquisitions costs anywhere between 6 to 7 times more than customer retention.

When holding on to loyal customers costs far less than acquiring new ones, the resulting recurring revenue is predictable. And the more predictable a business's revenue, the more valuable it is. Brands that are interested in keeping their existing, loyal customers, need to also be interested in understanding what makes them stay.

Customer service has undeniably become the differentiator organizations need to keep an eye on. The ability to transform the entire customer journey and provide superior service is now a valued & unique asset for any type of business. By maintaining consistency throughout the customer service experience also helps establish a standard of quality that increases customer satisfaction.

A Deep Dive into the Impact of Customer Service

Let us put on our customer hats for a moment!

All of us have feelings and emotions, and customer support that caters to them plays an essential driver for our choices. If a business can make the customer happier and feel good about themselves and their choices. The simplest explanation is that humans desire delight and wish to avoid struggle.

The human brain remembers the consistent gratification that specific brands offer. As a result, it wants us to experience the same feeling more and more, and loyalty is built. Building this loyalty is, therefore, a system built by delivering positive experiences and emotional resonance. It is achieved by enabling people to move from a conscious decision to an automatic or unconscious one.

> **Products or services delivered without emotional resonance get left behind in the competitive market. Reports have claimed that more than 40% of consumers do not distinguish one digital experience from another. That is especially relevant for people who need to become more familiar with technological trends. The only experience customers want is a successful experience.**

Brands must be willing to go the extra mile for customer satisfaction. That's why teams from different departments must collaborate and ensure successful customer experiences.
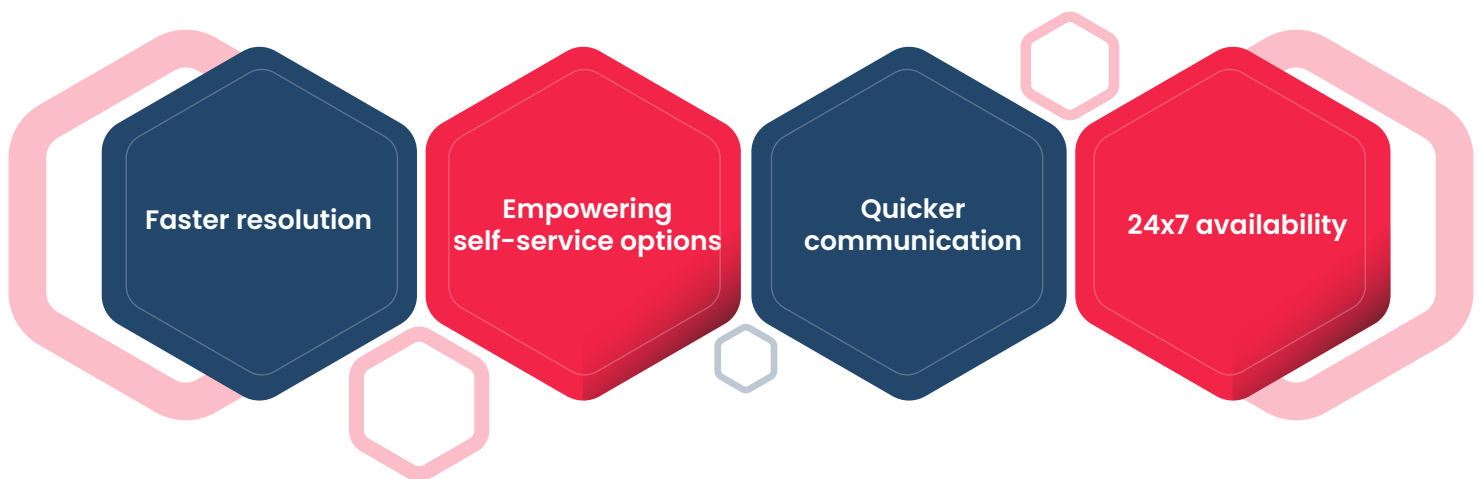
Embedding Customer Journeys with Wisdom

Customers want brands to know who they are. They want relevant recommendations and information that offer them a more enjoyable experience. Business insights, analytics and other tools enable businesses to integrate value at every step of the customer journey.

Predictively understanding their needs, analyzing customer behavior through tools & technology will help brands leverage these requirements. They can then improve customers' perceptions of their offerings. Many companies are already inviting their customers to participate in crafting their own experiences. Sophisticated, data-backed solutions are now helping them comb through customer statistics and see the customers at an individual level. In addition, the rise of big data has made it possible for businesses to more expediently and precisely act for customer retention.

Airlines, for example, allow them to choose their own seats and personalize the in-air experiences. But they can also go the extra mile by helping them find transportation and ensure providing a positive feeling to arriving passengers with the complete vacation package. There are many other ways to touch base with their customers to ensure that their journeys are a pleasure from end to perfect end. And brands should carefully consider and evaluate the relevance of every single one of them.

The ideal customer service interaction offers:

- Faster resolution
- Empowering self-service options
- Quicker communication
- 24x7 availability

When customers come to a business, their first impression matters. Actions a brand takes or does not take speak volumes to customers, and it is vital to recognize that. There is great value in knowing the different types of emotions customers might face daily. Although not all customers are the same, specific situations can cause similar reactions in most people. This makes it easier to segment responses and deliver value-addition across interactions.

Redesigning the many touchpoints that make up a customer journey is vital. But enhanced individual touchpoints and isolated wins can only take a brand so far.

It is also important to note that good customer service starts with how they treat employees. The company's positive reputation is valid with its employees.

Businesses need to evaluate the target groups they want to cater to and then focus on acquiring the right type of customers. An increased focus on upgrading current systems and exploring new technologies to keep up with the trends has become the need of the hour. The goal is to bring in and keep customers who will gain value from the brand and those who are valuable to business.

Taking a critical, comprehensive look at entire customer journeys can help manage perceptions more effectively. Embedding the entire journey for both customers and employees with learnings from behavioral psychology has the potential to improve customer satisfaction in the long run!

> RPA is the future of automation, allowing businesses to automate mundane tasks and free up resources to focus on more strategic initiatives. Additionally, automation systems can help ensure that processes are completed accurately and efficiently.
>
> Cybage implements personalized and tailored automation solutions for achieving operational excellence by eliminating errors and delays with optimum ROI.

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Cybage

Understanding the Automated Enabler of Operational Excellence

The focus on customer experience often comes in through the last touchpoint. Businesses train customer service and salespeople to be customer-centric. For this, they create the best online and mobile UI and invest in social engagement and listening.

Front-line employees or the last-touch customer-facing applications are the ambassadors for a brand. But when it comes to customer experience, operational systems buried a few layers under the enterprise architecture become a silent, significant catalyst for customer decisions. All these undertakings only reach their potential when the underlying operations are equipped to support the customer journey. And reliable provisioning of data to operating systems is crucial to driving this efficiency.

Every day, an increasing number of devices and platforms enable a user's journey. Businesses are, in response, looking for new ways for operations to improve their company's products, services, and bottom line. Supporting an omnichannel journey requires each channel to identify the customer and know the complete information across channels. Consolidating and optimizing this information can help businesses leverage the limited human resources and capital is essential. This further ensures that their operations can consistently perform with good results.

Manual, rule-based processes can be streamlined with the use of Robotic Process Automation (RPA). The resulting reduction in errors and faster response rate will drive up customer satisfaction and therefore, customer loyalty. Customer service teams offer assistance to customers with purchase decisions and keep them informed. Information about the delivery status and issue resolution optimizes the customer experience consistently.
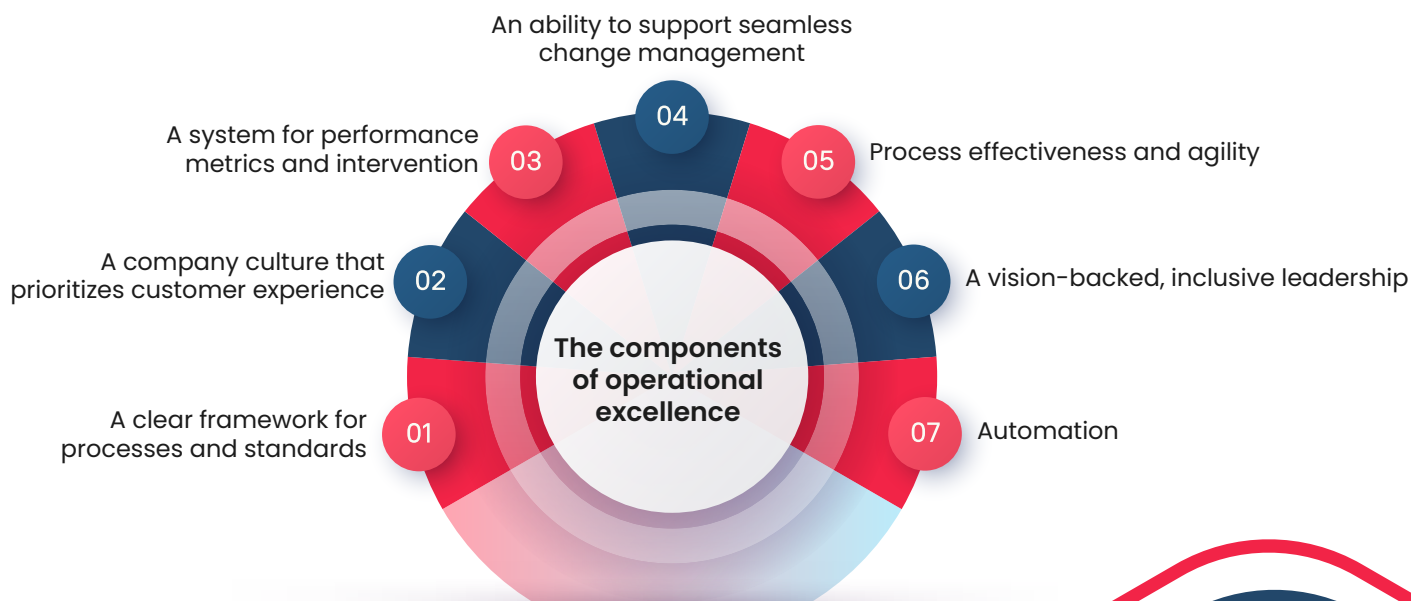
A good example of such optimization is when CRM systems leverage RPA to gather data. Details about the customers, their orders, and any relevant information the teams need to deliver complete answers to any questions. This will help them focus on the customer instead.

The Sum is Greater than the Parts

When channels are connected and share information, they make for a much more comprehensive picture of the user. So, in the case of operational excellence, sum of the individual parts is much greater than the total.

Operational excellence is a general mindset within a company to increase the efficiency and the "excellence" of a company's processes and outputs.

Driving operational excellence across enterprises for global and regional competitiveness requires bold thinking, rapid reactions & decisions, and fully-informed engaged teams.

An ability to support seamless change management

04

A system for performance metrics and intervention

03

05

Process effectiveness and agility

A company culture that prioritizes customer experience

02

06

A vision-backed, inclusive leadership

The components of operational excellence

A clear framework for processes and standards

01

07

Automation

Now let us discuss how businesses can leverage RPA in their quest to incorporate these fundamentals!

I. Measuring what matters to the customer

This enables the necessary questions about operational performance, ensuring value creation for customers. Decision-makers can drive operational performance and require cross-departmental collaboration.

II. Fostering an environment for teamwork

Top operational challenges today involve people and the need to break down organizational & departmental silos. Businesses that create a culture of collaboration and a shared vision can excel in their performance.

Company culture is a product of the standards set by management and the movements of all employees. Problems and issues always arise but are resolved with team effort, and all stakeholders are educated on the facts.

Automating While Looking at the Big Picture

Automation enables the business to leverage "robots" for processing transactions, capturing or validating data, optimizing efforts (productivity & accuracy.) RPA serves as a digital workforce. These tools empower businesses to communicate with customers or other systems in the same manner as the manual pathways stipulated by humans. They can mimic a human's efforts to perform business tasks but imbue them with incredible speed, accuracy, and consistency.

RPA allows businesses to simplify work and achieve more with less time and effort. It frees up the resources to allow more focus on meaningful and value-added work.

On average, the RPA robot can perform business activities twice as fast as a human at more than 60% lower cost.

A Real-Time Benefit

The technology works round-the-clock and consistently without requiring breaks or manual intervention. This significantly increases the throughput and reduces potential human errors.

RPA enables faster and more precise customer fulfillment with near real-time processing speed, consistent execution, and improved accuracy. It ultimately creates better customer experiences and induces higher customer loyalty, providing a competitive edge in the highly competitive market.

I. Illuminating and enhancing processes

Before automating processes, companies need more insight into their inner workings. Process mining tools can act as x-rays of process functions through event log data, offering better visibility of the interconnections. Once the processes are transparent, RPA technology can be leveraged to automate the ones that meet the automation criteria.

II. Streamlining change management

RPA increases the speed at which businesses handle organizational change. Bots can automate change management to:

| Facilitate change request submission from employees | Accelerate the evaluation of these requests | Improve change implementation |

RPA can quickly extract the data submitted on change request forms and understand its content & context faster. They can conduct a preliminary assessment and take action accordingly. The bots can also automate the scheduling of meetings and extract data on the performance of the updated processes.

III. Ensuring Efficiency and effectiveness

RPA increases the speed at which businesses handle organizational change. Bots can automate change management to:

Given that employees spend a significant chunk of their time doing repetitive computer tasks, RPA has the potential to:

Boost task execution speed, accuracy, and flexibility

Decrease operational costs by around 30%

Handle 20% of their working capacity

Automating the right processes using RPA bots gives employees more time to focus on value-driven activities. They can then focus on improving customer service, financial reports analysis, and providing targeted sales pitches.

Automating to Stay Proactive & Responsive

Everyday customer requests, which would otherwise have to be handled by reps, can be automated to provide a more seamless and superior customer experience. RPA-enabled customer service chatbots can automate responses to FAQs or requests for product and shipping information. In addition, integrating RPA and NLP can allow bots to read through customer complaints and prioritize & sort them for better accessibility.

80% of customers are more likely to purchase when a brand offers personalized recommendations. And RPA tools can do just that!

RPA can also extract data from a customer's purchase history, customer journey, and browser cookies to create profiles, allowing personalization automatically.

The ideal customer journey begins with employees.
Weaving in operational excellence throughout the organizational fabric positively affects customer experience, employee satisfaction, and the business's bottom line. RPA ensures the people within an organization are talking about processes and tools the way consumers should be talking about products and services.

How operational excellence was delivered by reducing processing time by over 80%. Making the case for RPA!

The Scenario

A media agency that operates in highly competitive markets, with operations and employees scattered across the globe, needed real-time visibility of its diverse and distributed media assets. Decision-makers therefore wanted to streamline its workflows to face bottlenecks and other issues created by the pandemic.

The time-consuming manual processes for invoice tagging, budget rollups, and billing information uploads obstructed the maintenance of existing bots. They were also having trouble extracting & printing vendor invoices and facing mounting costs all around. All of these challenges led to them to Cybage, looking for a little scaling magic.
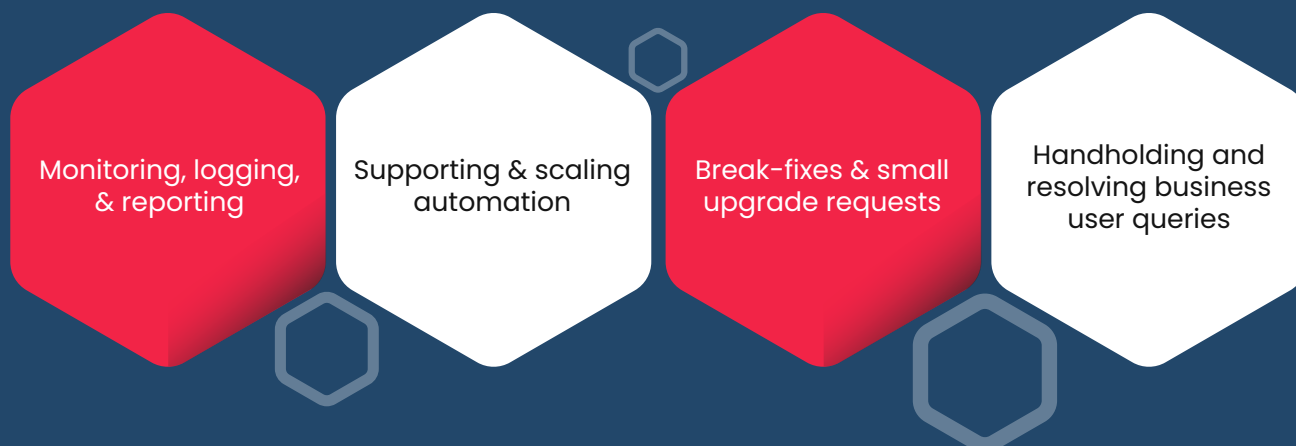

The Approach

Cybage leveraged RPA bots to automate multiple processes and manage complex workflows across the organization. The bots simplified **access** for numerous employees, the **tagging of invoices**, the filtering of **billing emails and** even highlighting certain scenarios that cannot be tagged.

The project also included automated creation of a **Budget Tracker** document, collecting and combining **Rollups** and **Flowcharts data** from numerous buying systems. Cybage also provided additional support for the teams responsible to strengthen the day-to-day operational effectiveness of the **Automation Operations Center.**

SLA-based support enabled with a ticketing system and enhanced with **proactive measurements and actions** is enabling the business users to work more efficiently yet with **reduced human errors**. We were able to achieve this by implementing time-tested best practices for process automation.

Automation Operations Center: Built to support bots in production

Monitoring, logging, & reporting

Supporting & scaling automation

Break-fixes & small upgrade requests

Handholding and resolving business user queries

By offering reliable support, Cybage made it much easier for business users to focus on the brand details. This enabled the users to operate confidently with the certainty that the mundane tasks were well taken care of. **Real-time notifications** and **data synchronization** through APIs and connectors were what further reinforced this belief.

The Automation Impact

Now, we get to the numbers. Here is an overview of the ROI Cybage delivered, reducing **80%** processing time per task, along with the following:

80-person hours processing time reduced to **10 per month** (processing over 1000 emails in 10 hours)

Reduced dependency on third-party services by **90%** (using in-house solutions)

Minimized payable by implementing AI/ML-based data extraction from Invoices

Optimized budget rollup processing time from **1 month to 6 hours**.

PDF stamping reduced from **10-person hours** to **30 minutes** every fortnight

Eliminated human-bound errors