

Personalising the customer experience

Keynote speaker, customer experience futurist and author Blake Morgan predicts how machine learning, analytics, and CEO-led initiatives will transform the customer experience

BY REBECCA GIBSON

Why should enterprises personalise the customer experience?

The attitude of today's customers is: "If you don't know me, then I don't want to know you." They demand hyper-personalisation, so companies must create experiences that are not channel-centric. Businesses must use technology to know who the customer is, where they are and what they need, even before the customer knows themselves.

What are the top three business benefits?

First, personalisation reduces the amount of effort customers have to put in, so using it to make their lives easier enables organisations to provide a supreme experience. Second, when an enterprise's software knows the customer, its systems will automatically answer questions, reducing the burden on the call centre so employees can then spend more time on high-touch customer experiences. Finally, when brands know what individuals need

or like, they can provide more relevant product and service recommendations to individuals.

What technologies are most effective for personalising the customer experience?

Companies can earn customers' trust and loyalty by listening and being relevant at their point of need, and machine learning and automated analytics can be very valuable for doing this. Each new customer action feeds back into the analytics engine so the technology can decide how best to serve the customer, fuelling a continuous loop that adapts in real time to add value at every touch point. Machine learning makes organisations better listeners at a greater scale than ever before, taking care of trivial customer needs so companies can provide value in other ways. For example, if a customer's online browsing habits indicate that she prefers a particular mobile phone brand, she'll immediately start seeing an offer for her preferred device the next time she goes on Facebook.

Is technology alone the answer, or should companies change their culture too?

Company culture plays a major role in shaping the customer experience and it starts with the CEO. If the CEO only talks about sales, the employees will also focus on sales, which will negatively affect the customer experience. However, if the CEO sets a customer-focused tone, everyone else will reflect that. Many CEOs of leading disruptive companies take a lot of risks and invest in both their culture and customer experience. Customer experience investments require a long-term view and successful leaders are focused on providing longstanding value and continually evolving to meet customers' changing needs. ■



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