

8 trends to be at the forefront of Customer Experience

What is Customer Experience?

Customer Experience (CX) is the image/feeling a customer gets throughout their relationship with a company. In other words, it is how customers view a brand based on their exposure to it.

Why is it crucial to invest in an excellent Customer Experience?

74%

Of consumers are at least somewhat likely to buy based on their experience with the brand alone. (Forbes)

66%

Of customers expect companies to understand their needs. (HubSpot)

65%

Of consumers consider that a positive experience with a brand has more influence than great advertising. (PwC)

91%

Of consumers say they are more likely to shop with brands that provide offers and recommendations that are relevant to them. (Accenture)

72%

Of consumers share their satisfaction when they have a good experience. (Salesforce)

73%

Of consumers say that a good experience is fundamental for brand loyalty. (PwC)

Eight trends to follow to improve Customer Experience

Customized Interactions
Every person is a person. Personalize your interactions throughout the customer journey according to each person's profile and what you know about them.

Omnicanality
Be present in any situation (physical or digital). Make it easy to contact your company, whether by phone, email, or chat and provide the same level of experience in all of them.

Data Collection
Take advantage of the information you collect to learn more about your customers and their challenges.

Consistency and Convenience
Provide easily accessible services, such as chatbots, that way customers can ask questions and resolve issues quickly and efficiently 24*7.

Transparency and Data Privacy
Protect your customers' data and be transparent when it comes to handling their information.

Artificial Intelligence and Machine Learning
Show that you are ahead of the digital age by taking advantage of the power of AI and ML to deliver a fantastic experience that generates loyalty and recommendations.

Process Automation
Enhance the experience of your Customer Support team with an easy-to-use platform and no technical skills required.

Self-service
Provide the customer with everything they need to answer their questions autonomously and immediately - without needing to contact the company.

Visor.ai Customer Service Automation

Ensure an excellent Customer Experience with the Visor.ai platform. From an intuitive back office, create, manage, and continuously improve chatbots with Artificial Intelligence that respond immediately and assertively to customer requests. And let your team focus on the most complex issues and tasks with higher added value.

Request a demo and step into the future of smart interactions.

Visit
www.visor.ai