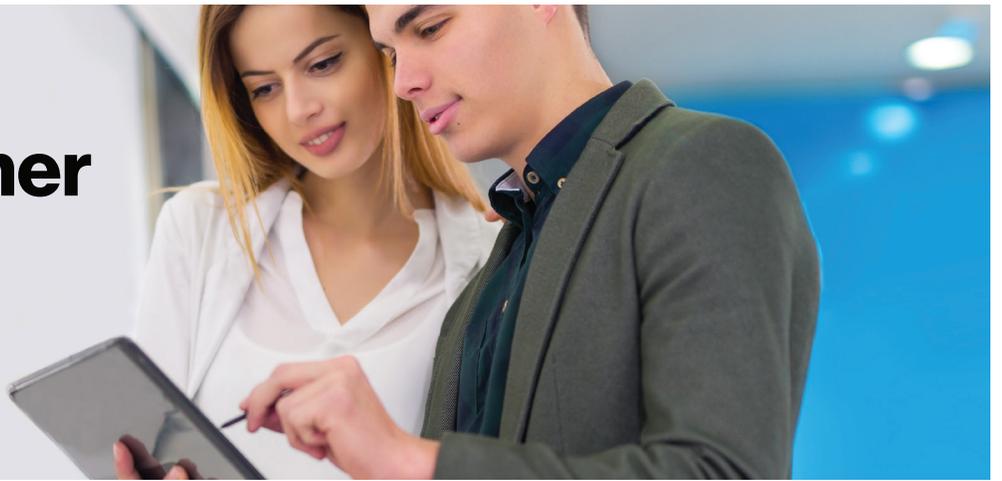# Transform your customer experience.

Understand customer experience challenges

Across industries, the customer experience (CX) has become a key brand differentiator — often above product and price. Customers want to engage with you on their terms even as they jump between channels like mobile apps, websites, video, chat, SMS and in stores.

Achieving this level of customer service is a challenge for many organisations. Complex legacy infrastructure and technology debt can be problematic. A business might not have the right internal resources and skillsets to use new technologies effectively. There may be staffing issues — especially in contact centres, where the best CX talent is difficult to attract and retain.

Verizon understands these CX challenges because we've faced them ourselves. We operate over 2,300 retail stores and contact centres worldwide — and can use our global expertise to support you in transforming your business. It all starts with a CX Business Impact Assessment (BIA).

Get closer to your customers

During a BIA, Verizon CX consultants will perform a robust evaluation of your business and environment to identify areas for improvement. We'll benchmark your CX by comparing it to industry peers. Then, we'll help you create a practical and actionable plan to meet your CX objectives. These may include:

• Channels for your customers to engage with you 24/7 from any device

• Chatbots and robust self-service options for customers who prefer it

• Artificial intelligence (AI) to analyse data and deliver personalised CX

• Advanced analytics for a 360-degree view of customers

Once we've identified the best solutions for your distinct needs, we'll help you create a CX roadmap with progressive deployment. This will help you prioritise technologies that have the biggest impact while avoiding disruption to daily operations. Whether you fund investments through capital or operating expenditures, we'll design a roadmap that delivers clear financial and customer benefits.

> "EX [employee experience] is as important as CX — from how employees find a parking space or meeting room, to call centre operations and having the right data and tools. Employees should have the same digital experience that you're offering customers."
> — Sanjeev Jain, Chief Information Officer, Verizon Business Group

Improve the employee experience

Additionally, Verizon CX consultants will assess the tools used by your customer-facing employees to empower your staff to deliver the best CX possible. We'll identify which new technologies can help you drive better performance and employee satisfaction. Areas for improvement may include:

• Tools that enable employees to work more effectively

• Automation of mundane tasks to reduce repetition

• Fair and effective quality reporting and management

• Automatic call routing and transaction / customer history appearing in real-time

• Call recording, speech analytics and vocal coaching

• New technology and ways of working — AI, chatbots or gamification apps that incentivise good performance

We'll recommend system changes to help improve your EX and CX daily. This can increase your workforce efficiency and employee satisfaction, which may help you keep the best skills in your organisation while attracting new talent. Happier, more empowered employees lead to better CX at every touchpoint.

verizon✓

Strengthen security around customer data

Customers are willing to share their data to get a better experience, but only if they trust your brand. This means you need to be transparent about how you're using their data and adhere to security requirements.

Data segregation and management should be built into your systems. Employees need processes that are easy to follow. You must be ready to access, remove or adjust customers' details when they request it.

Verizon can offer guidance on all of the above — and can help you address data security requirements.

Simplify your infrastructure

To deploy these solutions, you'll need the right underlying infrastructure. We'll help you understand how to transition legacy systems to the new world, by simplifying and streamlining your infrastructure. Simplifying infrastructure can help you control costs and help you deploy new CX solutions faster.

Verizon has an ecosystem with a wide range of suppliers and vendors so you can draw on the best advice to understand your options — and map out a clear set of CX possibilities for your business.

Plus, we're network and security experts, so we can help you manage growing volumes of customer data while helping you protect your organisation from constantly evolving cyber threats.

Ready to discuss your CX goals and the technology needed to help you reach them?

Contact us for a CX Business Impact Assessment.

verizon✓