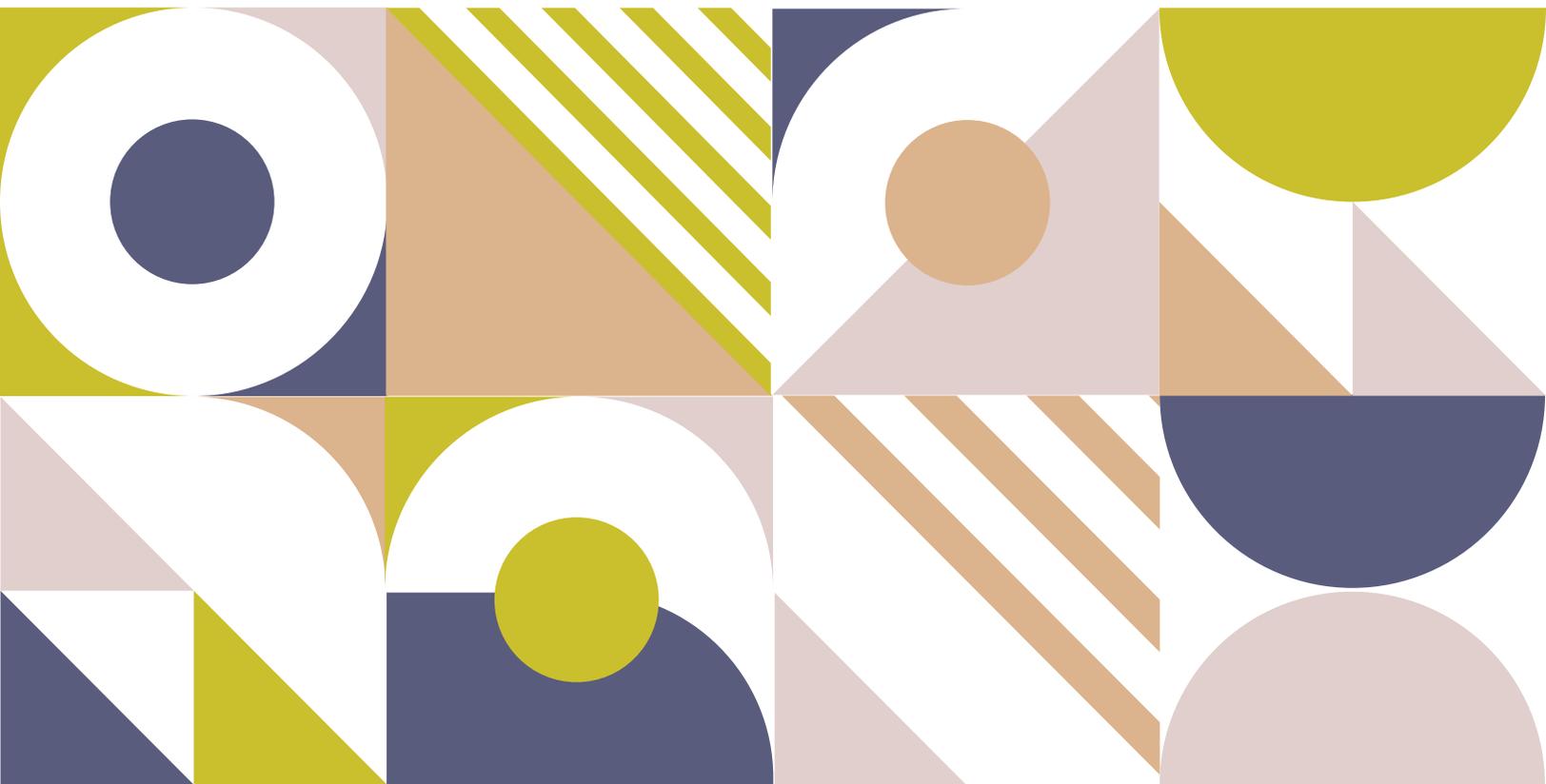


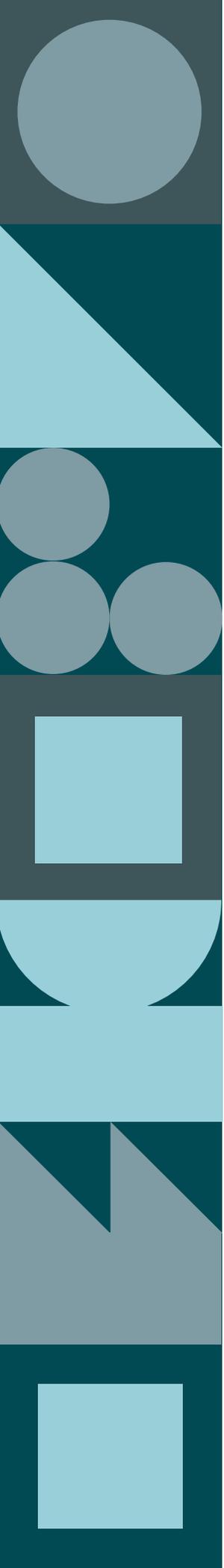
# Customer Experience & ROI



**80% of  
customers say  
that experience  
is just as  
important as  
a product or  
service.**

Nuvi  
CX and ROI Guide 2020

[nuvi.com](https://nuvi.com)



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**01**

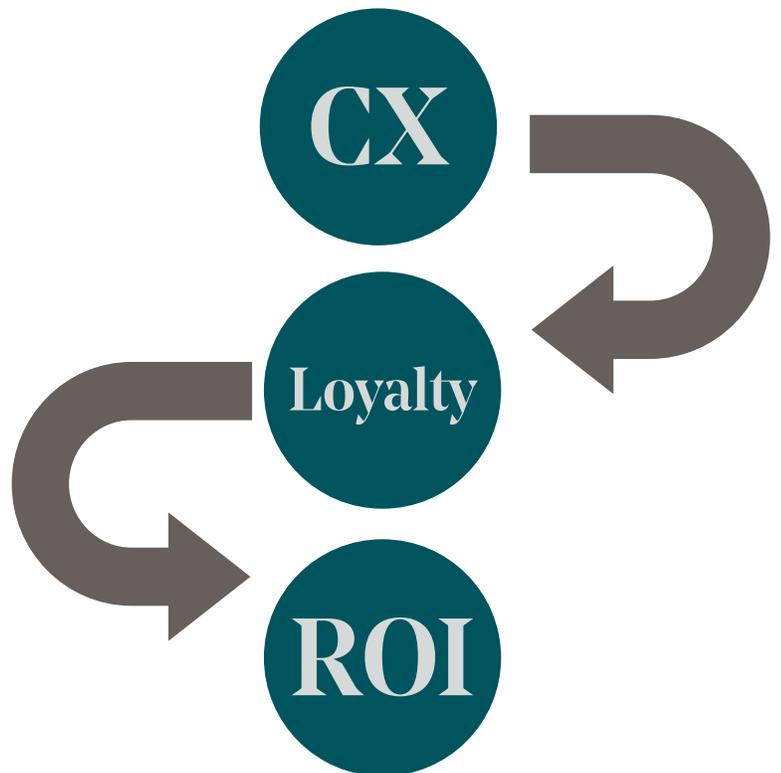
**What is  
Customer  
Experience?**

# 01/

What Is Customer Experience and Why Is It Important?

## What Is Customer Experience and Why Is It Important?

Customer experience is your customer's perception of your company based on their interactions with your brand across every stage of the customer journey. A company that provides positive experiences will generate loyalty, which in turn motivates customers to make frequent purchases, share their pleasant experiences with friends, and forgive a company when it makes mistakes. As customer loyalty strengthens, company to customer relationships result in an increased profitability for your company.



**02**

**Customer  
Experience  
Drives  
Revenue**

# Customer Experience Drives Revenue

There is an intuitive understanding that when clients have good experiences they generate more money for companies. But what is the real impact of customer experience on the bottom line? What is customer experience worth in dollars and cents?

**Positive experiences can grow the bottom line in these three areas:**

- 1) Customer churn reduction**
- 2) Customer growth**
- 3) Customer service cost reduction**



**ANNUAL REVENUE**

# 2.1 /

Customer Experience Drives Revenue

## Customer Churn Reduction

For many companies, customers become more profitable as time goes by. Retaining customers long enough so they can mature into their most profitable stage is essential for growth. When companies create positive experiences in the onboarding processes and throughout the customer journey, they are more likely to retain that customer for longer periods of time. Subscription-based businesses that have high customer experience scores report a 5X Customer Lifetime Value (CLV) Increase, from 1 year to 6 years on average. On top of the benefits of retaining existing business, current customers are much more likely to buy additional products or services. The probability of converting an existing client ranges between 60-70%, while only 5-20% for new prospects .

Customers that have had a very good customer experience are also 4X more likely to forgive a company after it's made a mistake. Customer forgiveness alone can translate into a 4.2% revenue increase in a three year period.



# Customer Service Cost Reduction & Revenue Growth

Customer Service is an essential part of customer experience and a great tool to grow CLV. Part of providing excellent customer service is to be available where and when customers need you.

While there is a clear benefit in keeping multiple communication channels open, studies show that more than half of all customers prefer to chat with someone in real-time and online, rather than call a company for support. Investing in customer service support with live-chat and two-way text can provide multiple benefits. Among them are cost reduction, revenue growth and customer satisfaction rate improvement.



# 2.3

Customer Experience Drives Revenue

## Benefits of Investing in Customer Service Support



### Cost Reduction

Live Chat and two-way text require fewer agents than voice-based service to handle the same volume of contacts because agents can manage multiple concurrent sessions by switching between customers. On average, 2.5 to 3 sessions can be maintained at a time while still keeping a high level of quality service. By increasing the number of sessions per agent, headcount can be reduced resulting in a 50% reduction in customer service costs. On top of headcount reduction, webchat and two-way text allows an easy transition to automated self-help options that decrease session times, making agents even more efficient.



### Revenue Growth

A Forrester study noted that there was a 10% increase in customers' average order value from those who engaged in a chat before making a purchase, compared to those that did not use chat.



### Customer Satisfaction Rate Improvement

According to customers, live chat is the most efficient way to resolve issues, even when compared to other digital channels. The customer satisfaction rating for live chat experiences is 73% compared to 61% for email users, 53% of App interactions and a worrying 44% of phone users.

**03**

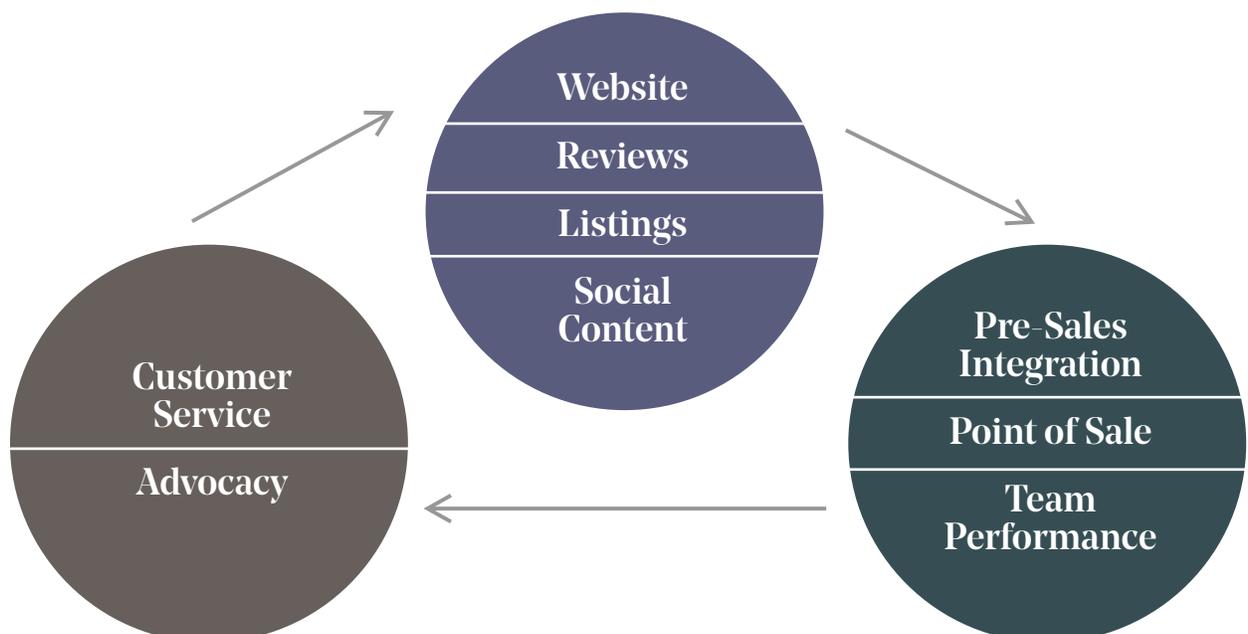
**The Customer  
Experience  
Journey**

# The Customer Experience Journey

The customer experience journey is shaped by the many different interactions your customers will experience with your brand. Using specific customer touchpoints, you can guide your customers through their experience journey from start to finish. A touchpoint is any interaction that can positively or negatively impact the way that customers feel about a service, product, or brand.

To be successful, brands need to provide positive experiences in each selected touchpoint of the customer journey. For example, providing an informative, visually pleasing, and easy to navigate website will assist your customers in making the decision to contact or interact with your company, thus moving them along the customer experience journey.

## Customer Touchpoints



# Before Contacting Brand

People interact with your brand long before you are aware of it. To provide incredible experiences, you must understand when and how people are interacting with your brand. See how your brand can excel and provide incredible experiences in each touchpoint.

**Website**

**Reviews**

**Listings**

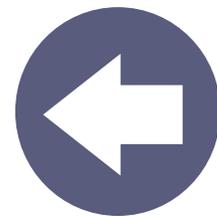
**Social Content**

## Website

A visit to your website is a make or break moment in the customer journey. A strong website will respond to customer expectations, answer their questions and visually highlight a company's identity all while meeting functionality expectations. Your website needs to be relevant and useful. This will generate traffic to it by ranking higher in Google and other SEO based systems and will also keep users engaged enough to move to the next stage of the Customer Experience Journey.

## Solution

Social listening reveals the most meaningful keywords, topics, and influencers for your brand and industry. Social listening is real-time data collection and market research. Use insights to optimize your brand's website by defining content strategy and SEO tactics. Use Social Listening to identify users expectations, create relevant content, identify where backlinks are being built, in what context, and evaluate the quality of the source.

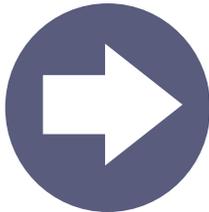


# 3.1 /

Before contacting Brand

## Reviews

Word of mouth is one of the most effective marketing methods. 91% of 18-34 year old consumers trust online reviews just as much as a personal recommendation. Reviews and social media are the new word of mouth and if used well, can result in a 17% increase in sales. You can turn loyal customers into online advocates by inviting them to write reviews - all you have to do is ask! 68% of consumers will leave a review if asked.



## Solution

Nuvi Reviews prompts customers to write reviews on Yelp, Google, Facebook, and other top review sites so your brand can gain authentic feedback from customers, reach new potential customers, and create a positive touchpoint.

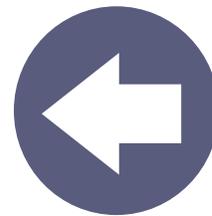
## Listings

Online directories that contain a business's name, address, phone number, and other details are useful tools to grow your online reputation, increase discoverability, and improve your website's SEO ranking. On top of producing backlinks to your site, directories supply new listings to Google. As much as listings can help your business, they can hurt it too. Google expects all information regarding a business to be updated and consistent across all sources. Managing dozens of directories can be hard. Businesses need to have a centralized dashboard to manage all directories in one place.



## Solution

Nuvi Listings ensures SEO and ranking improvement by making sure that your information is consistent in Google and 70+ other online directories. Use a one stop dashboard to manage content and listings. Intercept incorrect data that could hurt your business, suppress duplicate listings, and lock your information to prevent unauthorized changes.

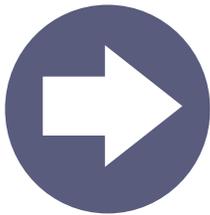


# 3.1 /

Before Contacting Brand

## Social Content

The content on your social pages can be the first interaction a potential customer has with your business. However, brand related content is no longer the monopoly of the brand. Everyone with internet access can talk about your brand. Companies need to provide a consistent message across all social platforms that matches all other touchpoints customers may have with your brand. Your content strategy should include a way to listen and analyze what is being said about your brand online. From there, you can improve your social and website content, and email campaigns.



## Solution

Nuvi Listen and Analyze allows you to measure content impact across multiple social media campaigns and analyze data to make real-time strategy adjustments. Sentiment analysis will give you an accurate understanding of your audience's reactions to content. Nuvi's unified dashboard for content creation, scheduling and posting with permissions-based system for workflow management allows you to review and approve content across locations and analyze content success.

# 3.2

During Direct Integration

## During Direct Interaction

“Do you know why experience is so important? Because customers no longer care about being marketed to. They can find out everything they need to know about a product on their own... The companies that deploy customer experience programs, feedback loops, empower the voice of the customer and loyalty programs will be the survivors past 2020.” - Dom Nicastro, CMSWire

**Pre-Sales  
Integration**

**Point of Sale**

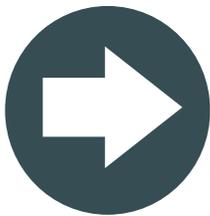
**Team  
Performance**

# 3.2 /

During Direct Interaction

## Pre-Sales Integration

Customers have moved from independent information gathering to contacting the brand for more information. Successful pre-sales experiences set appropriate expectations, and help prepare the customer for working with a company. Companies with good customer experiences in mind will consider how customers prefer to contact the brand and not the other way around. Providing customers with a variety of communication options demonstrates a brand's dedication to convenience and efficiency.



## Solution

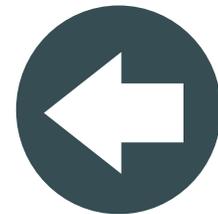
An ever growing number of customers want immediate responses without having to visit a store or even call. Nuvi's Text and Webchat services provide valuable 2-way communication options. They give you the ability to connect with customers, answer their questions, and provide quick information such as news, special offers, rewards and incentives, how and when customers want it.

## Point of Sale

One of the most important parts of the customer experience is the moment when a transaction is completed. The point of sale is a moment of guaranteed interaction. Speed, knowledge, and ease should be some of your biggest priorities in the point of sale. It is fundamental to deliver a positive experience by having a human touch, even if the interaction is completely done online. Make technology feel more human and give your employees the tools they need to create memorable customer experiences.

## Solution

Keep an eye on the experience your employees are delivering by evaluating interactions with Nuvi Surveys. Send out post transaction surveys to know what happens in one of the most important touchpoints of the customer experience journey. With this information your brand can make adjustments to streamline the point of sale and transaction process and perform customer recovery where needed. Use Nuvi Social Listening to track unsolicited interaction feedback to identify areas you can improve.

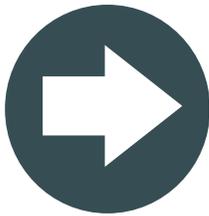


# 3.2 /

During Direct Interaction

## Team Performance

In the omni-channel age, consumers sometimes find that brands that deliver flawless automated processes fall short of these standards when they actually interact with employees. Consider that bad employee attitudes, unfriendly service, and unknowledgeable employees are some of the top reasons people take their business somewhere else.



## Solution

Having your team provide a great customer experience is a continuous effort that depends on an ongoing analysis, refinement, training, and improvement. There are three Nuvi solutions that combined, give you the tools to improve team performance. First, 2-way communication channels Nuvi Text and Webchat. Second, Nuvi Surveys to gather customer feedback that will help you identify training opportunities. And third, Review Management services to identify key trends in customers' kudos and complaints. Using this information, your company can drive future decisions in employee and team training to better provide a true customer-oriented experience.

# After Purchase

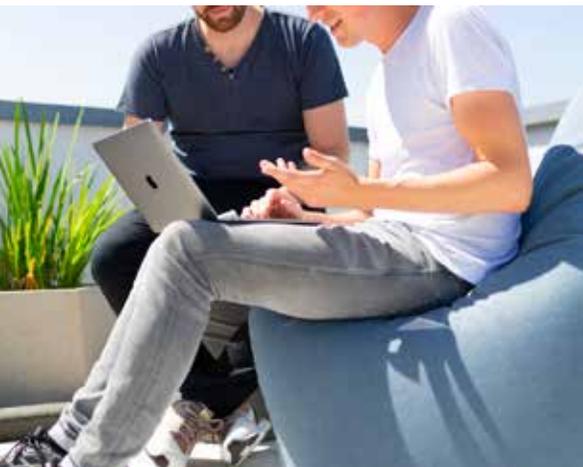
Your relationship with customers does not end when a transaction is made or a contract signed. Customers are more profitable as time goes by and are more likely to buy additional products or services. One of the biggest retention tools you have is providing a positive customer experience. Identifying the customer experience journey touchpoints of this phase will help you develop client loyalty and increase ROI. By building strong customer relationships based on loyalty, you will turn your customers into brand advocates.

**Customer  
Service**

**Advocacy**

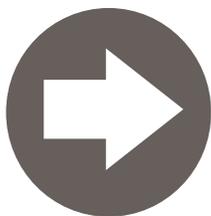
# 3.3

After Purchase



## Customer Service

Customer Service is the assistance and advice provided by a company to those who buy or use its products or services. Customer service and support is a core element of a good customer experience. Having great customer service means helping customers in such an efficient manner that it exceeds their expectations. Service must be quick and available where the customer needs it, and when the customer needs it. Customers live in the “Now Economy” - they are eager to use real-time communication tools that allow them to receive quick and educated answers.



## Solution

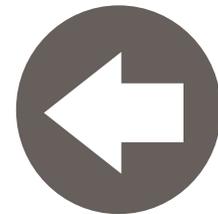
Nuvi's Text and Webchat services provide valuable 2-way communication option. Connect with customers, answer their questions, and provide quick information such as news, special offers, rewards and incentives from one dashboard.

## Advocacy

An advocate is a customer who talks favorably about your brand and shares positive word-of-mouth messages to other people. Word of mouth has always been the most effective way to influence buyers. Authentic customer validation provides evidence that a brand does what it says it will do. Happy customers want to share their positive experiences with others, they just need to be asked.

## Solution

Nuvi Reviews prompts customers to write reviews on top review sites such as Yelp, Google, and Facebook so your brand can reach new potential customers with other customers' experiences. Using Nuvi Listen and Nuvi Engage solutions will help you find the customers creating relevant content and help you engage with them, thus you're building a relationship and creating new brand advocates.





“People will forget what you said, people will forget what you did, but people will never forget how you made them feel.”

MAYA ANGELOU

Thank you for downloading Nuvi's Customer Experience guide. We hope you enjoyed it! If you want to learn more about Nuvi's solutions and how we can help you improve your customer experience journey, call our solution experts at **1-801-753-0926** or email us at: **[cxolutions@nuvi.com](mailto:cxolutions@nuvi.com)**