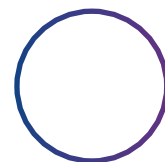


ICREON

PLAYBOOK

RAISE YOUR GAME WITH TOTAL EXPERIENCE

AN ULTIMATE GUIDE ON HOW TO IMPLEMENT
TX IN YOUR ORGANIZATION



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Understanding the Concept of Total Experience (TX)

Total experience refers to the sum of all the interactions and touchpoints that a customer or user has with a business or organization from pre-purchase research and product usage to post-purchase engagement and customer service. It includes the emotional and psychological responses that customers have towards the brand.

Total experience is a holistic and customer-centric approach to managing the customer journey, considering all aspects that contribute to the customer's perception and emotions towards the brand.

Gartner suggests that

60% of large enterprises will utilize Total Experience (TX) to revolutionize their business models and achieve "world-class" outcomes.

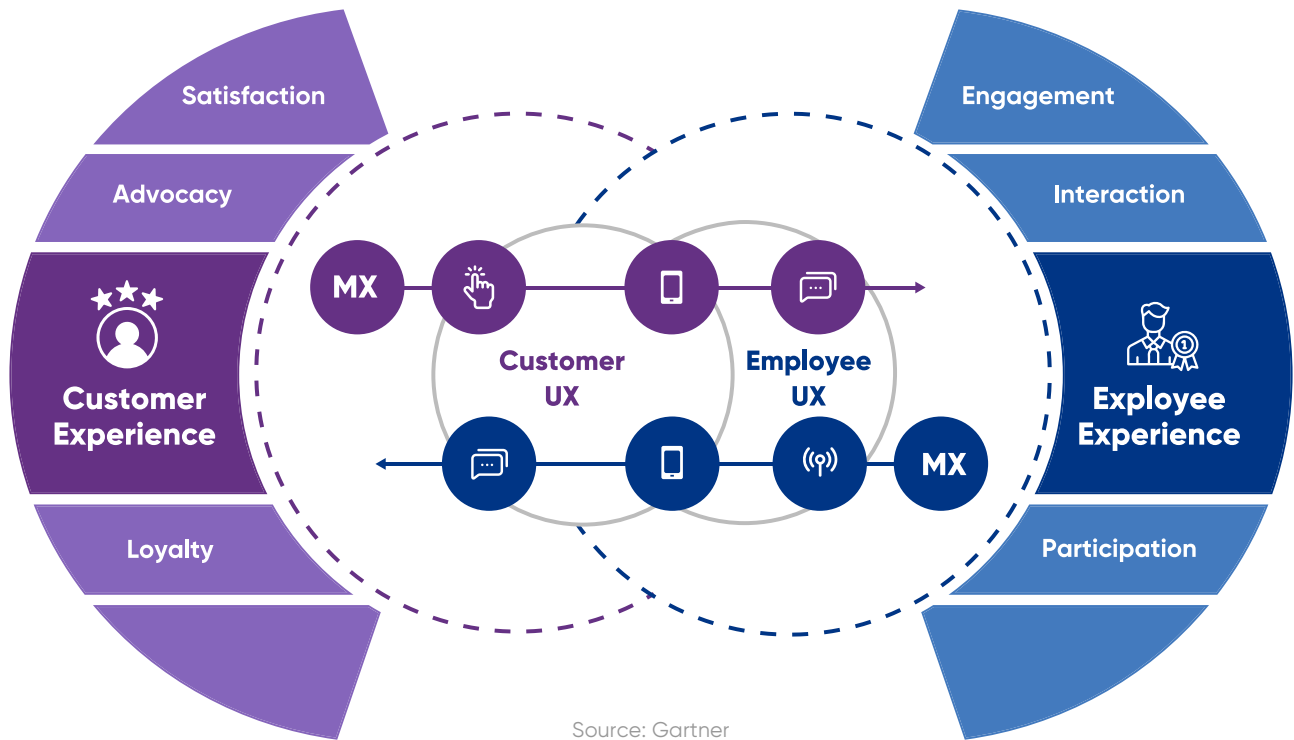
Total Experience (TX) is essential because all touchpoints within a customer's journey are interconnected. A delay in an employee's ability to retrieve pertinent customer data can result in a negative experience for the customer. Similarly, if a customer finds it difficult to navigate a website or app to obtain product or service information, it can lead to frustration and ultimately customer churn.

According to Gartner, Total Experience (TX) is a comprehensive business strategy that brings together the disciplines of customer experience (CX), employee experience (EX), user experience (UX), and multiexperience (MX). The main objective of TX is to enhance customer and employee confidence, satisfaction, loyalty, and advocacy.



ELEMENTS OF TOTAL EXPERIENCE

Total Experience is rapidly becoming a new currency for brands across the globe. Understanding and managing the total experience is crucial for building customer loyalty and driving revenue. So, let's understand the relevant elements of TX below:



CUSTOMER EXPERIENCE (CX)

The foremost critical element of total experience is customer experience. The customer experience refers to the different touchpoints and interactions that a customer has with a business across various channels and platforms.

Enhancing the customer experience has the potential to increase customer satisfaction ratings by 15 to 20 points, lower customer service expenses by 15 to 20%, and elevate employee engagement levels by 20%.

McKinsey

With the proliferation of digital technologies and the rise of omnichannel commerce, customers now have more opportunities than ever to engage with businesses in a variety of ways. Some common experiences that account for a total CX are online experiences, in-store experiences, customer service experiences, marketing experiences, and community experiences.



EMPLOYEE EXPERIENCE (EX)

Employee experience is an essential element of total experience, as it impacts the quality of the customer experience and the overall success of a business. This element is inter-related to the customer experience. Employees who are engaged, motivated, and empowered to deliver exceptional customer experiences are critical to creating a seamless and satisfying total experience for customers.

50% of users expect knowledgeable and helpful sales associates.

McKinsey

To enhance employee experience as part of total experience, businesses must invest in strategies and technologies that enable employees to perform their roles effectively, efficiently, and with a sense of purpose. This includes providing comprehensive training and development programs, creating a positive and supportive work environment, and offering competitive compensation and benefits packages.

USER EXPERIENCE (UX)

User Experience or UX is another key element of TX, as it encompasses all interactions and touchpoints that a customer has with a business, both online and offline. UX focuses on creating intuitive, user-friendly, and engaging interfaces, products, and services that meet the needs and expectations of customers.

A well-crafted and seamless UX design has the potential to increase conversion rates by up to 400%

Forrester

By optimizing the UX, businesses can enhance customer satisfaction, reduce friction in the purchasing process, and increase customer loyalty and advocacy. Furthermore, by incorporating UX principles into all aspects of the total experience, businesses can differentiate themselves from competitors and create a strong brand identity that resonates with customers.

MULTI EXPERIENCE (MX)

Multi Experience is directly associated with UX, as it refers to the various ways in which customers interact with a business, including voice assistants, mobile devices, wearables, and other digital touchpoints. Multiexperience encompasses the entire customer journey, from discovery to purchase and beyond, and requires a comprehensive understanding of user behavior and preferences across different channels and devices.

By 2032, the Multiexperience Development Platforms market is projected to grow to a size of \$20 billion

GMI



By prioritizing multiexperience as an element of UX, businesses can enhance customer engagement, drive higher conversion rates, and ultimately, deliver a more satisfying and memorable total experience. Incorporating UX principles into all aspects of the total experience, businesses can differentiate themselves from competitors and create a strong brand identity that resonates with customers.

FACTORS OF TOTAL EXPERIENCE

Some major factors that determine the success of a total experience are

The infographic features a dark blue background with a glowing grid pattern and light trails. Five white rounded rectangular boxes are arranged vertically, each containing a numbered circle and a text block. The numbers 1 through 5 are in white circles on the left. The text in each box is in a light purple color.

- 1 Ease of Use:** Customers appreciate businesses that make it easy to interact with them, whether it's through a user-friendly website, a streamlined checkout process, or helpful customer service.
- 2 Consistency:** Customers value consistency in their interactions with a business, whether it's in terms of the quality of the product or service, the pricing, or the level of customer service.
- 3 Personalization:** Customers appreciate businesses that understand their unique needs and preferences, and that provide personalized recommendations, offers, and communications.
- 4 Empathy:** Customers appreciate businesses that show empathy and understanding for their needs, challenges, and concerns.
- 5 Responsiveness:** Customers expect businesses to be responsive to their needs, whether it's by answering questions quickly, resolving issues promptly, or providing updates on the status of an order.



Total Experience Strategy in Action

Technology can play a pivotal role in creating immersive customer engagement experiences.

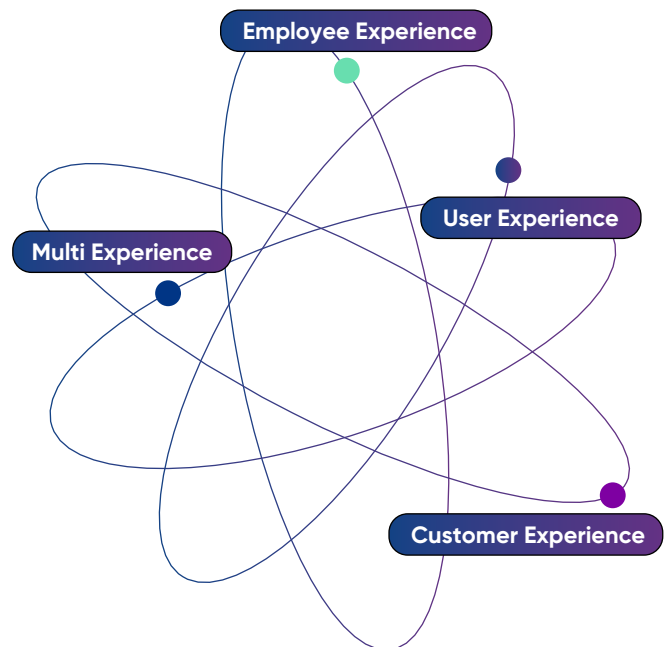
Amazon is a prime example of a company that has mastered the art of providing a seamless and satisfying total experience for its customers. From its intuitive and user-friendly online platform to its sophisticated algorithms that provide personalized recommendations, Amazon has consistently focused on the various elements of total experience to build trust, loyalty, and advocacy among its customers.

By offering features like Amazon Prime, subscription services, and easy returns, Amazon has made the purchasing process as easy and convenient as possible, while also creating a vibrant community of customers and sellers through customer reviews, Q&A sections, and seller feedback. Overall, Amazon's commitment to providing a comprehensive and seamless total experience has helped it to become one of the most successful and beloved companies in the world.

Apparently, Amazon is using the right mix of sensory, emotional, cognitive, behavioral, environmental, and social elements to win over its users' total experiences.

Take another example, Volvo has developed a virtual reality app that allows users to experience a test drive of the new Volvo XC90 on a scenic alpine road, all without leaving the comfort of their own home.

This innovative product not only provides a fun and engaging way for Volvo employees to initiate a conversation with potential customers, but it also serves as a valuable tool for follow-up sales calls to gauge the customer's level of interest after experiencing the virtual test drive.



Why Does Total Experience Matter?

Total Experience matters! As we move into a new era of customer expectations, it's becoming increasingly clear that the traditional approach to customer service is no longer enough. Today's customers demand a seamless and memorable experience, one that encompasses all aspects of their interactions with a business.

CREATING A SEAMLESS EXPERIENCE

Creating a seamless experience across all touchpoints is crucial for businesses to maintain customer satisfaction. This includes ensuring that customers can easily access information and services, regardless of the channel they use. Businesses can achieve this by implementing a consistent branding and messaging across all touchpoints, such as their website, social media, and in-person interactions. This can be done by creating a style guide that outlines the company's brand voice, messaging, and visual elements, which should be used consistently across all channels.

MEETING CUSTOMER NEEDS AND EXPECTATIONS

Businesses must meet customer needs and expectations to create a positive total experience. This includes providing excellent customer service and support, as well as ensuring that products and services meet customer requirements. Businesses can gather feedback from customers to understand their needs and expectations and use this information to make improvements. One way to do this is to conduct regular surveys and focus groups to gather feedback and input. Additionally, businesses should have a system in place to track customer complaints and issues and have the plan to resolve them promptly.

CREATING AN EMOTIONAL CONNECTION

Creating an emotional connection with customers is essential for building customer loyalty. This includes creating a sense of trust and credibility, as well as making customers feel valued and appreciated. Businesses can create an emotional connection by providing personalized experiences and building relationships with customers. This can be

85%

customers crave for consistent cohesive interactions across all touchpoints.

Salesforce

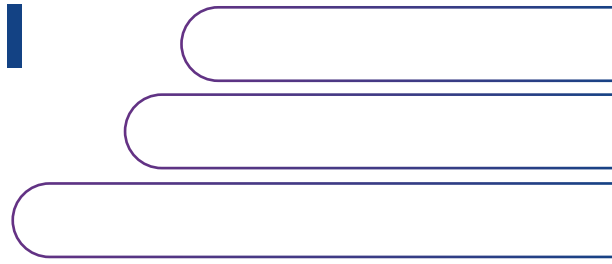
achieved through personalized communication, such as sending birthday or anniversary greetings, and creating personalized offers and promotions. Additionally, businesses can create a sense of community by creating social media groups or hosting events where customers can connect with each other and with the company.

MEASURING AND IMPROVING THE TOTAL EXPERIENCE

To effectively manage the total experience, businesses must have a way to measure it. This includes understanding customer satisfaction levels, identifying areas for improvement, and tracking the impact of any changes made. Businesses can use a variety of methods to gather feedback from customers, including surveys, interviews, and focus groups. They can also use analytics tools to track customer behaviour and engagement across different touchpoints and channels. Once they have a clear understanding of the customer experience, businesses can then take steps to improve it. One way to do this is to establish a customer experience team, which will be responsible for managing the total experience and implementing improvements.



How to Implement Total Experience in Your Organization



Organizations that excel in implementing a TX strategy are projected to outperform their competitors by 25% in terms of satisfaction metrics.

Gartner

Implementing Total Experience in your organization requires a holistic approach that encompasses the employee experience, customer experience, user experience, and multi experience. This involves creating a positive and engaging environment for employees, delivering exceptional customer service, and providing seamless interactions across all touchpoints. By prioritizing Total Experience, your organization can enhance its reputation and drive growth through increased loyalty and satisfaction from all stakeholders.



Here are some steps that you can take to get started:



ASSESS YOUR CURRENT CUSTOMER EXPERIENCE

Start by gathering data on your current customer experience, including feedback from customers, employee input, and analytics data. Use this information to identify areas for improvement and develop a plan to address them.

ACTIONS

- 1 Define a business outcome, vision, and statement that communicates the importance of the customer to the organization's success.
- 2 Build a cross-functional team to identify customer touchpoints from different disciplines namely Customer Service, Sales, Marketing, etc.
- 3 Map out your customer journey to identify areas where customers may be experiencing friction and develop solutions to improve their experience.
- 4 Conduct usability testing to identify areas where your website or app may be difficult to navigate or confusing for customers and make improvements based on user feedback.
- 5 Develop customer personas to better understand your customers' needs, preferences, and behavior, and use this information to tailor your customer experience.





CREATE A CUSTOMER-CENTRIC CULTURE

Make sure that your entire organization is focused on providing a great customer experience. This starts with creating a customer-centric culture, where everyone is committed to putting the customer first. Encourage employees to provide feedback on customer interactions and ensure that customer service is a top priority.

ACTIONS

- 1 Document and visualize value stream models; Gather data and define analytics that correlate with the business outcome.
- 2 Develop and implement customer service standards and best practices across all departments and functions and ensure that these are regularly reviewed and updated as needed.
- 3 Train employees to enhance their customer service skills, knowledge, and encourage them to share customer feedback and insights with their colleagues.
- 4 Recognize and reward employees who consistently provide excellent customer service and celebrate customer service success stories to reinforce the importance of the customer to the organization's culture and values.
- 5 Align company metrics and goals with customer experience outcomes, such as customer satisfaction, retention, and advocacy. Make sure that everyone in the organization understands the importance of these metrics and their role in achieving them.





ESTABLISH A CUSTOMER EXPERIENCE TEAM

Establish a team that is dedicated to managing the total experience and implementing improvements. This team should be made up of representatives from different departments, including marketing, sales, customer service, and IT. The team should be responsible for developing a customer experience strategy and implementing it across the organization.

ACTIONS

- 1 Create a roadmap that expands across experience disciplines.
- 2 Identify the key stakeholders and decision-makers who will be involved in the customer experience team and ensure that they are committed to the success of the team and its initiatives.
- 3 Define the roles and responsibilities of the customer experience team and ensure that all team members have a clear understanding of their roles and how they contribute to the overall customer experience.
- 4 Develop a customer experience strategy that is aligned with the organization's overall business objectives and values, and that is based on a deep understanding of the customer's needs and expectations.
- 5 Establish clear goals and metrics for the customer experience team, and regularly track and report on progress towards these goals. Use this information to continuously improve and refine the customer experience strategy.
- 6 Ensure that the customer experience team has the resources and support they need to be successful, including budget, technology, and personnel.
- 7 Build a culture of collaboration and cross-functional teamwork within the customer experience team and across the organization. Encourage open communication and sharing of ideas and best practices.





USE TECHNOLOGY TO ENHANCE THE CUSTOMER EXPERIENCE

Use technology to improve the customer experience by providing convenient and efficient ways to interact with your business. This includes using chatbots, virtual assistants, and other AI-powered tools to provide quick and accurate responses to customer inquiries, as well as using analytics tools to track customer behaviour and engagement.

ACTIONS

- 1 Identification of technologies that can help improve metrics and prioritize them based on their potential impact on ROI.
- 2 Conduct a thorough analysis of the customer journey to identify the pain points where technology can be used to improve the experience, such as website navigation, product search, and checkout.
- 3 Develop a comprehensive data strategy that includes data collection, storage, analysis, and reporting, and use this data to gain insights into customer behaviour and preferences.
- 4 Implement a customer relationship management (CRM) system that integrates with other business systems and provides a complete view of the customer across all touchpoints.
- 5 Implement AI-powered tools such as chatbots, virtual assistants, and predictive analytics to provide personalized and efficient customer service, and free up customer service representatives to focus on more complex issues.
- 6 Use social media monitoring tools to track customer sentiment and respond to customer inquiries and complaints in real-time.





CONTINUOUSLY MEASURE AND IMPROVE

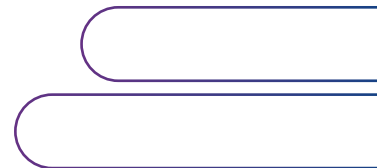
Continuously measure and improve the customer experience by gathering feedback, tracking customer behaviour and engagement, and implementing improvements. This will help you stay ahead of customer needs and expectations and ensure that you are providing the best possible customer experience.

ACTIONS

- 1 Implement a customer feedback program that includes surveys, focus groups, and other feedback mechanisms to gather input on the customer experience.
- 2 Use customer analytics tools to track customer behaviour and engagement across all touchpoints, including website visits, email campaigns, and social media interactions. Use this data to identify patterns and trends, and to tailor your customer experience accordingly.
- 3 Establish clear goals and metrics for the customer experience, such as customer satisfaction, Net Promoter Score (NPS), and customer retention. Regularly track and report on progress towards these goals and use this information to make data-driven decisions about how to improve the customer experience.
- 4 Conduct regular A/B testing and experimentation to identify what works best for customers, and to continuously improve the customer experience. Use this information to make iterative improvements and refine your customer experience strategy over time.
- 5 Foster a culture of continuous improvement and innovation by encouraging employees to share their ideas for improving the customer experience. Implement an employee suggestion program and provide incentives for innovative ideas that have a positive impact on the customer experience.
- 6 Develop a process for tracking and responding to customer complaints and issues. Use this feedback to identify areas for improvement and take corrective action as needed.



Creating a positive total experience to drive revenue



In conclusion, total experience is a crucial concept for businesses to understand and manage effectively. It encompasses all interactions a customer has with a business, including the emotional and psychological aspects. A positive total experience can increase customer loyalty and drive revenue, while a negative total experience can have the opposite effect. That is why it is essential for businesses to gather their customer data, create a customer-centric culture, establish a customer experience team, use technology to enhance the customer experience, and continuously measure and improve. By following these steps, businesses can take their customer experience to the next level and achieve success.



About Icreon

Icreon is a leading digital solutions agency built for challengers who need to get to 'What Comes Next', first. They help businesses define the future of their customer experiences, then enable them through technology engineering and the power of digital. These robust experiences guide customers through and beyond a commerce transaction and into a continuous and ongoing relationship with client brands.

Founded in 2000, Icreon has been helping businesses of all sizes, from Fortune 500s and mid-markets, usher in a new age of digital maturity resulting in more efficient and powerful brands. Headquartered in New York City, Icreon's global capabilities expand across Washington D.C., Philadelphia, New Delhi, and Pune offices. Companies such as GSK, Novartis, Jazz Pharmaceuticals, New York Road Runners, Lincoln, and more, partner with Icreon to fulfill their digital transformation needs.

With over 350 technology experts across engineering, digital strategy, and user-experience design, Icreon is the preferred digital transformation agency equipping growth brands for the now and next.

Get in touch with us today!

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