

CX Dos & Don'ts

It's all about the customer experience



Don't let your company, your employees, and your customers down.

Do make delivering positive customer experiences your top priority.

By 2020, CX will overtake price and product quality as the primary brand differentiator.

86% of consumers are willing to pay up to 25% more for a better CX

62% of companies view positive CX as a competitive advantage

Here are the top three reasons companies invest in improving CX:

42% Improve customer retention

33% Improve customer satisfaction

32% Increase cross-selling and upselling



Not ready to think about improving CX?

Here's what you're risking:

82% of consumers have stopped doing business with a company because of a bad CX

81% of consumers who've had bad CX want to warn others about doing business with the company

What to do next: Assess your resources. Do you have the tools you need to forecast big picture trends and dive into details? Can you build an accurate sales pipeline, track CX in real time, and analyze agent performance on a case-by-case basis?

Using the right CRM and contact center tools are the foundation of outstanding CX.

Don't ignore how quickly business communications are changing.

Do engage and interact using the channels your customers prefer.

Weak
multi-channel



Strong
multi-channel



Companies with the strongest multi-channel engagement strategies – voice, chat, email, social, etc. – retain the most customers



Most customers prefer a callback to waiting on hold.

What to do next: Embrace the multi-channel contact center. Web chat greets website visitors and offers an agent callback. IVR directs customers to automated FAQ answers. "Last agent" and skills-based call routing personalize CX seamlessly.

The future of CX: businesses that don't evolve will be overtaken by those that do.

8x8 Contact Center can move your business toward brilliant CX without the cost or complexity of traditional systems. Cloud-based, with easy web administration, 8x8 Contact Center automates administrative processes, eliminates communications bottlenecks, increases team capacity, and speeds strategic decision making