

Five Ways to Adapt Your CX

Programme Amidst COVID-19

In these unprecedented times, each business across the EMEA region is having to rethink even the most basic of operations. Experience management leaders will play a critical role in helping their organisations adapt and better deliver what employees and customers require during health and economic uncertainty. It is more important than ever to listen to feedback, act quickly and deliver on the changing needs and expectations of both employees and customers.

We've asked Kiri Burgess, our Senior CX Consultant, to weigh in on the most important shifts to adapt your CX programme in light of the global COVID-19 (Coronavirus) pandemic:

1. ADJUST THE WORDING TO YOUR SURVEY INVITATIONS

Pretending life is business-as-usual will not be relatable to your customers right now.

As the global pandemic unfolds, organisations have shifted their survey invitations to acknowledge the impact of COVID-19 on their customer's everyday lives and reaffirm the organisation's commitment to them.

Survey invitations should be tweaked to acknowledge that this is a difficult time, assure your customers you are here to help them, and remind

them that we are all in this together. It's important to emphasise that their feedback is more important than ever right now so you can serve them best. Don't forget to thank them for their loyalty and continued support.

At the end of the survey, add a link to your company's COVID-19 procedures or provide a (link) path to more information that customers may need during this time.

Quilter Private Client Advisers

Quilter Private Client Advisers have updated their client experience campaigns to soften messaging when reaching out to clients and acknowledge how worried they might be during these uncertain times. The change in messaging is to reassure clients that they are doing everything to keep the business running as normal as possible and to show understanding and empathy towards their clients' situations.



Volkswagen has modified their logo accompanied by the words 'thanks for keeping your distance' to send a message of solidarity and promote social distancing during the Coronavirus pandemic. They have updated the wording on survey invites to acknowledge Covid-19 and outline the response from their business.

2. START OR CONTINUE TRANSACTION-BASED SURVEYS

Two of the most common types of CX surveys are:

- Transaction-based surveys or;
- Time-based /relationship surveys

Time-based surveys are more relationship-monitoring in nature and are generally sent at certain times of the year. In the current climate, time-based surveys can be seen as intrusive because customers have not specifically triggered them. Since they are less time-sensitive and can be suspended with minimal disruption to a company's business, you may wish to consider suspending them now.

On the other hand, transaction-based surveys are triggered by a specific transaction or interaction the customer has had with a company. In most cases, companies should continue transaction-based surveys during times of crisis because customers are still interacting with the business on a regular basis. These transaction-based surveys are a source of quick, real-time feedback to learn what you are doing well and what needs to improve during this tough time for customers. The feedback is useful for quickly closing the loop and ensuring you are touching base with those customers who really need assistance from you right now. During these times, companies need to do their best to serve their customers well.

3. EXPAND TEXT ANALYTICS CATEGORY SETS TO INCLUDE COVID-19 TAXONOMY

Speak to your CX partner about adding a new text analytics “COVID-19/Coronavirus” category. It should be a Level One category in the taxonomy that will start mining your customer feedback for relevant themes related to COVID-19. Set up alerts on keywords associated with COVID-19 so you can recognise trends quickly and respond accordingly.

You should be able to export the results for just the COVID-19 / Coronavirus assignments directly from your platform and discover relevant themes. After analysing customer feedback, focus on gathering insights into the current situation and taking appropriate action. These themes may provide new closed loop feedback alerts (customers that need to be contacted) or provide insights into new opportunities and innovations not thought of before this crisis.

At InMoment we have implemented Covid-19/Coronavirus tags on our grocery retailer CX programmes so they can easily spot trends that are appearing and take immediate action in order to limit disruption and put the customer first. Grocery stores and supermarkets are among the most important essential businesses and it is vital that customers feel safe and satisfied with the new environment they have to shop in. Overall, the tool acts as a cross-check to ensure that opportunities to serve the customer are not missed.



4. EXPAND YOUR QUESTION SET

Adding new survey questions is another option to further gauge your customer's experience at this time. If needed, work with your CX Partner when making changes to your survey. They can provide

best practice advice around the revised survey structure, suggest new question wording and ensure any potential changes to historic survey data (due to survey changes) is well managed.



Aldi have been extremely proactive in ensuring that customer health and safety is number one on their agenda. They have adapted their business model to support customers in many different ways, such as offering care packages online for delivery. Health and safety questions are now at the forefront of their customer experience survey so that they are able to constantly monitor the situation and continually learn and improve in order to make sure customers feel safe and secure whilst shopping.

Contrary to what you might think, companies in industries hit hardest by the crisis should consider continuing their transaction based CX programmes. It's important to know how customers are perceiving the business by asking how well they think the company is responding to the pandemic. This crisis-specific information should be reviewed on a daily basis and used to inform further crisis-oriented efforts. In the present COVID-19 situation, these industries would include the travel, hospitality, financial, entertainment, and retail industries, however, no industry is untouched by this unprecedented event.

5. MAKE SURE YOUR EMPLOYEES ARE OK BY LEVERAGING EX PULSE SURVEYS

We cannot emphasise enough the need to keep an employee experience perspective during this time. It is a very stressful time for many employees.

Beyond the economic impact, everyone is personally dealing with their new reality. Who will watch the kids when schools close? How can consumer-facing employees keep themselves safe and healthy? Do they have what they need to continue to serve your customers during these changing and challenging times?

Companies need to do more than just empathise—they need to ensure safety, security, and confidence for their employees. Leverage your employee listening tools like pulse surveys and step up support for all of your team members.

Employee pulse surveys are designed to give timely, relevant, and actionable intelligence, so they can be useful now in addressing the challenges employees may be having during the current global COVID-19

pandemic. The results should lead to insight that is unique to each client's employee experience and promote a high level discussion about the two or three most important things that can be addressed in each organisation.

In these trying times, we know that it's more important than ever to focus on CX and EX best practices. Our experts are always on hand to share CX initiatives to ensure your customers and employees are put first.

To find out more visit our website, [inmoment.com](https://www.inmoment.com).

IF YOU NEED HELP PANDEMIC-PROOFING

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