

5 Steps to Kick-Start the Digital CX Transformation

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In order to drive data-backed decisions and provide leaders and teams with transparency about what's positively and negatively impacting the customer experience, you need to be able to collect data from digital mediums, analyze it, and adapt in real-time. What follows are 5 steps you can take to start your CX digital transformation.

1. JOURNEY MAPPING

You can't know what you need to change until you can map out the entire customer experience. Doing so will help you identify different touchpoints that can be influenced.

2. IDENTIFY ALL DIGITAL TOUCHPOINTS UNDER CONTROL

These touch points include, but are not limited to, social media channels and company websites. Identifying which digital channels you have

control over will help you understand how best to use them in order to maximize the benefits of a digital transformation.

3. DEVELOP A FEEDBACK STRATEGY FOR AREAS OF CONTROL

You could use a different technique for each channel. For example, when you use surveys in your feedback strategy, you might consider the survey design options. In addition, you'll want surveys that are short and intelligent. And all feedback requests should be minimally intrusive.



4. IDENTIFY AREAS OF INFLUENCE

This includes digital mediums that you don't have direct control over, but can influence. Examples include review sites, blogs, or what other people post on social media. There are many ways to monitor these digital channels, using social media monitoring tools that aggregate customer sentiment is a good example.

5. DEVELOP A FEEDBACK STRATEGY FOR AREAS OF INFLUENCE

This step is similar for areas of control. How will you handle the feedback found in your areas of influence?

The Digital Journey Begins with a Step

These five steps will help you begin the digital CX transformation within your company. These steps aren't a checklist, that once complete, you can forget about. But rather, a journey. The processes involved and effectiveness of each step will evolve over time. Continuously evaluating the five steps and maintaining customer centricity will contribute to the success of your companies' digital CX success.

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