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KUSTOMER GUIDE

# Why CX Is a Team Sport

And How Your Customer Service Team Can Drive Business Innovation



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# The customer experience.

We all know its importance. Without happy customers, our businesses would fail. And our customers won't be happy without a good customer experience. What creates truly "stand out" brands is an exceptional experience, where customer effort is low, and surprise and delight are high. This means no hurdles to jump through. A consistent experience no matter how or where they interact with a brand. And predicting customer needs before they even have to ask.

But the real question is... whose responsibility is the customer experience? Many support teams now fall under the umbrella of "customer experience". After all, in a digital-first world, the one and only face of the company is customer service. When else will a consumer interact with a real human being? These

one-to-one customer interactions are incredibly important. Agents have the ability to not only solve customer problems, but also build relationships and reflect the values of a particular brand.

Even if support teams are now being thought of as "customer experience" teams, the truth of the matter is, CX is a true team sport — touching every part of the organization. In this guide we will explore how the puzzle pieces fit together to create a perfect, customer-centric whole, and why the information that support teams gather can improve the entire organization.

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**CX is a true team sport — touching every part of the organization.**

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# Start From the Top With a Customer-First Mindset

The responsibility of creating an exceptional customer experience bleeds throughout the entire organization, and starts with a customer-first mindset. A customer-first mindset means you put the needs of your customers first. You may want to build a cool new product that will garner a lot of press, but will this be something your customers actually want? You may want to adopt new technology to allow customers to virtually try on your merchandise. But have customers expressed this is a need?

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Always start with the customer in mind when making business decisions. While an idea, strategy or technology may sound

brilliant in theory, if the customer feedback doesn't reflect that, you won't be leading with a customer-first mindset. In order to legitimately implement this customer-centricity throughout the organization, business must start at the top — with the executive team.

**Implement these three steps in order to prioritize a customer-first mindset:**

**1** Change KPIs Across the Business

**2** Educate the Company

**3** Reward Your Employees



**1**

## Change KPIs Across the Business

CX teams often use efficiency metrics to measure success, like response time and resolution time. What if your customers require a higher level of consultative support? In these cases, shorter conversations may actually be working against creating a positive customer experience. Perhaps your product development team has a goal of rolling out a specific number of new products per quarter. It could be more effective to measure satisfaction of current products instead of developing a multitude of new products, to ensure what you are producing fulfills the needs of your customer base.

**2**

## Educate the Company

Did you know it costs as much as five times more to acquire a new customer than retain an existing customer? The success of selling to a customer you already have is 60-70% while the success rate of selling to a new customer can be as low as 5%. The more your business is aware of the importance of churn on company growth, the more they will understand that doing right by your customer base is the quickest way to drive up revenue.

**3**

## Reward Your Employees

Many businesses reward employees with bonuses based on sales, hitting revenue targets, and completing specific top-down goals. While customer-centricity is directly tied to revenue growth, ensure that the goals you set for your organization are tied to a customer-first mindset. Employees that have shown initiative to put customer needs first should be acknowledged and rewarded.

**5X**

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# Rally the Entire Organization for a Better Customer Experience

Now that you've implemented a customer-first mindset from the top down, how does the rest of the organization contribute to the customer experience? Just because the title of a department does not include the words "customer experience", doesn't mean they don't have a huge responsibility to contribute to the happiness of your customer base. **Here are simple ways different parts of your business can partner with support teams and play a role in creating an exceptional experience.**

## Sales and Marketing

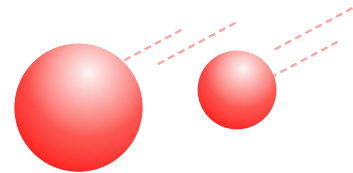
The relevancy of sales and marketing efforts is of the utmost importance to keep customers satisfied. Ensure the sales and marketing organizations are kept abreast of customer feedback, needs and preferences, so that they know the

right time and place to cross-sell and upsell to the existing customer base. These departments can often get a bad wrap for being pushy or spamming customers with irrelevant offers. But more and more, businesses are able to leverage customer data to understand what customers want, and when they want it, providing a personalized experience that isn't unpleasant, but instead is a value-add. It is also imperative to maintain a two-way conversation. If a business sends through a promotional text, make sure responses are directed to a support team vs. disappearing into the ether.

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## Product Development

Customer service teams have boots on the ground when it comes to customer needs. They know where products are falling short and what requests customers have. The product team can work directly with CS teams to understand where there are gaps, and how to fill and prioritize them.

Beauty brand Glossier leveraged the Kustomer CRM platform to track product requests for makeup and skincare products that did not exist yet. This data was used to develop new products they knew their customers wanted. They then had the ability to reach back out to customers who had requested these products in the past and let them know that they heard their request, and the product they wanted was now available.

Product teams can also partner with support teams to educate customers on what is to come, and even offer exclusive sneak peaks to loyal or VIP customers. Support organizations should have the data and technology to identify customers that may

be interested and willing to participate in these exclusive offers, and product teams will benefit by understanding first-hand what loyal consumers do and do not like.



## E-Commerce

The e-commerce experience, customer experience, and volume of support inquiries are all directly tied. If a customer has difficulty finding a product, or runs into issues with the checkout process, the next step is to reach out to support — likely with a lot of angst. Worst case scenario, they give up and don't complete their purchase.

Customer service and e-commerce teams can partner together to develop an easy and intuitive customer journey. Part of this is ensuring that customers have the ability to quickly reach out to support agents when something goes wrong, or find an answer to their question on their own. FAQ pages should be robust and easy to find, and escalation channels should be available instantaneously. The more effortless the experience, the happier the customer will be.



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# How Customer Service Teams Can Drive Business Innovation

Since customer service agents work one-on-one with customers, they have an opportunity to significantly influence your customer base. Beyond building relationships and reflecting brand values, they can also act as the cheerleading squad, ensuring customers are aware that they understand their needs and are constantly innovating to meet them. A positive brand reputation will not only keep customers satisfied, it will also encourage them to tell others about their positive experience.

As the face of the company, especially in a digital first environment, customer service teams should feel responsible to advocate for customer needs. With the right tools, they can have a data-driven and in-depth understanding of customers' likes and dislikes. It is imperative for customer service teams to organize, analyze and share this information with other

departments, to ensure that business decisions are always considering the voice of the customer.

Ensure you have CX technology that can integrate systems, organize customer data, and report on it in real time, in order to make it seamless to share with the larger organization and drive business innovation. With the right data structures in place, customer service teams can provide insight and recommendations to the entire organization, including:




Understanding where there are gaps and opportunities in terms of product development




Identifying where customers are located to potentially open a storefront in a new geographic region





 Tracking where hiccups happen in the online customer journey, to ensure e-commerce teams are optimizing and fixing issues

 Understanding what products have issues, including poor packaging or common malfunctions

The customer experience can make or break a business, and it is every department's job to ensure they are contributing. Working together, and sharing knowledge, will ensure that your customers' needs are prioritized, and your business continues to grow for many years to come.

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## About Kustomer

Kustomer is the top-rated CRM platform for omnichannel customer experience, helping leading businesses create customers for life. With an advanced, AI-powered, omnichannel customer experience platform, Kustomer delivers a unified single view of the customer, automates manual tasks, and scales easily to deliver the efficient and effortless CX that businesses, agents and consumers love. Today, Kustomer is the core platform of top customer-centric brands like Glossier, UNTUCKit, Ring, Glossier and Sweetgreen. Headquartered in NYC, Kustomer was founded in 2015 by serial entrepreneurs Brad Birnbaum and Jeremy Suriel, has raised over \$174M in venture funding, and is backed by leading VCs including: Coatue, Tiger Global Management, Battery Ventures, Redpoint Ventures, Cisco Investments, Canaan Partners, Boldstart Ventures and Social Leverage.

Want to learn how Kustomer can help you deliver an exceptional customer experience? Visit [Kustomer.com/demo](https://kustomer.com/demo).

