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Avoid delayed response

The longer your customers wait for a response, the more frustrated they become and the likelihood of them switching to a competitor increases. Keeping a dialogue going in real-time shows you want to support their requirements, while giving them much-needed peace of mind.

Share your updates

While the pandemic continues, customers expect to get clear, proactive communications from you.

Over a third of customers expect retailers to **communicate business changes effectively**.

65% of customers say hearing about how brands are responding to the pandemic is **comforting and reassuring**.

What's first?	How?	Quick tip:
1. Understand the journey What's it like to travel through your business? Understand the experience for your customers at every touchpoint and identify where they may find difficulties.	Update your customer journey maps and undertake new assessments to identify where you don't have response mechanisms in place.	Conduct search relevancy analysis to see what customers are searching for onsite and in search engines most frequently. Refine your digital experience to include those key words and answers.
2. Listen to your customers Regularly collect feedback and listen to what's happening outside your organization to gain an understanding of any friction points.	Implement customer and employee feedback loops, and add feedback forms to your website. Add quick to deploy sentiment analysis add-ons and social listening tools to extract insights and opinion – positive and negative.	Having a 360-degree view will allow you to unearth unnoticed friction points in the customer journey and react quickly.
3. Accelerate auto-response People want to know they've been heard. Let customers know you've got their message immediately and when they'll next hear from you. Stick to that date.	Set up quick auto-response mechanisms for every touchpoint and on every channel. Adding auto-response workflows to your website forms and CRM system is a good starting point.	Utilize the mechanisms that you already have in place. A simple auto-response email is an effective communication to your customers.
4. Identify cohorts Prioritize customer groups that are underserved or most profitable. Recognize where their pain points are – and respond to them.	Use marketing insights and data analysis tools to create customer personas.	Consider adding special messaging on your homepage that aligns with your largest cohort's primary concerns.

Looking further ahead

Go beyond short-term – move from select auto-notifications to comprehensive marketing automation. It can reduce marketing costs while delivering a more personalized experience that scales.

Stay on top of your personas – create a long-term picture of different customer cohorts and continue tracking their behavior.

Casting a wider net

Focusing exclusively on one internal metric can mean missing out on the true picture, as one financial firm discovered. With a high online form completion rate, they considered their online experience to be excellent. However, form completions were exclusively coming from partners, and their customer ratings on Google were poor – something they hadn't monitored. This gave them an incomplete understanding of their brand.

Find out how Avanade can help.

To register your interest for a complimentary CX assessment, contact us **here**.

To find out more, **download our guide**.

About Avanade

Avanade is the leading provider of innovative digital and cloud services, business solutions and design-led experiences on the Microsoft ecosystem, and the power behind the Accenture Microsoft Business Group.

Learn more at **www.avanade.com**