



Yield to customer needs

Get to know your customers to predict and deliver the products and services that meet their unspoken needs. You'll be rewarded with greater engagement and loyalty if you understand the journey they're on and be there for them when they need you.

Focus on the right now

In the wake of the global crisis, your customers' decisions are driven by their immediate needs.



are **not paying attention to new products** unless they are designed to help with pandemic-related life challenges.



say they are **delaying major purchases until the outbreak decreases** or ends in their country.

What's first?

1. Assess customer pain points

Understand what challenges your customers face at every touchpoint with your business and identify quick-win solutions.

How?

Create customer journey maps, using personas, to improve your customer knowledge – and adjust the products and services to meet their needs.

Example:

In the UK, banks have provided mortgage and loan payment holidays to help through these uncertain times.

2. Improve cross-team alignment

Ensure collaboration between product, marketing, sales and customer service teams.

Create workgroups with at least one member from each team to share their knowledge of the customer.

Deliveries have moved to contact-free delivery and pick up for customer and staff safety.

3. Use customer insights

Use the data you've collected so far to extract insights around customer behaviors, experiences and expectations.

Implement manual or automated tools to utilize your data. For example, marketing automation and CRM integration.

Airlines and travel companies using conversational AI to automate request to refund outstanding flights processes, or building automated triage processes to route customers to live chat if their flights were within 72 hours.

4. Take your first personalization steps

Look at simple personalization of your content – across your website and communication channels. Identify the most important scenarios for personalization and make it as real-time as possible.

Utilize your **personalization capabilities** on your existing CMS platforms. Supply contact centers with personalized scripts and quick training.

Essential stores are focusing on updating geolocation information – presenting customers with current opening times and store information, personalized by location.

Looking further ahead



Implement web tracking, customer data collection and analysis tools.



Fine tune your personalization and content strategies – and roll out across all areas.



Observe customer behavior and understand their needs.

Quick tip:

If you can consistently deliver on those expectations, your customers will continue to engage, stay with and recommend your 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.

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