



# MINING YOUR DATA TO CRAFT BETTER CUSTOMER EXPERIENCES

Forget for a moment about your company's new-fangled features, your superior customer service, and your endless innovation. Soon, your business will be fighting against competitors on a new battlefield: customer experience.

According to a recent report by Gartner, almost 90% of companies see customer experience as the primary basis for competition. Put simply, it's not enough to have a great product anymore. Customers are increasingly expecting brand interactions to be convenient, delightful, and memorable.



## THE CHALLENGE OF CRAFTING CUSTOMER EXPERIENCES

Of course, this begs the question—how can you create captivating customer experiences? Luckily, the answer doesn't require you to make any risky assumptions or take wild leaps of faith. Experience has shown that you should begin by flipping the outdated paradigm of blasting messages at your audience, and instead, start listening to what they have to say.

Once you understand what your customers are thinking and feeling, it's much easier to provide new and exciting experiences that apply directly to them. First, you need to understand how your customers feel about their current experience. What are their expectations, desires, surprises, and disappointments? This collection of impressions is often called the Voice of the Customer (VOC), and clearly capturing it is trickier (but more rewarding) than you might think.

## UNDERSTANDING THE VOICE OF THE CUSTOMER VIA DATA

Focus groups and online surveys aren't the only way to listen to your customers. In fact, these practices often suffer from selection bias, small sample sizes, and leading questions. With today's technology, there's more than enough data already out there to identify your VOC. In fact, with social media and internal tracking systems, there's never been more customer information available and ripe for insights.

On the other hand, companies may feel overwhelmed by too much data. How can you intelligently filter out the noise, distill your data down into digestible portions, and come away with actionable insights? Here are three steps that will help you achieve these objectives.



# STEP 1

## DEFINE A SPECIFIC GOAL

The quickest way to narrow down your massive datasets is to provide some direction. It's difficult to tease out a clear answer without asking a clear question. Start small and constrain yourself to one particular question with a specific goal in mind.

### SOME SAMPLE QUESTIONS

- How can we get customers to start using Apple Pay on a daily basis?
- What can we do to boost green energy adoption?
- Who should we target to get more customers in the Chicago metropolitan area?

By asking these types of specific questions, you add an impetus to your analysis.



The text "STEP 2" is displayed in a purple, sans-serif font. The number "2" is significantly larger than the word "STEP". A horizontal purple line is positioned below the "STEP" text. To the left of this header, a green arrow points upwards, and a series of colorful, stepped lines (green, yellow, purple, blue, red) form a staircase pattern that ascends from the bottom left towards the top right.

## TAKE ADVANTAGE OF TECHNOLOGY

You're faced with an enormous amount of data from social and CRM sources, but never fear. Ordinary technology got you into this mess, but by making sense of your data, newer technology can get you out of it.

At the very least, you'll want to find a text-mining tech solution that can parse the information and pull out what matters. Stronger solutions can then go beyond simple text-mining, with algorithms that can supply context (such as age and location) and apply meaning (such as delight or disappointment).

It's critical that you feed the right information into such a solution. And the more helpful information you provide, the better. But analyzing social media mentions is only half of the equation. By cross-referencing social data against transactional records and internal CRM sources, you can discern causal drivers and gain a 360-degree view of customer experiences, expectations, and behaviors.

# STEP 3

## INTERPRET & APPLY SOLUTIONS

Even the most robust VOC analysis solution isn't going to instantly result in clear marching orders that automatically achieve maximum impact. You still need to rely on human interpretation and expertise.

Once you've identified drivers and disappointments on the customer's journey, start brainstorming ways to create new interventions that will enhance that experience.





## CUSTOMER EXPERIENCE EXAMPLES

How do you actually make that jump from insights to action? Consider Whole Foods, which recently ran a VOC program and found that its shoppers were young, health-conscious, tech-savvy, and Uber users.

Armed with these insights, Whole Foods teamed up with Uber to launch a Super Bowl promotion that offered \$20 off the customer's next ride once they made a purchase at the store.

In another example, the car rental company Hertz analyzed its massive amount of data and found that complaints in the Philadelphia area escalated at certain times of the day. Acting on this information, Hertz augmented its staff during peak hours, ensuring that a manager was always available to handle questions and complaints. As a result, satisfaction rates increased in response to the enhanced customer experience.

Compelling customer experiences will continue to play a bigger and bigger role in the competitive landscape. The best way to design memorable experiences is by listening to your customers, and understanding what they want and how they feel.

Thanks to advances in technology, it's easier than ever to arrange thousands of customer interactions into a single symphonic voice—a voice that can help you enhance your customer experience and gain a clear competitive edge.



## ABOUT BRILLIO

Brillio is a global technology consulting services company focused on implementation of digital technologies for the world's leading companies.

Brillio uses proprietary methodologies to help customers re-imagine their businesses and competitive advantages and then rapidly develops and deploys disruptive industrial-grade digital solutions using UX design, digital applications, big data analytics, cloud, security and digital engineering.

Brillio has invested in several proprietary tools that speed up implementation of digital for its customers and maintains its edge in innovation by investing in advanced technologies like machine learning and deep learning /AI. The 2,600-strong Brillio team is based in nine offices across three continents and considers world-class customer satisfaction as its true north.

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