

Medallia

2020 Hindsight: 5 Digital Customer Experience Lessons



Digital is no longer a channel, it's your brand. Every customer and employee journey has changed in 2020. There is almost nothing that can't be done online anymore. Look at Amazon's smashing third-quarter earnings results: \$96 billion and profits that more than tripled!¹

The world has gone digital. Everyone not named Amazon needs to figure this out, now. And it's not just retail businesses, either.

- Online and mobile banking has increased 85%.²
- More than half of U.S. primary schools started the year completely virtual.³
- 61% of consumers surveyed say they've had at least one telehealth appointment.⁴
- Even manufacturers are talking about plans for "lights out" factories that are fully automated.



75% of people using digital channels for the first time indicate they will continue to use them when things return to "normal."⁵

Digital Checklist for the Future

The massive shift online means digital channels are the primary way customers interact with your brand. Review your website, apps and all digital touchpoints, and ask yourself:

- ✓ Can my customers find all the information they need?
- ✓ Is my website/app easy to navigate?
- ✓ What content or experiences would better serve the customer experience?
- ✓ What aspect of my brand's digital presence is causing customer frustration?
- ✓ Are my customers engaged and am I getting real-time feedback from them?



5 Digital Lessons for the Future

01

Listen, learn and optimize

Be sure to listen to new and newly strained channels to understand what customers are experiencing and create workflows to act on this information quickly. Many customers will be shopping in different channels for the first time and may have different expectations. Reporting on findings a month later won't help. It's important to execute on listening, learning, acting, and optimizing in the moment so that you can make the changes necessary to keep your customers happy and coming back.

02

Treat all customers like new customers

Shopping today is a new experience for nearly everyone, even your most loyal customers. Long-time in-store shoppers are moving to digital purchasing because of health and safety concerns. Digital shoppers are experiencing more out-of-stock or delivery delays and might now be calling your contact center. Find opportunities to connect with them and get their feedback fast with tools, workflows and escalation paths to learn what's working and what's not.

03

Stay connected through the customer journey

Double down on establishing a strong two-way communication stream with customers, both to convey important changes and timely information, as well as to get a pulse for how customers are feeling about any changes. Mobile, SMS and other messaging apps are key channels for facilitating communications at key moments during a customer's journey. This real-time dialogue empowers customers to flag clunky experiences, giving brands the chance to recover quickly. Don't forget to check in with customers outside of one-off transactions to ask them how you're doing.

04 Deeper insights drive innovation

Innovation comes from listening to your customers and engaging on a deeper level. Infrequent surveys and location-based interactions aren't enough today. Open-ended video feedback can provide more content and context to complex issues. Finding new ways to deliver on what your customers want can also come by directly collaborating with them. Crowdsourcing can help brands quickly capture and collaborate on ideas from customers and employees in real time, helping find solutions that bring customers back.

05 Think what next, not what now

Consumer expectations are changing faster than ever, and a digital experience that meets expectations today may already be out of date tomorrow. To future proof your digital brand in an uncertain world, build a scalable tech stack that can grow with your customers' expectations and your business and employees' needs.

¹<https://press.aboutamazon.com/news-releases/news-release-details/amazoncom-announces-third-quarter-results>

²<https://www.cnbc.com/2020/05/27/coronavirus-crisis-mobile-banking-surge-is-a-shift-likely-to-stick.html>

³<https://www.cnbc.com/2020/08/11/half-of-us-elementary-and-high-school-students-will-study-virtually-only-this-fall-study-shows.html>

⁴<https://info.zingle.me/2020-ebook-consumer-report-healthcare-thank-you>

⁵<https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/survey-us-consumer-sentiment-during-the-coronavirus-crisis>

About Medallia

Medallia is the pioneer and market leader in Experience Management. Medallia's award-winning SaaS platform, the Medallia Experience Cloud, leads the market in the understanding and management of experience for customers, employees and citizens. Medallia captures experience signals created on daily journeys in person, digital and IoT interactions and applies proprietary AI technology to reveal personalized and predictive insights that can drive action with tremendous business results. Using Medallia Experience Cloud, customers can reduce churn, turn detractors into promoters and buyers and create in-the-moment cross-sell and up-sell opportunities, providing clear and potent returns on investment. [medallia.com](https://www.medallia.com)

Follow us:

 [medallia](https://www.linkedin.com/company/medallia)

 blog.medallia.com

 [@Medallia](https://twitter.com/Medallia)

Medallia

Copyright © 2020. Medallia Inc. All rights reserved.