

Ease: Creating rewarding experiences by making customers' lives easier



Capita

The importance of customer experience as a driver of financial performance is widely acknowledged. Customers' decisions about brands directly impact the bottom line. Customer retention, advocacy and share of spend are crucial customer outcomes that organisations need to drive to generate revenue growth.



Balancing customer-company effort is crucial to retaining customers, so every customer interaction must be easy. When customers feel as though they are in the driving seat they can make meaningful choices, enjoy doing business with an organisation and are far more likely to return.

60% wish "life was more simple"
Ipsos Global Tends 2020

The research conducted by Ipsos MORI indicated that the key drivers of ease of interaction with service providers across all markets are:

- delivering fast, frictionless, and personalised digital experiences
- removing unnecessary obstacles to enable the customer to achieve their objectives quickly and easily
- dealing with complaints in a timely manner.

Make it effortless to transact with you

Ensuring an easy, frictionless experience has long been an aim within the customer experience industry. For some, it's seen as a hygiene factor, as delivering an easy experience is a basic expectation for most customers.

Throughout the Covid-19 pandemic there were clear leaders in the space of ease, from supermarkets expanding their home delivery services, to banks offering virtual financial appointments. Many industries worked hard to diversify their approach to customer experience and ensure interactions were as painless as possible. Delivering on ease requires organisations to minimise the customer effort and create a frictionless experience.

This should be done by delivering effortless service and removing unnecessary obstacles. However, with continuing global shifts in customers' expectations, exceeding these is becoming more challenging for customer-facing industries.

The findings from the qualitative research point towards three focus areas for ease to ensure organisations are exceeding expectations, which are backed up with the findings from the quantitative research.

Customers should feel their problem is under control

Customers should feel confident that organisations are able to show they're in control and working to resolve any issues they may have. Currently **only 23% feel that they're in control** when dealing with their provider.

Customers should feel that they have control over any decisions that will be made which may impact them. This could involve ensuring they have control over the contact channel of choice or how much personal data an organisation may hold on them.



Customers should know what to expect when dealing with an organisation

25%

of customers feel it is clear what to expect when dealing with their provider

Organisations need to set clear expectations when dealing with customers' issues.

This will help to manage customer expectations and ensure smooth delivery of the resolution. Organisations need to consider current customer expectations when doing this, as well as their own business objectives, to ensure that these are met or exceeded.

Organisations should also provide customers with any information they require in an accessible format. Twenty-six percent of customers feel that their provider gives them all the information they need. Ensuring that information and guidance on websites, in store and through all other medians is up to date will enable customers to self-serve.

Currently, only 22% of customers feel that their provider is able to resolve their issues at first contact. Getting things right the first time will eliminate any need for customers to re-contact, which puts the onus of effort on them.

Customers should feel they're receiving a personalised experience

Similar to delivering empathy, customers should also feel as though the organisation is delivering an experience personalised to them when it comes to ease, and this should be true across all channels. Information should be shared across teams to create a seamless experience. The opportunity for an omni-channel experience should only exist where it makes sense and reduces the processes a customer has to go through.

Servicing across all channels needs to work for both the customer and the servicing staff. One quarter of customers feel that their provider is able to deliver a seamless experience (25%).

Staff should feel empowered and trusted to deal with a customer in the most appropriate way, and share the information needed with other required teams.





Conclusion

The results of the primary research conducted by Ipsos MORI is the Customer Experience Index, a standardised benchmark which can be used to measure performance on the fundamentals of CX. This is comprised of the key attributes of CX delivery of which the two main pillars of Ease and Empathy.

The data analytics conducted shows that delivering on all aspects of the Index will ensure a strong emotional connection with customers, which will result in greater customer retention. The framework is designed to touch all aspects of the customer journey, across different industries.

Ease is about minimising the customer effort and creating a frictionless experience. An efficient service should understand and deliver on customers' expectations.

Having efficient processes means removing unnecessary obstacles or impediments to enable the customer to achieve their objectives at the desired pace.

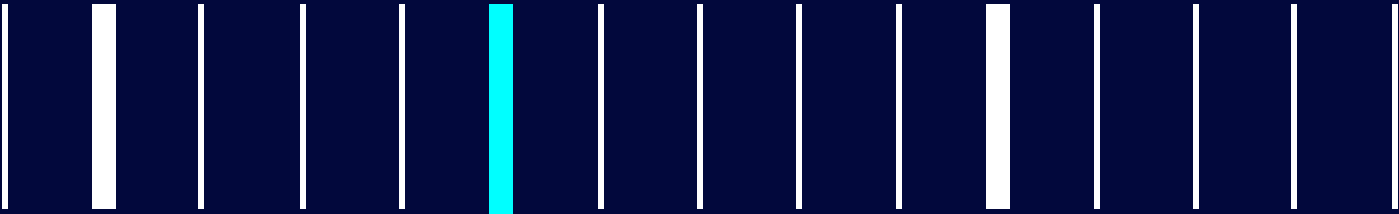
Identifying and resolving any issues will lead to a streamlined experience, which requires minimal effort from both the company and the customer.

Efficiency is important as customers expect a smooth connected process. Not only will being efficient lower the effort levels for customers, but efficient processes also save money.

The current performance on ease is relatively stronger in the research findings, however organisations can do more to meet the continually changing customer expectations. When these expectations are met, delivering an effortless experience has proven to increase customer satisfaction significantly from 13% to 70%.



[Find out how we can help you create easier customer journeys](#)



To learn more about how Capita can help your organisation to create better customer experiences, please visit www.capita.com/cxtransformation.

For further information please contact Carol-Ann.King@capita.com.

 **Capita**