

# The Sixth Sense of Customer Service

Enhancing Customer Experience by  
Anticipating Customer Needs



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DELIVERS SUCCESS.™*

Do you know your customer better than they know themselves? Organizations that use big data analytics to nurture personalized customer relationships foster intense brand loyalty and thereby increase sales.

The future of customer service is actually to create a personalized experience in which customers engage with brands. Picture this scenario: It's 1950, the local butcher knows you have 3 kids and you like to buy 2lbs of beef to cook burgers on Friday nights. So, Friday comes and you go to the butcher and he already has your order ready for you, all you need to do is pay and you're on your way. This wouldn't seem so out of the ordinary.

Fast forward to 2015, where technology has changed the world. Now that butcher is Amazon, who knows that you drink 2 cases of Coke Zero a month and you're probably going to be running out by the 19th of the month, so an email reminding you to order before you're out is welcome, not a nuisance or an invasion of privacy. You're rewarded for being predictable and for sharing information about yourself with the digital world. Amazon, and companies like it, stand to gain significant brand loyalty, just as the 1950s butcher shop that knew its customers needs, habits and preferences.

## Giving Up Privacy and Getting More Service

By divulging more about ourselves as customers, we've come to expect companies to use that information to deliver, (in a 6th sense sort of way), what we need even before we realize we need it ourselves. From a company

perspective, delivering great customer service to customers means increases in sales. It also means happy customers that start to rely on your services without realizing it. It gives customers one less thing to remember when everything in our modern world is demanding attention. It's the autopilot buying process for customers.

Leading brands like Disney have already demonstrated the value of creating a personalized experience. When visitors to Disney World plan their trips, they share their preferences with Disney. In exchange, Disney offers visitors Magic Bands that deliver enhanced park experiences, while also allowing the customer unparalleled convenience. Everyone wins. But Disney gets a bonus because Magic Bands allow Disney to track trends and preferences, and predict the preferences of visitors with similar personas.

## How to Identify Dynamic Customer Engagement Opportunities

Predicting customer needs requires dynamic and responsive systems to capture information customers tacitly provide. Utilizing this information will allow companies to learn from existing customer behaviors and plan for the future with data-driven concepts.

To personalize your customers' experiences by anticipating their needs based on real time collection of data from numerous digital channels — web, IVR, social, mobile, and geo-targeting, you will need a process supported by advanced technology that can weave these disparate data types together.

Giving your customers a better experience means delivering information in the format they most prefer as well as using their past interactions to personalize your engagement. By choosing the right timing and the preferred channel for a unique user, you can seize a micro moment and capture their attention.

# Getting Personal Means Addressing Big Business Operations

Piecing together pertinent data in meaningful ways requires interconnected systems, but once you get past the data collection phase, you need to make a series of human decisions that will allow your brand to get personal with their offers and service. Personalizing will start to improve the experience for the customer.

Reducing customer effort will be a huge win for your business. Proper omni-channel support will make interactions with your brand easier for the customer.

Rich information and personalized messaging across touch points will help reduce customer effort and improve customer satisfaction.

## Implementing Personalized Customer Experiences at Your Business

Getting personal means surmounting a few hurdles, the first of which is defining a series of data captures that can be assembled and represent data in a digestible format. Second, data that is collected may not be strong enough to help you formulate actionable insights — you'll need to have a solid plan in place for what data will matter and why. Last, finding ways to integrate inbound and outbound customer communication. A prime example of where systems need to be synced is between CRM systems and CMS platforms. If these services aren't set up to work cooperatively, you'll have disjointed outreach and response, the opposite of improved customer service.

# How to Get Started

While it may seem daunting to bring a legacy business to this level of intuition and hi-tech reliance, it can definitely improve asset utilization, product performance and customer service reliability, all the while reducing operating costs. The goal will be to empower organizations to know enough about its customers that they can predict what will always make the customer happy with the brand.

Working with a company like Acumen Solutions will help you define the processes needed to put the pieces in place to get started. A pilot program helps you establish best practices for your business and may start to align your existing software with new programs that can help get you to the next level of customer service. Contact Acumen Solutions to find out how to begin a pilot program at your company.

## About Acumen Solutions

Clients choose Acumen Solutions for one simple reason: our experience delivers success. Joining forces with our clients, our teams of strategists, subject matter experts, and engineers solve problems that can't be fixed by technology alone. As a Salesforce Global Strategic Partner, Fortune 500 companies trust us to build solutions that grow revenue and strengthen customer relationships. Our groundbreaking solutions in the public sector streamline operations and improve productivity.

We apply the same expertise to our unparalleled social responsibility program, generating sustainable impact across our local communities.

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