DIGITAL POWER

5 takeaways
about customer experience optimisation

The way organisations look at Customer Experience optimisation could be improved. Get started using the Customer Experience Optimisation Model and remember 5 things.

Customer Experience optimisation model

8. **Learn** from the experiment or research & **Implement** the validated solution.

1. **Research** the experience by developing relevant data sources, conducting qualitative and quantitative research to clarify underexposed areas, and analyse collected data.

4. **Create the customer journeys** so that it is clear per persona and per goal what specific steps users take, making pain points and impact moments clear.

7. **Build & test** the developed hpotheses through an experiment or other research method.

Optimise
in 2-week sprints

Analyse

Visualise
Monthly
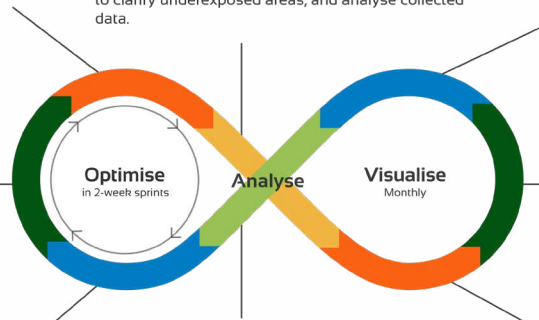
3. **Develop the lifecycle map** to make all customer journeys with the customer clear, from the first to the very last interaction, per persona and per goal.

6. **Come up with ideas** that can solve pain points and impact moments based on behavioral psychology, usability and innovation. Work them into hypotheses.

5. **Deep dive** on pain points and impact moments, to understand what causes them so that targeted solutions can be devised.

2. **Develop personas** based on insights from (user) research. Segment the target audience, give them a face, and identify specific needs and wants for the respective experiences.

1

Customer Experience optimisation is a continuous process

The insights you gain from research and the improvement initiatives you set in motion based on it, in turn, offer new insights. When you take action on these, you will discover new areas for improvement.

Also, keep in mind that customer needs can change at any time. Therefore, it is important to repeat the optimisation process continuously. The lefthand loop is best repeated every two weeks. An agile/scrum method is very suitable for this. You can run through the righthand loop every quarter. This section is less likely to see major changes.

2 **Data analysis is crucial for CX optimisation**

To offer an optimal customer experience, you need relevant and reliable insights. Based on data analysis, you can use the correct optimisations for the right target group at the right time.

Before you even come up with ideas, it is essential that the data infrastructure is properly set up and the necessary insights have been obtained.

3 **CX optimisation is more than conversion optimisation (CRO)**

When you think of CRO, you quickly think of A/B testing at touch point level. Although CRO is more than that, CX optimisation is much broader and more impactful.

In the Customer Experience optimisation loop, the lefthand loop (Optimise) comes close to the traditional CRO process. The righthand loop (Visualise), together with the analysis phases, completes the CX optimisation process.

In addition to the engagement and after-sales phases of the customer lifecycle, the model can be used in every phase. Think of the phase of product or proposition development or campaign optimisation in the awareness phase.

4 **Customer journey mapping and persona building are visualisation methods only**

Journey mapping and persona building are central to most CX processes and roles. This is a good step in the right direction. However, these two activities often receive disproportionate attention compared to other CX activities. For example, also get started with customer lifecycle mapping. This helps you visualise analyses and communicate them understandably to colleagues.

Customer lifecycle maps also help prioritise target audiences, specific parts of customer journeys, and the pain points and impact moments of the customer journey. All these methods are visualization methods only.

5 **CX is multidisciplinary and works across multiple departments**

You should not place CX optimisation with the Marketing or Customer Care department. Ideally, the entire process is the responsibility of a Chief Experience Officer (CXO). He then leads teams or team members from all departments who directly or indirectly influence the customer experience.

Customer Experience optimisation with Digital Power →

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