




**CLEAR TOUCH**  
powered by tcn

THE STATE OF  
**CUSTOMER EXPERIENCE**  
FUNCTION IN INDIA

**A CLEAR TOUCH SURVEY!**





We ran a survey on the state of customer experience function across cities in the past two months with leaders across industries that include BPOs, Retail, BFSI, Fintechs, IT, High-tech, Manufacturing, and Automobiles.

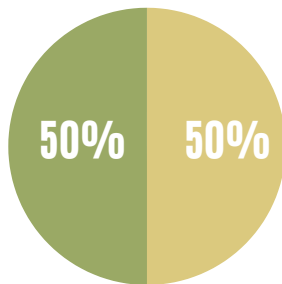
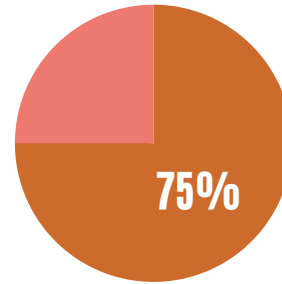
We spoke to people who influence the customer experience practices in these organizations – CEOs, CIOs, CTOs, COOs, Vice Presidents (technology and operations), Sales & Marketing Heads, Customer Experience Heads, Customer Experience Strategy Heads, Customer Support Heads, and Quality Heads.

We spoke to 380 people to understand the state of customer experience function.

This survey was focused on understanding what customer experience functions are doing to provide the best possible customer experience.

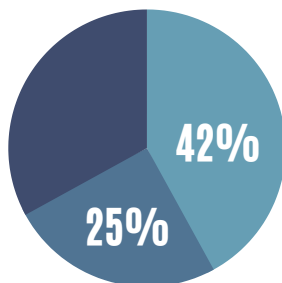
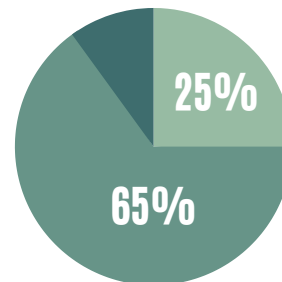
## The highlights of the survey findings include:

75% of the organizations have implemented some form of self-service capabilities as a part of their customer experience offerings



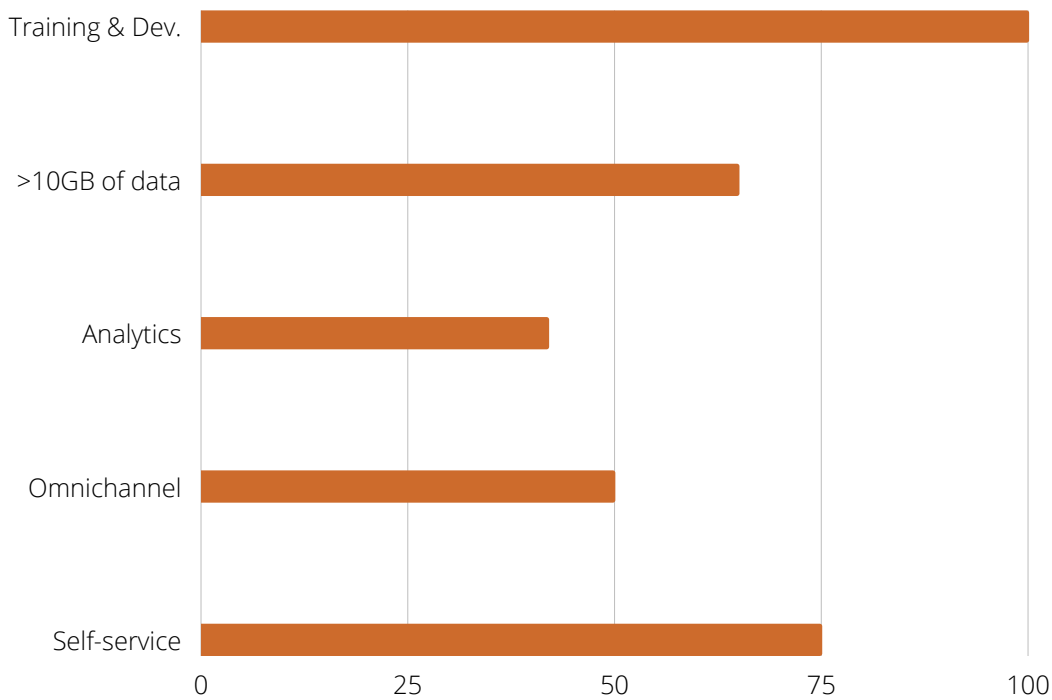
50% of the organizations have omnichannel capabilities, and the remaining 50% operate more than two channels to provide customer experiences

25% of the customer experience functions generate more than 500 GB of data every day, while 65% of the organizations generate more than 10 GB of data



42% of organizations use analytics to derive insights from their data. 25% of the organizations are evaluating an analytics platform for their customer service function

Almost all the organizations that we spoke to are implementing some or the other form of training and performance improvement programs to empower their agents to provide the best possible customer experiences



## Training & Development

All the organizations had given a thumbs up regarding training and performance improvement to empower their agents to provide the best possible customer experience.

Every organization is adding multiple channels to provide better experiences to customers. This means that they will have to support every additional channel with technology and human resources. The human resources will have to be skilled to understand the queries and clearly answer the customers.

This means that agents who interact with the customers should be equipped to provide resolutions to their queries, which will require continuous improvement and training.

This is evident in the survey that all the organizations we surveyed are geared to empower their agents.



## Omnichannel Experiences

Overall, every customer service function has added more than two channels as their customers expect them to be present in multiple channels. This means that the channels will have to be integrated to provide a single view of the customers.

This is coming out clearly because 50% of the organizations surveyed have already got omnichannel capabilities, as they want to provide a consistent experience to customers across channels.

The remaining 50% are operating more than two channels and are likely to provide omnichannel experiences sooner than later.

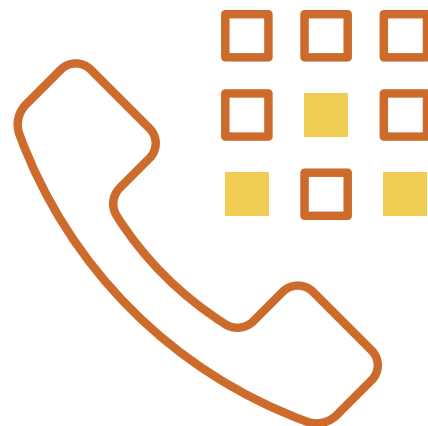


## Self-service capabilities

The preferred choice for customers today is not to pick up the phone and call the customers. They look to sort out their issues by visiting the website or the mobile app. Today's customers want control in their hands, and they expect their vendors to have self-service capabilities.

The self-service capabilities need not necessarily be fancy – it can be as simple as having FAQs on the website, rule-based or conversational chat on the app or website, self-explanatory videos for oft-repeated issues, and assigning an expert to address the issue on video conferencing.

For complex queries, customers are OK to call up the traditional channels like a call center or write an email.



## Data analytics

65% of the organizations generate more than 10 GB of data every day across all channels. 25% of the organizations generate more than 500 GB of data every day across all channels. This is humungous, and what do you do with them?

There is a lot of intelligence buried in this data. Analyzing them would bring out areas of improvement not just in terms of customer experience but also in terms of product enhancements and product management.

Obviously, 42% of the organizations surveyed use analytics engines to make sense of this data. This allows them to improve their self-service capabilities, agent training, product management, and product enhancement.



## Conclusion

Overall, there is a push towards digital transformation by the customer experience function. Now, the customer experience function has brought more heads and functions to the table, and everyone's KRA is geared toward providing a better customer experience.

Most customer experience functions have invested heavily in their digital transformation initiatives, with the customer at the center. Their investments have resulted in omnichannel experiences, self-service capabilities, analytics, and the empowerment of agents.

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