



5 WAYS TO IMPROVE CUSTOMER EXPERIENCE

AND DRIVE GROWTH THROUGH PROFITABLE SALES

ORACLE®



WHAT'S INSIDE

SMBs AND CUSTOMER EXPERIENCE – MYTH VS. REALITY

5 WAYS TO IMPROVE CUSTOMER EXPERIENCE

1. Understand how customer experience extends beyond the initial sale
2. Make it easy to engage with your company and work to anticipate needs
3. Create strong, personalized relationships
4. Prepare for “micro-moments” through a robust omni-channel strategy
5. Build integrated systems that scale customer experiences as you grow

**THE CUSTOMER EXPERIENCE YOU PROVIDE IS THE COMPETITIVE
ADVANTAGE YOU HAVE**





MYTH:

FOCUSING ON CUSTOMER EXPERIENCE IS NOT CRUCIAL FOR MY SMB RIGHT NOW

REALITY: Thanks to daily advances in technology, “highly informed” connected customers are now able to dictate what experiences they want from your SMB. That experience is influenced by every interaction they have with your company on every channel and on any device.

Your customers are the most important part of your growing business. You would be nothing without them.

Whether they came to you from an existing relationship, word-of-mouth, or referral, it is no longer enough to simply provide them with a product or service. They want more. They want something personalized just for them.

This means that if you can provide them with this personalized customer experience (CX) — addressing their specific needs when they need you to — you will have an extremely profitable competitive advantage.

Therefore, SMBs must establish a robust customer experience strategy in order to keep up with changing industry and customer demands.

THE EXPERIENCES CUSTOMERS HAVE WITH YOUR BUSINESS IS WHAT WILL KEEP THEM COMING BACK — OR NOT.

IF THEY COME BACK, THEY ARE MORE PROFITABLE.

Customers who've had great experiences spend

140% more

compared to those who've had poor experiences.

— Harvard Business Review





**EVERY COMPANY
PROVIDES A
CUSTOMER
EXPERIENCE,
BEGINNING WITH
THE VERY FIRST
CUSTOMER.**



YOUR SMB DOES AS WELL, REGARDLESS OF WHETHER YOU DO IT CONSCIOUSLY OR NOT

You interact with customers and provide them with products and services. This means that they have an experience with you and your brand, and it is up to you whether it's superlative, awful, or industry average.

Small- and medium-sized businesses are in a unique position — they need to support digital experiences on top of already established interpersonal experiences.

Often, they aren't fully equipped to support a complete omni-channel strategy needed to meet constantly evolving (and rising) customer expectations. But that does not need to be the case. SMBs can level the playing field and effectively compete with their larger competitors.

Here are 5 ways you can improve your existing customer experience to
GO AND GROW.



UNDERSTAND THAT CX MUST EXTEND BEYOND THE INITIAL SALE.

SMBs typically don't have a robust customer service group. CEOs — who were typically the first salespeople — often believe that because of the good relationships that they have built with their initial customers that:

- There are no unhappy customers
- If a customer does become unhappy, they will have the capacity to personally handle it

But, what happens when the business grows to a point that the CEO (or anyone on the executive team) is not able to deal with every single customer?

This is an issue every growing small business ultimately faces.

As SMBs grow, the CEO will have to step back and pass the CX reins to others. Those employees will have to be prepared to address multiple customer issues at once, while still providing the personal attention each customer has come to expect from dealing directly with members of the executive team. Successfully passing this responsibility to your employees is the key to continue delivering great experiences to your expanding customer base.

And the right CX Cloud solution is vital to making this happen.

80%

of unhappy customers tell people about a bad experience.

— *Forbes*, 2016

82%

of people no longer do business with a company due to a bad experience.

— *Forbes*, 2016



ALL CUSTOMER INTERACTIONS PROVIDE A LASTING RECORD.

To successfully pass along the “customer service” responsibility to your employees and keep the customer experience threshold high, SMBs must provide their employees with two things:

- 1. predictable processes and responses**
- 2. access to information they can use to help solve customer problems**

Anyone interacting with a customer should be able to efficiently share information — whether that be during the selling / quoting cycle or delivery (if applicable) or after sales service / support. They need to have that customer’s history and previous interactions at their fingertips — a complete 360° view. The right CX cloud solution ensures that knowledge moves quickly

and resolutions are recorded for future reference.

As your company grows, it’s not just the executives who are responsible for creating memorable customer experiences.



The biggest pain points in customer service are **insufficient knowledge and inconsistency** among agents and the **inability** of websites to deliver answers.

2 MAKE IT EASY FOR CUSTOMERS TO ENGAGE WITH YOUR SMB.

Customer demands are rapidly changing, and (thanks to mobile technology) customers expect instant gratification. They have everything at their fingertips, and they believe their customer experience should be just as instantaneous.

One of the best ways to satisfy the need for instant gratification is to let customers help themselves. In fact, providing a self-service option is perceived — by many customers — as mandatory. Customers also want to choose how they communicate with you — whether it's through phone, email, an app, chat, or social media. This can be a win-win for everyone, since customers get choice, and SMBs can allocate resources away from high-cost, high-effort channels.

With the “right cloud” customer experience software solution, customer-facing employees can focus on delivering effective, efficient, value-add customer service. Technology can handle frequently asked questions, the resetting of passwords, and the update of payment or contact information.

70%

of consumers expect a company website to include a self-service application

— *The Self-Servicing Economy*

40%

of consumers prefer self-service to human contact for their future contact with companies

— *The Self-Servicing Economy*

34%

of millennials would rather have their teeth cleaned than call a customer service rep

— *Entrepreneur magazine*

Customer experience is actually mostly about how the customers feel. It makes up **65.4%** of how customers evaluate their experience.

AFTER ENGAGEMENT COMES ANTICIPATION AND RESOLUTION.

In today's market, companies need to do more than just target the right customers for the initial sale. SMBs need to act like larger companies and work to understand every interaction customers have had with their brand — and what issues they might have encountered.

Customers want to be heard, and SMBs should listen.

Current customers can be a great source to anticipate needs before they become business problems. If you can solve their problem before they realize it is a problem, you will provide your customers with a better experience. And better experiences leads to customer loyalty which leads to more profitability.

SMBs that pay attention and offer a variety of open and

inviting channels for prospects and customers to be heard — website, mobile app or even in-store kiosk — will increase customer loyalty. It is all about making it easy to engage, demonstrating a willingness to listen, anticipating a problem, and then solving the customer's problem or pain point.



In the
customers'
mind...the
problems
you solve are
always more
important than
the products
you sell.

CREATE STRONG, PERSONALIZED RELATIONSHIPS THAT DIFFERENTIATE YOUR BRAND AND DRIVE SALES.

Many feel that “personalization” is an overused but under-executed buzzword. However, SMBs are discovering that to create a “buzzworthy” (excuse the pun) customer experience, personalizing ALL customer touchpoints is no longer an option.

Personalization has to go beyond simply inserting the recipient’s name into a marketing email.

To succeed, SMBs should focus on integrating personal messages across a variety of channels and devices. Putting the “person” into personalization can be as simple as a shift in the tone of your email messages, word choices in a series of banner ads, or adding a name to your social posts — anything that makes the customer feel like they’re talking to a human instead of a logo.

1/3

of firms feel like misaligned personalization strategy is a top barrier to success.

— Forrester, 2016

62%

of firms are investing in web and mobile personalization.

— Forrester, 2016



CROSS-DEVICE PERSONALIZATION

To pull ahead of the competition, cross-device personalization is key.

It's one of the most powerful means of increasing both customer satisfaction and spend, because it is based on your customers' unique needs and wants.

The *right* CX cloud technology enables SMBs to match customers with targeted offers delivered seamlessly across a variety of digital channels. Done right, you are able to outperform your competitors in terms of customer loyalty and spend — whether these offers are presented on a website, through in-page / pop-up ads, or off-site through social media / banner ads.

When customer demographics, behavior, buying patterns, and responses to previous offers are

holistically applied to develop external messages, you're able to present customers with highly relevant online offers and incentives that make them feel understood — and more likely to buy.



53%

of firms believe they're using the wrong personalization solutions.

— Forrester, 2016

BE READY FOR "MICRO-MOMENTS" THROUGH A ROBUST OMNI-CHANNEL STRATEGY

Micro-moments can happen anywhere — and at any time. They are the "I want-to-know," "I want-to-do," and "I want-to-buy" moments that happen when customers reflexively turn to a device to immediately act on a need. These moments indicate serious intent and can be game-changers.



DID YOU KNOW? OF SMARTPHONE USERS

91%

look up information on their smartphones while in the middle of a task.*

82%

of smartphone users consult their phones while they're standing in a store deciding which product to buy.*

1 in 10

of those end up buying a different product than they had planned.*

*Source: Consumers in the Micro-Moment, 2015

BE MICRO-MOMENT READY BY PLANNING FOR OMNI-CHANNEL MARKETING AND SALES

What starts as a micro-moment often leads to engagement and even consummation within other channels. In fact, the majority of purchases following a mobile search happened not online, but in a physical store (73%) or on the phone (16%).*

To succeed, your small business should be executing an optimized omni-channel strategy. Similar to multi-channel, omni-channel experiences are powered by forward-thinking technology to ensure that every channel and every device works together to deliver a consistent customer experience from the first time the brand is touched.

The right cloud CX solution lets SMBs share solution-based, personalized content that prominently shows in related mobile searches while your customer is researching a purchase. This can then be used to move the customer further along the sales cycle to (perhaps) an online sale or a decision to visit your store for more information.

Your business can then collect and store data across all of these online and offline interactions to paint a full picture of each customer segment and understand how to best address needs and encourage repeat purchases.



*Source: comScore's Local Search Study

BUILD INTEGRATED SYSTEMS THAT CAN SCALE THE CUSTOMER EXPERIENCE AS YOU GROW

As you grow, your SMB will add more and more customer-facing employees — from inside sales / field sales / sales associates to customer service / delivery / marketing teams. What can make or break your business is the technology all these employees use to support a top-notch customer experience.

Point solutions provide little value. Integration is the key, and it is not just

integration between the front-office applications (i.e. sales cloud, service cloud, commerce cloud, etc.). There needs to be seamless integration between your front-end and back-end systems. This will not only connect all customer experience touchpoints but will enable all customer-facing employees to quickly resolve issues and maintain the positive customer relationships your executive team worked so hard to establish.

HOW BACK-OFFICE AND FRONT-OFFICE INTEGRATION

CAN IMPROVE THE CUSTOMER EXPERIENCE

1 Customer service reps can see customers' statuses in the billing department; if they pay consistently and timely, they can be recognized for their loyalty to the company.

2 "Back-office" and "front-office" integration enables self-service. Without real-time connections to customer records, payment history, invoices, etc. customers cannot access information to complete tasks themselves.

3 In terms of e-commerce, integration allows customers to select and modify shipping methods, check inventory levels, and handle all credit card transactions.

CONNECTED CLOUD SOLUTIONS

Full integration provides all your employees with a 360° view of your customer — to whatever degree is needed. They have real-time access to appropriate customer information, including sales history data, service history data, renewal status, marketing data, inventory data, customer data, contact data, and payment history.

For example, when your customer service teams can track your customers' journeys, your service department transforms from a cost center (that you feel forced to provide) to a profit center (allowing you to upsell, cross-sell, process renewals, and make alternative purchase suggestions).

Integrated cloud solutions connect sales

automation, service request management, and customer self-service to enable your small business to provide the meaningful, scalable, connected experiences customers demand, while simplifying infrastructure and reducing associated costs.

You are able to provide your customers with a "one-stop shop" — in a way that makes them feel that interacting with your brand was easy. Imagine it. No more chaos, no more automated call routing nightmares, no more transferring customers back and forth between departments. Because (as you may recall), when a customer feels that an interaction was "easy", customer satisfaction skyrockets.

54%

of sales executives report that not having the right software, agility, and flexibility is a barrier to success

— Forrester

57%

of a purchase decision is complete by the time customers reach out to an actual person

— Forrester

A woman with long brown hair, wearing a black headset with a microphone, is sitting at a desk in a call center. She is looking down at a laptop. The background is slightly blurred, showing other people and office equipment. The image has a green tint overlay.

**REMEMBER:
65% OF
YOUR
BUSINESS
WILL COME
FROM
EXISTING
CUSTOMERS**

— *SmallBizTrends*

THEREFORE, THE CUSTOMER EXPERIENCE YOU PROVIDE IS THE COMPETITIVE ADVANTAGE YOU HAVE

The better your customers' experiences, the more likely they will become repeat customers and that they will recommend your business to others. When you anticipate your customers' needs, solve their problems, and effectively nurture strong relationships, you'll differentiate your business in a way that will be hard for competitors to overcome – no matter their size.

Oracle CX Cloud Suite is the investment your small business needs to deliver the ultimate customer experiences to "GO and GROW."

ORACLE CX CLOUD
SOLUTIONS ARE A
SMART OPTION FOR
HIGH-GROWTH SMBs

LEARN WHY >>

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WITH ORACLE, YOU CAN

GO + GROW
WITH CONFIDENCE