



THE DIGITAL CUSTOMER EXPERIENCE

Today's customer journey is vastly different than it was a year ago.

Limiting, if not completely halting, in-store and face-to-face interactions, the pandemic has drastically altered where, how, and why people shop. Thus, the customer experience is being transformed globally, and more specifically—it's digital. As the shopping environment is continuously being altered, consumer expectations are changing along with it. The ability to meet customer needs and communicate with them in real-time is not just a retail ideal, but now an expectation. To provide more value to your customers, encourage brand loyalty, and survive the current retail landscape, businesses must digitally transform the customer experience.

“... brands that are able to utilize data and tools to provide a connected and collective customer experience that is of value will have the ability to drive a deeper relationship with customers, design new products, and create new business models.”

-IDC

Here are five ways going digital can improve your customer experience:

1. Better Understand Your Customers

Data and insights enable businesses to build an in-depth understanding of their customers, from their basic demographics and general habits to their shopping preferences and where they're at in their buyer's journey. It has become increasingly more standard to leverage third-platform technologies, like cloud, mobile, and social media, to gather these customer insights, but there are additional forms of automation that can accelerate this collection of meaningful customer data. This includes artificial intelligence (AI), Internet of Things (IOT), and augmented reality. As technology provides endless options to collect customer data, the ability to build deeper relationships with your customers is also endless.

Data is no longer limited to just long-term analysis. Now, much of the information digitally collected can be turned around in an instant for purposes such as increasing purchases at the point of sale. This is where the customer experience gets personal.

2. Personalize Your Interactions

Leveraging digital technologies to better understand your customers is only the first step. The next is predictive analytics. Rewards programs are a great vessel to utilize data in this way. Over time, as well as instantly, a customer's preferences are collected as they shop, and at checkout, they are prompted to purchase items similar to their preferences or are provided coupons specific to their tastes. This instant access to data, as well as the ability to provide quick customer suggestions, isn't just helpful to your business, but your customers can benefit as well.

Predictive analytics makes it easier for your customers, with capabilities like curating the things that they're interested in. If they prefer a certain style of clothing, instead of endlessly scrolling, they can quickly shop through what matches their style preferences. The basic customer data is useful—actually very practical—to them too. Have you ever ordered a specific latte but can't remember which one it was? You can look at your previous orders and quickly reorder what you like! This is just a fraction of the equation that makes a digital customer experience so seamless.

3. Make Every Experience Seamless

Just like predicting and catering to your customers' preferences creates a more personalized experience, it also plays into fostering a more seamless one. Modern-day consumers expect everything to be instant, accessible, intuitive, and simple. Every interaction and workflow should be accounted for. This is where perfecting your omnichannel experience comes to the forefront. To facilitate an effortless and consistent shopping journey, you need all channels to be well integrated. This means a QR code should be able to scan at the register, a locker pick up location (Buy Online Pick Up In-Store - BOPIS), or on a mobile phone, etc. Everything should be designed and built in sync, and now there's no reason for it not to be. Ensuring that your customers receive a consistent user-centric experience in-store, at home, and on the go allows your business to be more flexible and agile as times change.

4. Keep the Customer Journey Current

As seen today, the way in which customers shop can change drastically. Stores that had already adopted automation, mobile apps, omnichannel integrations, and other digital technologies, were able to quickly shift to meet the new customer journey. In remaining current with your customers, always assess and reassess their needs, environments, and habits. For example, now is the time to look at how to modify the in-store experiences for your shoppers. Will you adopt new technologies like digital lockers and vending to allow for contactless interactions? Will you implement QR code scanning to enable your shoppers to collect discounts whether they're online or in-store? Will you provide e-commerce-like abilities in store like ordering a product for your customer that is out of stock? The in-store experience will likely need to adopt much of what is currently available to your customers online.



5. Embrace an Innovative Mindset

There are many questions to think through in reassessing your customer journey to leverage digital solutions. It's important to keep in mind that just as technology is constantly changing, so must your business. It is vital to be at the leading edge of innovation to continuously stand out to your customers. The easier you make their shopping experience, the more likely they are to become brand loyal. If you have not adopted accelerated technologies, you're behind, and especially in today's new normal.

DISCOVER THE DIFFERENCE OF A SEAMLESS EXPERIENCE

CompuCom knows seamless customer support because we provide it to our customers every day. Customer success is at the center of everything we do. Whether it's the technology we deploy, support, and manage or the projects and initiatives we implement and consult, we remain focused on outcomes and results to drive our customers' businesses forward. That's why we work specifically with partners that share this mission with us, like [Cisco](#).

Together, we demonstrate the true value of customer success.

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