Customer experience

Create powerful connections with your customer experience

Introduction

We deliver value for your customers, employees and organization at every touchpoint, creating differentiated, intuitive, personalized and hyper automated experiences.

Our advisory, consulting, managed and outsourced services promise to enable the growth of the value of your customer base through accelerated acquisition, effortless consumption and brand promotion.

Solution approach

Customer experience (CX) may once have been the sole responsibility of the contact center but over the last few years, it has become an enterprise-wide deliverable requiring a clear, integrated strategy and well-defined execution across the organization.

Customers today expect a hyper-personalized, effortless experience, and CX is still recognized by 81.6% of boards and leaders as a clear differentiator and the number one indicator of strategic performance. Yet, as our research finds, all too often poor strategic execution thwarts progress. Over a quarter of organizations are dissatisfied with their CX capabilities and customers are too: only 12.1% of organizations say customers rate their CX at a promoter level.

There is a gap between the top CX performers and their industry peers. The best organizations define and track the value of CX to inform their strategy and reap the rewards with over three times the promoter-level scores of organizations that do not. Top performers collaborate with all business functions on CX design to boost customer satisfaction and increase organizational productivity. Those with a formal voice of the customer (VoC) program report higher revenues/profits, while nearly 65% have seen improved customer loyalty and value compared to just over 50% who don't have a VoC program. Additionally, organizations who access enterprise wide CX analytics have reduced their share of disenchanted customers to 21.4%, while those without receive negative CX scores from 49.3% of their customer base.

These top performers are setting the benchmark others should aspire to. Those falling behind will only become more vulnerable – hence the need to act and transform now.

Great CX is the result of focus and design, not coincidence. Approach CX with a clear strategic design, create an ecosystem bringing together the latest technology, analytics-driven insights, digital business methodologies and use voice of the customer feedback analysis as your CX decision-making compass.

This way you bring your customer back into focus and remain relevant in a complex, changing environment.

'Information only has value if it reaches the client on time. Our vision is to help clients grow through innovative analytical solutions. **Digital transformation and technology support from NTT enables us to deliver on that commitment.**'
Reliance Securities

Service overview

Create powerful connections with your customer experience:

- **Customer Analytics:** Evolve to be a CX data-driven organization.

- **Customer Journey Management:** Great CX journeys are the result of focus and design, not coincidence.

- **Move to Cloud-connected CX:** Disrupt and transform with cloud-based CX platform capabilities built for people.

- **CX Automation:** Value- and advocacy-driven hyper-automation and AI-driven human augmentation.

- **Operations Optimization:** Adapt, adopt, align and accelerate your optimized CX ecosystem.

Challenges and solutions

Challenge	How our solution addresses it
Realize the value of CX	Our customer experience services help you create powerful customer connections and grow the value of your customer base.
Create effortless experiences	We design customer-centric engagements, developing harmonized, hybrid human and technology solutions to deliver a seamless and personalized experience across all channels.
Mobilize data: Create actionable insights and valuable interaction	We deliver intelligent CX by extracting data across all points in the customer journey, leveraging intent, sentiment, asynchronous and real-time insights of customer behaviours and operational performance.
Move to a cloud-connected CX	We accelerate your customer experiences with our CX platform as a service capabilities. Our Journey to the Cloud framework drives repeatable outcomes and provides the agility and innovation to remain connected to you customers.

The NTT advantage

We have the expertise to help you deliver value through improved customer experiences. We work across all touchpoints, from digital self-service and contact centers to frontline face-to-face and automated AI/robotic interaction.

We help enable customer and employee-centric business strategy, across the full customer experience lifecycle, providing end-to-end CX management.

'Our CX team can, as the internal service provider of customer experience services, **deliver any requirements within weeks rather than months, thanks to our newly consolidated global service platform.**'

Marek Klampár, Senior Consultant Customer Experience, Henkel

Why NTT?

Extensive experience
800 Clients managed with over 100,000 seats through our Managed Services for contact centers.

Deep customer understanding
We have 10 years of experience delivering contact center solutions as-a-service (CCaaS), and the solutions we've deployed enable over 7 billion customer engagements each year.

Delivery expertise
We employ over 1,000 dedicated CX experts around the world and have 8,000 people delivering bespoke outsourcing solutions.

Proven methodologies
We hold the highest levels of certifications with the industry's leading technology partners.

NTT

Together we do great things