



DRIVING LOYALTY:

How enterprise mobility systems & data deliver a better customer experience strategy

In the face of rising customer demands, ever-developing technologies and copious data, keeping your customers loyal to your brand—by providing a first-rate customer experience strategy—is key. But how?

A customer experience strategy that leverages enterprise mobility systems and data offers your company a powerful market differentiator; to cultivate satisfied, loyal customers.

Here we examine new digital influences on your customer's buying behaviour alongside best practice enterprise mobility features to help you maximise your customer experience strategy.



CONSUMERS DEMAND



A quick snapshot of your customer today reveals, first, a deep proficiency with mobile smart devices and online platforms. When interacting with your business via technology, your customers expect to be treated in a respectful, efficient way.

Second, your customers are unique. They expect your business to engage with them in a personalised way. For you to know **who** they are and **what** they prefer.

Third, your customers know that digital consumer data improves business systems. Therefore, they expect your customer processes to be a seamless and satisfying experience.

Plus, your customers transact with your business from multiple personal devices. They expect a well-executed customer experience strategy across their device platforms.

Furthermore, they allow their personal information to link to social media and mapping services, to speed up and enhance their interaction with your business. They expect you to leverage this data to provide a great service.

Ultimately, the biggest challenge when devising your company's customer experience strategy is keeping step with the escalating expectations of your consumers.

TECHNOLOGIES ADVANCE



There's potent synergy between accessing data, making decisions and getting results via an effective, integrated enterprise mobility system. However, for many companies, such a data-driven holistic system does not exist due to the use of old disparate systems with confined silos of information that don't 'talk' to each other.

Unfortunately, it's a losing battle tackling today's problems with yesterday's systems.

The technological advances in enterprise mobility systems over the next decade will offer companies unprecedented opportunities to deliver a better customer experience strategy.

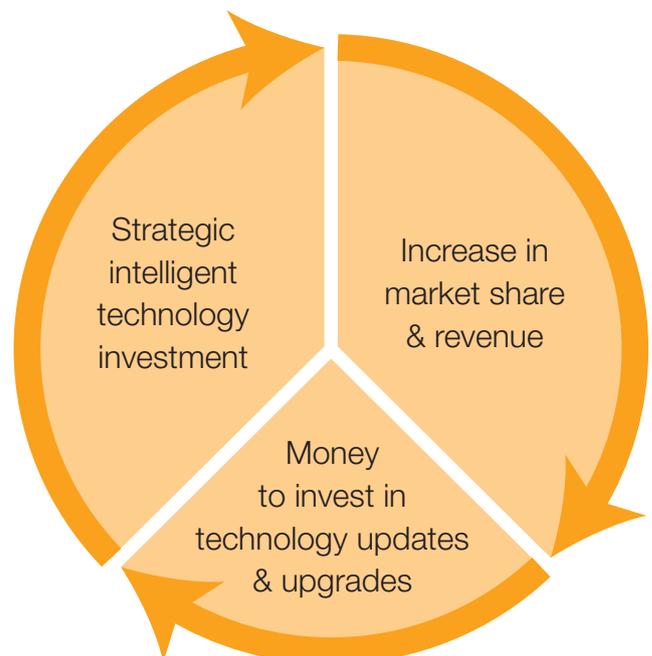
Yet, some businesses get trapped in an often short-sighted, cost-driven view that fails to appreciate the full cost-benefit of a strategic intelligent technology investment.

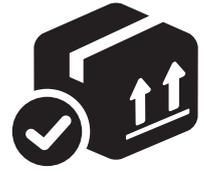
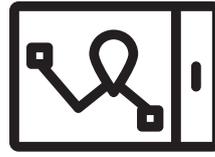
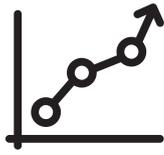
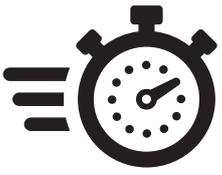
Such technology, when well executed and managed, will increase profits as your customer base expands and loyalty is regained. This will then finance the necessary technology updates to continuously improve your customer experience strategy.

On the plus side, a lot of mobility problems are now solved. The technology exists. The cost of mobility technology solutions has fallen. More cost-effective ways to do business and meet customer demands are rolled out every day.

For best results in the face of evolving technologies, choose an enterprise mobility solution that:

- ① allows you to update, tailor and adapt business workflows rather than conform to a rigid template-based system
- ② has a management portal so you can adjust your solution's configurations independently of the system's developers
- ③ has a mechanism to ensure security and other important parameters are always up to date





IMAGINE THIS...

Your company successfully received a shipment of your latest, highly sought-after products to one of your key retail outlets in a popular busy location.

Unfortunately, your products arrived three full days **after** your nationwide advertising campaign that attracted many interested buyers into your retail stores.

Lacking a 'standards-based' way to communicate delivery status, your third-party logistics provider had you 'in the dark' about when your new products will arrive at your store. This wasted precious staff time as the progress of the order was chased by both head office and store personnel.

With no customer experience strategy in place, your visiting prospects seeking the advertised product—a highly-prized, highly-desired item in their eyes—have walked out the door empty-handed, dissatisfied and unhappy with your company's shortfall and poor business practices.

BUT, WHAT IF...

Your company had a responsive customer experience strategy in place to produce a positive outcome based on real-time information?

With an enterprise mobility solution, that communicates in the same language as your third-party logistics provider's system, or links your enterprise data to their system, your company would know—in real time—when your stock delivery is due to arrive.

This would give your retail outlets notice to adapt to the delayed shipment problem, yet still help your customers purchase what they came looking for. An intelligent 'rectification' system would allow customers who arrive ready to buy the undelivered sale stock, to instantly make an online sale from inside your store and get the item delivered to their home a day or so later.

Your company completes the transaction in full, you don't lose the customer's buying momentum and your customer has a great experience with your business.

SYSTEMS & DATA DELIVER

Fundamental to delivering a first-rate customer experience strategy are your company's operational **systems** and the corresponding **data** that drives these systems.

An integrated enterprise-wide mobility system, that intelligently administers and streamlines all business functions, will increase efficiencies across the board. Typical productivity gains include:

- ④ **Quality customer interactions;** by collecting, analysing and applying data from all business operations, your customer experience strategy improves and evolves.
- ④ **Timely resolution of problems;** by acting fast to fix customer problems, in addition to rectifying minor shortfalls before they become major problems, increases customer loyalty.
- ④ **Rapid escalation of issues;** prioritising important tasks when they arise, while notifying enterprise-wide systems in an intelligent way, reorganises business activities in real time.
- ④ **Better employee engagement;** provide a great digital experience for your staff who then help customers with high-value information and, in doing so, your staff become your brand ambassadors.
- ④ **Greater visibility to third parties;** by authorising your suppliers to access your enterprise mobility system and relevant data, they're effectively managed and instructed to meet your company's criteria for quality customer service.

Equally, widespread consumer mobility systems enable customers to engage with your company in numerous ways from various settings.

Data analytics of how your customers engage with your company in real time, reveals a detailed picture of the customer experience to inform your business results and identify work areas to improve.

The intelligent, systematic and practical use of mobility data within your customer experience strategy is the glue that holds customers loyal to your brand.

For best results from your systems and data, choose an enterprise mobility solution that has:

- ④ business intelligence to monitor how well your system is performing and identify areas for improvement
- ④ APIs for easy integration with other business systems, to access and interrogate all business data
- ④ cloud capabilities for accessibility, reliability and peace of mind
- ④ security monitoring to block problems, conduct threat analyses and manage risks



ANTICIPATE NEEDS

Strong customer relationships are built on **respect** plus an enterprise-wide enthusiasm to **add value** to the customer.

For digital engagement, companies respect their customers by providing a personalised, one-on-one mobile experience that's easy to use. They offer real-time updates, direct communication channels, rapid engagement, and instant answers to customer questions to help solve their problems. Respecting your customer means you intelligently anticipate their needs, particularly those needs that are unique to your industry.

No matter how your customer chooses to engage with your company, a comprehensive, consistent interaction across all channels adds value to the customer experience strategy. A two-way conversation mechanism with your customer allows their problems to be addressed in real time.

Furthermore, integration of account, sales and order data will improve the experience when your customer engages your company; by phone or call centre, via an online transaction, via account information held by a third party, in-person at a service centre, or via chat in a web browser. Data integration will also enhance back-office processes that rely on individual customer information.

For the best ways to meet your customer needs, choose an enterprise mobility solution that has:

- ① a customer-facing, company-branded interface that supports a quality customer experience strategy, i.e. a delivery app that allows your customer to track their order in real time
- ② adaptive workflows, i.e. the operator's device responds to a specific task, then intelligently adapts subsequent workflow steps to complete the workflow efficiently and without errors



LOYALTY GAINS

Lastly, we know that customer loyalty is hard won through recurring good customer experiences, but easily lost by one poor experience. Similarly, loyalty shifts when your customer has a better experience with a competing business and buys from them over you.

To gain a true perspective of the challenges your customers face when they engage with your company's customer experience strategy, it's best practise to 'put yourself in their shoes'. Experience what your company does well and not so well. Then formulate a process and/or leverage technology to improve your areas of concern.

The values of your brand—what you stand for and why—go part of the way to developing customer loyalty. However, doing what you say you'll do and taking immediate responsibility to make it right when something is below par; these actions add instant value to your customer experience strategy.

A customer will come back when they're confident you can efficiently and effectively meet their needs.

For the best approaches to improve customer loyalty, choose an enterprise mobility solution that has:

- ① cross-platform capability on both Android and iOS devices, for better staff and customer engagement
- ② integrated business workflows that enhance customer efficiencies and pinpoint problems for immediate action
- ③ a web portal for real-time back office connectivity that supports Call Centre tasks, helps customers or informs management on business activities

An enterprise mobility system that uses enterprise data intelligently, in a way that integrates seamlessly with real-time operations, will add value to your customer experience strategy.

For more information about best practise enterprise mobility solutions that bring greater efficiencies, optimised processes, an engaged workforce and, most importantly, happy loyal customers, visit

www.leopardsystems.com.au

GOT QUESTIONS?

Book a free Enterprise Mobility Discovery Session with Leopard Systems today. We look forward to helping you leap forward with an enterprise mobility solution that helps you deliver better.

Wondering how to set up a delivery tracker for your customers?

Leopard's Delivery Tracker is a customer interface branded to your company. It offers a superior customer experience strategy by providing transparent and accurate delivery and tracking information. Contact us to find out more:

www.leopardsystems.com.au