CLARABRIDGE

Six Components of CX Success in Retail and Consumer Goods

1. Enhance Digital Experience and eCommerce

Online shopping provides convenience and ease, making it a popular option for consumers as store locations have closed or had to operate at reduced capacity; however, an increased reliance on digital channels has put a spotlight on pain points such as poor website usability, high effort return processes and unclear product information.

By strengthening the digital experience, retailers and consumer goods companies can create a frictionless experience that increases satisfaction, drives sales and differentiates them from the competition.

THE CLARABRIDGE SOLUTION

- Identifies digital pain points
- Analyzes responses to emerging sales channels
- Supports personalization efforts

2. Improve Delivery and Fulfillment

When customers place online orders, their experience with the delivery process can also impact their attitude toward a brand. The popularity of online shopping means that package delivery has become a prominent part of brand interactions, and businesses cannot afford to ignore this element of the customer experience.

As heightened consumer expectations for convenience and shipping options remain pervasive, businesses can distinguish themselves by excelling in this area to encourage long term loyalty and positive brand associations.

THE CLARABRIDGE SOLUTION

- Crystallizes the relationship between the delivery process and customer satisfaction
- Groups negative feedback into categories such as delays or a lack of tracking information
- Analyzes elements of the post-delivery experience such as ease of opening, packaging design and item damage
- Tracks delivery dissatisfaction at scale

3. Optimize Store Experience and Merchandising

Despite the popularity of online shopping, in-person sales channels continue to tout many benefits as they present unique opportunities to engage consumers and influence purchasing decisions. Nevertheless, store locations must operate at a certain level of excellence in order to realize these benefits and create compelling experiences for customers who are already equipped with product information available online. When stores fail to create engaging in-person interactions, customers may choose to bypass the store experience entirely.

The high operating costs of maintaining a physical store underline the importance of optimizing the store experience; however, organizations that do so successfully can also encourage loyalty, sales and positive brand associations.

THE CLARABRIDGE SOLUTION

- Analyzes granular elements of the store experience such as store cleanliness and staff friendliness
- Offers flexible models to group department-specific feedback into relevant categories
- Monitors customer feedback on in-store events
- Tracks store performance across locations and regions

4. Inform Product Development

In order to continue providing value to consumers, brands must constantly develop and enhance their products. To accomplish this goal, companies must leverage a deep understanding of the customer perspective and show consumers that they're listening. By leveraging this knowledge and intentionally integrating it into subsequent product iterations, retailers and consumer goods companies not only give customers more of what they want but also avoid developing elements that they do not desire.

By intentionally implementing a product development strategy that is based on the Voice of the Customer, businesses have a better chance of creating products that resonate and achieving long-term success.

THE CLARABRIDGE SOLUTION

- Identifies product features that drive dissatisfaction
- Groups feedback by product line or SKU
- Provides insight into customer responses to new or existing products
- Equips R&D teams with valuable insights about usability, color preferences and product quality

5. Streamline Contact Center Operations

When customers have questions that can't be answered easily, the contact center is often the first place they turn to for answers. To provide a positive contact center experience, companies must constantly refine their strategy to meet customer expectations. In the retail and consumer goods industry, it is exceptionally easy for customers to switch to the competition at any time. In order to optimize contact center operations, companies should invest in improving the agent experience and capturing the valuable feedback that contact center conversations contain.

By improving agent efficiency, creating positive experiences, and identifying cross-departmental CX insights, businesses can fully leverage their contact centers to make and save money.

THE CLARABRIDGE SOLUTION

- Enables teams to monitor 100 percent of contact center conversations
- Evaluates agent performance based on both direct behaviors and soft skills
- Automates quality management processes and increases agent efficiency
- Deflects contact volume by identifying cross-departmental CX improvements

6. Boost Brand Perception

Having a strong brand matters now more than ever. A company's brand and values are no longer an afterthought, and today's consumers will consider these factors when making purchasing decisions. A good brand only works if consumers perceive it to be authentic, but authenticity and trust are extremely difficult to measure. Organizations can take a step in the right direction by taking the time to really understand what their customer base cares about and implement systems to evaluate the impact of their attempts to engage audiences on those topics.

By understanding customer reactions to brand values, analyzing feedback about marketing campaigns and monitoring for negative feedback associated with promotional campaigns, companies can maintain a positive brand reputation and make sure their brand identity resonates.

THE CLARABRIDGE SOLUTION

- Measures customer perceptions of company values
- Evaluates market feedback on brand campaigns
- Supports successful marketing initiatives
- Prepares organizations to navigate crises if they occur

Want to Learn More?

Read our eBook, *Excelling in the Age of the Educated Consumer,* to delve deeper into optimizing customer experience in retail and consumer goods.

Download the eBook →