



# Improving the customer experience in the digital communications era

## Tackling the challenges

Organisations must adapt their customer experience strategies to meet today's digital era. They need to consider new communications methods and social media, while maintaining human interaction. Bridging the gap requires drawing from past experiences, understanding the needs of today's fast-paced customers, and leveraging new technologies such as Artificial Intelligence (AI). Overcoming the challenges of customer retention and acquisition, to improve the customer experience in the digital age is crucial.



## 1 Optimise resources and budget while delivering world-class customer service

Organisations must balance their valuable employee resources and need for self-service tools, while finding a solution that does not compromise customer satisfaction levels. Achieving this balance can result in cost savings, increased employee engagement and improved efficiency.

## 2 Make quick response and first-call resolution a priority

The customer experience hinges on two critical factors: Response time and accuracy. This involves connecting customers with the right expert and empowering front-line employees with the necessary tools to quickly solve problems. Ultimately, satisfied customers become repeat customers who promote and recommend your brand.



### 3 Onboard the entire workforce as part of a global customer service strategy

For large organisations, expanding the customer relationship role to the entire team can be challenging. Despite the benefits of having a broad range of expertise, it is essential to ensure that front-line employees can easily access the necessary support. By equipping experts with the right collaboration tools, the benefits of this approach are twofold: Delivering quality responses to customers; and fostering a more collaborative team environment for employees.

Alcatel-Lucent Enterprise Digital Age Communications solutions help organisations offer a next level customer experience with improved resource optimisation, and efficient employee engagement to deliver a superior customer experience. Organisations that choose to transform will be well positioned to turn their customer service centres into customer satisfaction centres.

**To learn how Alcatel-Lucent Enterprise is helping organisations improve their Customer Experience, download the [eBook](#) or visit our [website](#).**

### 4 Manage multi-generational engagement preferences

Managing multiple interaction channels, including digital platforms favoured by younger generations, presents a challenge for delivering consistent high-level service. However, failing to offer these channels can limit an organisation's customer base. Embracing these engagement channels presents a significant opportunity to reach new prospects, optimise the customer journey, cross-reference information, and potentially boost business.