

Four Strategies to Maximize Customer Value in 2021 and Beyond



Think back to the last time you interacted with your favorite brand.

Was it disappointing? Were you stuck communicating through an inconvenient channel or left hanging while you waited for someone to respond? Did you have to sort through conflicting answers to your question?

As a decision-maker, you know your customers deserve better. At the same time, you face pressure to reduce costs and explore new operational models.

In this ebook, we will explore today's customer experience (CX) landscape and the strategies that can help your brand create best-in-class experiences that gain loyalty from your customers.

1 The \$700M upside of investing in better customer experience

2 Four customer experience realities & strategies within them:

- More channels = higher costs
- Increasingly complex technology
- Workforce skills ≠ CX requirements
- Quality is multidimensional



“Customer experience is projected to overtake both product and price as the key brand differentiator by the end of 2021.”

WALKER

CUSTOMERS 2021: A PROGRESS REPORT



The \$700M upside of customer experience

According to Adobe's 2019 Digital Trends report, B2B respondents ranked customer experience as the single most exciting opportunity for 2021 — beating out content marketing, video marketing, and social.

In a recent report by experience management services firm Walker, CX is projected to overtake both product and price as the key brand differentiator by the end of 2021.

What is the single most exciting opportunity for your organization?

Optimizing the customer experience

20%

Creating compelling content for digital experiences

15%

Data-driven marketing that focuses on the individual

12%

Video to increase brand engagement

10%

Marketing automation

10%

Source: 2019 Digital Trends report, Adobe



The Temkin Group also found that companies earning \$1 billion annually can expect to earn an additional \$700 million, on average, within three years of investing in customer experience.

With real revenue potential on the line, it's no wonder that companies are ready and willing to invest in the CX opportunity.

“After investing in CX, companies that earn more than \$1 billion annually can expect to earn an additional \$700 million”

And yet, with nearly [70% of consumers](#) stating that their standards for good experiences are the highest they've ever been, it's more challenging than ever for brands to meet customer expectations. Faced with the threat of losing customers to competitors who provide better experiences, business leaders must consider the realities of today's landscape when making decisions about their CX strategy.



Four CX realities to embrace



CX REALITY #1:

**More
channels =
higher costs**



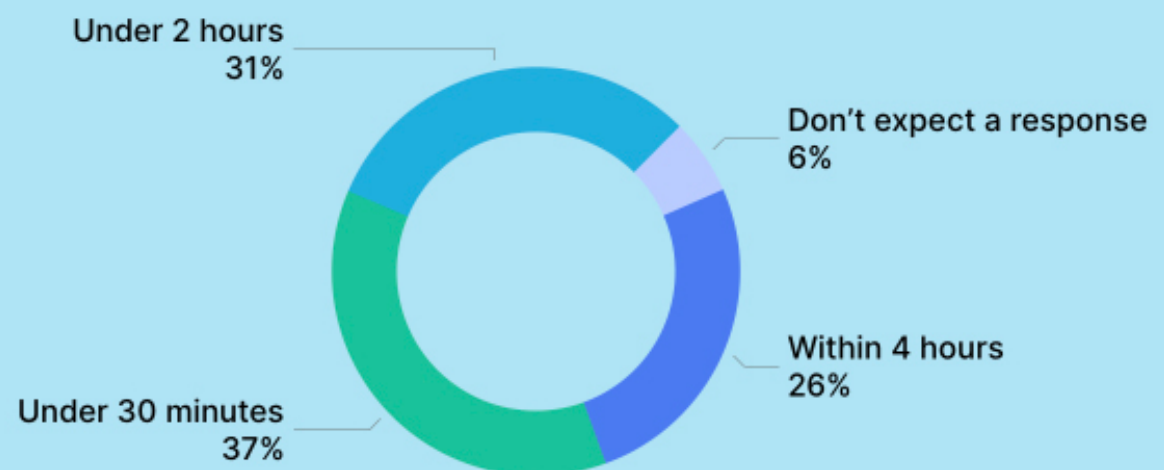
How exactly are organizations investing in customer experience?

They're embracing omnichannel strategies. Roughly [60% of consumers](#) use three or more channels to contact a brand, which means that offering support through many channels (omnichannel) has become the new standard.

Maintaining so many channels can come at a high cost. Each channel requires people who can maintain a high bar of quality and a system for sending timely responses. Brands have to make significant investments in hiring, managerial oversight, and quality control.

The Convenience Standard - Consumer Expectations for Brand Response Time

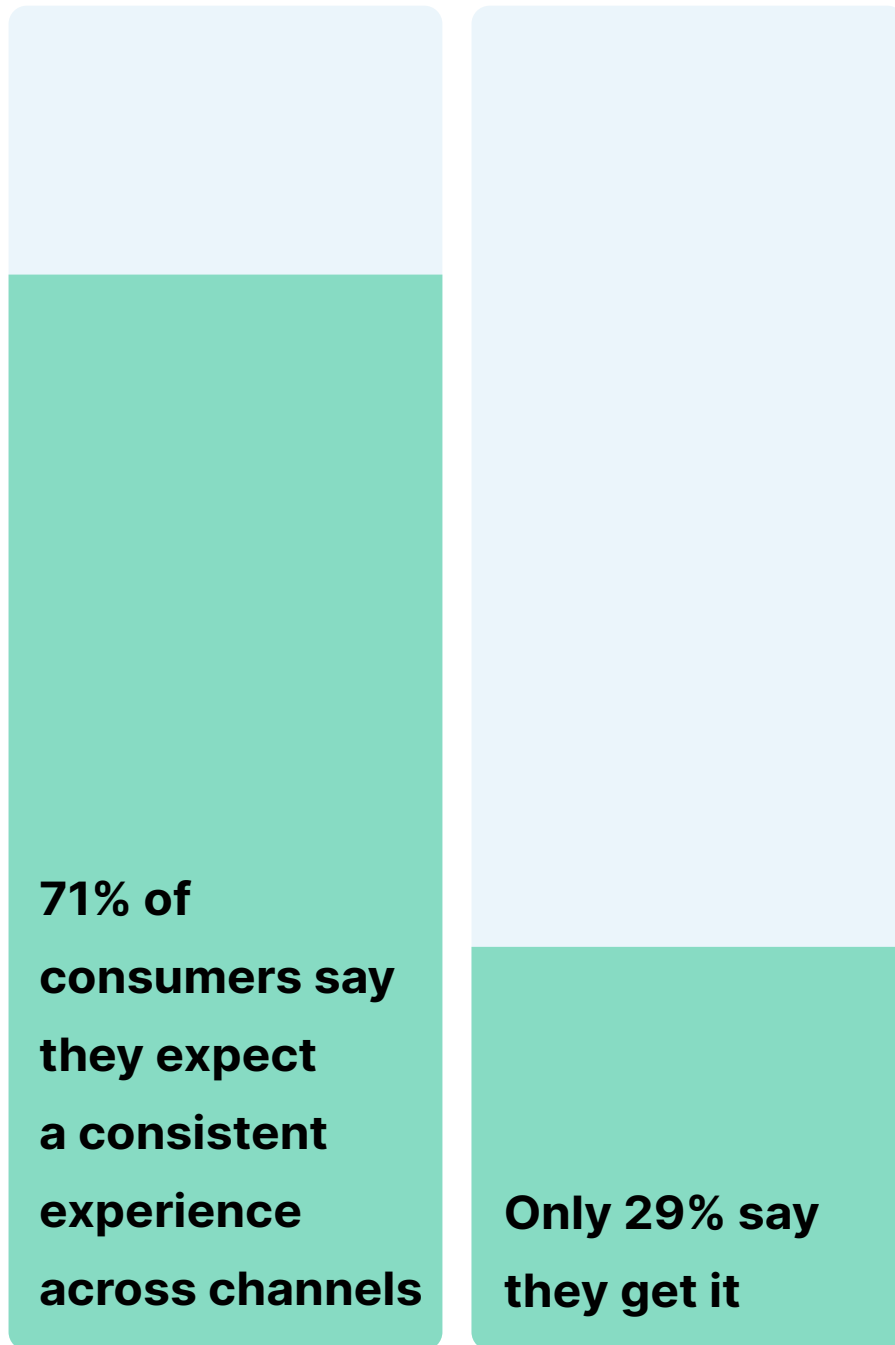
Nearly 40% of consumers expect brands to respond in less time than it takes to watch a TV sitcom.



Conversocial, State of Digital Customer Service 2018

MORE CHANNELS = HIGHER COSTS

Customer Expectations



Glady, 2019 Customer Expectations Report



STRATEGY

Consider the pros and cons of staffing models

Most brands looking to expand their customer experience teams have three options:

- Offshoring
- Nearshoring
- Onshoring

It's almost always cheapest to offshore, but smart brands know they can't always afford to prioritize cost over quality.

60%

60% of global contact centers project more than [5% growth](#) in the next year

CX REALITY #2:

Increasingly complex technology



In 1990, the average enterprise used five to ten different apps.

Today, that number has [skyrocketed](#) to nearly 1,200 cloud apps within the average enterprise.

It's clear that complexity is here to stay. However, you can navigate this complexity by reducing overhead and creating more visibility across individuals and teams. Savvy CX professionals plan to seize this opportunity, with [45% stating](#) that simplification is a focus throughout 2021.



Integrate your technology

When you try to connect disparate tools and platforms, it can often result in high effort, high cost, and high frustration. Save yourself (and your organization) the time and energy by prioritizing solutions that don't add more tools to your team's kit.

Companies with a unified tech stack are **2.3X** [2.3X more likely](#) to have outperformed their business goals

Did you know?

Grammarly Business works where your team does, seamlessly integrating with apps like Zendesk, Salesforce, Gmail, and more.

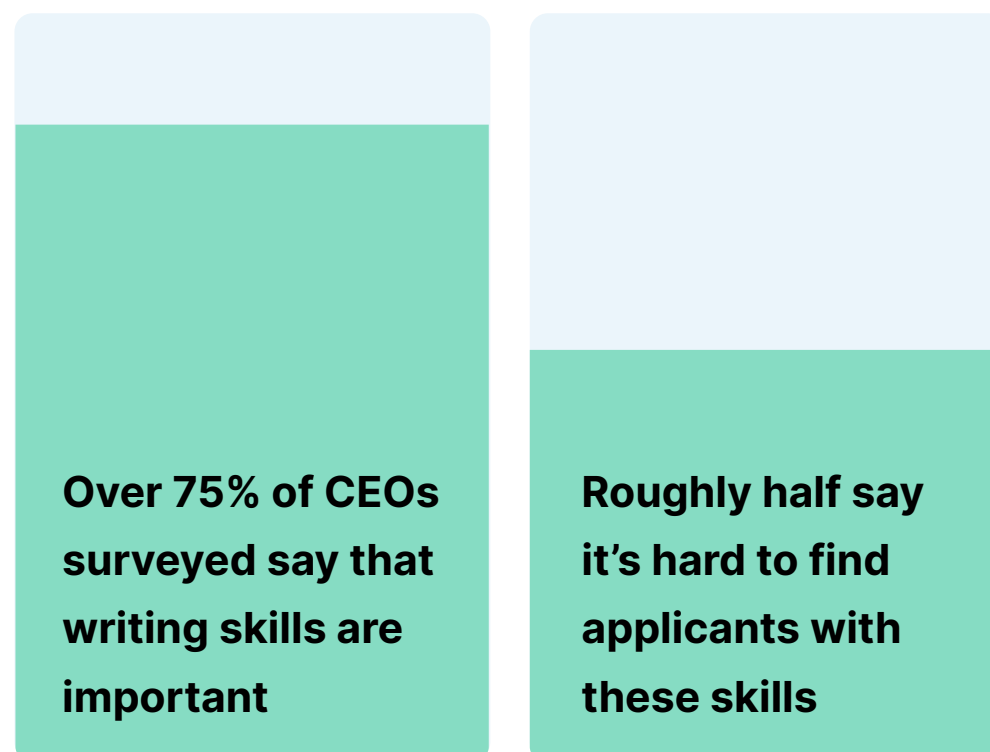
CX REALITY #3:

**Workforce
skills ≠ CX
requirements**

Hiring CX specialists also means hiring strong writers.

Managers and department leaders are now looking for a broader range of knowledge and skills when hiring for CX-related positions. They need individuals who possess not only discipline, product knowledge, and excellent interpersonal skills, but also the advanced writing skills to compose clear, effective, and accurate customer-facing communications on-the-fly.

THE CX SKILL GAP



Business Roundtable, Work in Progress: How CEOs are Helping Close America's Skills Gap

Finding employees who meet this expanding list of requirements is a challenge. But leaders don't always have the luxury of waiting for a unicorn candidate. Instead, they often invest in learning opportunities and training programs. In fact, the private sector already spends [\\$164 billion](#) on education and training. Revisiting existing hiring processes and onboarding programs can help organizations identify opportunities to optimize.

Get creative with onboarding CX talent

1. Leverage technology

Think beyond traditional seminars and workshops to provide existing employees with innovative, dynamic, scalable solutions.

2. Look within

Consider your internal talent pool.

3. Broaden your perspective

Identify your most effective communicators and the attributes they have in common. Whether it's natural empathy, structured thinking, or a background in another discipline, consider adding it to the job description.

Grammarly Business provides real-time suggestions to improve your team's writing instantly, along with the context to help them learn over time

CX REALITY #4

Quality is multidimensional



For today's consumers, getting a response from a brand – even if it's timely – is not enough.

Consumers want a high-quality experience, which entails consistency, convenience, friendliness, speed, and more.

75% [expect consistent experiences](#) across multiple channels

53% [say that unclear communication](#) is the biggest issue preventing them from a positive customer experience

42% [would pay more](#) for a friendly, warm experience

To meet all of these expectations at once requires a sizable team that creates the impression of working and communicating as one.

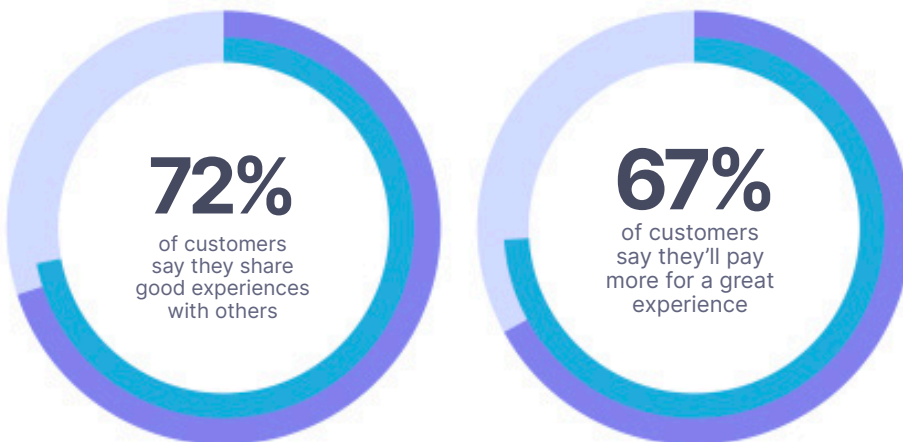


QUALITY IS MULTIDIMENSIONAL

Companies who can create a best-in-class customer experience have a huge opportunity to not only differentiate from the competition but also drive incremental revenue.

Customer experience impacts the bottom line

- Consumers
- Business Buyers



Salesforce, State of the Connected Customer



STRATEGY

Implement communication standards

To communicate consistently, you must first define what quality communication looks like. Here are three steps to get started:

1. Assess the state of your team's customer communications today.
2. Identify areas of misalignment with your CX goals.
3. Outline and document communication principles that matter to your business.

Example communication principle:

Responsive: Our team cares about moving things forward. We use active language when communicating with customers.

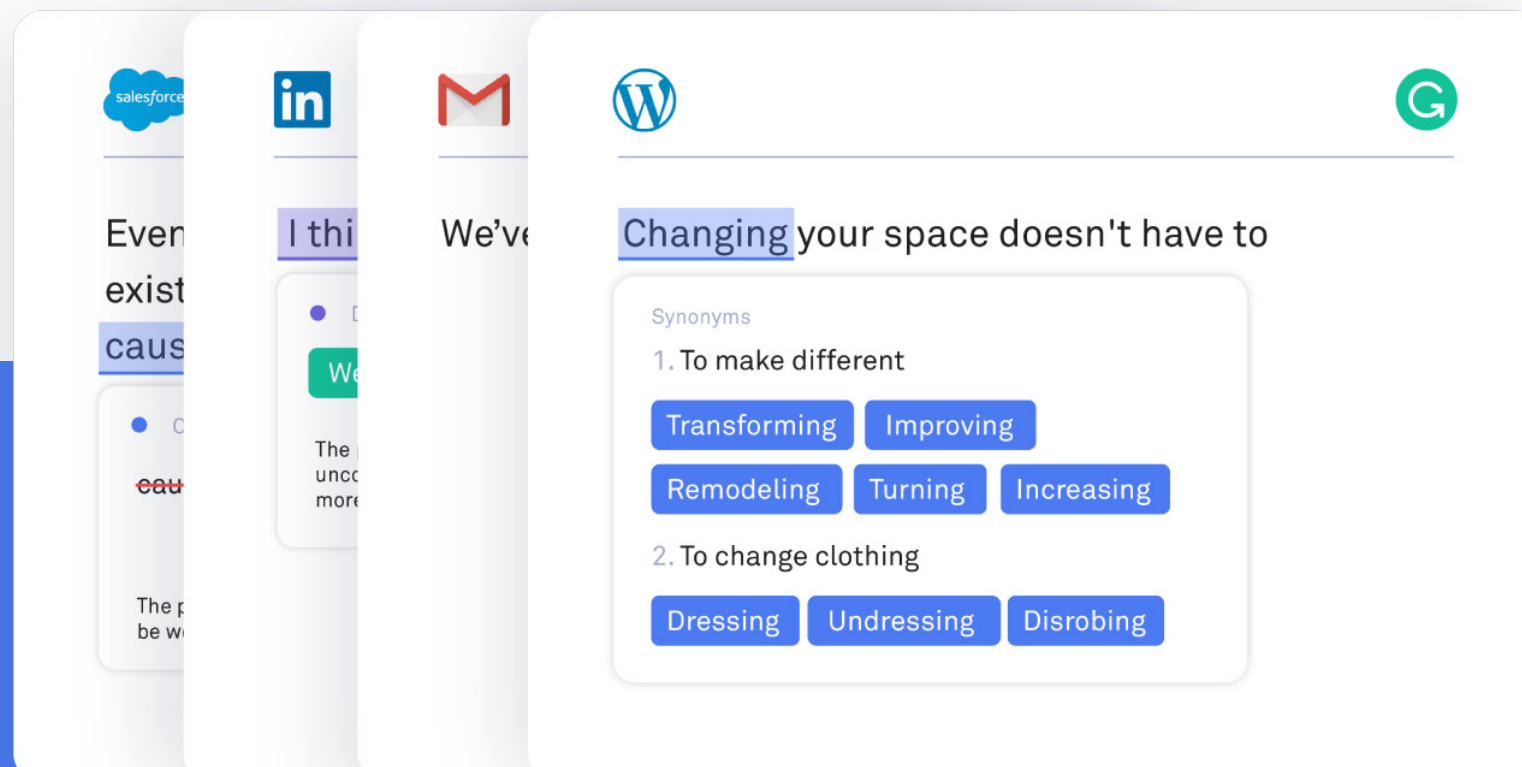
Empower your team to improve customer satisfaction more cost-effectively with Grammarly Business

There's a single tool that enables employees to convey their messages clearly and consistently, transforming communication into a competitive advantage for your brand.

Read on to see why more than 10,000 teams are using Grammarly Business to improve their communication at work and claim a free trial for your entire team.

Integration with your CX tech stack

The last thing you need is another layer of complexity in your CX toolkit. That's why Grammarly Business works where your team works. With seamless integration across a variety of apps, services, and interfaces, Grammarly Business can help your team improve their writing wherever and whenever they're interacting with customers.



[Learn More >](#)

Real-time writing assistance for your team, powered by artificial intelligence

Companies often bear the burden of leveling-up the workforce through training programs. But most department leaders and managers don't have the time to provide the level of attention or depth of feedback required. And, third-party solutions can be costly and unscalable. With Grammarly Business, your team receives real-time suggestions to improve their writing instantly, along with the context to help them learn over time.



You have the ability to adjust the volume using the button on the side of the phone.

- CLARITY: CONCISENESS

have the ability to → **can**

The phrase **have the ability to** may be unnecessarily wordy. Consider replacing the phrase with a simpler alternative.

[Learn More >](#)



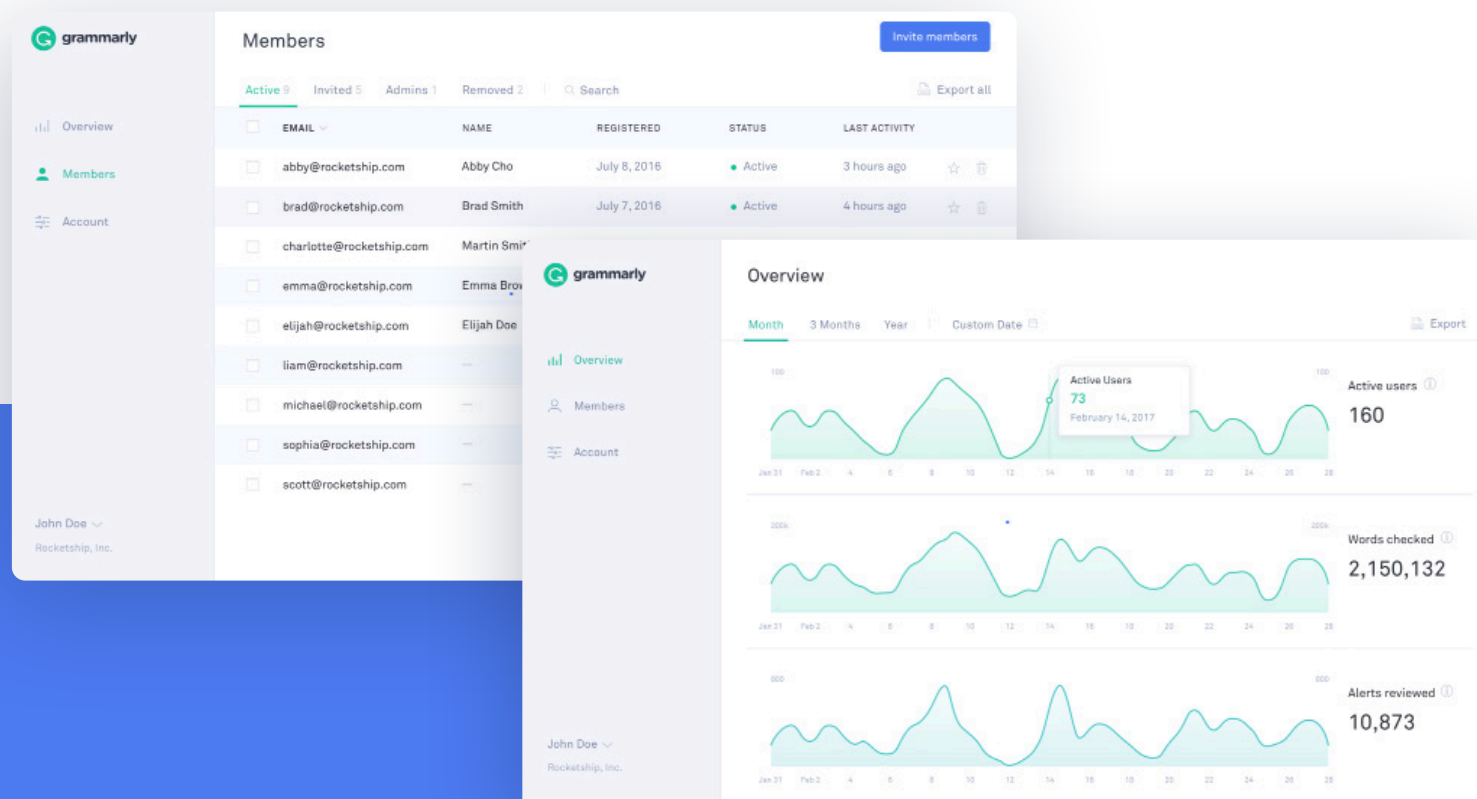
“Clear and consistent language and messaging help frame our offerings and delivery at the quality our clients expect, every time. This is why we encourage our entire team to use Grammarly.”

HEKK WUORINEN,
DIRECTOR OF CLIENT SERVICES
AT THY AGENCY

[Learn More >](#)

Communication insights to manage performance

Tracking and measuring performance throughout the organization ensures that business objectives are being met. That's why Grammarly Business includes aggregated trends for teams, as well as administrative dashboards that allow leaders to monitor tool adoption. Individual users also receive personalized weekly reports that highlight where their writing is strong and where it could be stronger.



[Learn More >](#)

“We pride ourselves on having a diverse, multi-cultural team from around the world. But that also comes with a set of challenges—different languages, styles, culture. Grammarly Business ensures that everything we write is clear and understood.”

MILTON LEE,
GLOBAL PROGRAM MANAGER AT UBER



Ready to try Grammarly Business?

These days, we're all working a little harder as we face new realities and challenges in business and at home. We've had to rapidly improve the way we work and communicate with our teams and our customers.

Grammarly is hard at work to enable better communication at every touchpoint. We built Grammarly Business because we understand busy teams need to get more done with fewer mistakes. We've also added enterprise-grade features that integrate with your existing tools.

Find out how companies like Cisco and Pivotal use Grammarly Business to reduce writing mistakes by up to 74%, while ultimately improving their customer experience operations.

Learn more by visiting

<https://grammarly-enterprise.com/yourteam/customer-experience>

Sources

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3. Temkin Group, ROI of Customer Experience 2018
4. Conversocial, State of Digital Customer Care 2018
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10. Salesforce, State of the Connected Customer
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12. PWC, Future of Customer Experience

