Pobuca
Experience Cloud

Improving Customer Experience and Loyalty with Pobuca: 6 focus areas

Customer satisfaction is the ultimate metric for any company's customer experience department. Customer satisfaction leads to loyalty, which drives revenue. Yet not every customer wants the same thing or shows loyalty in the same way. That means that you have to personalise the experience – and do it at scale.

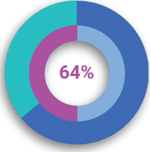
Companies that prioritise **the customer experience** generate **60% higher profits** than their competitors.[1]

Customer experience (CX) is not just a nice-to-have feature for businesses, but a crucial factor that determines their success and profitability. CX influences customer loyalty, retention, satisfaction and advocacy, which all lead to increased revenue and reduced costs. And this is unsurprising, given that loyal customers are five times more likely to be returning customers and four times more likely to recommend the brand to new customers.

Pobuca Experience Cloud with the power of AI can help you understand customers better, deliver personable campaigns and loyalty rewards, omni-channel customer service, and empower your people to do more using just-in-time information and guidance.

1

Measure customer experience beyond surveys



64% of surveyed customer experience leaders consider CX measurement as their top project priority.[2]

What if you could measure customer experience by analysing what customers say on the channel of their choice, whether it's phone, social, chat, email – and automatically calculate CX metrics and KPIs. AI makes it possible.

Processing calls and other communications with natural language analysis can reveal customer experience metrics and voice of customer insights, **avoiding also survey fatigue.**

Customer benefit:

My voice is heard in real time and when I decide to communicate with business.

Business benefit:

We can't improve what we don't measure and now we know where we stand with our CX just by listening to customers.

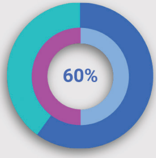
Employee benefit:

It's easier for me to identify customer experience issues and find ways to resolve them fast.

Measure customer experience: CX leader's checklist

Strategic goal	Solution	What we have	What we need
Measure customer experience	A platform that enables listening to what customers say in every digital touchpoint and calculates CX metrics and KPIs.		
Be proactive in customer experience issues	Tools that allow you to set benchmarks in CX metrics and initiate intelligent routings when an alert arises.		
Understand what customers want	Voice of customer (VoC) analysis with AI provides a pulse on customer emotions and needs across channels, and offers insights about the best possible actions.		

2 Understand customers at a deeper level



Gartner® predicts that by 2025, 60% of organizations, apart from transactional data, will additionally analyse customer voice as part of their Customer 360 program.[3]

Knowing your customers makes them feel understood and cared for on a personal basis, while it drives revenue, loyalty, and repeat business.

Combining transactional data, like purchases, store visits and responses to campaigns, with voice of customer and sentiment analysis offers a complete profile for each customer and the proper segments for **personalised experiences.**

Customer benefit:
The business knew what I really wanted, either this is for a new purchase or for a customer service request.

Business benefit:
Our people can do more in less time.

Employee benefit:
I am confident that I have the complete picture of each customer no matter what they need.

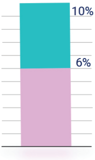
Customer 360^0 : CRM leader's checklist

Strategic goal	Solution	What we have	What we need
Have a single point of truth for customers	A platform that allows you to unify customer data throughout the journey and maintain customer profiles in a GDPR-compliant way.		
Provide a 360-degree view of the customer	Bring together transactional, behavioral and voice of customer data, that allow you to have a 360^0 view of your customers.		

Understand customers with analytics	AI-driven lead-scoring helps you place customers into segments, while you can predict their needs and next actions by analyzing their behavior.		

3

Engage customers with personalised campaigns



AI-driven personalisation can increase revenue by 6% to 10% according to Harvard Business Review®.[4]

New, easy-to-use forms of AI combined with a customer 360^0 view, enable your marketing team to efficiently deliver personalized communications orchestrated across channels.

Now you can engage your most valuable customers with relevant and timely offers, adjust responses based on situational context and customer behavior, and **automate the customer journey**.

Customer benefit:
I discover more relevant and useful products or services that suit my interests and needs.

Business benefit:
We message our customers at optimal times and channels to increase engagement and conversion.

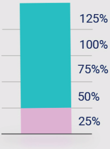
Employee benefit:
I save time and effort by automating tedious and repetitive tasks like campaigning.

Customer engagement: Marketing leader’s checklist

Strategic goal	Solution	What we have	What we need
Omni-channel campaigns with analytics	A platform that allows you to send messages on every channel with detailed reporting and statistics that will allow you to improve future campaign performance.		
Personalized messages leveraging lead scoring data	With customer analytics and AI, marketers can use any of the customer data in their campaigns to target more personalized messages in terms of content and timing.		
Customer journey automation	A tool that allows you to make a visual representation of how customers interact with your business and create automated workflows of messages that deliver unique experiences based on their responses.		

4

Reward customers for their loyalty



When a company retains just 5% more of its customers, profits increase by 25% to 125%.[5]

Customer benefit:

I feel rewarded for my loyalty and advocacy.

Business benefit:

Our profits and revenues increase.

A customer retention strategy and a loyalty program make customers feel recognized and rewarded for doing business with a company repeatedly.

In addition to improved customer retention, loyalty programs also collect valuable customer data and firsthand feedback from customers - marketing teams can **use this data to optimize CX**.

Employee benefit:

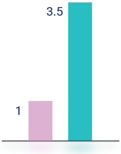
Since loyalty programs are opt-in by nature, they create a new space to communicate with our customers on an exclusive level and make it easier to serve them better.

Loyalty: Marketing Leader’s checklist

Strategic goal	Solution	What we have	What we need
Customizable loyalty program	A platform that allows you to customize the loyalty program to your liking, using any structure and scheme that you want. Be it single-tier, multi-tier, with birthday rewards, "refer a friend" rewards, welcome rewards, issuing gift cards or double points – you should be able to do it all.		
Calculate the ROI	Integrated dashboards display loyalty metrics and a ROI report: how much money does your business earn because of your loyalty program?		
Incentivize your customers to redeem their loyalty points	Join a loyalty marketplace that allows you to exchange points and members with partners, offers a gifts catalog and alternative redemption options.		

5

Turn customer service into a value center



Companies that view customer service as a value center achieve 3.5x more revenue growth than those that view customer service as a cost center.[6]

The first principle of customer service today is to show up where and when your customer wants you. The right data at the right time is key to empowering agents to meet customers' needs quickly and accurately.

Value Enhancement Score (VES - making customers get more value from the product they bought) is connecting the dots and transforms customer service to a value center **that increases customer loyalty**. AI can analyze how well agents respond in terms of VES and promote best practices.

Customer benefit:
The agent understood my situation and offered helpful information in real time

Business benefit:
Customers see our service as competent, informed, and fast - CSAT raises.

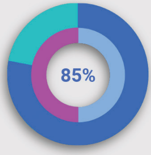
Employee benefit:
I'm confident that I can find the right answers for a customer, no matter what they need.

Customer Service: Service Leader's checklist

Strategic goal	Solution	What we have	What we need
Deliver a personalized and connected customer service experience across channels.	A single platform for voice, chat, email, SMS, and social engagement enables a 360-degree view of customers for seamless transitions among channels and informed agent interactions.		
Quickly resolve customer inquiries through intelligent, human-like Interactions.	A virtual agent can be used as the frontliner for the customer service in every touchpoint. AI-driven topic clustering and insights help identify support topics driving high assisted support response rates, automate them through virtual agents, and free up agents to handle more complex issues for customers.		

Provide agents and customers with immediate access to the right content and knowledge articles.	Intuitive, workflow-driven knowledge management capabilities, coupled with AI-driven suggestions surfacing the right information at the right time, provide a comprehensive single source of truth for customers and agents alike.		

6 Enable collaboration for wraparound customer care



In the past two years, customer care and marketing leaders have seen a dramatic shift in the number of employees working from home - up to 85% of their workforces in some cases.[7]

> Customer experience is a direct reflection of employee experience, defined as the sum of all the interactions that employees have across the different touchpoints in their day-to-day work lives.

When company's internal applications are outdated or don't work as intended, employees have to compensate with time-consuming and enthusiasm-draining **manual workarounds**.

Customer benefit:
My issue was solved by a team of experts who all shared the same information.

Business benefit:
We have turned our team's skills into a strategic asset for our customers.

Employee benefit:
I feel supported by my team and empowered to provide the right solution, without losing time in manual processes.

Strategic goal	Solution	What we have	What we need
Collaborate with colleagues, supervisors, and experts across the organization	Using collaboration features and tools, agents can find documents, chat with peers in an integrated collaboration platform, and set meetings. Collaboration helps turn your business into a unified and cohesive customer care center.		
Improve agent productivity	AI-driven case and knowledge article suggestions based on case context and historical success rate, giving agents data-driven tools for improving resolution times.		
See trends instantly	Key performance indicators and visual breakdowns of your organization's support cases are coupled with AI-generated insights on cases and topics that contribute to overall trends.		

Pobuca Experience Cloud, with the power of Microsoft Dynamics 365, integrates AI seamlessly throughout the customer journey, helping you increase loyalty and revenue, improve customer satisfaction and the employee experience.

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[1] Leading on the Edge of Chaos, Emmett C. Murphy & Mark A. Murphy

[2] Customer Experience Innovation Survey, Gartner, 2019

[3] 3 Ways to Use Voice of Customer Data in B2B Marketing, Gartner, March, 2022

[4] "Customer Experience in the Age of AI" by David C. Edelman and Mark Abraham, Harvard Business Review, March 2022

[5] "The profitability of Customer Loyalty" by Bowen & Chen, Business2Community, 2022

[6] 3.5x Revenue Growth for Companies that View Customer Service as a Value Center, Accenture, 2022

[7] Customer care in 2022 and beyond, McKinsey, 2022