Four Customer Experience Trends

to Look For In 2022

Reputation

Digital drives a successful customer experience.

Businesses everywhere have witnessed a massive shift to digital. It's been reported the Covid-19 pandemic **accelerated the growth of e-commerce by five years**. Various social media sites reported **significant increases in their users** and Google Business Profiles (formerly known as Google My Business) maintained their dominance in local search.

The surging popularity of digital channels creates customer experience (CX) opportunities and challenges. These touchpoints may give businesses more ways to collect valuable customer feedback, but more touchpoints mean CX teams have a more challenging job in organizing, analyzing, and acting on all that feedback. It is nearly impossible without the use of cutting-edge technology.

We've predicted four trends based on our own client experiences and vast CX knowledge. Read on to learn how businesses should react and adapt.

1 Businesses will need to centralize CX data

2 Businesses will tie CX insights to outcomes with AI

3 Google will continue to ascend as a CX proving ground

4 Online messaging will get bigger

1 Businesses will need to centralize CX data

Businesses need to consolidate CX data into a single view to accommodate the rise of the feedback economy and the proliferation of data in the wild.

Here's why:

First, the ascension of the **feedback economy**, is compelling businesses to continue to mature along the listen-learn-act paradigm.

Second, the proliferation of **data in the wild** makes it more challenging for businesses to get customer feedback more immediately and comprehensively. Customers are talking about businesses increasingly on social sites ranging from Twitter to TikTok.

What businesses should do:

Businesses should invest in a single automated platform to collect, house, and report unstructured and structured data to have a complete picture of customer feedback. Savvy enterprises should aggregate CX data to uncover actionable insights, and funnel those insights to all customer-facing employees so improvements can be made quickly.

CX in Action

- One of the largest U.S. automotive manufacturers consolidated data for surveys, reviews, listings/search, and social into a single dashboard for its dealers. Usage of Reputation's platform surged 4X as the dealers used it as their one-stop-shop for essential data.

- Residential property management company Cortland consolidated feedback from residents in one place in order to be more responsive to reviews. Working through Reputation's platform, Cortland realized a 2X jump in review volume, 21% increase in its review response rate, and a 4.0+ average star rating.

4X

When the information is all in one place it becomes invaulable. Platform use surged 4X as dealers consolidated essential data.

↑50%

Consolidating feedback makes it easier to respond to customer reviews, which could lead to a 50% increase in review volume.

2 Businesses will tie CX insights to outcomes with AI

Implementing AI-enriched automation tools can help businesses capture CX data quickly and more efficiently.

This technology can help companies act faster on CX performance issues before they bubble to the surface publically. AI also makes it possible for businesses to capture and act on myriad strands of CX data faster than before.

Businesses need automation tools with AI in order to capture crucial CX metrics such as customer sentiment across Google Business Profiles, social media sites, and review sites.

Benefits of Incorporating AI into CX Data:

Predictive Measurement — CX leaders will be able to measure how prior experiences will impact future experiences and how this can be used to predict customer behavior.

Speed — Consolidation of CX data will dramatically improve the cycle times needed to uncover actionable insights.

What businesses should do:

Businesses need to utilize AI to optimize their CX data collection and monitoring platforms. This technology can give businesses the power to predict when they'll see changes in metrics such as customer satisfaction, which can provide invaluable insight into overall customer sentiment.

CX in Action

- Medical technology company **Stryker** centralizes performance data through Reputation's platform in order to achieve several insights, such as which physicians have the most online engagement or the success of product launches and digital campaigns. Real-time **social listening** helps Stryker stay ahead of the competition by monitoring key trends in the marketplace.

- Commercial property firm Westfield relies on Reputation to generate insights that inform decision-making for its shopping centers. Real-time feedback gives Westfield the means to quickly identify issues that require rapid resolution and a benchmark to improve performance. Westfield has improved guest experience with 98% of all raised issues being rectified and a 4.5X increase in positive reviews.

↑98%

Westfield improved their guest experience with 98% of all issues being closed all while increasing their positive reviews by 4.5X.

3 Google will continue to ascend as a CX proving ground

With consumers spending more time on Google than third party websites, a content-rich Google Business Profile is more important than ever.

Google is increasingly the essential starting point and even endpoint for customers online. Consider that **65% of searches end on Google** and a Google Business Profile is the **single-most-important factor** driving visibility in local searches.

Google's CX Ecosystem:

- **Google Maps** - Helps customers find businesses

- **Google Search** - Provides customers a way to learn about businesses

- **Google Business Profiles** - Allows customers to rate and review businesses

Since consumers will be less likely to visit a brand's web properties, brands will need to make customer search a priority including the information they share on their Google Business Profile page.

What businesses should do:

Businesses should utilize the value of their Google Business Profiles as a key CX touchpoint. That's because Google draws on **information published on a Google Business Profile** to make a business more visible on Search and Google Maps. As Google **notes**, it's important to get the fundamentals right:

- Claim a Google Business Profile.

- Share compelling content to help customers learn more about your business, including SEO-optimized text and visual content.

- Respond to all reviews left on a Profile and learn from them.

Update Hours

Update Locations (27)
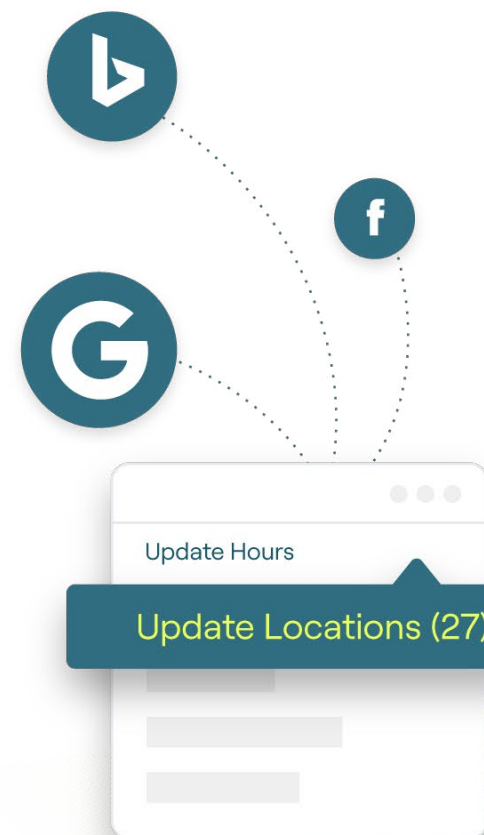
CX in Action

- The Arbor Company, which operates a network of senior living facilities, works with Reputation to manage its Google Business Profiles listings. The Arbor Company has seen an increase of $4.5 million in incremental revenue, a 22% increase in Profile views, and an uptick in customer conversions.

↑**22%**

With an increase of $4.5 million in revenue the Arbor Company saw a 22% increase in Profile views.

- A nationally recognized insurance company manages all its business listings including Google Business Profiles through the Reputation platform. The company has sought to be more responsive and to publish more accurate and complete listings information. The client has realized a 24% increase in Profile views, 22% increase in clicks to get directions to the client's locations, and an improvement in star ratings from 4.2 to 4.8.

4 Online messaging will get bigger

Businesses need to implement a unified inbox to keep up with all digital touchpoints.

75%

75 percent of consumers prefer to **engage with a brand over online messaging** channels than traditional channels.

Adopting online messaging is raising the bar for what constitutes fast, efficient CX. Businesses that learn how to respond quickly and efficiently create a better and more immediate CX, thus reducing friction along the consumer journey.

Why You Need To Adopt Online Messaging

- **Provides an opportunity** for businesses to engage in the moment with customers

- **Offers a potential** goldmine of CX feedback data to leverage

- **Pushes businesses** to adopt more channels for more customer touchpoints

What businesses should do:

Businesses need a <u>unified inbox</u> to handle all their messaging and unite different sources and channels of customer interactions. Having all messages come into a single inbox makes it simpler to manage customer feedback at scale and improve CX. A business can respond faster, handle a larger volume of inbound inquiries, and resolve customer problems much faster.

CX in Action

- Storage Asset Management works with Reputation to unify all its messaging. The company can see all the metrics behind its messaging, including how long it takes to respond to customers.

- A German Building Materials company relies on unified messaging to do everything from programming messages to be sent to clients to creating automated workflows based on certain keywords.

Response Rate ■ **Avg. Time to Respond**
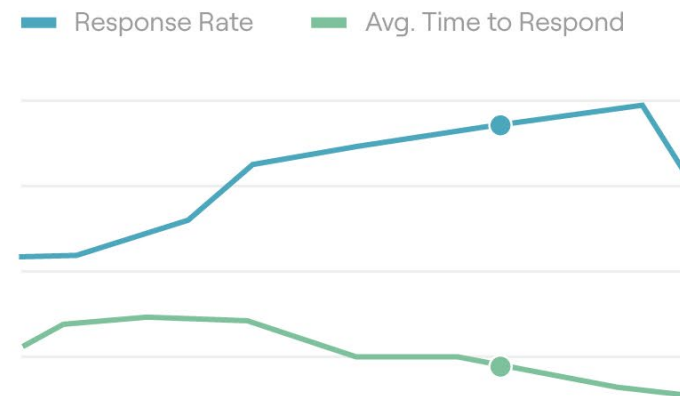
Conclusion

More technology does not always mean more success —
it's the smart application of technology that matters. We
recommend that businesses consider their investments
into CX technology in order to accommodate consumers'
evolving needs.

For most businesses today, the customer experience
is almost exclusively digital. That means you need to
meet your consumers where they are, which is multiple
touchpoints across the internet. It's a lofty undertaking,
but possible with the right tools and strategies.

Reputation possesses the technology tools, platform, and
expertise you need to build a strong CX technology stack.

Contact us to get started today. →