



# Reimagining Customer Experience

Your Guide to the New World of Customer Experience  
Reimagined with Digital Communications



# Welcome to the New World of Customer Experience

Customer expectations are entirely reshaping the business landscape. With each app they download and business they buy from, customers now expect a perfect mix of efficiency, convenience, and personalization across every interaction and step of their journey. Anything less, and they simply look elsewhere.

Customer experience has the power to drive—or destroy—a brand's ability to win and retain customers. Research has shown that **86%** of consumers are willing to pay more for a great experience, while **89% will leave** due to a poor experience. And by the end of **2020**, customer experience will overtake price and product to become the key brand differentiator. It's no wonder customer experience has become a crucial battleground for businesses—where the losers are losing big, and the winners are taking it all. To stay ahead of competitors, businesses must design outstanding and effortless experiences—and those experiences are increasingly staged on digital channels.

## What Exactly Does Customer Experience Mean Today?

*"The customer's perceptions and related feelings caused by the one-off and cumulative effect of interactions with a supplier's employees, channels, systems or products."*

— Gartner, 2019

Gone are the days when brick-and-mortar stores were the only way to shop. Or when accessing services meant lengthy waiting lines and hold times. Digital and self-service experiences are replacing and integrating with in-person ones, yet consumers still crave the human touch.

## Everything to Lose

Poor customer experience is costing businesses more than **\$75 billion** a year.

## Winner Takes All

Superior customer experience has been found to drive **stronger bottom lines** and **stock prices**. But now, according to **Gartner analysts**, the top companies are outstripping the rest.

## How can organizations deliver the personalized, and efficient experiences necessary to win in the competitive markets of today?

This guide explores how customer experiences are being reimagined with digital communications. Learn from innovative businesses—startups through to enterprises—that are using communication APIs to transform customer journeys for a winning customer experience edge.

# The Customer Experience Revolution

To reimagine your customer journey with digital communications, you first need a picture of the new world customer experience operates in. Let's take a tour of what that world looks like.

## Mobile, On-demand, Omnichannel

Customers now expect to perform services and engage with businesses on-demand, in mobile apps, wearable devices, or through online platforms across an array of communication channels.

Companies that consistently meet customers on multiple channels **retain 89% of their customers**, compared to 33% for those that fall short, according to research by Aberdeen Group.

## Intelligently Automated with the Human Touch

Chatbots and AI-powered voice virtual agents are automating and personalizing the customer experience. However, nothing can replace the human touch. For certain services or interactions, businesses are bringing face-to-face engagement to customers at scale through live video.

A **PwC study** found that 64% of consumers feel companies have lost touch with the human element of customer experience, and 75% want more human interaction.

## Moving from Delight to Effortless

The goal is **shifting from delighting** customers to creating experiences that are simple, effortless, and help make their lives easier.

## CX for a Competitive Edge

**Two-Thirds** of marketers responsible for customer experience say their companies compete on the basis of customer experience.

## Without Boundaries

Fast mobile Internet connections, advances in real-time cloud communications, and virtual and **augmented reality** are enabling interactive customer experiences and exchanges to happen anywhere in the world, in any setting.

**Virtual doctor consultations, augmented reality tours** of real-estate property, and **expert remote assistance** for repairs are just some of the game-changing ways communication technology is redefining the possibilities of customer experience.

## Record High Online Consumer Spending

The U.S. Department of Commerce estimates consumers spent **\$513.61 billion** online in 2018.

## The Winners Take All

Organizations that maintain a customer satisfaction score above their sector average achieve **9.1% revenue growth** compared to 0.4% revenue growth for those that fall below the average.

## Need for Trust in a Digital World

Retailers stand to lose about **\$130 billion in revenue** on fraudulent online transactions between now and 2023.

# Customer Experience Reimagined with Digital Communication APIs

Today, the customer experience unfolds over time across many scenarios, touchpoints, and communication channels.

Customers make purchases and manage bookings with a few taps of a device. They want on-demand support and updates in different contexts as they move through every step of the journey. And for many interactions, customers now expect the personalized service of face-to-face human engagement, online.

The technology of choice used to power these customer interactions across dozens of industries are digital communication APIs.

## A Quick Technical Guide to the New Standards in Customer Communications

The technical fundamentals you need to consider when reimagining your customer experience with digital communications—across all channels

**AI-driven** - Technologies such as speech recognition, sentiment analysis, and bots can be used to connect customers to the right service, right away.

**Embedded** - Adding communications directly within the environment of a native web or mobile application.

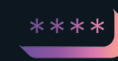
**Programmable** - Interactions can be automated and customized to trigger in response to actions and events, with or without human involvement.

**Interactive** - Two-way engagement in real-time should be considered across all channels including voice, video, and messaging.

## What are Communication APIs?

API stands for Application Programming Interface. It's a standard way to make a defined set of software functionalities available for any organization to use. Communication APIs make it easy for developers to add communication channels like voice, video, and messaging into any application or service.

## The API Building Blocks of Digital Customer Communications



### Authentication

Two-factor authentication using SMS or voice to seamlessly verify user accounts and prevent fraud.



### Voice

High-quality, scalable, and flexible voice experiences with user context and data.



### Video

Reliable real-time video enabling face-to-face interaction.



### Messaging

MMS, SMS, and social chat apps like WhatsApp, Facebook Messenger, or Viber.

Companies of all sizes—from startups to established organizations—are moving towards an API-based communications strategy that enables them to automate, customize, and personalize customer experiences at scale.

Combined with vast amounts of customer data, interactions can be programmed in any way imaginable using communication APIs.

# Reimagining Customer Experience with Nexmo, the Vonage API Platform

An inside look at the customer journey reimagined with voice, video, messaging, and authentication APIs

Every business is unique and so is your customer journey—with Nexmo communication APIs, you can program any conversation to strike at precisely the right moment, on the right channel. See how global companies use programmable Nexmo APIs to create effortless, simple, and personalized customer experiences that drive customer acquisition, engagement, and loyalty.

## Acquire



### Auka | SMS API

Fintech provider Auka uses SMS to send invitations for money transfer recipients who don't have a bank app, plus incentivizes SMS app download invites for users to invite friends in their phone book.

### Vinted | Verify API

Fashion marketplace Vinted uses SMS and voice 2FA to prevent fraud, build trust, and seamlessly onboard users around the world.

#### How?

- Mobile App Promotion
- Social Invites
- Two-factor Authentication

## Engage



### Talkpush | Voice & SMS API

Recruitment platform Talkpush engages high volumes of candidates with two-way SMS and outbound IVR calls to start job application conversations.

### Zalora | SMS API

Online fashion retailer Zalora increases traffic to its e-commerce site by using SMS marketing campaigns to engage shoppers around key events such as Black Friday.

#### How?

- Voice Broadcast
- Customer Notification & Engagement

## Fulfill



### Grab | SMS & Voice API

Ridesharing platform Grab scales secure communications between drivers and passengers using SMS and voice, without exposing their phone numbers.

### Babylon | Video API

On-demand healthcare platform Babylon gives patients quick and easy access to doctors via secure live video chat.

#### How?

- Private SMS & Voice Communication
- Live Video Chat

## Support



### Aramex | SMS & Messages API

Global logistics giant Aramex gives customers a seamless last-mile delivery experience with tracking and updates sent to their favorite channels, including WhatsApp.

#### How?

- Simple IVR
- SMS Customer Support
- Booking Management via Social Media

## Re-engage



### Salon IQ | SMS API

Salon booking management platform, SalonIQ uses SMS to build loyalty and drive referrals by sending texts to thank customers after appointments and encourage them to recommend the salon or leave a review.

### Carts Guru | SMS API

E-commerce retargeting solution Carts Guru uses SMS for sending highly targeted, timely messages that encourage their retail customers to re-engage potential purchasers who abandon their online shopping carts, as well as an SMS callback feature.

#### How?

- Customer Notification & Engagement
- Loyalty Management via Social Media
- Social Invites



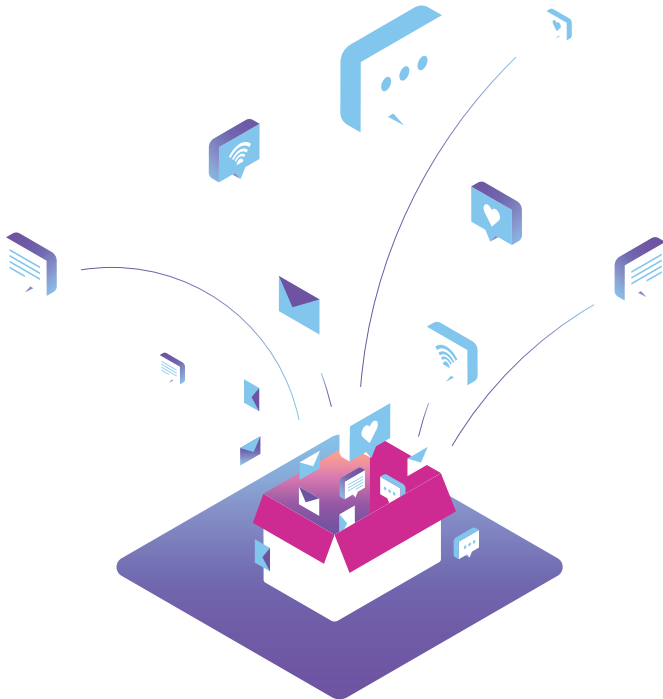
# Reimagine Your Customer Experience

Get started with programmable communication APIs from Nexmo, the Vonage API Platform

With Nexmo's flexible **communication APIs** and global platform it's now easier than ever to reimagine the customer experience—and your organization—with digital communications.

From growing startups to established organizations, companies such as Alibaba, Expedia, and Uber rely on Nexmo to power seamless, secure, and innovative customer interactions.

Get up and running fast with our team of experts and flexible plans that can scale to meet your business needs. Choose from simple pay-per-use pricing or add the services you need, including our **Enterprise Plan** with hands-on support, consulting expertise, accelerated integration, and platform SLAs.



## Building Blocks

Here are the communication building blocks you can use to make every interaction count:



**Voice API** - Build powerful voice products and engaging in-app voice experiences with the easy-to-use Nexmo Voice API and Client SDK.



**Video API** - Integrate video directly into your website or mobile applications with the Nexmo OpenTok API.



**Verify API** - Verify any phone, anywhere with the Nexmo Verify API. Let us do the heavy lifting, and pay only for the results.



**Messages API** - Integrate multi-channel messaging, including SMS, MMS, and popular social chat apps, into your applications with Nexmo's Messages API. Build engaging in-app messaging experiences as well with the Nexmo Client SDK.

Ready to reimagine your customer experience? Speak to an expert about implementation and best practices.

**GET STARTED**

Learn more. Contact us at:  
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