

Zielbild 2

CX

Customer Experience kann in einer
Commodity-Industry ein/der
Differentiator sein.

 world4you



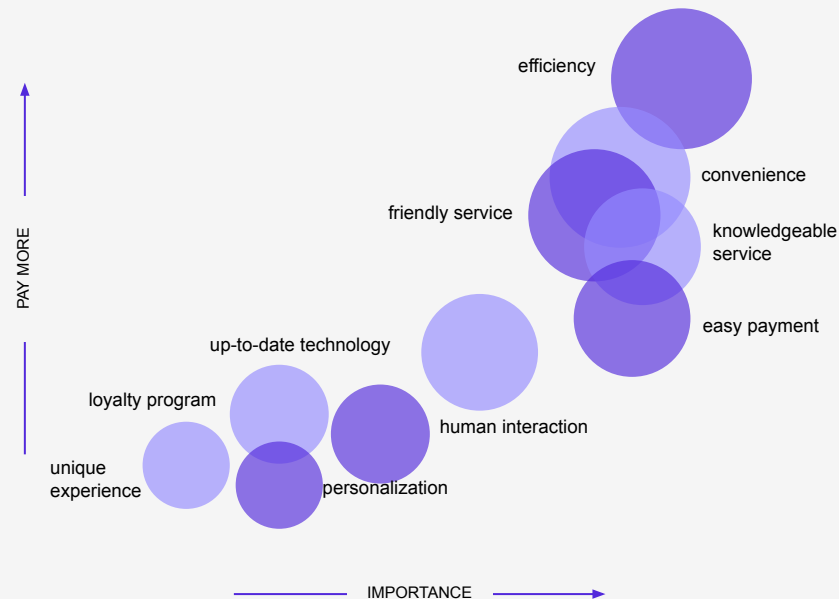
CX kann in einer Commodity-Industry ein/der Differentiator sein:

Chancen bestehen darin, neue Kunden zu gewinnen, Wert zu generieren & Retention zu verbessern

- 01** Was ist CX
- 02** Potential CX
- 03** Status Quo
- 04** CX-Maßnahmen
- 05** Schritte & Team

CX ist die Summe aller Gefühle & Interaktionen, die ein Kunde mit einem Unternehmen hat.

Von der ersten Begegnung bis zum Ende der Kundenbeziehung.



Potential: Exzellente CX

↑ NEUE KUNDEN

bis zu **72%** Kunden teilen positive Erfahrung mit bis zu 6 Pers.

bis zu **92%** B2B Kunden durch positive Bewertungen beeinflussbar

bis zu **84%** halten CX für ebenso wichtig wie Produkte

↑ WERT GENERIEREN

bis zu **5%** höherer Revenue durch Upselling

bis zu **8%** Revenue über Marktdurchschnitt

bis zu **14** mal höherer CLTV

bis zu **75%** günstiger Kunden zu halten als zu gewinnen

bis zu **86%** Kunden sind bereit mehr zu bezahlen

↑ RETENTION OPT.

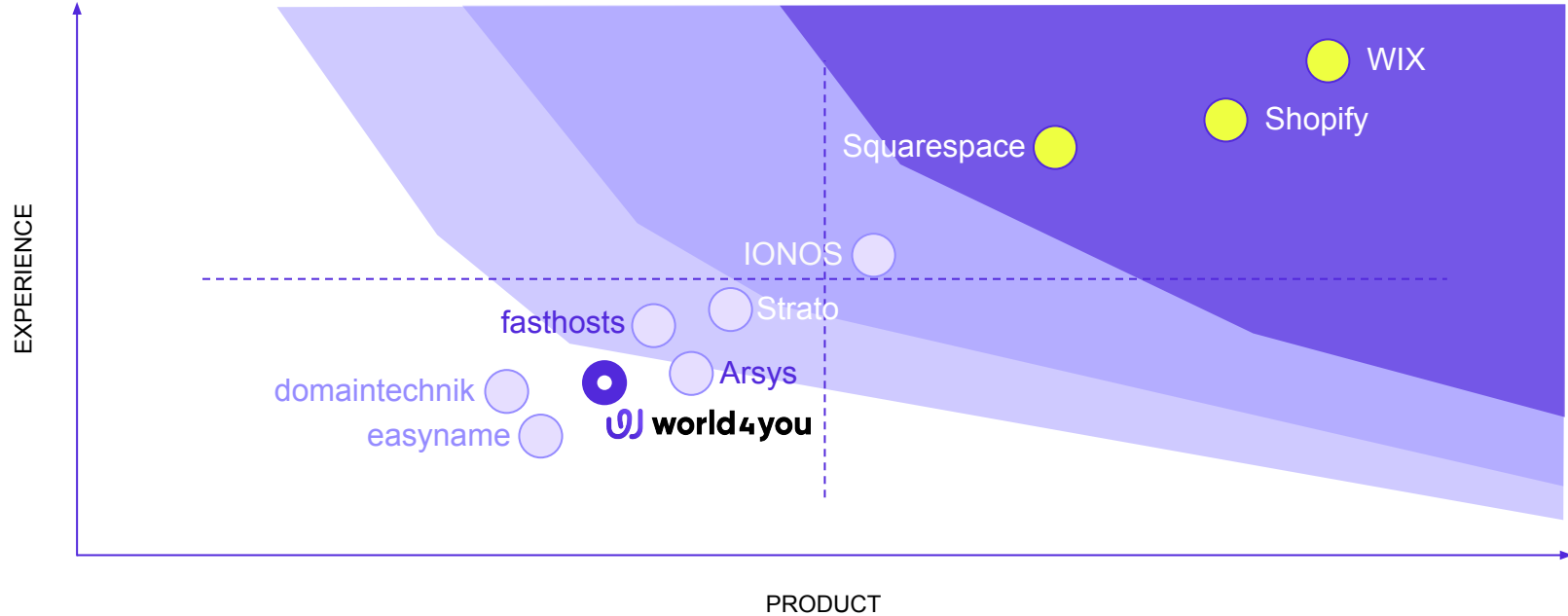
nur **8%** Kunden bewerten ihre Erfahrungen als positiv

bis zu **26** stille, unzufriedene Kunden pro 1 Beschwerde

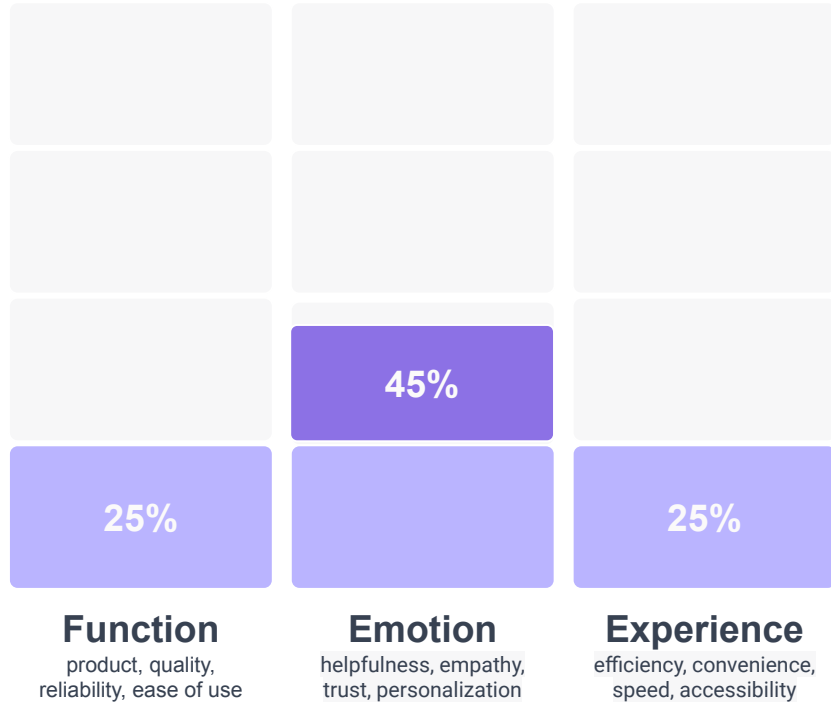
bis zu **30%** kündigen nach nur einer schlechten Erfahrung

bis zu **45%** kündigen nach mehreren schlechten Erfahrungen

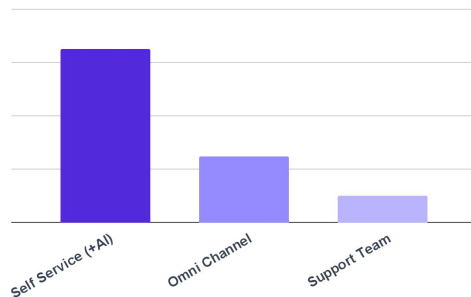
Status Quo Wettbewerb



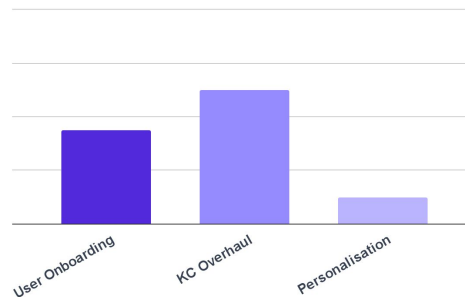
Status Quo CX-Säulen



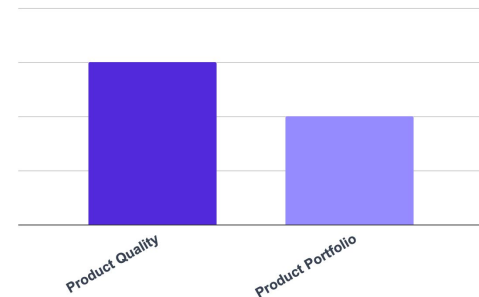
In welche CX-Maßnahmen investieren?



- **Self Service (+AI):** 91% Kunden würden ihren Bedürfnissen entsprechende Self Service Lösungen nutzen. **67%** ziehen Self Service persönlichem Kontakt vor
- **Omni Channel (+ Adserver):** Kunden bevorzugen Support **58%** Phone, **48%** Live Chat, **24%** Messenger, **18%** Social Media
- **Support Team:** Ausbau und Weiterentwicklung der Support-Teams. Freundlicher, hilfreicher Experten-Support ist einer der wichtigsten **CX-Value-Driver**



- **User Onboarding:** Ein erfolgreiches Onboarding führt zu hohen Retention Rates, NPS-Werten und höherem **Customer Lifetime Value**
- **KC Overhaul (+ App):** Ease of Use, aktive Produkt-Nutzung und personalisierte Dashboards/Angebote führen zu Nutzungs-**Convenience und Effizienz**. Je nach weiteren strat. Themen (z.B.: VAR) mehr Dimensionen
- **Personalisation:** Kontinuierliche Begleitung des Kunden mit personalisierten Tipps, Hilfestellungen und Angeboten (Wissen und Produkt) steigern **Loyalty und CLTV**



- **Product Quality:** Der **Kundennutzen** des/der Produkte ist entscheidend
 - Functional: Purpose is fulfilled (or impeded).
 - Economic: Money is saved (or spent).
 - Experiential: Interactions and sensations are pleasant (or unpleasant).
 - Symbolic: Meaning is created (or destroyed).
- **Product Portfolio:** Kunden bevorzugen **effiziente Lösungen**. Je eher das PP den (sich ändernden) Bedürfnissen von Kunden entspricht, desto effizienter wird es wahrgenommen/angenommen

Exzellente CX – Team und Maßnahmen

	Phase schnell	Phase mittel	Phase lang
Team	• Interdisziplinäres CX-Team und Lead. Schulungen usw. • Onboarding Agentur als Unterstützung für App, Onboarding und KC	• 1-2 CX-Manager • Agentur Unterstützung für App, Onboarding, CSG und KC • Customer/Data Centric Mindset	• Dedicated CX-Team (tbd)
Maßnahmen	• Tiefe Integration Adserver • Produkt-Performance Maßnahmen • Omni Channel Support • Headless CMS FAQ/Webseite/KC • Definition und Setup CX KPIs	• Integration Profiling und Adserver in KC und Omni Channel Lösung • Customer (Target Group) Centric Ausbau Produkt-Portfolio • Transformation FAQ zu Self-Care Plattform + predictive Support • KC-Overhaul, CSG & Onboarding Produkt/Company • KC Integration Cases (z.B. VAR)	• Ausbau data & AI driven Angebote, Support und Customer Success Maßnahmen • Permanente Customer Centric Optimierung Produkt/Features • Permanente Optimierung world4you Kunden-Plattform • Inter-Produkt-Layer
Evaluation/Research	• User/Customer Research • AI/KI Tools Support, predictive Support • Customer Success Guide	• User/Customer Research • Inter-Produkt-Layer: APIs für Kommunikation innerhalb der Produktpalette	• User/Customer Research

Danke.

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Marktanteile CX Champions

Website builder	Market share (approx. %)	Number of websites (approx.)
Wix	45%	8 million
Squarespace	16%	2.9 million
GoCentral (GoDaddy)	10%	1.8 million
Weebly	6%	1 million
Jimdo	<3%	470,000
Other	23%	4.2 million

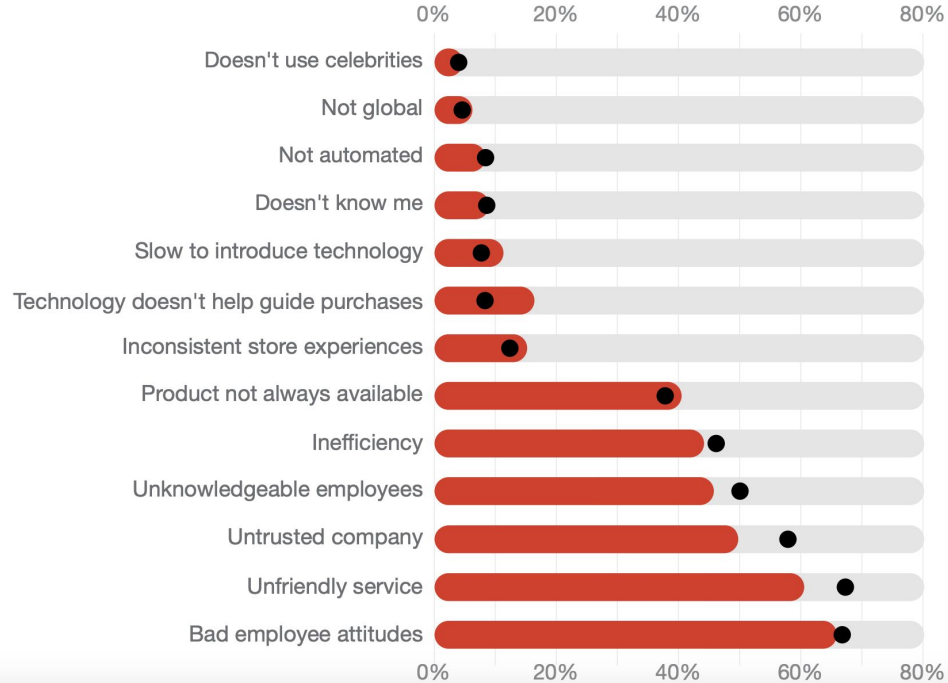
Website builder market share and number of websites built using them

Hosted solution	Market share (approx. %)
Shopify	32%
Wix	10%
Squarespace	10%
Wix Stores	7%
Tilda	7%
Contentful	7%
Shopify Plus	5%
Other	22%

**These numbers are based on BuiltWith's Hosted Solution distribution for the top 1 million websites.*

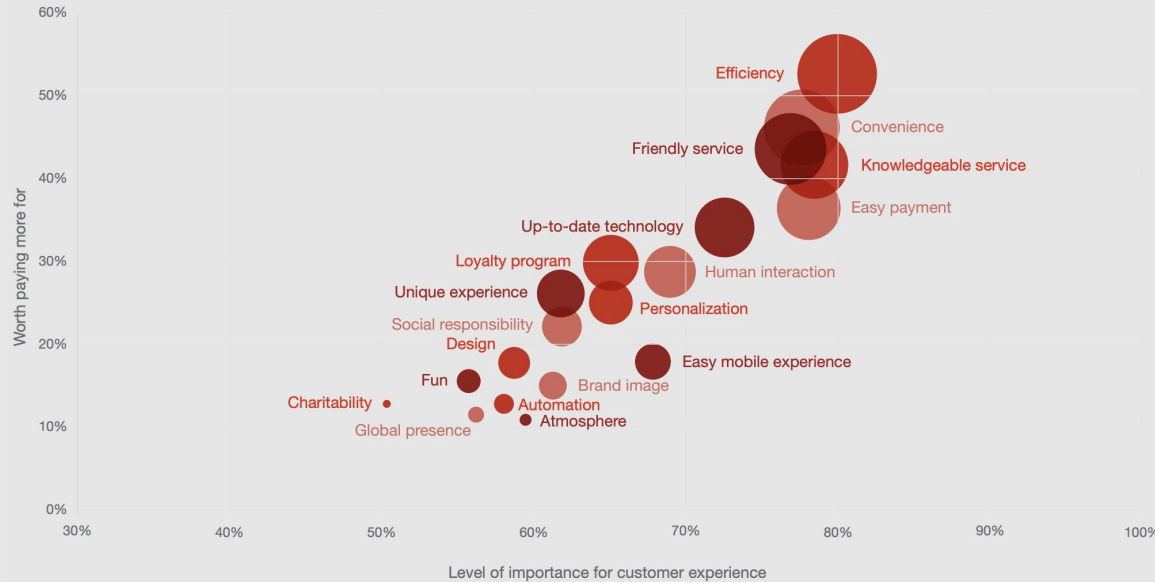
Unzufriedenheitstreiber

Figure 8: What drives people away



Maßnahmen um Wert zu generieren

Figure 2: What people value most in their customer experience



Factor	Percent of Customers Who Say This is Very Important to Their Brand Loyalty
Product quality	74%
Value for money	66%
Product consistency	65%
Customer service	56%
Easy shopping experience (incl. returns)	55%
Selection/Assortment of products	55%
Pricing	54%

Revenue durch CX

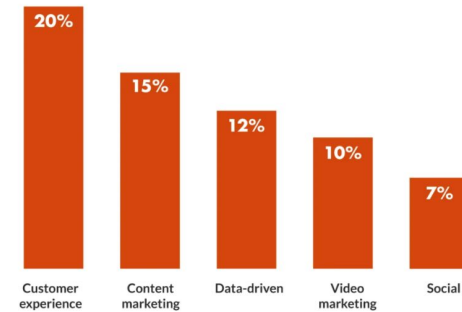
Customers increasingly expect a convenient, easy and possibly special experience surrounding products and services.



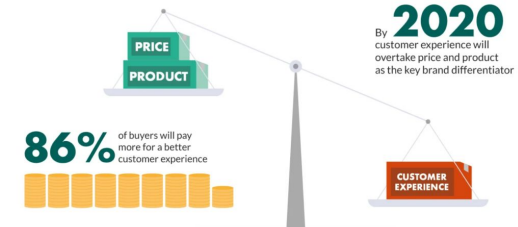
Companies that excel at the customer experience grow revenues **4%–8%** above their market.

That's because a superior experience earns stronger loyalty, turning customers into promoters with a lifetime value **6 to 14 times** that of detractors.

MOST EXCITING BUSINESS OPPORTUNITY

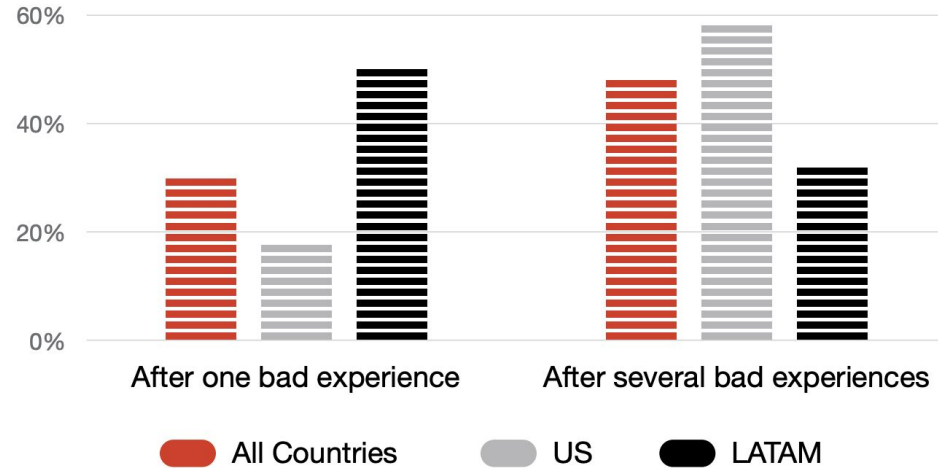


SURVEY SAYS: CUSTOMERS HIGHLY VALUE GREAT CUSTOMER EXPERIENCES



Schlechte CX beendet Kundenbeziehungen, schnell!

Figure 4: When do consumers stop interacting with a brand they love?



1 IN 26
 CUSTOMERS COMPLAIN
 THE REST SAY NOTHING

Q: At what point would you stop interacting with a company that you love shopping at or using?
 Source: PwC Future of Customer Experience Survey 2017/18

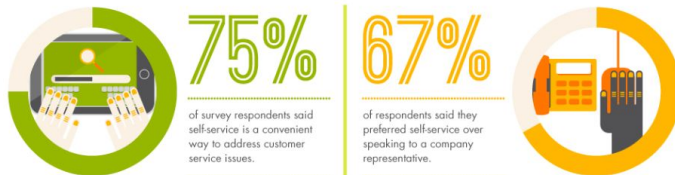
Self Service als Chance

SEARCHING FOR SELF-SERVICE IMPROVING THE WAY CUSTOMERS HELP THEMSELVES ONLINE

Global consumers are growing increasingly tech-savvy, and most expect their favorite brands and companies to embrace technology as well, especially when it comes to customer service. Turns out, customers are not only ready for self-service but the majority actually prefer it. Is your brand delivering? We take a look at what customers want when they visit your self-service site, and what steps you should take to ensure your brand is providing excellent self-service.

DOING IT FOR THEMSELVES

A recent consumer survey commissioned by Nuance Enterprise found that a majority of respondents thought positively about self-service.



MEETING EXPECTATIONS

While customers are eager to embrace their favorite brands' online self-service capabilities, another study by Coleman Parkes for Amdocs points out self-service is only an option if it's done right.



This means the majority of calls to the call center can be dramatically reduced, if brands provide specialized self-service, which customers prefer.

Support Automation Gartner

MAKE SELF-SERVICE FLAWLESS WITH OPTIMIZED SEARCH

Because most customers are already Internet-savvy and comfortable performing various searches online, brands must implement similar methods within their own self-service portal. Research by Oracle outlines the best practices for knowledge base and search effectiveness.



A Pew Internet survey found **92%** of online adults use search engines to find information on the Web, while **59%** do so during a typical day. This means that these users expect the same functionality from every brand site.

BEST PRACTICES



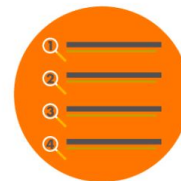
OPTIMIZE THE RESULTS FOR FREQUENT CUSTOMER SEARCHES

A set of great search results will help your customers find the information they need.



TUNE YOUR KNOWLEDGE BASE

Monitor the actual words customers enter into the search box to improve their experience.



MONITOR REGULARLY

Check the top search inquiries and the overall customer experience when they use your portal.

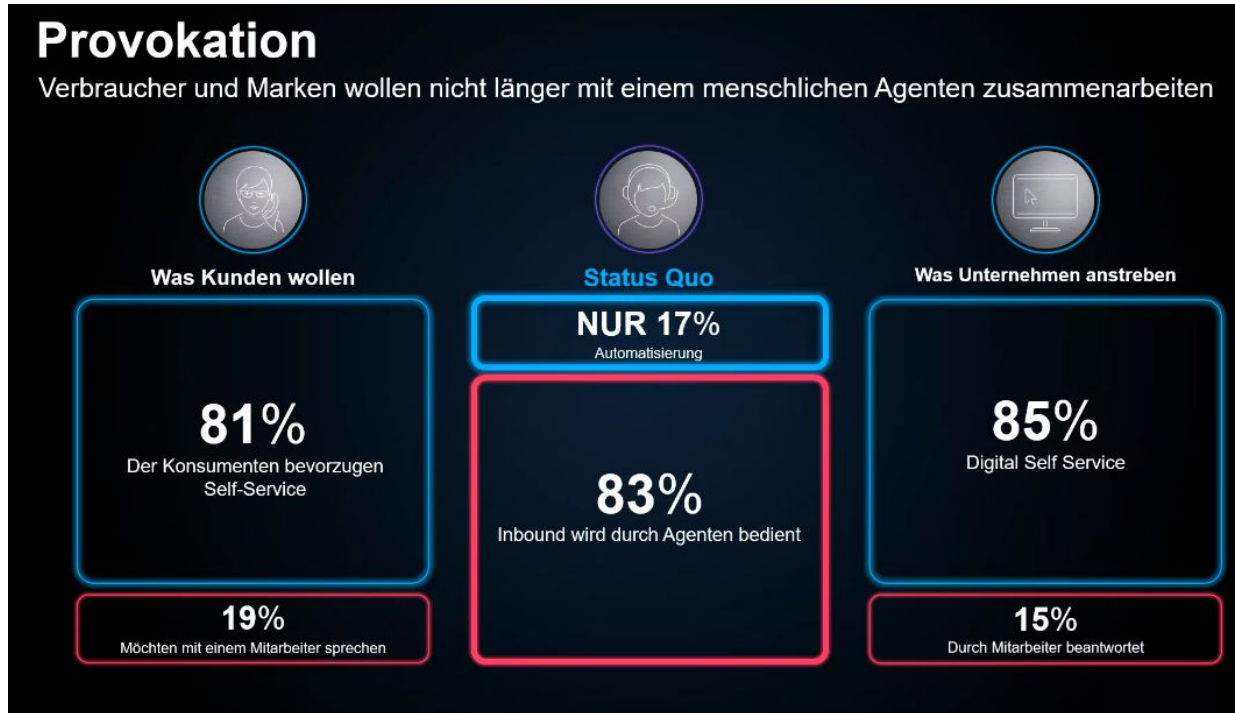
TREND TO WATCH

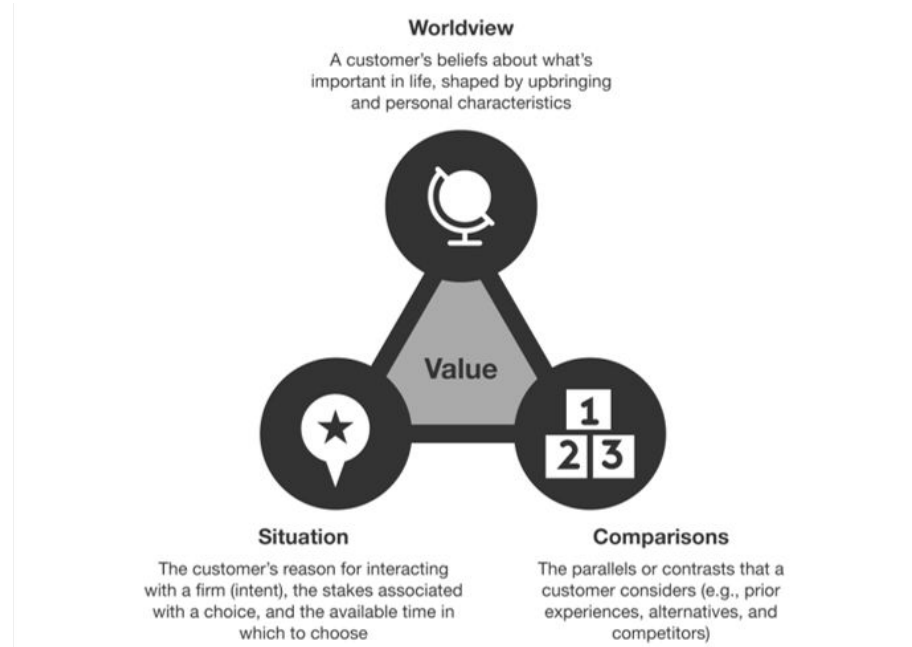


An analysis by Gartner predicts **50%** of online customer self-service search activities will happen through a virtual assistant for at least 1,500 large enterprises.

Customers are ready and eager for self-service, but they are also making it clear this method must be effortless and perform seamlessly. To stay competitive, brands must optimize their search capabilities and invest in a self-service portal.

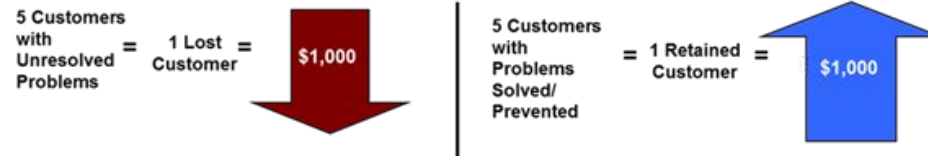
Self Service als Chance





Economic Model of Service Impact

- Assume each customer is worth \$1,000
- Average drop in loyalty 20%
- For every five customers with a problem, one is at risk
($5 \times .2 = 1$)



- Can now link handling and preventing problem to revenue

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Sources & Readings

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- <https://www.zippia.com/advice/customer-retention-statistics/#:~:text=The%20average%20customer%20retention%20rate,followed%20by%20retail%20at%2063%25.>
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