EFFORTLESS EXPERIENCES
Accelerating growth
With data driven customer experience

It has never been more important to know where friction is hurting your business.

Friction is an invisible force that impacts much of our day-to-day existence. Often, it operates unseen. But it’s there, hidden in the details, making everyday interactions more difficult, more time-consuming and more frustrating than they need to be. In today’s “one size fits none” world, our consumer research reveals companies are losing nearly $1 trillion in revenues to customer switching because they’re not consistently relevant to customers in the moment. Today it takes more than the best technology, data or capabilities. It demands an intensely customer centric mindset—one that inspires profoundly different behaviors.
Creating effortless interactions—

experiences so simple, so easy, so natural, we don’t even think about them.

This is the future of customer experience.

Imagine yourself as the Chief Customer Officer. Your CEO has just asked you to define what it means to make it easy to do business—so much so that becoming easy to work with is a differentiator in the market.

You understand how you respond to friction as a consumer. We are always battling friction—whether we struggle with a ride share provider to find the right corner or when the dog sitter gets the date wrong. Friction surrounds us and we’ll gladly stay—and spend—with any provider who can remove it.

Accenture Research shows that, creating frictionless experiences are central to consumer-facing businesses and reducing friction has become a core driver of competitive differentiation. Nearly two-thirds (64 percent) of consumers who switch from one brand to another state that the lure of a more relevant product, service, or experience is behind the shift.¹ Taking nothing for granted, CXO’s are continuously thinking about how to attract and retain customers by offering consistently relevant, personalized, and frictionless experiences.

For nearly two-thirds of consumers who switch from one brand to another, it’s the lure of a more relevant product, service, or experience that’s behind the shift.

With the challenge from the CEO clearly defined, how do you respond with confidence that you can improve customer experience and rally the organization? How will you know you are working on the right things that are causes of friction in the first place? And finally, how do you figure out which friction matters most?
You need the right data.

Data & analytics are the critical factor in answering five key frictionless questions:

01 What are our customers’ needs and expectations at key moments across customer journeys?

02 Where is friction slowing them down, frustrating them, or preventing them from getting what they want?

03 How do we understand the impact of friction and which friction points matter most?

04 Can we identify patterns in the data? Can we correlate friction frequency or intensity to customer satisfaction or propensity to spend?

05 Can we develop a set of data-driven hypotheses on interventions to address friction? Can we design experiments to validate our hypotheses and maximize our response

Analyzing data and conducting experiments to explore correlation and causality requires deep data understanding. Without this, it is hard to design an appropriate set of interventions in which you can have confidence. The next step is to prioritize those interventions, taking into account the degree of difficulty to execute changes and value to the customer.

This challenge is particularly tough in a SaaS environment where companies need to move fast, are often drowning in data but lack actionable insight. Uncovering insight buried in the data means the whole business can coalesce around a prioritized set of actions that will have the biggest impact. Of equal importance, an intervention plan rooted in a set of data-driven insights provides a basis for driving buy-in and building confidence across the organization.
**Effortless experiences:**
How Accenture finds and removes friction for clients

Accenture’s data-driven strategy framework helps companies identify friction and prioritize impactful interventions while building a solid evidence-based case for change.

- **Analyzes in-house and third-party data sources to create and test a frictionless hypothesis**
- **Model user engagement, propensity to buy, customer satisfaction or other target business outcomes**
- **Conducts comparative learning and determines competitor positioning/capability**
- **Analyze user personas, product capabilities, market sizing, and segmentation**

A sophisticated understanding of customer lifetime value (CLV) is central to the analysis. CLV provides the baseline value that customers currently ascribe to a company’s products, services, and experiences. Without that baseline, it’s impossible to prioritize the sources of friction customers are experiencing or quantify the incremental value that removing friction will add.
A manifesto for a frictionless future

Your customers want their interactions with you to be friction free. They won’t always be able to “see” or articulate the friction that’s creating the pain points in your customer experience. But they’ll feel it.²

That’s why frictionless experiences will be a key driver of future competitive differentiation. For many, they already are. But finding and addressing friction is no easy task. By definition, it hides in the details. And it changes for each customer in each context in each moment.

Focus on the vital few and not the unmanageable many.

Consumer-facing companies must now adapt to a new imperative: to acquire the agility and data sophistication to identify and eliminate customer friction where it matters most.

The key is not to get overwhelmed by the sheer number of possible places where friction may exist on your platforms and in your customer experiences, but instead to zero-in on where it’s really doing damage. Focus on the vital few, not the unmanageable many.

Do you truly understand the story your data is telling you?

To do that, you need to stop the endless organizational back and forth about where friction exists and what to do about it. You must develop a rigorous analytical approach which supplies the actionable insights needed to build a strong evidential case for change.

This approach demands comprehensively linked internal and external datasets and advanced analysis tools that can find the friction signal amid the noise. It needs a deep understanding of customer lifetime value to prioritize and guide corrective actions. And it needs a willingness to operationalize frictionless insights across the enterprise.
Ready to get started?

Here are three questions you can ask to kick-start a data-driven journey to truly frictionless and effortless experiences today...

01 Do you have data to help you define a set of hypotheses about what’s causing friction in your customer experience?

02 Does your team have the skill and capacity to perform the analytics to dive into the data, develop and test hypotheses, prioritize the most valuable actions, and build an unarguable case for change?

03 Can you align the whole business around a common understanding of frictionless experience—and how it cascades through the organization and out into the end-to-end customer experience?
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References

1 Accenture Living Business research (cited on p 3)

About Accenture

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