

# STOP LISTENING TO YOUR CUSTOMERS (SO MUCH)

Big Data should lead to Big Insights. So why isn't it at many companies? Because Big Insights come from knowing—not everything about your customer—but the important things. Companies need a method to sort through the digital noise to get to true customer insights.

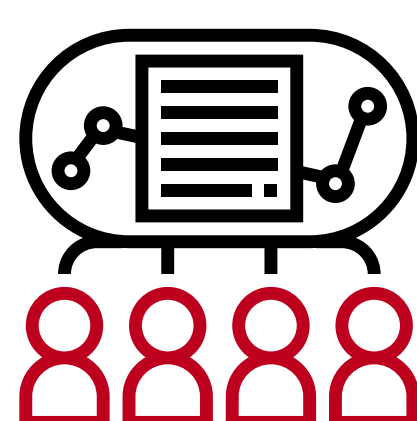
HOW CAN COMPANIES FILTER CUSTOMER NOISE INTO BUSINESS RESULTS?

## ENTER LIVING SERVICES

Living Services offer branded, personalized analytics that change in real-time for every customer. **Companies utilizing Living Services:**



Learn about customer behavior across a variety of situations.



Customize customer engagement with the expectation it will change frequently.



Deliver a hyper-relevant, context-based, tailored experience to the consumer.

## THROW AWAY THE TRADITIONAL JOURNEY MAP

Today customers unpredictably switch between outreach channels, scuttling organizations' old customer experience battle plans.

**13%** Only 13% of customers are pure **digital customers**.



**23%** If digital means fail, 23% of customers will **revert to physical or analog** to contact a company.

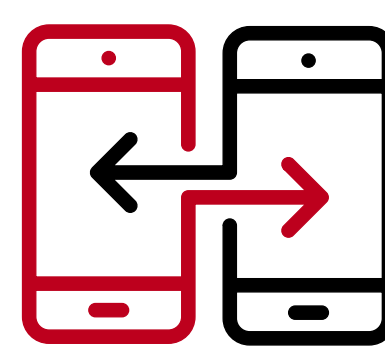
Millennial customers are the **most likely to switch** to a non-digital channel when their issues are not resolved via digital routes.

## CONSISTENCY AND RESPONSIVENESS ARE THE GUIDEPOSTS

Despite their inconsistency, customers demand companies provide a consistent user experience.



When reporting an issue, **75% of customers expect to pick up right where they left off**, not having to re-enter information or re-inform a customer service rep.



**1 in 2 customers** expect the company to intuitively **communicate and respond via their preferred channel**.

## DISSATISFIED CUSTOMERS WON'T BE YOURS FOR LONG

**6 OUT OF 10**

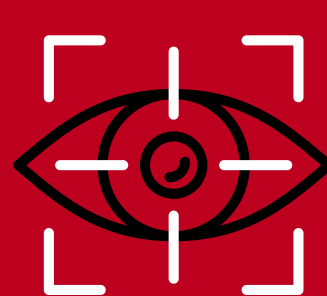
consumers have **switched due to poor customer service** in at least 1 industry.

**7 OUT OF 10**

consumers say **one of their top frustrations is dealing with employees who are not knowledgeable** or do not acknowledge my specific needs and preferences when I'm considering buying.

## LISTEN WELL, BUT SELECTIVELY

To provide a rapidly adaptable customer experience, companies need to learn what to tune out and what to tune into - allowing insights to guide their creation of Living Services.



### FOCUS ON WHAT MATTERS

When enough customers experience an issue, a closed-loop process should flag it to make fixing the systemic problem a top priority.



### TUNE INTO THE BASICS

Customer experience isn't exclusively consumer-facing. Managers must bust silos to work across processes, such as order fulfillment and pricing.



### LEVERAGE TECHNOLOGY TO DRIVE CONSISTENCY

Digital technology can help provide a consistent experience for customers.

Learn more how companies are implementing Living Services to retain customers in the digital era with our full report: [www.accenture.com/stoplistering](http://www.accenture.com/stoplistering)