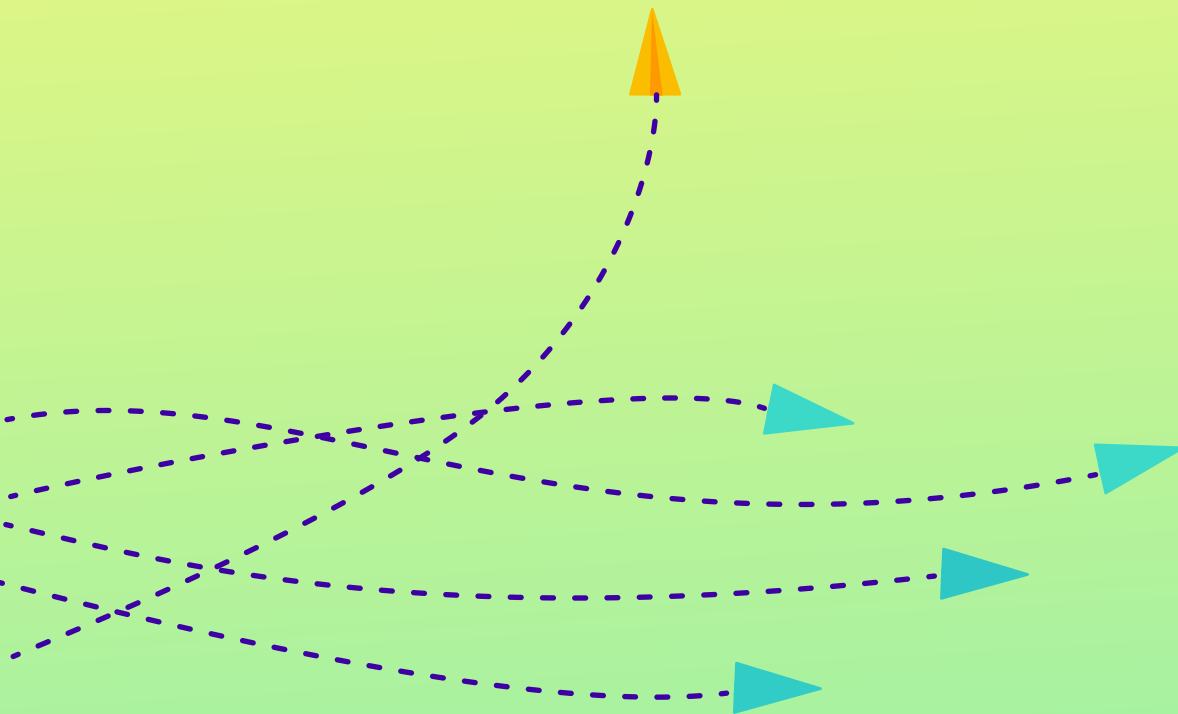intelligaia

**CX Design and Innovation**

Key Insights

# Keeping up with changing Customer Expectations

CX Trends Report 2022

# Challenges

The disruption caused by the Covid-19 pandemic has been felt across the globe across all industries.

Changing customer expectations, fueled by analytics, technology and consumer experiences affect how organizations will do business and align with customers. The disruption caused by the Covid-19 pandemic has been felt across the globe across all industries. The hybrid work model has emerged as the dominant return-to-work approach, with global corporations such as Citigroup, Ford Motor Co, IBM all opting to blend the best of in-office and remote working. This approach together with social distancing restrictions present a chance of more fragmented organizational structures emerging within organizations.

However, the disruption that has been caused by the pandemic also presents a unique opportunity for brands to differentiate themselves in the 'new normal'. Organizations that embrace the new hybrid work model need to invest in creating digital experiences that can support real-time collaboration among all people reliably, securely, and optimally.

**Tomorrow's leading brands will be those that meet the expectations of consumers, employees and stakeholders while serving a purpose beyond their bottom line; by leveraging the power of purposeful, human-centered strategy and innovation.**

# Organizations are challenged with changing customer expectations:

No customer is ordinary. Customers want to do business with companies that know their individual and company needs and are willing to tailor the experience to meet those needs.

Customers don't have time on their side and value simplicity. Prompt information, connected experiences and more competitive options leave little space for complexity.

With the pace of business accelerating rapidly, customers value companies that proactively anticipate future needs and provide real time response.

What customer expectations and trends are still applicable as 2022 approaches?

What should enterprises ensure to be able to win and keep customers in 2022 and beyond?

What are the implications for CX leaders?

This report has collated the advice and predictions of CX leaders to throw light on what they believe the future holds for organizations in this time of evolving customer behaviors and unprecedented shifts

# Top Trends impacting CX

## The coming year will see brands competing primarily on Customer Experience.

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As we transition to a service-driven economy where the lifetime value of customers is of primary importance, 2022 will see increasing investment in technologies designed to improve our experiences and earn our trust.
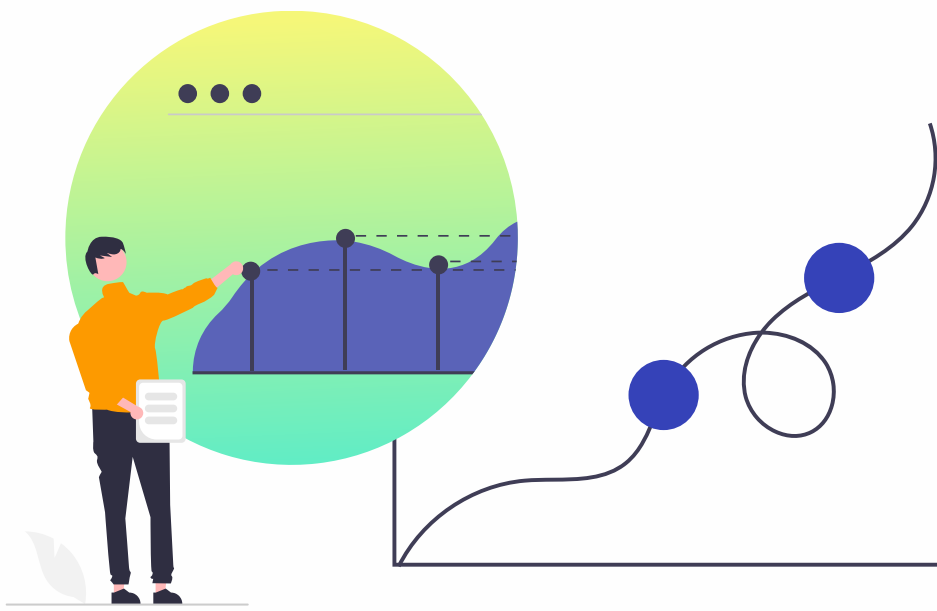
## 01 Voice of Customer Analytics and Predictive CX:
Leveraging the increasing amount of data available to drive proactive CX.

**PRO TIP:** Enable comprehensive, data-driven systems that predict and take proactive actions. Deliver exceptional experiences that anticipate and predict customer sentiment and customer value. Further, use advancements in artificial intelligence (AI), especially in machine learning, predictive analytics and adaptive learning to enhance personalization and onboarding experience.
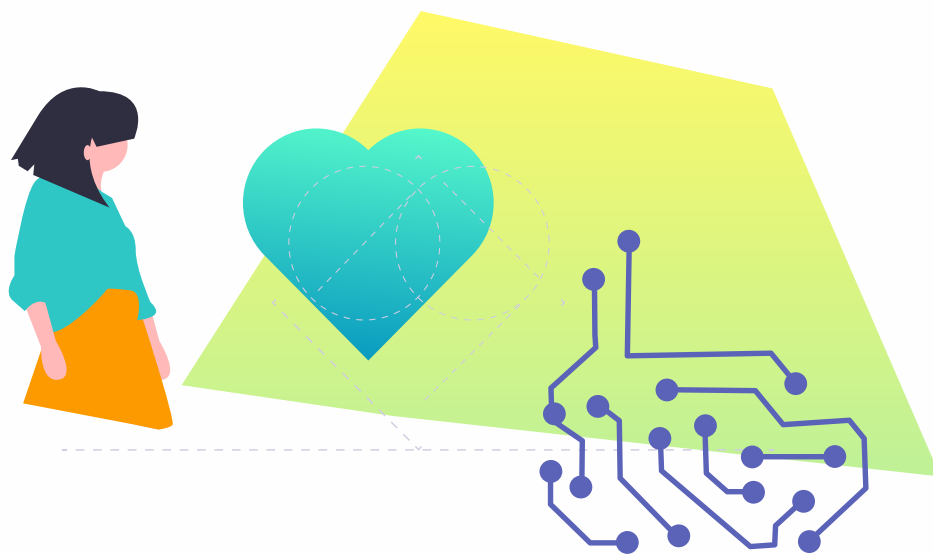
**02** **Artificial Intelligence:** Augmenting the workforce with AI and including automation to enhance decision making and scale service excellence.

**PRO TIP:** Turn connected intelligence into relevant and personalised experiences in the moments that matter. Using sentiment analytics to understand the content of written and spoken communications and more efficiently route it to the people or machines to provide the best solution.

**03** **Personalization & Humanized CX:** Effectively balancing AI and automation against human factors such as empathy, connection and engagement.

**PRO TIP: Experiences are everything:** Now more than ever, companies need to **listen to their customers**. Organizations must be ready to translate habits of customer centricity into a new set of improved actions to get on the fast track.
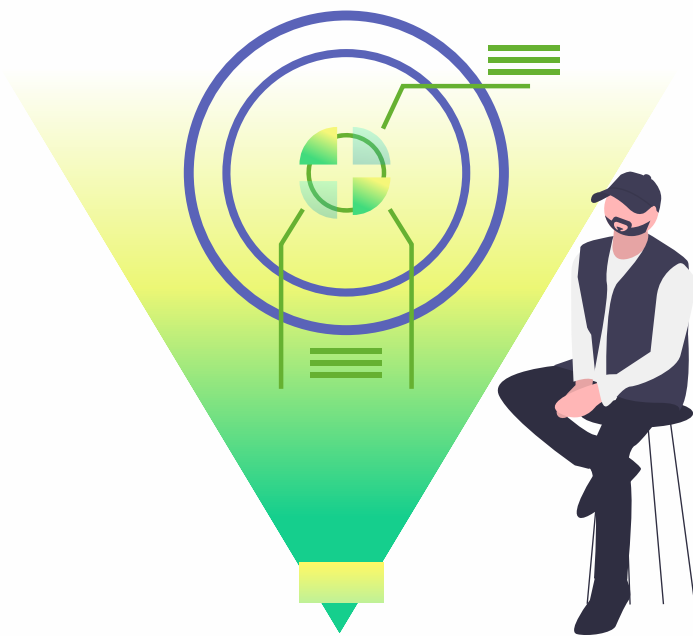


**04**     **Immersive, hybrid experiences:** The term "metaverse" has emerged as a key trend, promoted by companies including Meta, Nvidia, and Microsoft. This means leveraging persistent, online environments to connect, communicate and collaborate in increasingly immersive ways.

**PRO TIP:** Integration with virtual and augmented reality (VR/AR) will be a core feature of the metaverse. Businesses will look to these experiences to create new opportunities to interact and engage from our home.

**05** **Smarter products and services:** Thanks to the IoT and wearables revolution, experience-focused businesses are quickly becoming adept at taking data and using it to improve the richness and usefulness of our interactions with them.

**PRO TIP:** Develop products that use data to better integrate themselves into people's lives, providing more valuable insights and richer user journeys.



**06** **Exceptional UI and UX**: Prioritize speed, simplicity, intuitive and user friendly design aided by artificial intelligence.

"The value of design lies in its **ability to breathe life into the inanimate**. It allows it to have a life beyond itself. A life that touches whoever comes in contact with it. It leaves a lasting impression. **An impression that changes our expression for life.**"

**Cheena Kaul**
**Co-Founder, Intelligaia**

Intelligaia Design Thought Leadership

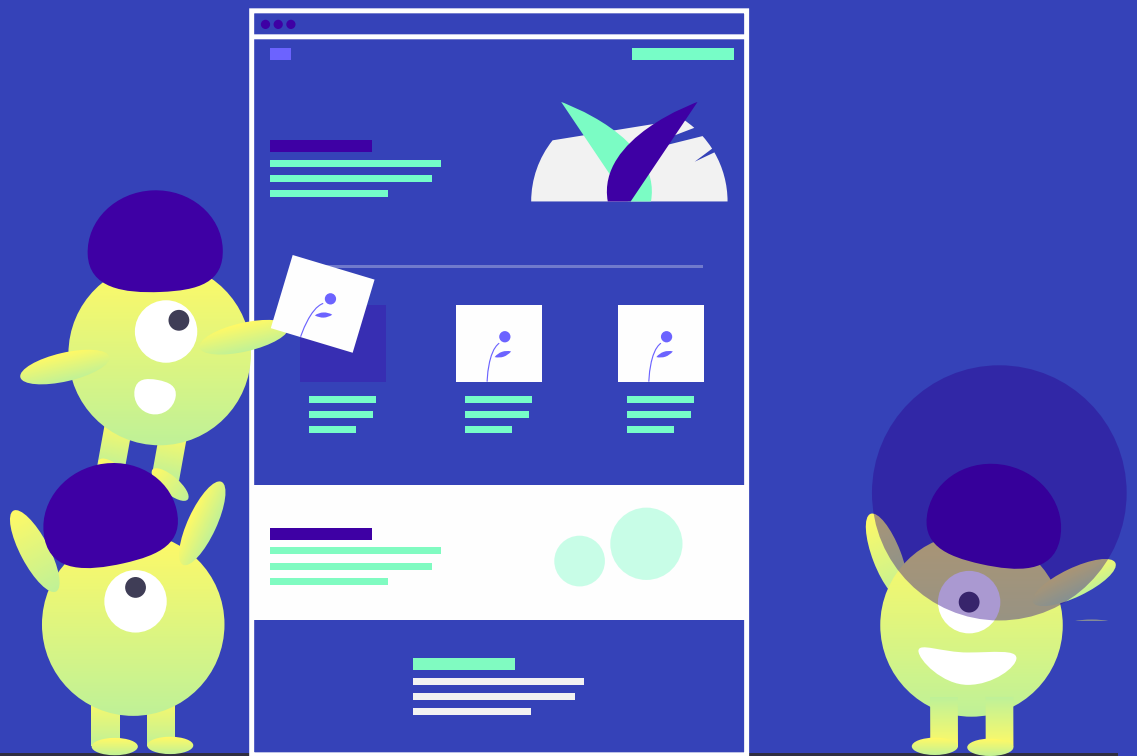# Top UI Design Trends of 2022

Dark mode

3D and animations

Optimization for more screen sizes and pixels

Preparing your apps for large screens

Minimizing complexity

Design system and library

# Top UX Design Trends of 2022

Inclusive design

AR VR expanding into B2B

Metaverse

Accessibility in more sectors (health, education)

Localization in user experience and content
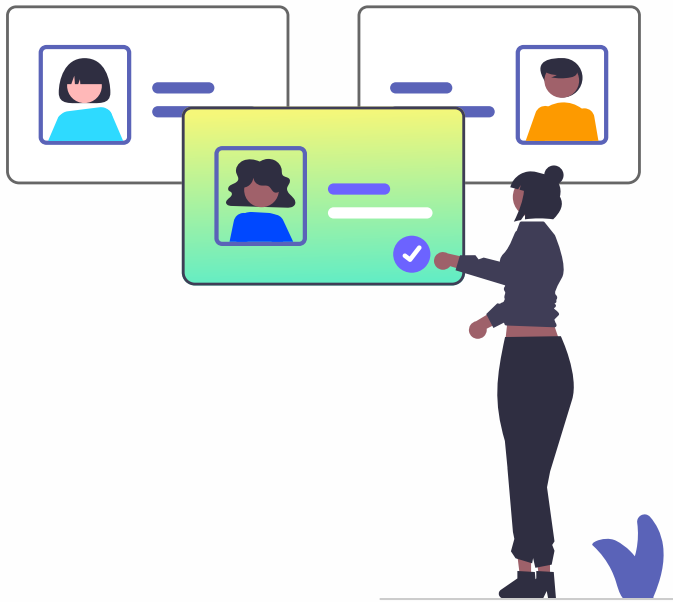
**07** **Customer Advocacy:** Ensuring sustainable business growth through a focus on loyalty, word of mouth and advocacy.

**PRO TIP:** Think beyond the traditional boundaries of CX. Customers expect to engage with a single company that requires organizations to unify front-and back-office processes and data, enabling consistency and empowering whoever gets to the customer first.

# Overview

## What Companies must do

Moving forward, companies need to meet the big three customer expectations; personalization, ease and speed. This requires a culture shift from being "customer focused" to becoming "customer committed."

**ACTIONS**

**Accelerate, Augment and Amplify.**
Follow a three step approach to act more deliberately on behalf of customers.

**Prioritize customer interaction** stages by shifting focus from silos to journeys.

**Create and sustain an organization** and make it adept at embracing and managing change at scale.

# What CX Leaders must do

When it comes to helping companies meet customer expectations, CX leaders have a critical role in preparing for the future. From leading the creation of governance to ensuring the right intelligence exists to make informed decisions, CX specialists must step up to meet unmet demands.

**ACTIONS**

**Manage CX Transformation** to compete effectively by designing and developing engaging customer experiences.

**Create governance** to drive customer centric culture.

**Uncover** the **value of customer information.**

Make **CX innovation a priority.**

# Recommendations to keep pace

## Personalization as each customer is unique

Customers expect to be recognized across multiple lines of business and if brands fail to connect the dots, interactions will be far from personalized or streamlined. Offering a personalized digital experience requires a complete, integrated view of the customer, which is challenging for most large, enterprise organizations. Many simply don't have the data, and for those that do, it's likely not housed in a way that supports the integration, analysis, and decision-making required to personalize. To meet every customer's unique needs, companies must seek an empathetic understanding of their needs.

Personalization over the next year will be the opportunities to identify and act on "micro-moments". In 2022, brands will be investing heavily in ways to recognize and leverage these moments, finding the right time to send a personalized offer that will help solve whatever problem is facing the potential customer at that time.

| WHAT | HOW |
|------|-----|
| **Select a starting point for integration.** | Start small by focusing on integration for one customer touchpoint in the journey. Lead work across silos to uncover the broader view necessary to customize the experience. |
| **Spot opportunities to identify and act on "micro-moments".** | Recognizing and leveraging these moments by reaching the right customer at the right time. For instance, finding the right time for sending a personalised offer and solving whatever problem the potential customer is facing at that time. |
| **Build transparency to understand customers.** | Make customer insights readily available so employees have the information they need. |
| **Using data insights for intuitively interacting with customers in turbulent times.** | Every interaction has to be empathetic, reliable and contextual with customers expecting you to know them and what is going on "in the moment". |

| WHAT | HOW |
|---|---|
| **Deliver insights that strengthen customer relationships.** | Share insights, focus on gathering intelligence that helps the company create deeper relationships with customers. Consider including information such as industry perspectives, the competitive landscape of strategic customers, and challenges the customer is facing. |

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**Intelligaia's take:** Customer expectations for personalization are accelerating. Companies must make investments in rapid prototyping, customer experience design, innovation, data, analytics, and technology to meet this challenge.

## Minimal effort, simplified and seamless experiences is a necessity

Customers make decisions based on their perception of how easy it is to do business with a brand/organization. Complexities are inevitable in the customer experience. The companies that will win are those who can turn complex approaches into easy and effortless experiences for customers and employees.

| WHAT | HOW |
|---|---|
| **Find a balance between personal interactions and digital experiences.** | Determine which parts of the journey can be automated to promote ease and those that still require personal contact to add value. |
| **Truly understand and empathize with customers.** | Seek an outside-in approach with customer intelligence, emotion, and behaviors guiding strategic priorities throughout the customer journey stages. |
| **Ensure consistency and remove friction.** | Make sure the customer's experience is the same every time. Design and create effortless experiences using technologies and processes to remove friction. |

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**Intelligaia's take:** Companies need to prioritize scenarios, dramatically accelerate progress and make simplicity an enterprise-wide, strategic initiative.

## Speed is the essence

Customers value proactive responses from companies and want matters resolved quickly. Managing across silos and sifting through data are common barriers to improving customer response times.

Realizing that customers require an immediate response to the task at hand, companies must:

| WHAT | HOW |
|------|-----|
| **Focus on personas.** | Leverage advanced analytics, such as predictive analytics and artificial intelligence, to better understand and provide immediate resolution to individual customer needs and have the foresight to proactively address future needs. |
| **Design transformational experiences.** | Use design principles to guide customer experience improvements to increase speed and address other key customer expectations. |
| **Ignite and accelerate innovation.** | Engage a diverse group of customers in your innovation activities to understand what questions customers ask and design solutions that meet current and future customer needs. |

**Intelligaia's take:** Companies must understand that speed will continue to be a huge variable and must use lean product development practices and an iterative approach to organize their customer initiatives around a quick experience.

# It's all about experience driven business.
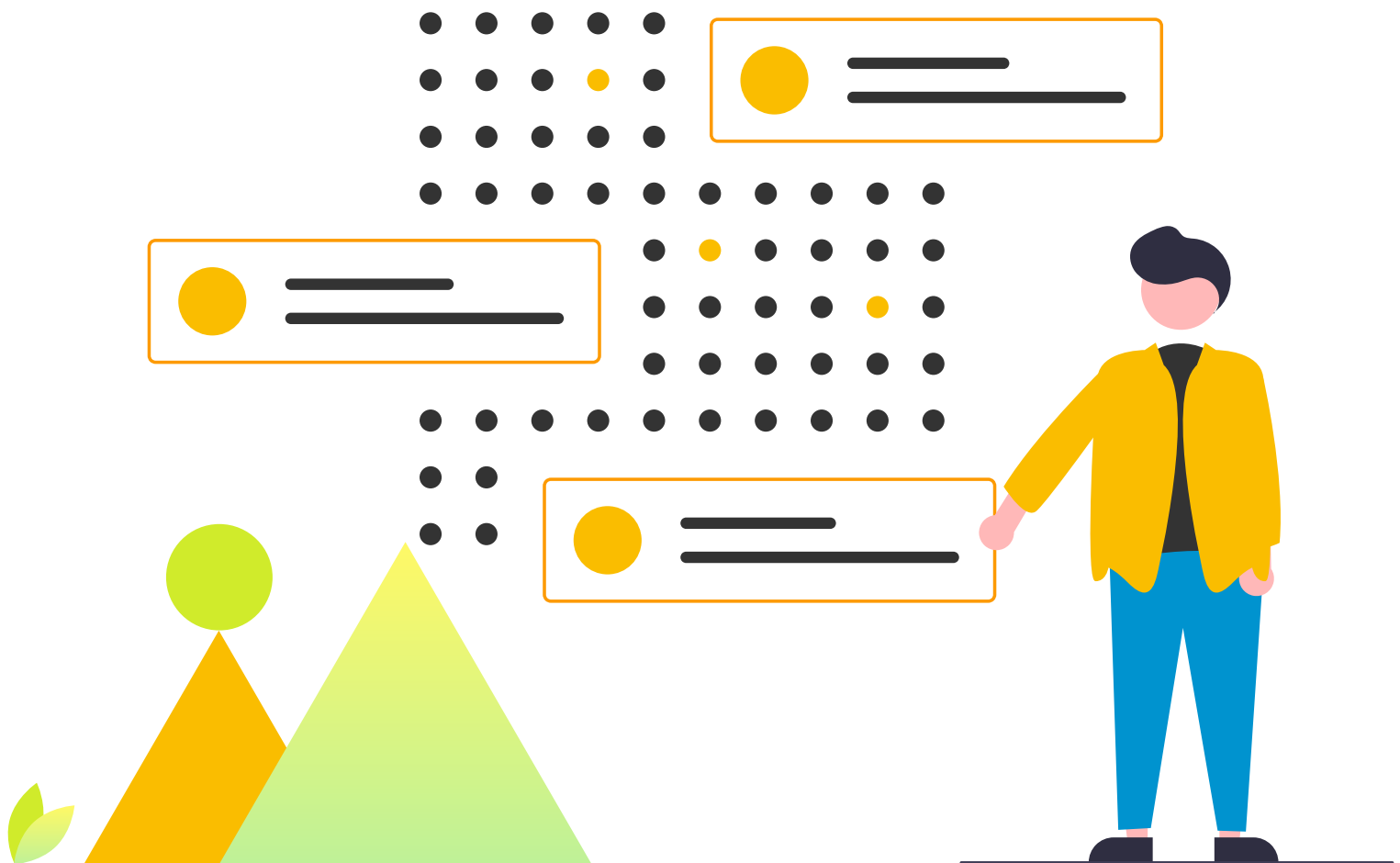
# Shifting focus from silos to journeys

Companies must shift their mindset from functional improvements to journey-based improvements, making it possible for companies to see where customer pain points emerge and to zero in on key moments of truth. It's from this holistic perspective that companies can move away from mere "quick fix" incremental changes to opportunities for transformational or breakthrough improvements.

**It's more than creating a journey map**. Customer experience leaders can help uncover the gaps in the silo-based approach and maintain focus by understanding the most important journeys and  customer segments.

**Create organizational empathy for customers.** Employees can no longer see their role aligned with a particular business function. They must see their role in a broader context recognizing their influence along the full customer journey.

For companies positioning themselves to compete, governance of CX assets, design systems, procedures, and cadence is essential. The re-engineering benefits of governance can actually propel crucial initiatives forward keeping the user experience consistent across different touch points.

# Finding true value of purpose over perception

In the coming era of socially and environmentally conscious business, organizations will compete on transparency and trust by identifying and communicating the fundamental promise and purpose of their brand. Now more than ever brands need a unified enterprise strategy in order to meet customers' expectations for brands to have both a conscience and a clear purpose.

It's not possible to fulfil everything to everyone, but it is necessary to be exactly what you project you are to the people who matter most: your employees and customers. For this business leaders need to follow the strategies to:

**Align**

**Activate**

**Collaborate**

**Align:** The values, philosophy and culture of your business should be embodied in the experiences it provides to customers and employees. When customers, employees and leaders are aligned on a brand's core mission, organizations can focus more on delivering value.

**Activate:** Building a solid foundation for long-term growth and success requires that the internal structures and practices of the organization reflect the values it envisages to the world. To do this, organizations must ensure that their systems, policies and governance are consistent with their expressed purpose.

**Collaborate:** Keeping up the brand promise requires collaboration to include shared accountability for customer experience, business growth and more. This requires crafting content and communications strategies that engage their target users and clearly express their values, building brand recognition and providing pathways for business growth.

# Navigating new realities

For today's business leaders, there's no better time to take a more definitive stance in preparing your company for 2022 and beyond. This includes to think differently and lead the way in defining organizational structure, using intelligence to make sound business decisions that inform action and promote change, and finding new ways to innovate.

We work with our partners to develop data-driven strategies and human-centered experiences that serve their business, their employees and their customers. Further, we support them in designing and deploying the tools, processes and products needed to execute those strategies and experiences, not only delivering sustainable value and scalable innovation, but propelling organizations towards their expressed purpose and ensuring a unified experience.

# intelligaia

**CX Design and Innovation**

# We can Partner with you in myriad of ways
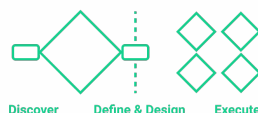
## Accelerate.

MVP in a Week

5 Days

**Test and de-risk ideas**

Design a testable prototype of high business impact use cases in a week.

**Workshop with us**

## Augment.

Your CX Design Partner

Discover    Define & Design    Execute

**Idea > launch > Maintain**

Taking on responsibility for an entire phase, by partnering with organizational experts.

**Partner with us**

## Amplify.

CX Transformation

Experience-Design Ops
Technology    Customer Insights & Metrics
Culture Management
Vision & Strategy    Leadership and Governance
Employees    Operations

**Key to digital transformation**

Bridge the gap between customer experience strategy and reality.

**Explore CX Transformation**

**Trusted by hundreds of Enterprises and Startups.**

Hewlett Packard Enterprise    HP    HITACHI    CISCO    intel

APTTUS    FUSION PILATES EDU NEVER STOP LEARNING    Financial Modeling    DocuSign    infina connect

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