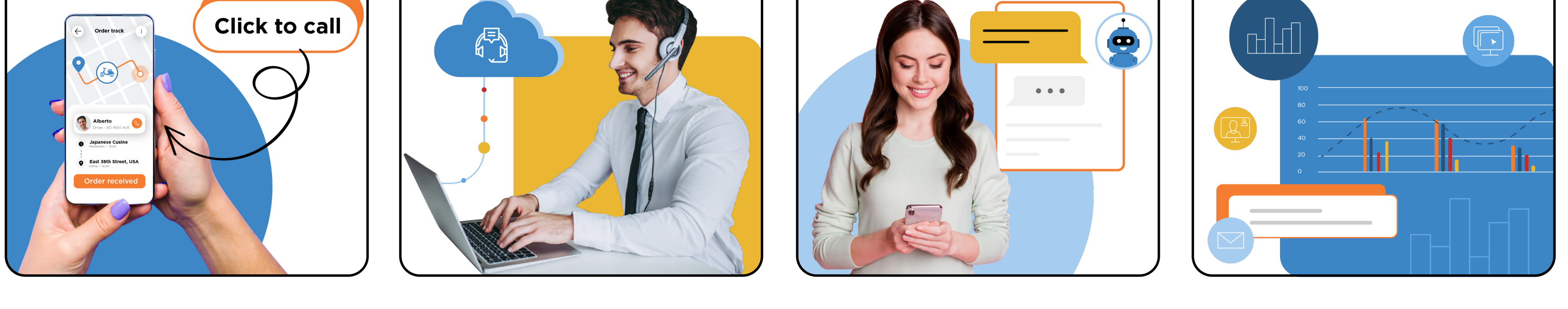


# Great CX-pectations how experience became your competitive edge

From consideration to sale and beyond, you have the potential to make – or break – customer experience (CX) across every interaction. And with the pandemic changing consumer behaviour forever, rising to higher 'CX-pectations' has never been more critical.



## Trends elevating CX



- TREND 1**  
**Increasingly programmable APIs**  
Are delivering omnichannel communication, personalised to customers
- TREND 2**  
**Rising cloud adoption**  
Reduces cost and improves scalability and reliability
- TREND 3**  
**Growing self-service culture**  
Enabled through self-service tools like IVR
- TREND 4**  
**Wider customer visibility**  
Harnessing data-driven insights to boost performance

## Meet your CX enablers

Delivering CX that leaves a lasting impression goes beyond the boundaries of the traditional call centre. It is the work of your whole team.



## Four KPIs to measure CX

You can't improve what you don't know. So keeping track of CX across the four critical areas will highlight success and pinpoint avenues to address the following:

### 1 Customer loyalty and brand

- Customer lifetime value
- Churn rate
- Customer effort score
- CSAT

### 2 Quality of customer operations

- Average time resolution
- First contact resolution
- Average wait time

### 3 Employee engagement

- Revenue per employee
- Engagement statistics

### 4 Financial performance

- Cost to retain
- Cost to acquire

## What to look for in a CX partner

With brand loyalty, retention and reputation riding on great CX, it is essential to select the right partner, who can deliver:

- Open, programmable APIs for anonymisation, authentication and notification
- Integration with existing systems, including CRM, ITSM and WFM
- A tailor-made, fully compliant contact centre offering across public and private cloud environments
- Global availability with the ease of end-to-end deployment



To make CX your competitive edge, talk to  
Tata Communications today

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