

TEKsystems' Tips TRANSFORM YOUR WORLD

5 Tips for an Effective CX Strategy

Elevate your customer experience transformation efforts with these tips.

There's a reason brands obsess over delivering exceptional customer experiences: **It plays a huge role in the buying decision.**

86%

OF CONSUMERS ARE WILLING TO PAY MORE FOR A SUPERIOR CUSTOMER EXPERIENCE.¹

A successful CX strategy relies on holistic digital transformation. So, how do you create an intriguing customer experience? Go beyond expectations. Secure organisational buy-in to unlock innovative solutions.

Follow these five tips to stay on the right track.

5 Tips To Own Your CX Strategy



Focus on incremental change:

Companies often skip over incremental innovation, but this is a mistake. Stay focused on exceeding customer expectations along the value chain—don't try and change the entire system in one fell swoop.



Connect with the right stakeholders early:

Ensure the right people are in the room when discussing the CX strategy and have a plan for integrating all voices in the conversation. You don't want a singular leader taking up all the oxygen in the room. You need to secure buy-in from everyone to be successful.



Consider all points of view:

Every initiative has naysayers and doubters, and CX is no exception. Make sure their concerns are reflected in the final strategy.



Secure external perspective:

You know your customer better than anyone, but you might be too close to the work. Lean on a partner to help you stitch the strategy together, but don't let them deliver a cookie-cutter plan. Your CX strategy must represent your unique, individual perspective on the customer.



Think like a customer:

Have a customer-centric mindset when developing your CX strategy. What would you want to see from a brand? What would transform a good experience into a great one?



Editor's Note: Content curated from TEKsystems' feature publication, *Transform Your World* | [ELEVATING THE CUSTOMER EXPERIENCE: How to Establish an Effective Customer Experience Strategy](#)

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Sources

1. [Customer experience – what it is, why it's important, and how to deliver it](#), Adobe