

3 Common Pitfalls to Avoid in Your CX Strategy

Be one step ahead of your audience when crafting a customer experience strategy, and watch your business grow.

Let's face it: CX makes or breaks the value consumers place in your company. It's directly responsible for initial sales, repeat sales, customer loyalty and social brand advocacy—all of which ultimately determine success.

Brand sentiment is rooted in customer experience. While a positive CX will sway sales in your favor, a negative CX will discourage repeat buyers.

The right CX strategy will set you up for success and keep your customers coming back for more.

"CX strategy drives the **customer value chain**, which essentially determines the **success of the business**."



Matt Murphy
Director, One North

Here are **three** common headwinds brands should cut through when implementing a new customer experience strategy.

3 Factors That Slow CX Success

- 1 Missing a customer-centric mindset:** Customers don't care about a brand's financial goals, and they aren't motivated to purchase by your list of service offerings. Rather than looking inward, companies need to focus on how their customers experience their brands. Then, they can invest in people, processes and technology to innovate and deliver a better customer experience based on those insights.
- 2 Lack of clarity in setting goals:** Brands invest a lot of time and resources into outshining the competition. They broadcast their desire to delight customers through digital innovation. But it's almost impossible to achieve an undefined goal. Companies would be better served by focusing on incremental innovation. Consider your customers' existing expectations and deliver an experience that exceeds them. Focus on making each customer interaction a little better each time.
- 3 Solving for CX in a silo:** A successful CX strategy starts at the very top. Senior leadership must set the tone for building a customer-focused culture across the board. Every function of the business needs to have a clear understanding of their impact on the customer experience. Lack of consistency in delivering a positive CX can negate much of the positive headway made toward delighting your customers.

Customers aren't won over by channel capabilities or revenue goalposts. They care about the way they connect to your brand and the quality of the service they receive. Companies are tasked with delivering a CX that exceeds their expectations.

Elevating the customer experience must be an integral part of every organization's innovation strategy. Prioritize an effective CX strategy to unlock growth across the customer value chain.



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

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