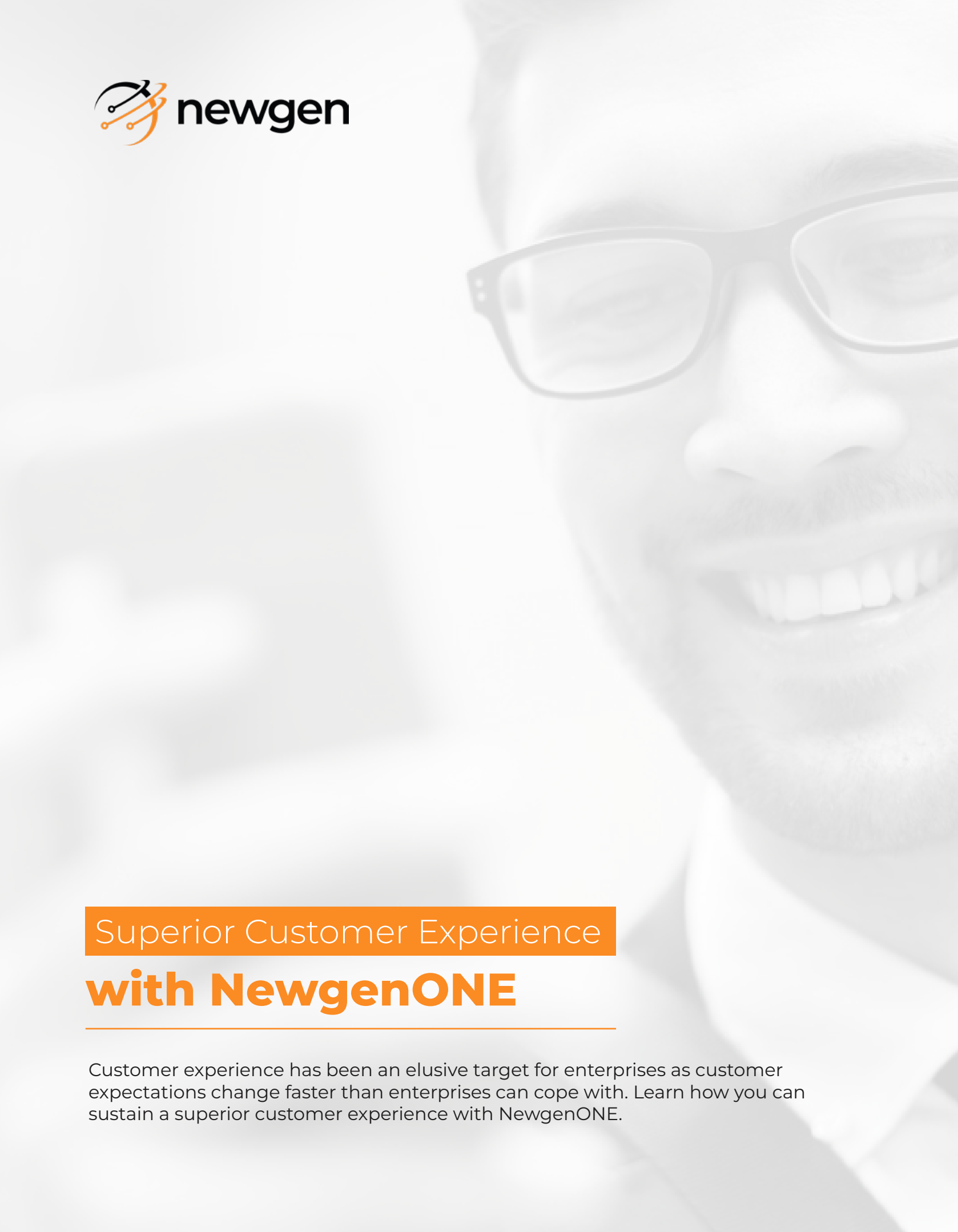


A large, faded background image of a man with glasses and a mustache, smiling. He is wearing a white shirt and a dark tie.

Superior Customer Experience **with NewgenONE**

Customer experience has been an elusive target for enterprises as customer expectations change faster than enterprises can cope with. Learn how you can sustain a superior customer experience with NewgenONE.

Customer Experience: An Imperative

The importance of customer experience in your business performance cannot be overstated.

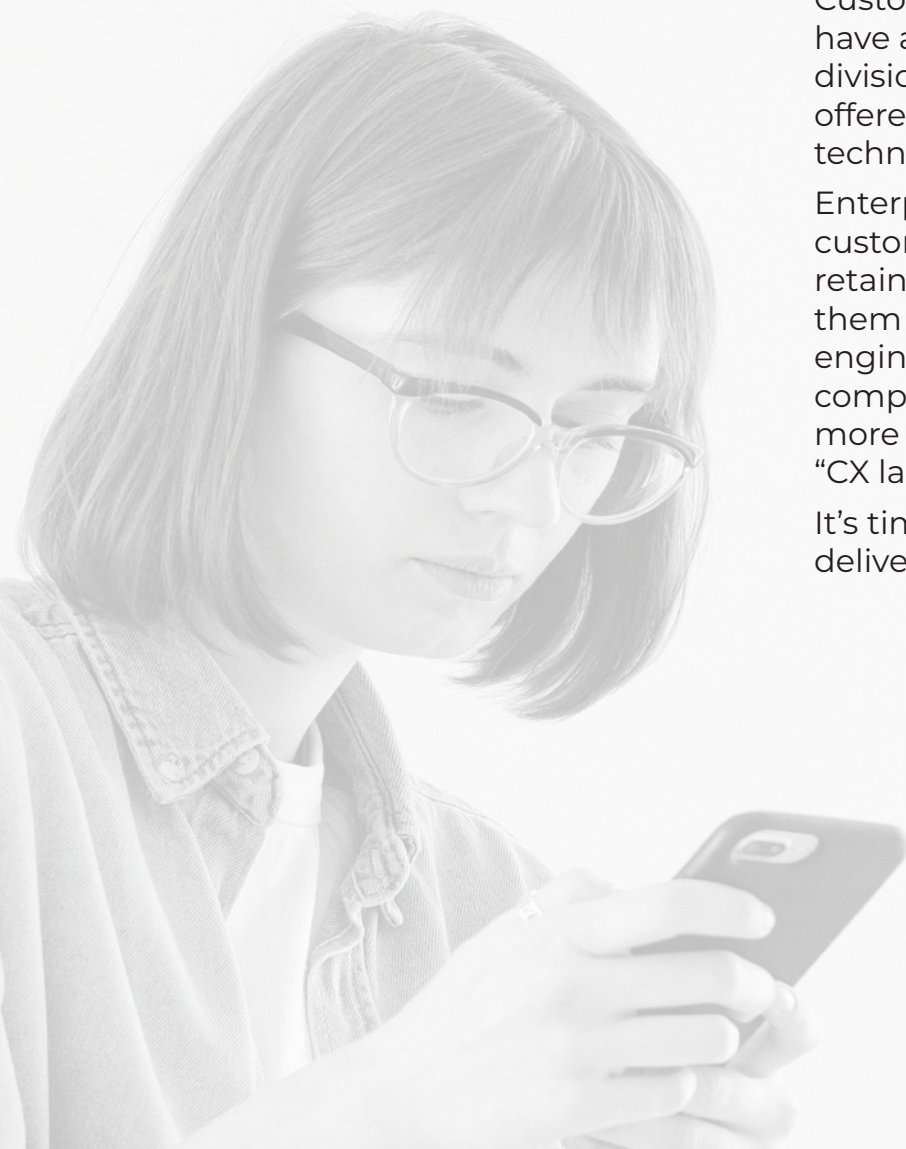
Gartner research has called out customer experience (CX) as the new marketing battlefield, stating that more than two-thirds of marketers responsible for CX say their companies compete mostly on the basis of CX, with the number only slated to increase further¹.

This is not surprising considering how the competitive battlefield is changing, with new entrants from diverse backgrounds that are disrupting the way customers engage with businesses.

Customers, when presented with a choice, have also started reflecting the blurred division between products and services offered by traditional businesses versus technology-driven new-age players.

Enterprises are also realizing that customer experience is not only about retaining existing customers and keeping them happy. It is also a major growth engine. McKinsey analysis shows that companies that are leaders of CX achieved more than double the revenue growth of “CX laggards” between 2016 and 2021².

It's time to ask yourself if your company is delivering a superior experience.





Are You Delivering a Superior Customer Experience?

To create visible impact in the minds of your customers, you must go beyond incrementally tweaking your user interface or overhauling your web portal. Instead, deliver disruptive and innovative offerings that help you differentiate in an increasingly competitive landscape.

Let's look at some examples of what some businesses are doing³:

- A bank in the USA launched an AI-powered chatbot to help customers access simpler offerings faster and avail financial advice, and got 1 million users in the first three months
- A business in the UK turned their customers' smartphones into wallets by allowing them to scan items through the app while they shopped and offer no-waiting checkout
- A tech startup eliminated the hurdles of the traditionally lengthy payments process, allowing customers to transfer money at the click of a button
- A bank came up with a pure-play app-based strategy to simplify banking by integrating all the necessary functionalities and helping people track their money in one place
- Another bank offered automated self-service kiosks in branches to help customers help themselves

Enterprises are exploring diverse, innovative ideas to engage their customers better and offer a superior customer experience.

It's critical for your organization to understand what prevents you from delivering a delightful customer experience.



A Superior Customer Experience: What Prevents You?

Let's address a key underlying question: What prevents an incumbent from achieving the kind of experience that a new-age company is able to provide to customers?

The answer lies in the longstanding technology legacy that—instead of helping an enterprise by leveraging their customers' established trust—prevents them from enabling innovation and achieving transformation.

This manifests in many forms to prevent your organization from achieving the desired impact through your customer experience initiatives:

- **The risk of cannibalizing your own leading offerings:** Businesses have many successful existing offerings that run the risk of being sidelined by more attractive options, albeit your own. This tendency compromises your returns in the long run and prevents you from taking transformative steps
- **Disjointed nature of operations due to silos:** Your traditional functional and vertical divisions continue to operate in silos, despite the attempts to provide a single face to customers
- **Lack of customer-centricity in automation efforts:** Despite your good intentions, often the effort to automate for more efficient operations and better customer experience results in a focus on technology rather than customers, and producing less than ideal outcomes

You must review your customer experience efforts and address these challenges, starting with establishing ownership.

A Superior Customer Experience: How Can You Achieve It?

Superior customer experience is not a single entity, rather it is a culmination of various factors that come together to elicit positive emotions from your customers.

It is not a one-time affair, either. You have to achieve it consistently, over time, across touch points, and across the customer journey.

For that to happen, you must create customer-centric synergy in your strategy and operations.

Doing that involves:

- **Addressing the holistic customer journey:** You must map the customer journey across your products and services by keeping the customer at the heart of your strategies
- **Bridging silos:** You must find ways to create an integrated operational environment wherein you have better control and can manage your processes and customer-centric initiatives
- **Automation:** You must automate with customer-centricity in mind, thereby ensuring that technology doesn't subsume attention and your efforts are better aligned for innovation and CX

While you address customer experience, you must also be mindful that it is just one of the three key drivers for successful enterprises today. The other drivers include business innovation and operational efficiency. You must address these in unison to really make a difference.

Doing this in a sustainable manner requires you to take a holistic automation approach. You must establish a platform to enable end-to-end automation at enterprise scale.

NewgenONE for End-to-end Automation!

Streamline end-to-end customer journey

- Automate processes end-to-end
- Personalize every interaction
- Empower customers with self-service

Automate enterprise-wide rapidly at scale

- Automate thousands of applications
- Accelerate devops with low code
- Respond to market conditions fast

Innovate continuously with intelligence

- Inject intelligence in processes
- Tap insights for real-time decisions
- Discover new business models

NewgenONE is recognized by leading analysts!

“Leader” in The Forrester Wave™: Content
Platforms, Q1 2023

“Niche Player” in Gartner® Magic Quadrant™
for Enterprise Low-Code Application
Platforms, 2023

Recognized in Gartner's Market Guide for
Content Services Platforms 2023

“Strong Performer” in Forrester Wave™:
Robotic Process Automation, Q1 2023

“Strong Performer” in The Forrester Wave™:
Digital Process Automation Software, Q4 2021

Business Automation “Leader” in the 2021
Aspire Leaderboard for CCM



Epilogue:

NewgenONE Enables Superior Customer Experience

With end-to-end automation, all your functions, systems, processes, and people are cohesively integrated to enable customer-centricity.

This is enabled through a combination of technologies that help you streamline processes for speed while rendering flexibility for contextually relevant actions and decisions.

For instance:

- Lenders can disburse loans and insurers can issue policies within minutes, while also customizing offers based on customer context
- Customers can avail any services by starting with any channel and switching to other channels as needed, without losing context
- Most mundane and routine tasks and decisions are automated optimally, freeing up your knowledge workers to focus on customer-specific situations and exceptions
- Operations are integrated, and all your functions are driven by processes, rendering visibility and control to management without imposing standardized rigidity
- All employees can securely access customer information anytime, anywhere, allowing them to focus on customer outcomes
- You can achieve real-time response through AI-driven decisions and insights, while ensuring trackability and contextual relevance

Customer experience is not one single thing, but a combination of various aspects that come together to generate positive emotions in your customers as they engage with you.

End-to-end automation at enterprise scale driven by NewgenONE offers you the capability to cohesively integrate technologies and enable superior customer experience.

References

- 1 Key Findings From the Gartner Customer Experience Survey, Gartner Research
- 2 Why CX leaders use an experience-led growth strategy, McKinsey & Company
- 3 10 Examples of Customer Experience Innovations in Banking, Blake Morgan, Forbes



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Newgen is the leading provider of a unified digital transformation platform with native process automation, content services, and communication management capabilities. Globally, successful enterprises rely on Newgen's industry-recognized low code application platform to develop and deploy complex, content-driven, and customer-engaging business applications on the cloud. From onboarding to service requests, lending to underwriting, and for many more use cases across industries. Newgen unlocks simple with speed and agility.

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