

GO WITH GAURAVGO



Technologies to Improve Customer Experience



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Summary

Customer Experience (CX) is a customer's perception of a company or brand, encompassing everything from phone service to website functionality. A pleasant CX is crucial for customer retention and attraction. Digital services are preferred by most people, and many businesses are using technology to provide efficient and cost-effective customer service, even on platforms like Facebook. Various technologies can enhance customer experiences and contribute to long-term success, making it essential for businesses to consider these strategies.



Artificial Intelligence (AI)

To create an exceptional customer experience, businesses must understand their customers' individual needs and use market research and AI technologies to track their activities. This information can be used to offer recommendations and assess customer sentiment. For instance, Indian employment portal shine.com uses AI-based algorithms to simplify the job search process, matching the right candidate with the right job profile. This approach helps businesses create a more efficient and effective customer experience.

Chatbots

Chatbots are software that interact with people through a live chat interface, often on commercial platforms like Skype, Messenger, and WhatsApp. They offer real-time information, natural language processing, and diverse conversational personas to establish personal connections with customers. Tata Capital, an Indian financial firm, launched a chatbot in 2019 to help customers acquire loans in just a few minutes. While AI is typically used in chatbots, some can be effective without it.

Augmented Reality (AR) and Virtual Reality (VR)

AR and VR technology can enhance customer experience by providing a personalized digital experience. These technologies provide an immersive experience, eliminating the need for consumers to mentally imagine how a product would look on them. For instance, Lenskart, an Indian spectacle manufacturer, uses a '3D Try On' function on their website and app to capture customers' faces from all angles, allowing them to virtually put on glasses, apparel, wigs, and accessories. This allows users to spend less time returning unwanted items and more time shopping.

Internet of Things (IoT)

The Internet of Things (IoT) is a network of interconnected objects that can improve consumer experience by recognizing and correcting operational errors, monitoring customer inquiries, visits, and services used, and enhancing goods or services. Businesses can use data collected from these devices to build stronger relationships with clients and provide a better digital experience. IoT can also influence customers' purchasing decisions by delivering discounts, special event notifications, and creating direct links between real-world activities and digital experiences. Citibank, for example, uses Bluetooth-enabled technology with IoT beacons to enable customers to use ATMs 24/7.

Location-based services

- Location service technology, which uses GPS on smartphones, allows businesses to provide tailored and convenient customer experiences based on a consumer's location. For instance, Bose India used location-based advertising to increase awareness of their new product introduction in important locations. The campaign targeted individuals within 500 meters of any airport in India, who had visited 5-star hotels near any airport, or lived in the top 10% of residential neighborhoods. Over 5,000 clicks were delivered daily for Bose India over the campaign's run. This technology reduces shopping time and assists customers in budgeting by providing information on the business's location and offers.

Conclusion

- Digital technologies help organizations enhance customer interactions, communication, and cooperation. GauravGo, a growing startup, offers various hosting packages tailored to clients' specific needs. They provide unrivalled services for early-stage companies and students, offering one month of free hosting and a sub-domain, up to 75% more affordable hosting servers, and a 3X easier-to-use interface with personalized customer assistance. GauravGo's website provides more details. They encourage customers to stay informed and safe while using their services.