



## 5 TIPS FOR BETTER CX

**Happy customers** – We all want happy customers. We know the personal touch goes a long way towards keeping customers happy. But legacy solutions often lead to customer frustration and loss of loyalty due to inefficient methods and outdated interactions.

How can companies best leverage the technology available today while improving the overall customer experience? **Here are five tips to consider on your path to reimagining everything CX!**

### TIP ONE



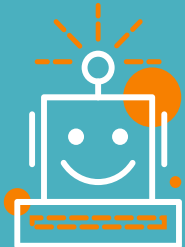
**Cloud** – Get your head in the clouds! Or at least your contact center. Cloud-based technology, like Amazon Connect, provides the foundation needed to quickly adapt and evolve as market and customer needs change. With conversational AI for natural conversations and advisors empowered with customer information and knowledge-based insights all from one screen, Amazon Connect provides the personalization and efficiency needed to keep customers happy.

### TIP TWO



**Design** – Designing a customer experience that is easy, natural, and leverages best practices will ensure you delight your customers. Think though how the customer engages—is the experience low effort, are you creating dead-end loops that will cause frustration? Working through the details ahead of time will ensure success.

### TIP THREE



**Omnichannel contact center** – Don't force your customers to just one or two communication channels. People are busy and need a variety of ways to connect with you, whether that is voice, web, or messaging. Providing a true omnichannel experience ensures the customer experience is consistent across all channels, while giving customer the flexibility in communication options they need.

### TIP FOUR



**Omnichannel data** – Omnichannel solutions allow your customer and company data to flow seamlessly throughout the entire organization. This provides valuable insights to ensure strategic decisions are rooted in information that will make a positive impact. Make sure to take advantage of the wealth of information available from an omnichannel solution.

### TIP FIVE



**Find a partner** – Don't go it alone. While launching a contact center may take just a few minutes, designing a well-executed, efficient, and personalized customer experience is not easy. Find a partner who understands the unique needs of a contact center and has the depth of experience necessary to guide you through every step along the process—and can help you manage your solution once it's launched. Managing software and making sure everything runs smoothly day to day takes infrastructure many companies just aren't ready to take on.

## REIMAGINE EVERYTHING CX

As an Amazon Connect delivery partner, we have the technology and know-how needed to evaluate your current workflows, advise you on alternatives to meet your specific business goals, deploy the solution right for you, and manage that solution from day one. You can focus on running your business—we'll manage your contact center software. With more than 800 combined years of development experience, we drive better CX every day.



+ 1 800-747-0583



Cit\_info@concentrix.com



<https://www.concentrix.com>



</showcase/concentrix-technology-and-insights/>



@concentrixTECH

**LEARN MORE**