

zoho for Enterprise

How **CXOs** are improving Customer Experience

Digital Customer Experience, Q4 2021

As experience becomes the key differentiator for customers, it is imperative to have the C-suite leading the way.

Often, there are several stakeholders participating in the development of a company's customer experience (CX), but no single person responsible for owning that experience from start to finish. That's where a CXO can make a difference.

A CXO's (Chief Experience Officer, sometimes known as a CCO, or Chief Customer Officer) purpose is to do nothing but focus on how customers interact with the brand. From the very first touchpoint to the most recent engagement, a CXO looks at every step of the customer journey and finds ways to optimize that experience.

Understanding the new role of the CXO

Tasked with understanding each potential customer touchpoint, a CXO stays in close contact with nearly every department across a company. And since they work with teams in both sales and marketing (in addition to support and IT), they can help bring otherwise siloed groups into conversation with one another.

One way to understand what a CXO does is to consider all the different elements of an organization that combine to make up the customer experience. While CX includes things like site design, outreach, and UX, it isn't limited to any one of those elements. By overseeing the entirety of the CX process, a CXO can find opportunities for improvement that aren't readily apparent to those sitting in only one department.





Why invest in a CXO to drive retention? Because CAC can be so expensive.

Average CAC by Industry:

- Manufacturing: **\$83**
- Transportation: **\$98**
- Marketing Agency: **\$141**
- Financial: **\$175**
- Technology (Hardware): **\$182**
- Real Estate: **\$213**
- Banking/Insurance: **\$303**
- Telecom: **\$315**

[Source: StartupTalky, 2020]

Bringing CX to the C-Suite

A CXO wears a lot of hats. But because a CXO has so many cross-departmental functions, it’s vital that they have a seat at the executive table.

The CXO’s work creating and maintaining a unified company vision is highly strategic and not limited to just one department. Additionally, they can drive inter-team

collaboration and institutional knowledge-sharing that might otherwise be lost due to poor (or unused) communication channels. Finally, CXOs advise decisions regarding investments in long-term technology.

Aside from these responsibilities, a CXO is often the key factor in building a customer-centric culture that really is “customer first.” More than anyone else in a company, the CXO is tasked with understanding and empathizing with the consumer’s perspective, tracking every step of their journey, and considering their experience from both 30,000 ft. and the ground level.



Customer-centric companies are 60% more profitable than those that aren’t.

[Source: Deloitte, 2017]

A good CXO fosters the empathetic mindset that differentiates CX-focused companies from those that merely pay the idea lip service.

And when that person reports to the CEO or President (instead of falling under a VP of marketing or support), the CXO is better able to drive necessary changes to the customer journey. The position also forefronts the organization's commitment to, and investment in, creating fantastic CX.



Taking command of the CX journey

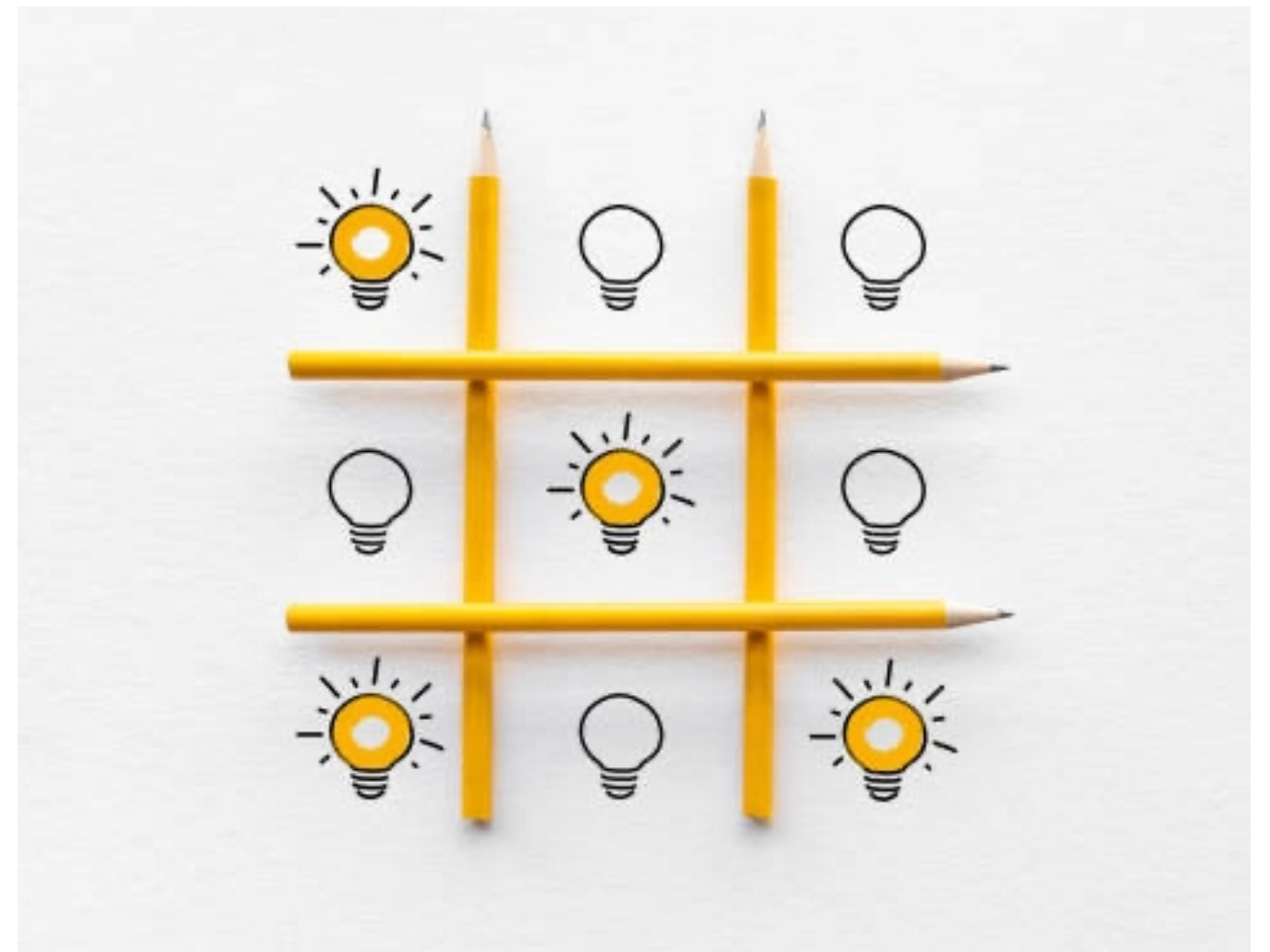
In an effort to better understand our customers, the Zoho team built CommandCenter, a tool to precisely chart and create dynamic, personalized journeys informed by real-time, omnichannel data.

CommandCenter enables cross-departmental teams to map non-linear, complex paths for customers while maintaining a unified brand experience.

Turning data points into actionable insights

When no single individual (or team) is exclusively tasked with understanding and acting on that feedback, the insights that

can be derived from things like customer satisfaction (CSAT) metrics and net promoter scores (NPS) are likely missed.



Sridhar Vembu, CEO of Zoho, notes, "As soon as we created a Customer Advocacy team (that reports directly to me), we started to see real changes in how we engaged with customers, and vice versa. These interactions have led to everything from the creation of new products, to changing our user interfaces, to refining our processes in sales and support."

Vembu continues, "The team quickly discovered that there was a lot more data to be extracted from the reams of surveys, testimonials, and feedback forms already on hand. They constantly draw my attention to optimization opportunities at our fingertips. We had long taken pride in staying close to our customers; now I understand what that can really look like."



Creating fool-proof touchpoints

More touchpoints in the customer journey means more places for customers to fall out of the funnel.

The Zoho teams saw this firsthand, so they built tools like PageSense to better understand where people were engaged, and where there was friction or dropoff. Along with the heatmapping provided by PageSense, Zoho deploys products like SalesIQ for a deeply contextualized picture of who their visitors are, and how they might best be served.

Bringing a CXO to the table can change these outcomes. Having someone exclusively focused on how customers engage with the brand, and how to improve that experience, can uncover opportunities for change and improvement overlooked (or impossible to see) by teams working in different departments. By deeply understanding the consumer, CXOs can drive retention strategies, bring disparate teams together to find new solutions, and foster a company-wide culture of empathy that really puts the customer first.



The power of a cohesive CX strategy

As the adage goes, “too many cooks spoil the broth.” Improving CX is no different; when too many people try to own different parts of the customer experience, but no one owns it all, the results are fragmented, short-term, and insufficient.

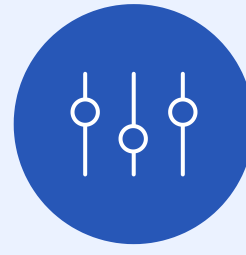
Why Zoho for Enterprise?

Proven software, customer commitment, tremendous value.



Scalability & Reliability

Zoho for Enterprise reduces the cost of infrastructure, unifies existing apps, and solves complex business problems for increased enterprise fitness, resilience, and scalability.



Customization & Extensibility

Through granular customizations and powerful in-house developer platforms, Zoho lets you orchestrate workflows, streamline data management, and deploy world-class solutions at scale.



Security & Privacy

From owning our own data centers to GDPR compliance features, Zoho enables enterprise organizations to focus on core business priorities, rather than data management.



Enterprise Services

From data migration to consultation and implementation, our team is armed with the in-depth product knowledge and industry expertise to meet your unique technical requirements.

Are you ready to transform your organization?

We're here to help. Have a 15-minute, no-obligation call with one of our **Business Architects** to get all your questions answered.

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