

The importance of CX in an ever-evolving digital landscape

Rule no. 1- *The customer is always right!*

Rule no. 2- *If not, refer to rule no. 1!*

An adage that rings truer in current times, given the ever-increasing marketing noise any eCommerce business must rise above, if they want to be seen/ heard of in a positive way.

A self-professed *CX Empath*, I constantly strive towards improving my customer's experience and interaction with the brand. Sharing some of my learnings over the last 15 years.

1. Breaking down CX:

CX can be best understood as “the entire experience a customer has from start to finish when interacting with your brand”. In eCommerce parlance, this starts at a probable customer seeing your advertising, finding it engaging/ well timed enough to prompt a CTA leading to the website/ app, browsing the website/ app, adding to cart, checking out to the payment gateway, order confirmation receipt on the website/ in app and via email, order tracking, receiving the product/ service, unboxing experience and finally, the return/ exchange policy. CX therefore, is at every step your customer interacts with your business on and anything less than ideal will most definitely lead to a drop off.

On the flipside, if the CX is ideal, you've got loyal customer who can then be turned into an advocate for your brand. Easier said than done? Of course! More so, because CX needs to scale in equal proportion to a scaling eCommerce business. Far too many, focus on the revenue and before they know it, they find themselves in an “always trying to catch-up” mode.

2. UX and CX aren't interchangeable (neither is the talent required for each):

The ideal User Experience (UX) can be built basis widely followed website design standards, it is however, only a subset to Customer Experience (CX) at best. CX is the way a probable customer interacts with your business. This experience therefore, must be built into the “mission statement” of an ecommerce business today, therefore, making it imperative to hire talent that supports this mission statement with an “always be solving problems” mindset.

3. ORM:

Online reputation management (ORM) is easily misunderstood for online *response* management. Far too many online businesses find it okay, to merely respond with scripted replies to dissent expressed by their customers on public platforms like Social Media and don't make enough effort to offer a personalized and timely response. An eCommerce business cannot claim itself to be CX focused if it does

not value its customers opinions and is appreciative of their feedback. A quick read on “where and why to start with ORM” [here](#).

4. Customer service:

In an online world, businesses must create *fans* from their satisfied customers. Anything less, is disservice to the brand one represents. In my experience of running consumer community outreach programs, it's always the dissatisfied customers that have given me the opportunity to turn them into loyalists. Engaging with a dissatisfied customer has always brought to surface an overlooked fact, an improvement not implemented soon enough. This coupled with the humble “no one knows everything” approach, one can turn every problem to a positive experience for the customer.

CX is ultimately about constantly adapting to changing needs of your customers in an even more quickly evolving world of tech. Which in-turn invokes the quote- *“If you don't take care of your customer, someone else will!”*

Author Bio:

Priyanshu Singh is a Performance driven Digital Marketer, CX Empath & MarTech Enthusiast. You can learn more about him [here](#) (*all views expressed are personal*).