

Understanding and Engaging in the Customer Experience

Assignment Title- Report

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Part 1- Report

Executive summary

This report has critically evaluated the need for a customer touch point in an organisation. The issues faced by the customers due to customer touch point has been briefly discussed. Customer touchpoint plays a major impact in the brand image and this has been described over here. The literature review deals with both the concepts of the firm's perspective and the co-creation perspective.

Introduction

The following report will discuss the customer experience and will highlight how it affects an organisation. An organisation named Softcat has been chosen for this report. The impact of customer service on information technology will be emphasised and the matter will be broadly investigated. The significance of customer service and brand experience will be examined over here. Moreover, the impact of customer relationship management on an organisation will be critically analysed. Customer relationship management is the blend of practices, approaches and technologies that the organisation utilised to maintain and examine customer service relations. Information technology is the wide usage of computer systems and devices to get access to the required information. Information technology is helpful in analysing the data and documentation of customer services. The issues faced by Softcat while implementing Information Technology for customer service relationship management will be highlighted in the report. Further, the strategies to overcome the threats will also be provided and broadly conversed in the report.

Section 1

Impact of the customer touch point on customer relation management

The customer touch point is basically the indirect and direct interaction a consumer has with the brand. Irrespective of any timing, when a customer is able to relate to and contact the organisation's employees or website, is known as a customer touch point. It can shape the brand image of any organisation. The customer touchpoint of Softcat mainly embraces the brand story, customer experience, innovation, brand promise and the purchase moment (techtargert, 2022). Regardless of any circumstances that are occurring in the organisation, they try their best to reach out to their customers so that they do not fall into any trouble regarding their product. The customer touch point coordinates where consumers contact the brand regarding their products and services.

Social media marketing

Social media marketing has become one of the most famous platforms through which employees of the organisation interact with their customers. Customer touchpoint interacts with their customers through social media platforms. They mainly interact with them and solves the problems that are faced by their customers (Chai, 2022). It looks into the matter related to customer acquisition and makes sure that the issues faced by the customers are resolved with utter sincerity. Nowadays social media works in an efficient way by reaching their target customers and also reducing the cost of the organisation. Not only that, however, the customer can also use it to reach out to numerous customers and can even promote their products through social media. Customer touch point builds a friendly relationship with their clients and gains their trust. It also builds a unique brand value for the organisation named Softcat and escalated

the reputation of the brand. The customer touch point meets the requirements of the consumers and confirms that the problem is solved from their end.

Customer success program

Customer touchpoint initiates various programs that have a direct link with the customers. The customer service department when analysing the issue faced by their customers, they try to reach out to their consumers as soon as possible. They make sure that they are offering relevant solutions to their customers. Over time, with the help of this method, loyalty is built with the consumers, and customer touch points use this opportunity to make their customers purchase more products. This strategy will automatically upsurge the overall profit of the organisation and will eventually help the customers in solving their problems. The problem-solving technique gains the trust of the customers and helps in maintaining a healthy relationship with them. The customer touch point ensures that the context of communication and the cultural tone of communication meets the expectations of the consumers and users (interactiondesign, 2020).

Issues faced by an organisation in implementing the customer touchpoint

A customer touch point is only essential when the organisation fully understand the use of it. Without the proper knowledge, a customer touch point is of no use, the employees who are using must ensure that they have the ability to understand it.

Fails to make proper communication

Communication plays a vital role for any organisation, if an organisation fails to make proper interaction with their customers, then they will not be able to understand their issues. One must examine the customer touch point before implementing it. At times it happens that a communication gap arises due to customer touchpoints. It fails to understand the needs of the customers thus arising major issues in handling the needs of the consumers. Failing to comprehend meaningful ways of communication and engaging properly with the customers is one the major issues that organisations face by implementing customer touch points. Softcat should keep this in mind while incorporating touch points in their organisation. Usually, the customer touch points make mistakes while exchanging information between the customers and the employees of the organisation (Fontanella, 2021). As a result of this, a communication gap occurs subsequent, failing to satisfy the basic expectations of the organisation. Due to this scenario, the organisation does not succeed in meeting their target customers and their profit margin does not rise.

Difficulties faced in the work process

Every organisation has their own set of rules and regulations that they rely upon. The employees of the organisation work while maintaining those policies. Through those strategies, the employees of the organisation resolve design problems. The customer touch point creates

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problems in the work process by changing those rules. Due to this, the employees face a lot of issues while conducting their work. The customer touch point analyses the experiences of the customers and changes them in accordance with their will. As a result of this, the customers face problems and at times it also happens that it does not communicate properly with their customers. The customer touch point should first analyse the problems of the customers and then support their customers. Without analysing their problems, the customer touch point should not suggest something to their consumers. They must realise the significance of the customer handling process else the employees face issues in the work process. The customer service department will provide solutions based on the information given by the customer touch point. If any problem arises in delivering information in a proper way, it might lead to losing of customers (Walters, 2020).

Strategies to overcome the threats occurring due to the customer touchpoint

Enhance technical data entry and indexing

The world revolves around digital tech tools, the customer touch point should focus on using technical tools instead of using manual data entry processes. Manual data entry consumes a lot of time and effort for the employees, at times it even happens that records get lost. To avoid such issues, Softcat must train their employees how to use technical tools. The organisation must provide suitable soft skill training to their employees so that they can get access of using digital software. This will reduce the time taken by the employees in executing the work properly. Manually indexing documents takes a lot of time, and the employees should be well-trained in using technical tools and gadgets.

Reduces the danger of making an error

Whenever the employees are well accustomed to the digital world, they will be able to contact their customers directly through social networking sites. This will reduce the risk of making errors and will solve their problem more easily. Technical tools reduce the chances of making an error as the documents do not get lost. Due to the advancement of technology, tracking records of delivered products to the customers becomes easy. Not only that, getting their feedback is also simple, the organisation must work focus on incorporating technical tools. Through it, the employees will get to access the issues of the customers, this will easily solve the problems faced by the customers (Filiz et al., 2021).

Recommendations

Provide training to the employees

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The organisation must focus on training their employees with soft skills. Once the customer gets accustomed to the technical tools, it will easily reduce the time taken by them in executing their work. There will be fewer chances of delay of work and will also reduce the chances of making an error as the employees know how to use the technical tools. The employees need to understand the process and check the documents before executing the work.

Motivate employees

Softcat must organise events that will boost the efficiency of the employees. Through those events, the employees must be motivated and inspired. An employee who is motivated will execute work in a more efficient manner. This will reduce the time taken by the employees in executing the work properly. Employees who are happy and inspired will execute work in a more effective and efficient way and there will fewer chances of occurring mistakes in work (He et al., 2019).

Section B

Literature review

The aim of the report is to identify the impacts of firms and co-creation perspectives to figure out the customer experiences for information technology firms.

Objectives

1. To find out the impacts of a firm's perspectives to shape the customer experiences for information technology firms
2. To determine the impacts of co-creation perspectives to figure out the customer experiences for information technologies firms
3. To find out the issues related to the customer experience perspectives
4. To identify the recovery measures of the issues related to customer experience perspectives.

The impacts of a firm's perspectives to shape the customer experiences for information technology firms

According to Serrano, (2019) the firm's perspective is the resources to improve the economic sustainability of any organisation. the resources may be the share holes may be the consumers or maybe the supply of the raw material or products. there are many theories related to the firm's perspectives. The economic theories are described as the microeconomic theory that helps to excess the maximum profit in a shorter time. According to the theory the organisation has to collaborate with the shareholders for long-term contracts and that helps to increase the

net profit of the organisation. The economic theory also demonstrates that the organisation has to make an effective goal to increase the number of marketing and sells of the products. Organisations have to increase the expenditure for promotion and customer satisfaction (Högberg, et al 2019). As per the theory, the organisation will increase productivity and they will also take care of customer satisfaction by making the sustainable price of the products. the efficient quality of the products and the efficiency of the marketing policies will give an effective customer experience. There is another model which determines the process to maximise the profit in a minimum time. The neoclassical mode which is included in the economic theory says that organisations have to provide as many as possible services in a shorter time. The organisations increase productivity and the services that also help to gain good customer experiences. Information technology firms mainly provide different kinds of digital and technological solution services. They design different kinds of websites, cyber security programmes, and digital architectural planning. The firm's perspectives are to increase the profit amount in different ways. So, the organisations increase productivity and the services as required. The increased production helps to satisfy the customers and makes a good customer experience (Bleier, et al., W., 2019). The firm's perspective theories demonstrate that the organisation have to make a sustainable business goal which helps to prioritise the customer first. The good experiences of the customers and the increasing service quality also help to increase the customer experience. The firm's perspectives also include finding the customer's needs to identify the suggestion and feedback of the customers. Focusing on the customer's feedback helps to understand the needs of the customer and it also increases the customer relationship (Wouters, et al., 2021).

Impacts of co-creation perspectives to figure out the customer experiences for information technologies firms

According to Buhalis, et al., (2019) co-creation refers to the, designing process of the services which is based on the inputs from the customers. The co-creation is used to redesign or develop any product. Most of the organisations keep the developmental process fully internal. However, the co-creation process is mainly the developmental process where the customers and the external people get involved. Sometimes the buyers and the competitors also get involved in the process of co-creation. Many information technologies-related firms involve their customers to develop or design any project. The co-creation allows the customers to input their own thinking so most of the works and the outcomes of the works go according to the customer needs. It helps to increase customer satisfaction and it also increases customer relationships as well. There are many benefits of co-creation, that increase the customer relationship and helps to allow the customers to input their own idea in working. As an example, IT organisations mainly develops different kinds of website, cyber security structures and many types of digital tools. So, when they are starting and project if they allow the customers to collaborate with them the developer will be able to identify the customer needs so they will be able to make the design as required.

Issues related to the customer experience perspectives

According to Zolkin, et al., 2021, the firm perspective says that organisations have to increase productivity and marketing to increase the profit amount in a short time, and the co-creation perspective says that organisations have to increase the collaboration with the stakeholders and the organisations have to take input from the customers in their innovation process. However, there are many kinds of issues that can be risen. The first one is the chances of production issues can rise. When the organisation increases production the risk of production issues rises. Sometimes organisations especially IT organisations can face issues related to cyber security and hacking of business websites. Sometimes for co-creation, the web developer engages the

customers in their work but it can rise the risks of hacking and data leakage and many more (Cybersecurity, 2018.).

Recovery measures of the issues related to customer experience perspectives

According to Taylor, et al., (2020), there are many types of recovery measures that can be taken by Information technology firms to reduce the issues. The organisation have to increase the data privacy system to control the access to the websites and the digital platforms used by them. The organisation can hire more experienced employees to support the production and services that can help to maintain sustainable production (Lallie, et al., 2021). Sometimes due to the interruption of the customers, the co-creation can be affected. The organisation can guide the customers with the procedures and the motto of the design that can help them to increase the perfection in the outcomes (Demirkan, et al., 2020).

Conclusion

The above-concluded report has evaluated the basic need of customer touch points in an organisation that helps to run the business in the competitive market. The various ways how the customer touch point affects the customer experience and branding of an organisation have been critically analysed all over the report. The impact of customer relationship management in accordance with customer touchpoints has been discussed over here. Moreover, the employees must be provided with proper training and they must be motivated, all these factors have been mentioned. Along with this, a literature review has been added that has described the two perspectives of customer experience. Further, both the firm's perspective and the co-creation perspective have been highlighted in the literature review. Along with it, both concepts have been taken into consideration and their impacts have also been described.

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