

Customer Care

The critical competitive advantage



Markets Today

Markets today are global, enterprises can compete across boundaries and into everyone else's territory, distances have been reduced, communication costs are low and one does not need to be in a geographical region to be able to service customers. The internet today enables an organization to communicate with and support customers however far away they might be.

The customer also has far greater choice today. The customer is an informed individual, upwardly mobile and with a keen understanding and update of global trends and advances.

The customer is far more demanding today than a few years ago. Tolerance levels are lower, the time available to make a pitch a lot less and the forgiveness that one could expect earlier can no longer be taken for granted.

The channels for communication have multiplied. Internet, mobile & SMS are the modern methods that provide 24 x 7 availability and global connectivity.

Thousands of brands are created everyday, the pitch through media and direct communications has reached enormous proportions, the battle for the share of the customer's mind is a lot tougher.

Brand loyalties are easy to upset, a small slip could see a large downside in sales and future potential, bad news spreads fast, there are many competitors willing to fill in the void created by your exit from the customer's goodwill.

Product Differentiation

Price is a critical tool for differentiation. Quality and reliability, technology, design, features and service are assumed to be on par with other offerings. Today, competing players, small and big alike, are capable of delivering world class quality at any scale of operations. The others who do not match these are not players anymore. Brand image and perception plays a big role in purchase decisions.

Brand perceptions are guided largely by communications and most often more by a direct feel and experience that the customer has.

Pricing is dynamic and companies respond to market swings in hours and minutes. Competitor offerings are quickly matched. Market driven pricing is in vogue in many competitive markets and the ability of the company to sustain these prices and drive internal costs down determines profitability. Pricing therefore is a smaller differentiation tool than it used to be.

Price is also not always a factor in the customer's mind. Value is more likely to be the decision point. If the customer perceives value in its many hues, price is no longer critical.

Customer service is a critical differentiation tool. Assuming that quality of offering and pricing are similar across various competitors, a customer's experience and trust in a brand could be leveraged substantially by better customer service, pro-active initiatives in communication and incentives and a friendly, non-intrusive and responsive front-office.

Marketing & Communications

Promotions are no longer restricted to print advertising and sales are not restricted to retail outlets or door-to-door selling. The availability of many channels for communication and product delivery and the ability to blend more than one channel and build innovative packages means communications has become more complex and critical.

Customer acquisition is a large cost in these days of global competitiveness and universal communications. Competition is getting better and are able to retain their customers well. Winning over customers from competition could be very difficult. Breaking into new markets could be as difficult since most markets are now saturated with global players and local wannabes who provide personalized service and innovative offerings while keeping prices very low.

Customer retention is therefore very critical. Competitors are forever trying to break-in to the customer's mind and a short blink could be enough to take the gaze away from you. You need to be right all the time to keep the customer and ensure positive brand perception.

Word-of-mouth and referrals have become much simpler today. Emails & SMS's can make or break brand perceptions across distance and geographies. Online forums and personal publishings spread good and bad news and opinions across the global rapidly. Keeping customers' happy has never been more important.

Front-office

The definition of a front office has changed substantially. While earlier it was an office or showroom or a bank branch, it could now be in addition a call center, a website, a chatroom or a channel outlet. Your neighbor or friend could also be a front office in this age of network marketing. Ubiquitous is the name of the game. The more you can be omnipresent, the greater is the chance of higher customer comfort and therefore some brand loyalty.

Customer care for business advantage

In an environment like today's, customer care could be a significant advantage and could help create an edge over competition. Customer care needs to be delivered efficiently, quickly and with flexibility that enables a one-on-one personalized experience for the customer. Customer care needs to be holistic, non-intrusive, available 24 x 7, accessible from anywhere in the world. Customer care needs to be 100% : 100% availability to the customer, 100% consistency, 100% response record and 100% fulfillment of customer's needs.

Customer care must address everyone from a casual observer, to an interesting prospect, a satisfied and disgruntled customer, a past customer, a user of a competitor's product, a media person or a researcher. The customer care process must travel right through the relationship building and sustaining cycle. The customer care interface and interaction must be consistent all the time.

Customer care today encompasses servicing of customer requests, pro-active feedback solicitation, listening in carefully to customer's views, needs and perceptions, looking into any grievances that the customer might have, communicating all the time through personalized and

mass communication channels, offering personalized and interactive incentives and promotion programs, getting the customer to participate in the brand.

Customer care is about communicating, listening and ensuring a happy experience with your product and organization. Customer care is also about educating, sharing and learning.

Customer care could well be the edge for you in building stronger brand loyalties, reducing customer churn and enabling word-of-mouth to create positive brand perceptions and higher customer acquisitions.

Technology can help deliver this edge.

Technology

What can technology do for customer care ? For starters it can automate and integrate your internal processes so that your organization is more efficient, responsive and flexible to addressing your customers.

Technology could provide you with 24 x 7 interactive front-offices that are accessible from anywhere in the world.

Technology could enable your customers to use the most convenient method to reach out and communicate with you.

Technology could integrate all this into a single unified environment that brings your organization, your channel and your customers together and ensures every need of the customer is addressed to their satisfaction.

Technology could enable you to scale your customer care without having to scale your costs and resources proportionately.

Technology could power you to create personalized, one-on-one communications with your customers and deliver this regularly to millions of customers worldwide.

Technology could help you educate, train and continuously tutor your team in better management of customer interactions and product knowledge.

Technology could help you educate, guide and counsel your customers.

Technology could help you monitor the performance of your organization and measure the satisfaction of customers regularly without running out of energy and time.

Technology could help you identify and zero in on specific areas of deficiency in your organization.

Technology could actually be the key.

Technology by itself will not generate a solution. Technology will only enable the solution. Technology will need to be blended with creating of the right attitudes and skills in your team, formulating and following through of an organizational commitment to customer care, creating and maintaining good content for learning, education and customer service, defining and

enforcing systems and procedures and adopting a monitoring program that measures performance and success of your customer care program all the time.

Nixel iCare

Nixel iCare is an integrated web enabled environment for customer care.

Nixel iCare has been designed with a focus on the customer. It is highly customer centric in philosophy and action.

Nixel iCare presents a universal medium for your team, your channel partners and your customers.

Nixel iCare will help your customers reach you at any time of their choice, using any medium that they might want to use.

Nixel iCare will enable your organization to record and act on every customer interaction and respond quickly with a personal touch.

Nixel iCare will ensure that failures at any point in the process and organization do not result in the customer not getting the response required. Nixel iCare will force the problem through and up the organization until it is resolved.

Nixel iCare will provide top management and functional / department heads with real-time reports that measure customer satisfaction and organizational performance.

Nixel iCare will highlight areas of deficiencies and help you focus your energies and resources to addressing and resolving these.

Nixel iCare will help you search and identify key customer points of pain, delight and desires and enable you to tailor your offerings to maximize customer satisfaction.

Nixel iCare will deliver a holistic and result driven approach to customer care and bring your organization into a self-correcting and continuously improving and learning cycle.



About Nixel

Nixel delivers knowledge and technology to business and government enterprises for customer care and design productivity. Our solutions enable enterprises to harness technology & digitally manage knowledge for greater organizational productivity, quality and response leading to improved competitive advantage in the global arena.

Nixel has pioneered several methodologies and built solutions that have helped transform business processes, automate operations, extend online interfaces and communications and enable managers in better visualization of business operations more informed decision making.

Nixel solutions and products present the most advanced and cost-effective technology environments. The Nixel team has years of experience with a range of business and functional domains and this expertise and experience goes into our programs and software. Nixel architects formulate databases and software into reliable and scalable frameworks that can be deployed to suit the specific needs of organizations.

Nixel customers include global corporations in engineering, manufacturing, financial services, government, pharmaceutical, oil & gas, construction and real estate.

To know more about Nixel and all the solutions, products and services we offer, we invite you to visit www.nixel.com

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