

# The Empathetic Interaction™

What it takes to win on customer experience

## Winning in the Age of the Customer.

Companies like Apple, Amazon and Airbnb have set a new standard for customer experiences. They've changed the way people interact with brands.

At the same time, technology has made it infinitely easier for customers to take their business elsewhere.

For large companies with millions of customers, CX has become the key – and perhaps the only – differentiator.

But how do you win on customer experience?

One word: empathy.

Your customers expect immediate, convenient and personalized service. So the best way to deliver that is by putting them at the center of every interaction.

It's about putting yourself in their shoes and solving their problems before they even know they have them.

It's not about being 'nice'. When you empathetically design your customer experience, you gain real dividends in customer retention, advocacy and sales.<sup>1</sup> This is about growing your business by getting ahead of the service game.

It sounds simple, but it's all about how you execute.

1. <https://www.openmarket.com/resources/belinda-parmar-and-business-empathy/>

## To deliver better experiences, you need to embrace three key challenges in this brave new customer-centric world.

### 1 You've got to cut through complexity.

It used to be that big companies with big customer bases had an advantage. Now the complexity of your internal systems is an obstacle to your business' success.

If you can't identify customer pain points because of silos, or deliver crucial messages because of technology issues, you're on the back foot.

### 2 You've got to prioritize their convenience over your own.

Customers expect service to be on their terms. They don't want to call your helpline between 9am and 5pm on weekdays and get tossed from department to department to the tune of tinny hold music.

And if you don't give them a more convenient option, someone else will.

### 3 SMS is the right way to send the right message at the right time.

Mobiles have nearly reached 90% penetration in most developed countries. So if you're going to reach your customers at the right time, you need to aim for the super computers in their pockets.



## So how do you make your customer experience empathetic?

By identifying friction and turning it into *flow*.

Look for every opportunity to make your customers' lives easier. Their convenience is your north star.

**Anticipate their needs.** And proactively address them. For instance, Virgin Trains texts you which platform your train is leaving from – before the station announces it.

**Timing is everything.** You don't want to send them a special offer for a product they were interested in – after they've bought it. But you do want to send them journey reminders a few hours in advance.

**Make it mobile.** Instead of sending busy people yet another email that they can't find, pick a channel they do respond to. 98% of texts get read and 90% are read within three minutes of receipt.<sup>2</sup>

**Make it personal.** Instead of sending everyone the same message, send every user the message they need to see, when they need to see it. Like texting them transport information when their plane lands.

**And do it at scale.** Every single customer experience matters. But it's only when you can use automation and process design to scale your empathetic interactions that you impact your business.

It used to be that winning a new customer was enough. But today, the winners in every market will be the businesses that keep every customer too.

That takes a laser focus on what customers actually want, a scalable approach to delivering the right messages and a commitment to serving your market.

It takes empathy.

**At OpenMarket, we help businesses deliver empathetic interactions with SMS – at scale. So if empathy is the competitive advantage your business needs, we should talk.**

2. <http://mobilesquared.co.uk/wp-content/uploads/2017/12/Conversational-Advertising.pdf>

## We're OpenMarket.

We help the biggest brands in the world use mobile messaging to connect with their customers in the moments when it counts. When they need to be there and be responsive in real-time. When customer experience isn't just a buzzword: it's an obsession. We'd love to do the same for you. Visit [www.openmarket.com](http://www.openmarket.com) for more information.