



# LAST MILE CUSTOMER EXPERIENCE

Fixing it Should be Your Top Priority



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# Introduction

In today's competitive environment, the most successful businesses are the ones that have been able to establish themselves as leaders in Customer Experience. Customer Experience has proven to be more valuable to a company's success than fancy product features, aggressive pricing or innovation.

It's clear that CX is now the new battleground and CX winners are rewarded with valuable businesses and loyal customers. In a study of 10,000 US consumers, Tempkin Group found that 86% of those who received a great customer experience were likely to repurchase from the same company. Given the heightened importance of CX, it's no surprise that companies that are successful in crafting powerful customer experience are rewarded with profit and customer loyalty.

"Love Mark" brands like Apple, USAA and Amazon have shown how even commoditized products delivered with delight, and focus on CX, can command powerful market and consumer premiums. These are just a few examples that underpin Forrester Research's Customer Experience Index, providing quantifiable business impact for improved customer experience.

So while it's become a business imperative to improve Customer Experience, business leaders are scrambling to make sense of an ocean of innovation, journey maps, and voice of customer data. They are in dire need of a clear CX investment prioritization.



***BUSINESS LEADERS ARE SCRAMBLING TO MAKE SENSE OF AN OCEAN OF INNOVATION, JOURNEY MAPS, AND VOICE OF CUSTOMER DATA. THEY ARE IN DIRE NEED OF A CLEAR CX INVESTMENT PRIORITIZATION***

# New Challenges for Customer Experience

## Early Returns On CX Investment Are Drying Up

While Customer Experience has finally taken its rightful seat in the boardroom, it has had to justify its position. Improved customer experience has proven to be profitable. According to Forrester, CX leaders delivered compound annual revenue growth rates (CAGR) of 17% compared to just 3% for companies that failed to deliver on CX.

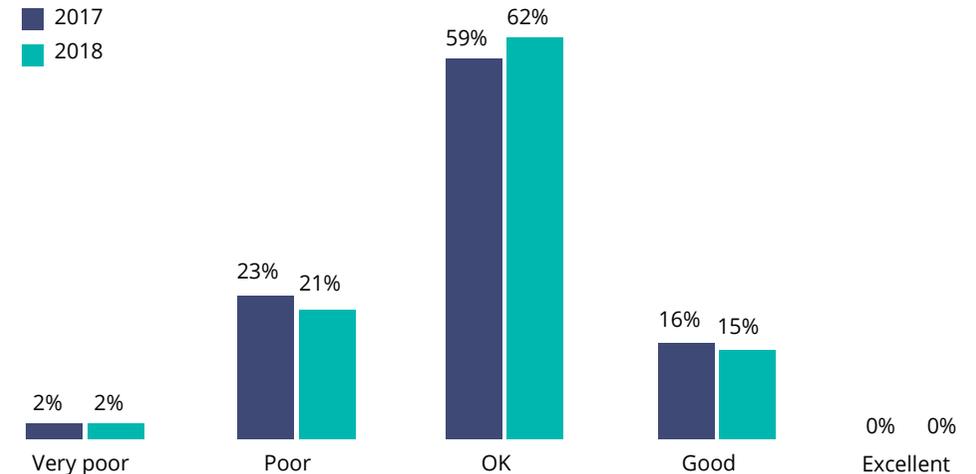
While early wins have shown great ROI, it has been proven difficult to replicate those CX improvements. To date, Customer Experience wins have been felt in the early parts of the customer journey – particularly around tailored marketing campaigns, personalized web and brand experience, and

more recently orchestrated omnichannel communication.

However, a 2018 [Forrester report points out](#) that CX is stagnating. Over the last year, there has been virtually no notable improvement in CX, with only 15% of US respondents marking their brand's CX as "Good" and the overwhelming majority of consumers rating brands as just "OK". That is a far cry from the CX promise of getting to "excellent".

Given the importance of Customer Experience and its [correlation](#) to future buying intent(  $r=0.82$ ) it is clear why businesses continue to invest. But given that opportunity, why have businesses not made meaningful progress?

## The Current State of CX is Just OK



Source: Forrester



**BUSINESSES HAVE CONTINUED TO INVEST IN CX. BUT WHY HAVE THEY NOT MADE MEANINGFUL PROGRESS?**



***THE 'LAST MILE' INTERACTION DETERMINES WHETHER A CUSTOMER WILL COMPLETE A PURCHASE, HOW THEY'RE SERVICED, AND THEIR BRAND LOYALTY.***

## Last Mile Customer Experience

In the digital age, much of the customer journey is happening independently. By making it easier to navigate a webpage or app, and by enabling the customer to interact with a brand via chat and social means of communication, businesses have improved customer journeys significantly. However, research shows that most consumers still prefer to receive agent-assisted help when in need to complete a complex task or process. This last leg of the journey, aka the Last Mile, is often times long, painful and full of friction. A bad experience in the

Last Mile can completely diminish the great experiences that have led to it, leaving the customer frustrated and dissatisfied.

It's only in the critical last mile of the journey that customers directly interact with the business at a point of sale or critical point of contact (sales forms, renewals, loan applications, insurance claims, debt collection, billing disputes, etc). As customers engage with brands, they formulate their opinions based on these limited direct business interactions.



# Common Last Mile Customer Interactions

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**Agree** to new credit terms



**Approve** new health policies



**Sign Up** for new loans



**File** new insurance claims



**Buy** new products



**Submit** passport for travel plans



**Get help** with issues on purchases

These last mile interactions are the most valuable and critical part of the customer journey. However, to complete these last-mile tasks, businesses often require customers to complete complex business processes. Those processes may include submitting documents,

IDs, completing forms, submitting payments, or providing signatures and consent. While none of these tasks are particularly daunting, the way businesses have managed those last mile interactions have not evolved. And as such, they have created a costly CX gap.

# The CX GAP

Businesses are not equipped to manage complex processes with today's customers. They are failing to meet customers CX expectations.

Today's customers expect seamless, complete, simple interactions. They expect to be able to complete forms, share documents, sign and pay while on the go, from their cell phones, while they are multitasking. In short, customers expect experiences to match their busy lifestyle: digital, easy and mobile.

According to research [published by salesforce](#), 64% of consumers expect companies to instantly respond and interact with them. This issue will only become more glaring as the millennial generation becomes more

powerful in the marketplace; 66% of millennial consumers expect real-time responses and interactions.

However, businesses are ill-equipped to efficiently manage complex processes with today's customers regardless of generation. Business processes today often assume that customers are attentive, at a desk and have many other tools at their disposal - like printers, faxes and scanners. Today's omnichannel and multichannel solutions have created more touchpoints, but not effective customer conversations. As such, contact centers often ask customers to perform difficult tasks across multiple touchpoints just to complete simple last mile tasks.



## Today's Customers

Customers expect to complete processes instantly, anywhere.

**But**



## Today's Agents

Businesses aren't equipped to deliver that experience.

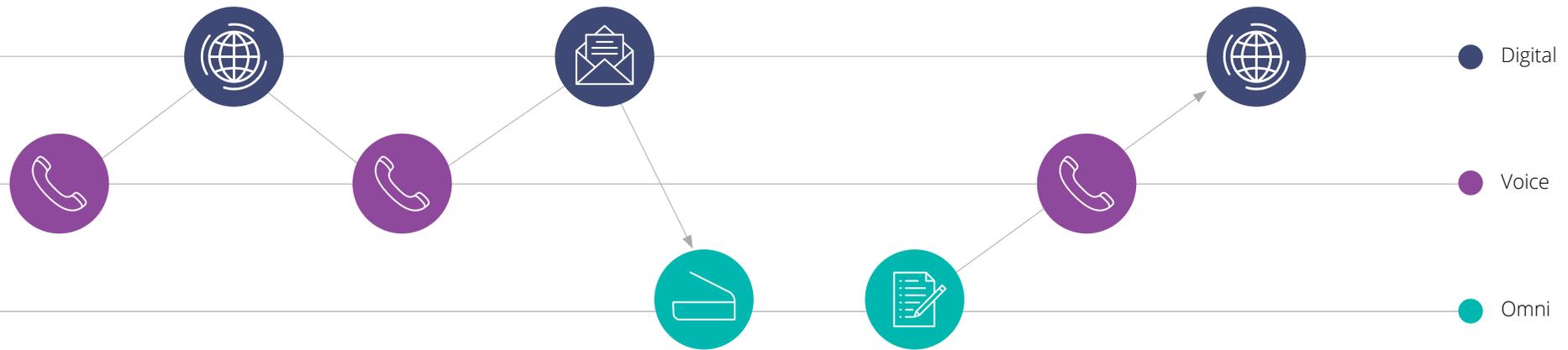


As a result, customers are bounced around and disappointed in the critical last mile. This CX gap is felt by any customer trying to complete any last mile process and is supported by the [InContact CX Transformation Benchmark](#) report, which shares that 90% of customers are looking for an agent-assisted interaction, but only 35% of those are highly satisfied by their interactions.

Unfortunately, too many misguided CX initiatives are causing this gap to widen. Many businesses are caught up in adding more touchpoints, and personalization (omnichannel, multichannel, any channel) but are failing to improve in-channel containment and satisfaction. These folks have lost sight of the core factors that determine a great Customer Experience: speed, convenience, knowledgeable and helpful employees and friendly service.

It is precisely this speed and convenience that [PwC's Future of Customer Experience](#) alludes to (with nearly 80% of US respondents rating these as vital aspects of a great customer experience) that is so sorely lacking in today's last mile of the customer journey.

## The CX Gap makes the Last Mile Long & Painful



*IN THE CRITICAL LAST-MILE OF THE CUSTOMER'S JOURNEY, BUSINESSES BOUNCE CUSTOMERS BETWEEN MANY TOUCHPOINTS.*

# Business Impact of The CX GAP

Without the core capabilities to manage complex processes within the existing channel, businesses end up bouncing customers between channels – at the most critical moment of the experience. Rather than completing requests in the channel, the customer is bounced between websites, calls, emails, scanners, faxes and worse: making last mile interactions long and painful.

Particularly common and painful implications include loss of sales, inflated costs, spoiled experiences, disappointed customers, and frustrated agents.



# The Business Impact of Broken Last Mile CX



## Loss of sales

According to [NewVoiceMedia](#) \$75 Billion dollars was lost due to poor customer service. In an [HBR study](#), we learn that a member of a subscription-based business who has a poor experience has only a 43% chance of being a member a year later.



## Inflated operating costs

Companies are spending billions to improve CX, however, Forrester predicts that in 2019 20% of companies that tried a CX strategy will give up due to failed attempts and rising costs.



## Spoiled experiences

79% of consumers want brands to demonstrate they care before considering a purchase. If a customer's experience is poor right at the last mile before or during a purchase, the customer will most likely abandon the process.



## Disappointed customers

67% of customers cite poor experiences as a reason for not re-ordering and never returning to that company. 95% of customers are more likely to share bad experiences with their friends.



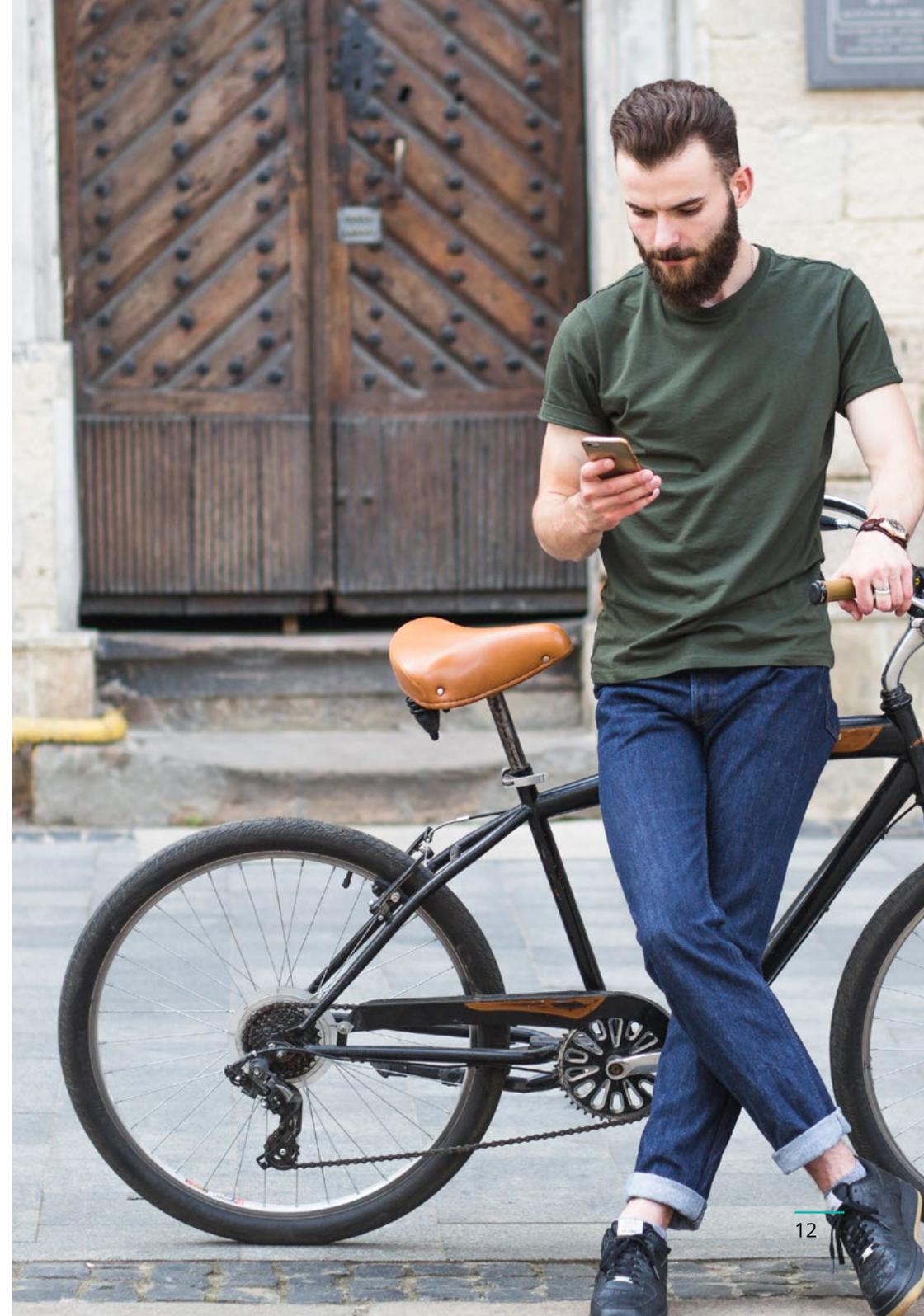
## Frustrated and unhappy agents

Phone and chat agents are consistently in the top 20 most stressful jobs, and poor technology or lack of tools in the last mile is making their jobs harder. 71% of call center agents report that inefficient tools are a cause of their frustration and stress.

# Bridging the CX Technology Gap

Given the high-stakes and high rewards in Last Mile CX, it's clear that businesses need to address this critical gap. Where previously, businesses may have sufficed with an omnichannel or multichannel solution, now they are realizing the need to be able to complete critical last mile transactions simply, and effectively.

They have sought out technological solutions that will simplify customer-facing processes and have removed obstacles and redundancies in internal processes. Early winners in bridging the CX gap, have found ways to simplify the gathering signatures and approvals, replacing time-consuming tedious agent scripts, accelerating ID/Document collection for KYC/AML/ID&V, processing payments securely and sharing images and videos during a live customer session.



# Lightico is Helping Industry Leaders Close the Last Mile CX Gap

New technologies empower businesses to complete entire processes with their customers instantly and in-channel. With Lightico's Last Mile Customer Experience Technology businesses and contact centers accelerate sales and service requests to address business-critical CX gaps. For example, while on a call, customers digitally sign documents, complete forms, share documents/ID, see images and videos and process payments securely on their mobile device. An agent simply sends the customer a text message which then opens a secure webpage that allows for the instant completion of last mile tasks. Lightico streamlines company processes and improves customer experience in the critical last mile of customer journeys.

## Collect Documents & ID

Instantly collect docs & ID to complete KYC and other requirements

## Payment & Payout Processing

Faster sales & Faster Payouts with PCI-compliant, instant transactions

## Share Photos/Videos

Share media files, ID's, policies, photos & videos

## Digital Signature & eForms

Instantly sign legally binding documents during a call



# Trusted by the World's Most Powerful Brands

Business leaders from across all verticals, like Avis, British Telecom, and Westlake Financial have made moves to address their last mile CX gap, they and their customer have enjoyed tremendous benefits.



# About Lightico

Lightico's Last Mile Customer Experience Technology enables contact center agents to accelerate sales and service requests to address business-critical CX gaps. With Lightico, while on a call, customers digitally sign documents, complete forms, share documents/ID, see images and videos and process payments securely. Lightico's solution streamlines company processes and improves customer experience in the critical last mile of customer journeys.

Fix Your Last Mile CX

[Request A Demo](#)





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