

Start the Customer Journey **with CX**

How Marketing Can Create Amazing First Customer Experiences

TABLE Tuesday
July 28th, 2020

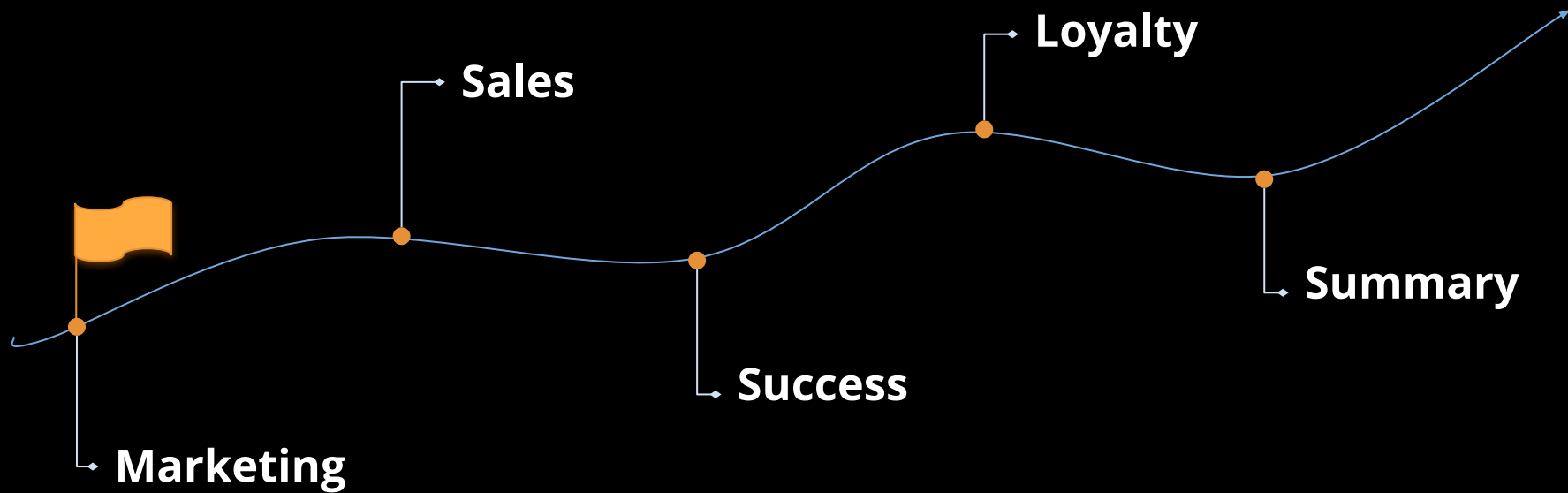


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Customer Experience **Journey**



The Customer Experience **Economy**

Customer Experience is the **driver** of business today.

In a flat world (price, technology, platforms) CX is the difference.

CX connects your **entire** business. All teams must align to provide a great customer experience, not just customer service.

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70% of Americans have spent more money to do business with a company that offers great service.

57% of customers stopped buying from a company because a competitor provided a better experience.

By 2023, organizations at advanced stages of digital transformation will find that poor customer experience is their biggest barrier to further success.

The Customer Experience **Decade**

Businesses are facing serious
COVID-induced problems.

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Hindsight is 20/20; most
businesses were not prepared.

A Walker study found that by the end of 2020,
customer experience will overtake price and
product as the key brand differentiator

Those that focus on their
customers, not status quo,
will **react and adapt**.

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We'll see a huge CX shift
from survivors and startups
as they **adapt and scale**.

First Customer **Experience**

A marketer's goal is to attract and create loyal customers

First CX is the bridge between attract and customer

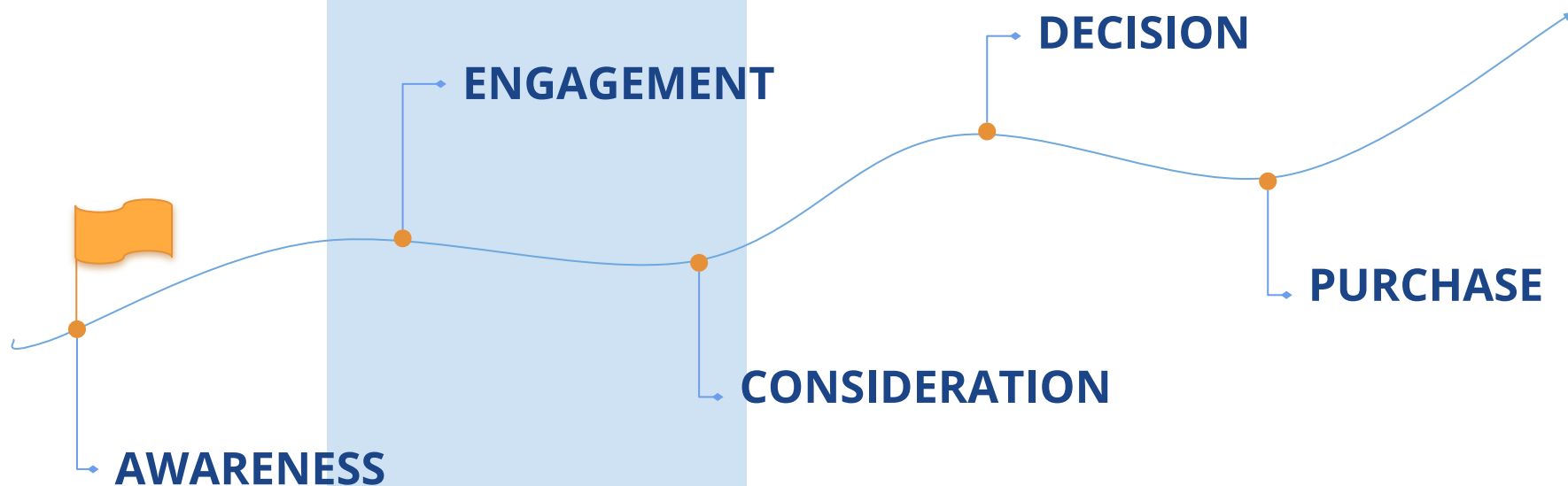
The moment a potential customer puts themselves in a situation to make a purchase... walking into a store or visiting a website.

Should connect to all prior and post experiences

Where in the customer journey are we?

The zone where
interaction happens

There's more!



How Marketing Can Offer **Great CX**

Speedy

Give customers what they want, when they want it.
Delays will prevent the sale.

10 Minutes!
90% of customers want info in less than 10 minutes.

Seamless

Easily connect customer interactions without unnecessary obstacles.

A single thread of communication or buyer interactions across channels.

Simple

From awareness to purchase, customers should always be encouraged to be a customer.

Everything you offer your customers should be crystal clear and always available.

But what about: _____ ?

#TABLEtips

Your business can increase productivity, performance, and customer satisfaction by implementing a Chatbot to work alongside your employees.

Your bot can handle majority of your customer's needs quickly while your agents can focus on providing a human touch.

Who Can Help Me? **Chatbots**

Anytime

Chatbots, or conversational bots, are scalable business assistants available anytime customers need something.

Anywhere

Context-specific experiences can be launched anywhere, so engagement with bots is convenient for customers.

Efficient

Some bots are capable of more than just conversation, they can assist purchases, transactions, and more.

64% of internet users say the best chatbot feature is 24-hour service.

55% of users say they enjoy getting quick responses to simple questions from a chatbot.

Who Else Can Help Me **with CX?**

Your Team

CX requires the support and participation of everyone, including direction and trust from the leadership team.

A CXM

A customer experience management (CXM) platform to connect your customers and your team. Everywhere.

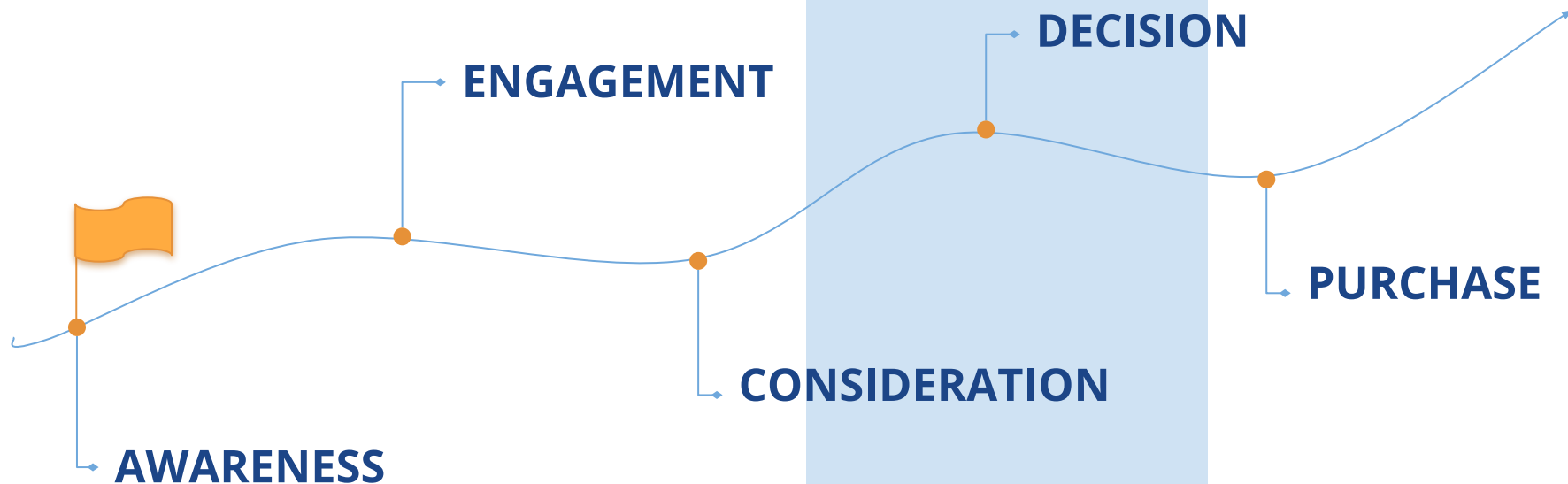
Partners

The transition to CX may not be intuitive for businesses. Find a consultant, or connect with TABLE CX Advisor.

Read: [The Human + Chatbot Experience](#)

Extend The Marketing CX Into The Buyer's Journey

The zone of sales teams or ecommerce



What's **NEXT?**

We'll send the recording and Chatbot assets
The Human + Chatbot Connection
15 Chatbot Do's and Don'ts

Connect with our team @ table.co/demo

Look for next Table Tuesday invite

Time for Q&A

Q & **A**

Connect with our team @ table.co/demo

Or on the socials @tablecx