



OUTLOOK FOR CUSTOMER EXPERIENCE 2019



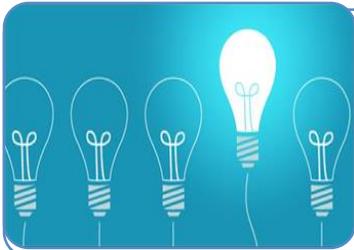


Who is ICX Kenya?

Core Mandate



Customer Experience Advocacy



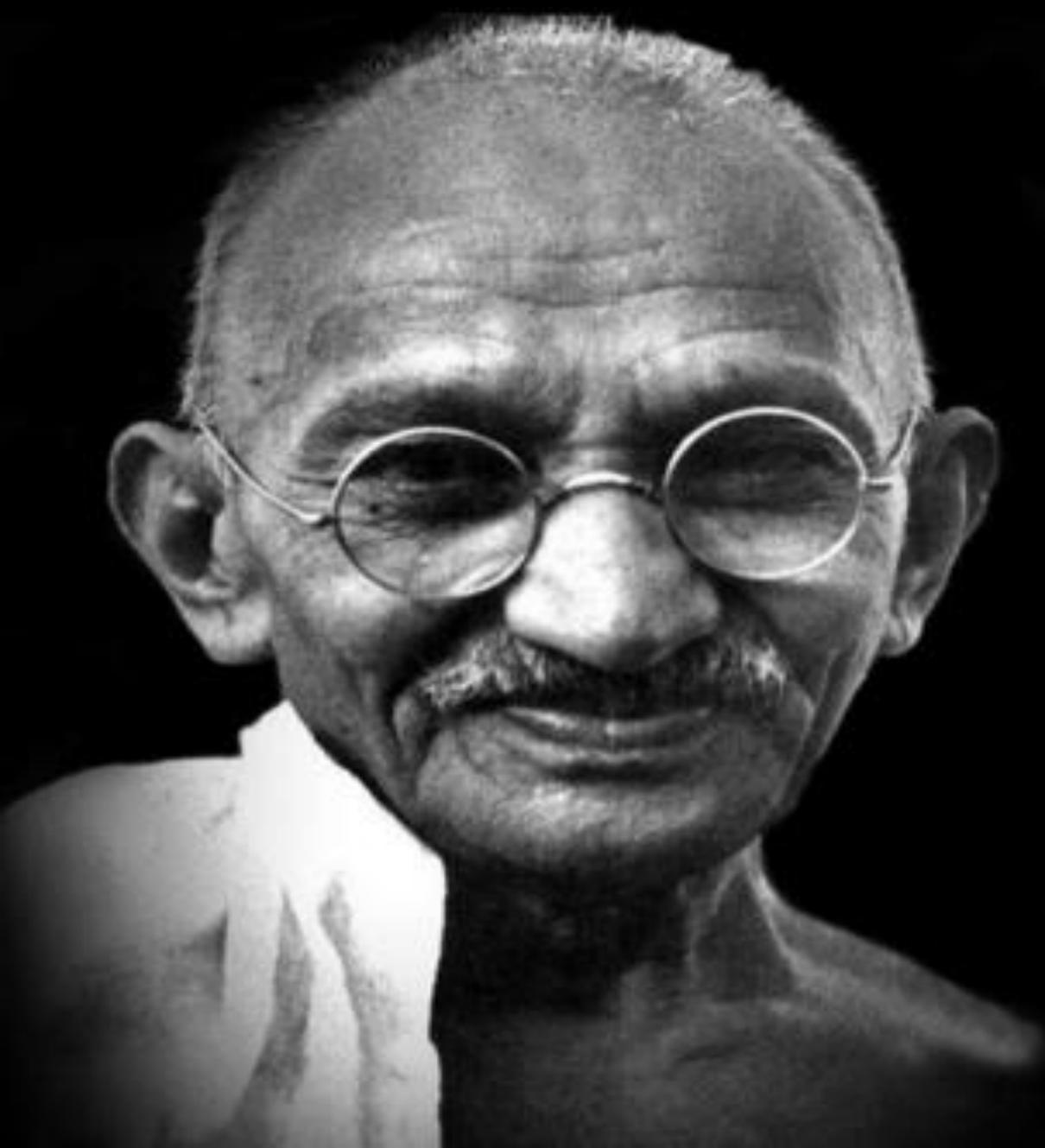
Thought Leadership



Membership Development



Rewards and Recognition



“A customer is the most important visitor on our premises. He is not dependent on us. We are dependent on him. He is not an interruption in our work. He is the purpose of it.”

Mahatma Gandhi

TODAY'S CUSTOMER



Self-directed: Looks for what he wants anywhere, anytime



Experiential: Unique experiences – tailored to unique needs and preferences



Co-productive: Works to co-create with providers



Social: Active on and influenced by views social media platforms.



Connected: Switched on to multiple devices and channels



Informed: Gets relevant information frequently



What has changed?

THE 3 A'S OF TODAY'S CUSTOMER

Expects Information/Services Anytime, Anywhere and on Any device



Smart Customer



Anytime

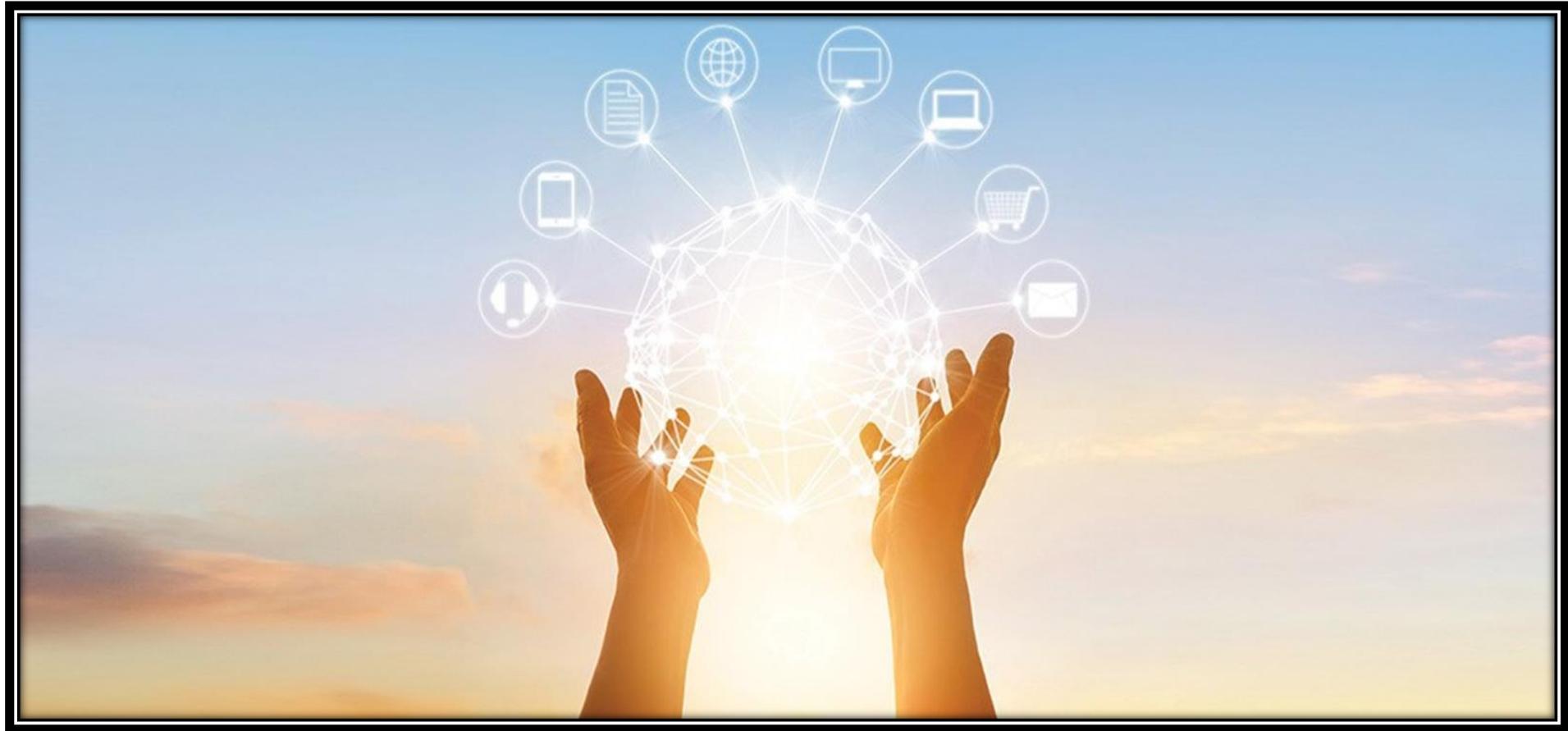


Anywhere

IMPORTANT FACTORS FOR CX 2019



1. OMNICHANNEL EXPERIENCE: INTEGRATED



CUSTOMER AND THEIR JOURNEY



2. PERSONALISED SERVICE

"81% of consumers want brands to get to know them and understand when to approach them and when not to."

- Accenture, 2017

- Accenture, 2017

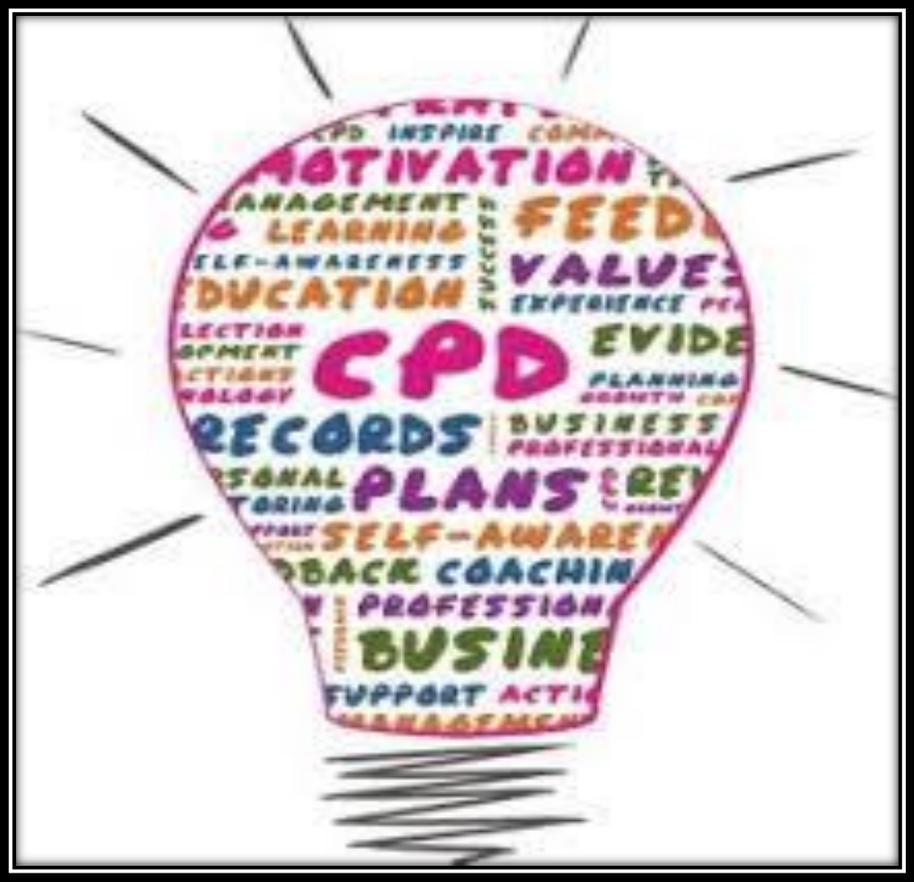
4. DIGITAL CUSTOMER SERVICE



5. EMPLOYEE ENGAGEMENT



ICX FOCUS 2019: #SustainingCXExcellence



ICX FOCUS 2019: #SustainingCxEx

