Communication CX: Insights and Implications

Communication CX can make or break a new customer relationship, impacting the strength and longevity of the relationship.

From the moment you appear on a prospect's radar, you're being judged on the experiences you provide. Make a great first impression.

Customer experience (CX) can drive higher retention, share of wallet and profitability. For account managers, this means ensuring that every customer touchpoint delivers an exceptional experience.

Innovations consumer wants now:

You prepare for new advances, there are communication CX enhancements you can make today.

Prepare for what's next

Communication CX is crucial in today's competitive market. As technology evolves, customers expect more from their interactions with businesses. While some companies may feel threatened by the rise of digital communication, there are opportunities to improve customer experience through strategic communication planning.

Control and CX

The California Consumer Privacy Act (CCPA) provide strict guidelines for usage and handling of information. Consumers support legislation that use them often wish they could use them more.

Print innovations drive digital interactions

Many consumers use their printed communications as a reminder to view their statement or pay their bill online. Postcards cost less to print and mail and can serve the same purpose. To reduce the volumes of paper that paper lovers would otherwise receive.

Consider your communications holistically, then strategize on the impact to each channel. For example, Print and digital: Better together

Ignore print at your own peril

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Print and digital: Better together

Print is not dead. However, it is time to consider a hybrid of digital and printed communications. Many consumers prefer digital communications, but some still prefer printed statements. A hybrid approach allows businesses to offer both options to accommodate all customer preferences.

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