CIPA Maturity Model
The Guiding Force to Drive DCX Success & Reduce Support Costs

Informed

Personalized

Connected

Agile

Digital
Customer
Experience

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Introduction

Imagine playing a song you adore. Then, every time a subsequent song plays, you want to listen to more. You don't want your jamming session to end. That's the kind of experience a musicophile expects and Spotify delivers.

With artificial intelligence and machine learning at its heart, Spotify knows what song to play next. It closely monitors users' listening patterns to create an immersive listening experience. To achieve this feat, it leverages user data to analyze previous listening habits and accordingly curate personalized playlists.

In a marketplace with no dearth of products and services, what makes a brand stand apart is its experience. As organizations progress towards an all-digital economy, cracking Digital Customer Experience (DCX) is paramount. But B2B customer experience programs often falter.

> As per a study by Accenture, **90%** of B2B business leaders believe that CX is crucial to their companies' business priorities. However, a whopping **72%** of them also stated that they have no control over the direction of their organization's CX program (a discrepancy known as "the B2B CX Gap").

There are multiple reasons for these gaps:

◉ Including product complexity
◉ Lack of internal alignment
◉ Stunted digital transformation
◉ Insufficient actionable insights

The CIPA (Connected, Informed, Personalized, and Agile) Maturity Model can help bridge these gaps. It is the panacea for offering a seamless end-to-end DCX by ameliorating experiences across the post-sales journey. And cognitive technology certainly plays a significant role in it.

Understanding SaaS Product Consumption Gap

Every tech company develops its product with the aim of creating a better one. To gain a competitive edge, they add a plethora of features along the product development cycle, which makes the product complex. Consequently, product adoption reduces. This is known as consumption gaps.
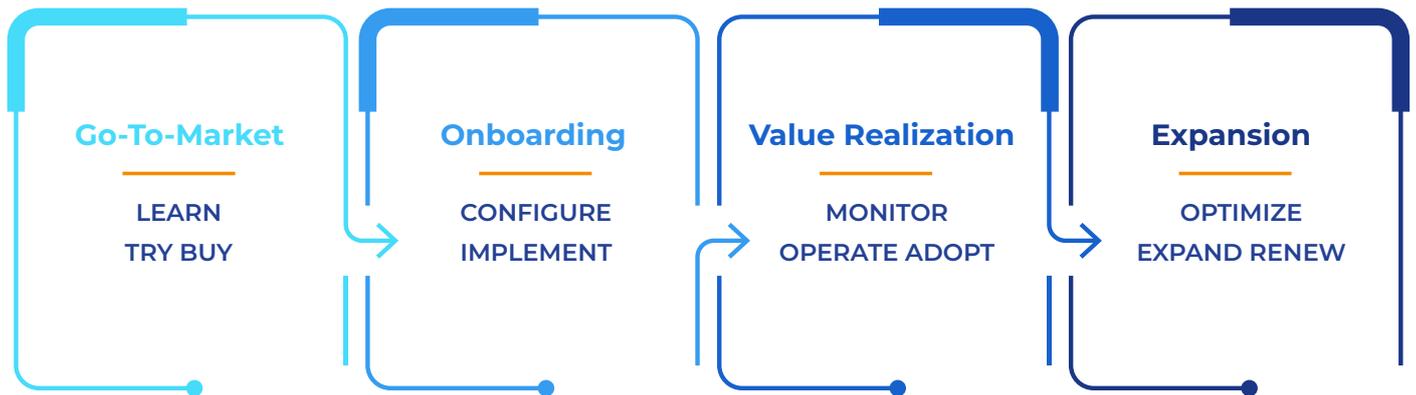

Figure 1: End to End Enterprise DCX journey

Source: TSIA Research

Consumption Gap

The difference between expectations customers have from the product vs. actual results, often due to their inability to rapidly adopt and receive value.
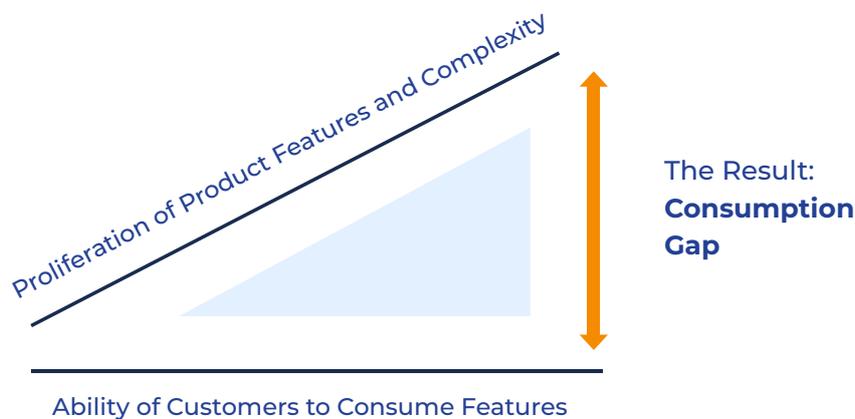

Figure 2: The Consumption Gap

Source: TSIA Research

PRIORITY

90%

of B2B leaders believe that CX is a crucial business priority

REASONS FOR THE GAPS

Lack of Internal Alignment

Stunted Digital Transformation

Missing the Human Element

Can't Track Business Outcomes

REALITY

ONLY

28%

of B2B leaders have influence on the direction of CX

Now, when customer expectations and the value that they are extracting from the product are not well-aligned, the product impact starts to fizzle out throughout the customer lifecycle. That is where companies turn to strategies like self-service portals, online brand communities, etc.

40% of a company's expenses on average are spent compensating for a weak DCX.
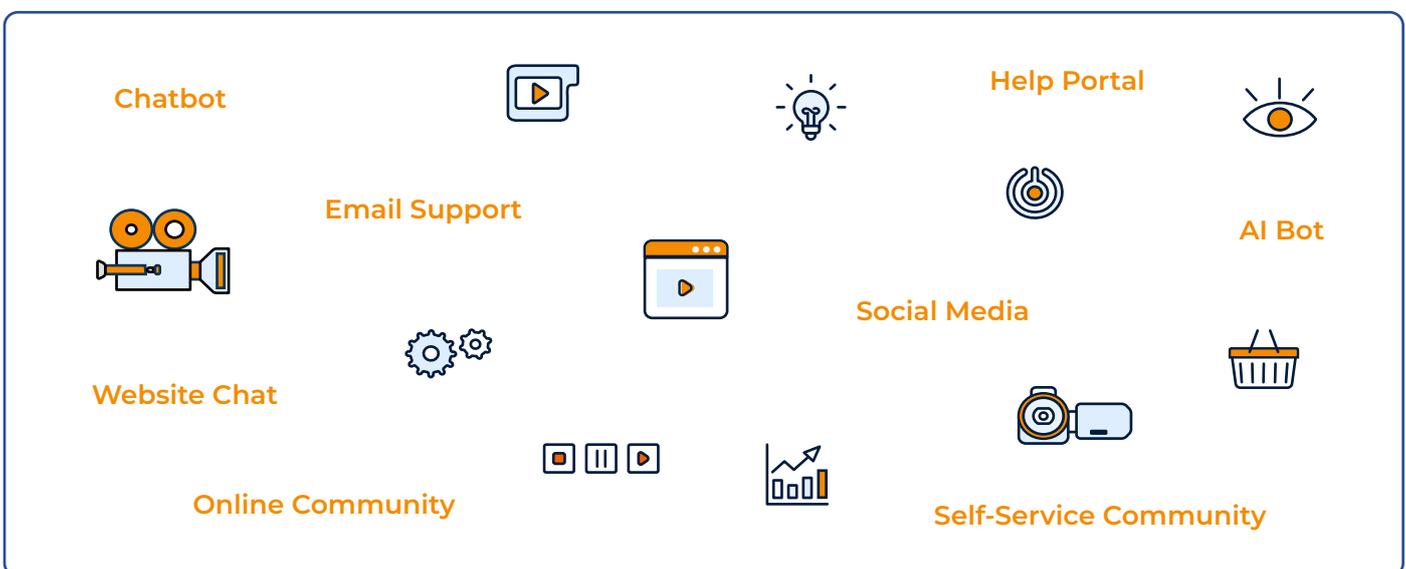
Hence, closing the consumption gap could save this cost. In fact, **TSIA** revealed that closing the consumption gap could save support organizations 7% to 8% of all company employees and up to 10% contribution to company COGS.

But how do we close this gap? This is where digital customer experiences come into the picture.

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| Defining Digital Customer Experience

DCX refers to the sum total of all the online interactions a customer has with your brand. For example, they could learn about your brand on social media. Then, they might visit your website to discover more. Eventually, these interactions could span across mobile apps, chatbots, and other virtual channels. The totality of all the contacts make up the digital customer experience.

What matters here is the perception of your brand: is it cumbersome to interact with you or is the process frictionless and delightful?

Chatbot

Help Portal

Email Support

AI Bot

Social Media

Website Chat

Online Community

Self-Service Community

Let's see what kind of digital experience modern customers expect.

Persistence	**Personalization**	**Intelligence**
Customers expect every touchpoint to be connected so they don't have to reiterate information each time they switch channels.	Since organizations gather so much data, customers expect every interaction to be tailored to their unique needs.	With so much food for thought around big data volumes, customers expect proactive problem detection and timely resolution.

But why are organizations struggling to master it?
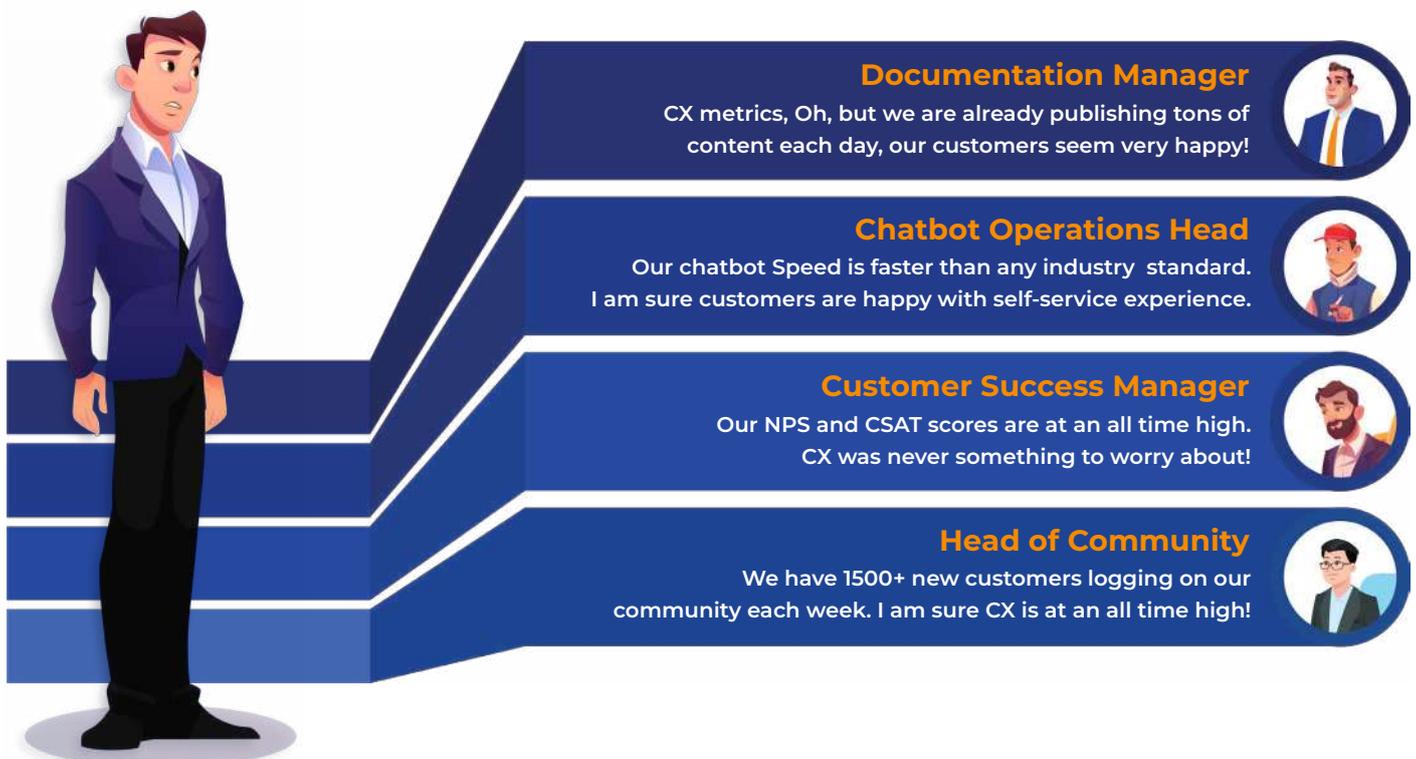
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Top DCX Challenges

> "You've got to start with the customer experience and work back toward the technology, not the other way around."
>
> **-Steve Jobs**

The core theme of any DCX strategy must be customers and not technology. Since most organizations focus on technology, multiple digital channels come into being. As a result, the following challenges crop up, making it difficult to deliver a seamless end-to-end digital experience:

1. Silos

When digital avenues fail to function in tandem, the customer experience goes downhill and often leads to infrastructural silos. Here's an example:

Documentation Manager
CX metrics, Oh, but we are already publishing tons of content each day, our customers seem very happy!

Chatbot Operations Head
Our chatbot Speed is faster than any industry standard. I am sure customers are happy with self-service experience.

Customer Success Manager
Our NPS and CSAT scores are at an all time high. CX was never something to worry about!

Head of Community
We have 1500+ new customers logging on our community each week. I am sure CX is at an all time high!

Let's say there are two brands: A and B. On connecting with A's virtual assistant, a few articles surfaced that couldn't resolve the user query. So, the query was handed off to a live agent, who requested for customer account details and the narration of the problem again.

On the flip side, when B's virtual assistant transferred the query to a service rep, the customer got the solution straightaway without reiterating any details. So, which brand would you like to stick to in the future? B, right? That's the charm of an integrated customer experience.

54% **of organizations report their customer experience operations are managed in silos**

Source - Dimension Data CX Benchmaking Report

2. Reactive Approach

Organizations capture data throughout the customer lifecycle from disparate digital channels and in various formats. However, they can seldom mine this goldmine of data. As a result, their teams make decisions without factoring in this knowledge, which negatively impacts the customer experience.

Let's say a support organization resolves customer queries reactively instead of tapping into a knowledge-first approach wherein cases are resolved proactively. A search query "how to move changes from Sandbox to production" was returning no results for its users. But it was pinned down only when the contact center got bombarded with cases for the same. Had the company been feeding the accumulated data related to customer lifecycle to an insights engine, it would have charted the peak-to-trough.

3. Resource Requirement

The more channels a firm adds to its digital infrastructure, the more resources it needs to optimize them, which adds up cost. For example, if you introduce an LMS within your organization, you'd need a dedicated team to add new learning modules and ensure their maximum consumption constantly.

More offerings, more use

Comparisons of channels offered and customer contacts during resolution journey

Numbers of Customers Contacts

4

2

2   2.3   2.7   2.6   3.1

3   4   5   6   7+
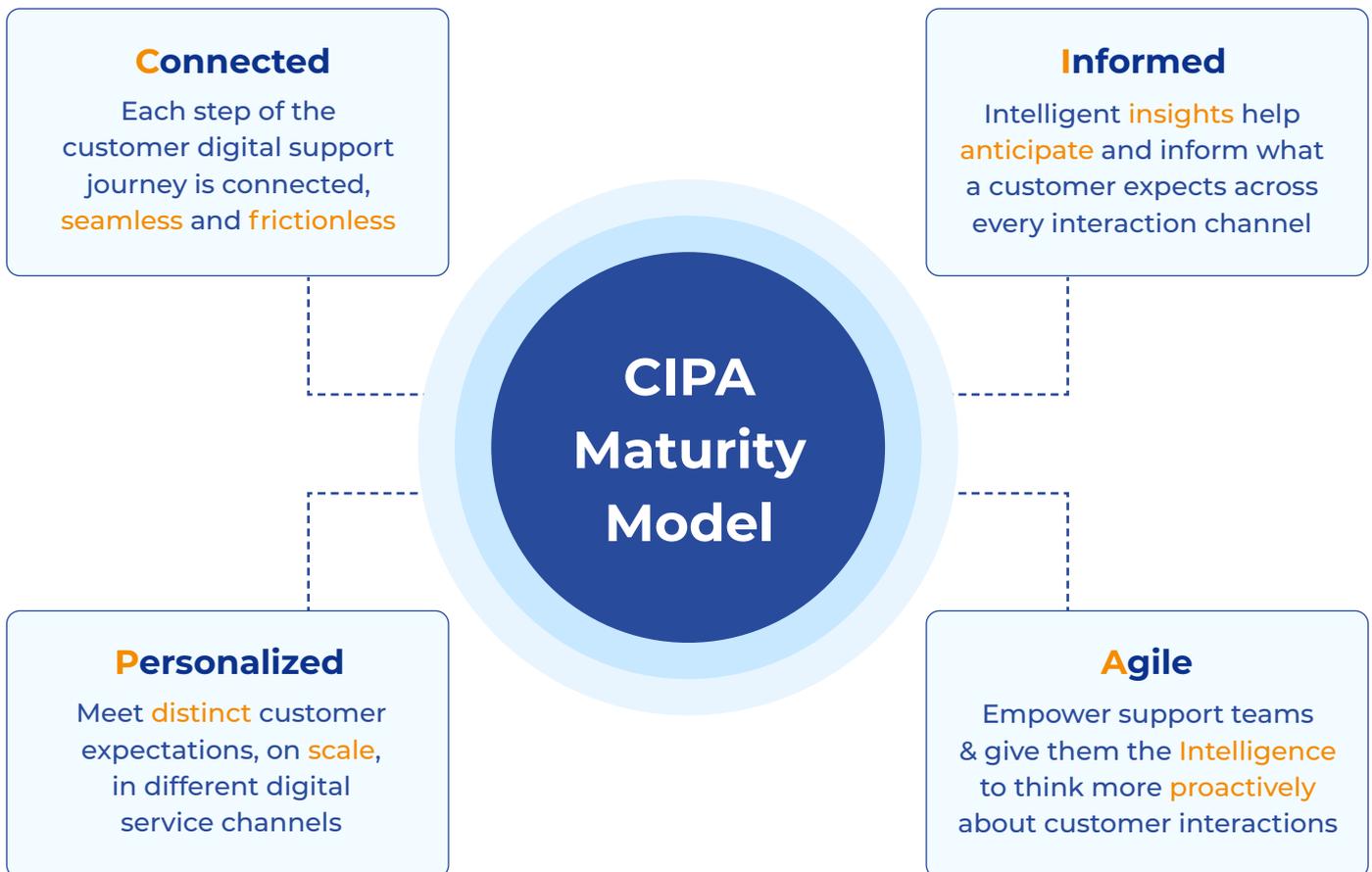
Numbers of Channel Offered by Company

So, can eliminating a few digital channels or altering the organizational structure help? It could, if the enterprise wants to take its support experience back to the Flintstones' age.

The underlying problem of poor DCX is not the existence of multiple digital channels but the lack of meaningful integration amongst them. With the right approach, you can optimize these channels to pave the way for successful DCX. Enter the CIPA maturity model.

The CIPA Maturity Model: The Secret Ingredient to Drive DCX Success

Representing Connected, Informed, Personalized, and Agile; it's a model of the customer, by the customer, and for the customer. Keeping the customer at the center, this model is the panacea for offering exemplary digital customer experiences by improving experiences across the post-sales journey.

It emphasizes the integration of disparate digital channels to fuel support teams with informativity and agility so they can deliver relevant and hyper-personalized experiences. All it takes is a little nudge from cognitive technology. Let's see how.

Connected
Each step of the customer digital support journey is connected, seamless and frictionless

Informed
Intelligent insights help anticipate and inform what a customer expects across every interaction channel

CIPA Maturity Model

Personalized
Meet distinct customer expectations, on scale, in different digital service channels

Agile
Empower support teams & give them the Intelligence to think more proactively about customer interactions

Connected Experiences

In the digital world, most organizations believe that the solution to every problem is new technology. That is why every time a problem arises, new technology is thrown at it. But here's a reality check - every time you add a platform to your digital infrastructure, new infrastructural silos get created. Consequently, customer journeys and user data get distorted into a siloed, disintegrated, and complex maze.

72% of customers say that explaining their problems to multiple people is poor customer service.

Before moving into the intricacies of a connected digital customer experience, let us acquaint you with three rerequisites that can be easily implemented by anyone.

- Enable single sign-on authentication across all digital support channels.
- Ensure unified branding guidelines throughout avenues to ensure a uniform experience.
- Let there be a uniform user profile and purchase history feeding into digital channels so that the user data, user behavior, and user maturity is the same across all channels.

But the ultimate goal is to unify the entire enterprise knowledge and not just knowledge within a particular channel or platform. Here's how cognitive technology can help:

1. Facilitates Federated Search

Cognitive solutions step up your search by integrating multiple data repositories (like CRM, file storage platform, CMS, documentation center, business intelligence platform, etc.) to provide end-users with a one-stop search platform. How? They come with connectors and APIs that index and crawl every enterprise platform to unite disparate repositories.

The unified view of enterprise knowledge ensures less duplication. As a result, customer effort is reduced while self-serving and support teams spend less time searching for potential answers and more time getting things done.
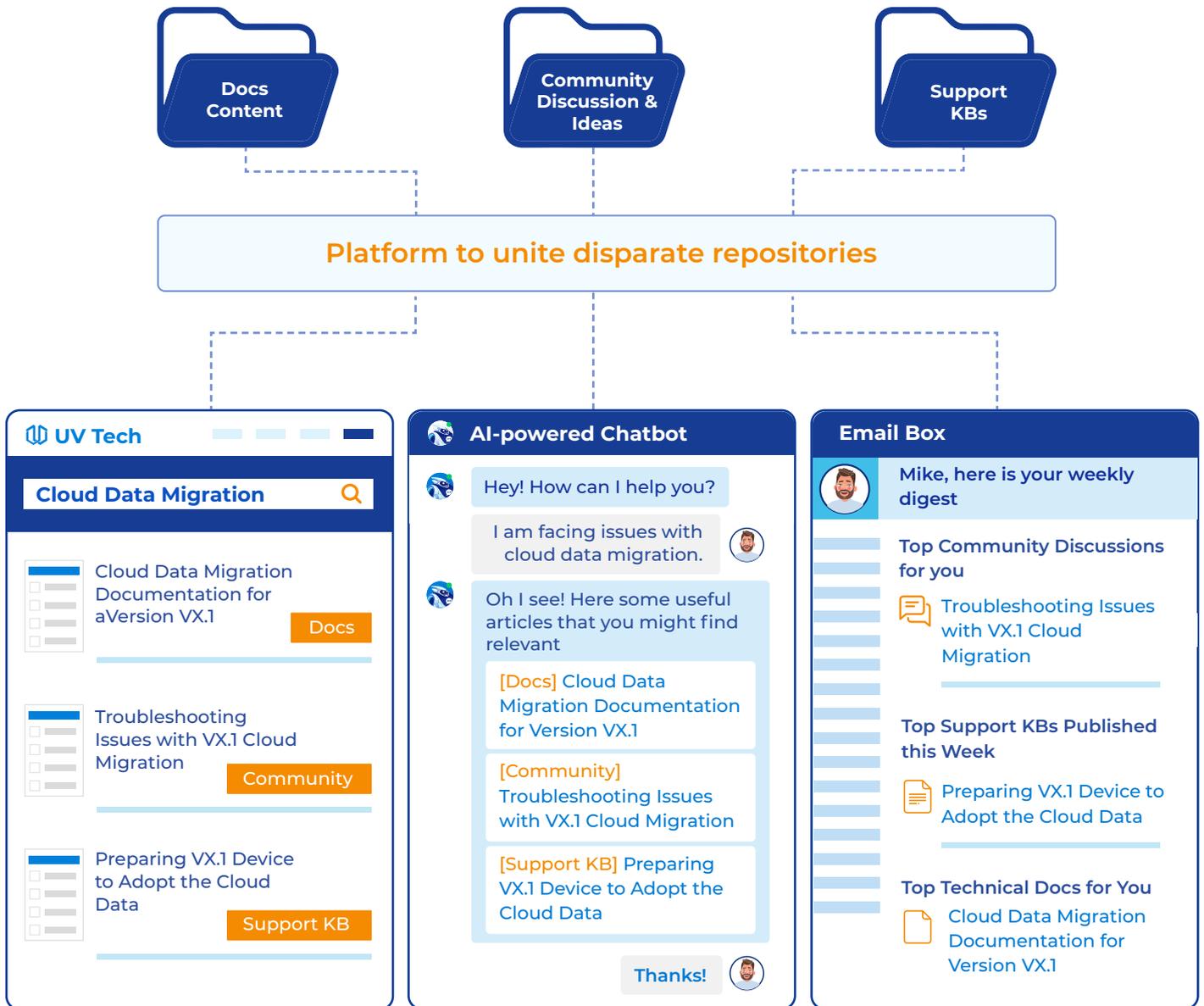
2. Ameliorates Content Discovery with Consistent Nomenclature

No two queries are written in the same manner by different users. After all, human language is ambiguous. This is where taxonomy can be useful. However, inconsistent taxonomy is as good as non-existent. And, in an organization where team silos exist, you cannot escape inconsistent taxonomy because each team has its own lingo.

Let's say, a technical writer uses AWS as meta tags in documentation whereas the community team uses Public Cloud Service as meta tags. This inconsistency across teams is one of the prime reasons that hamper content findability and blow out connected customer experiences.
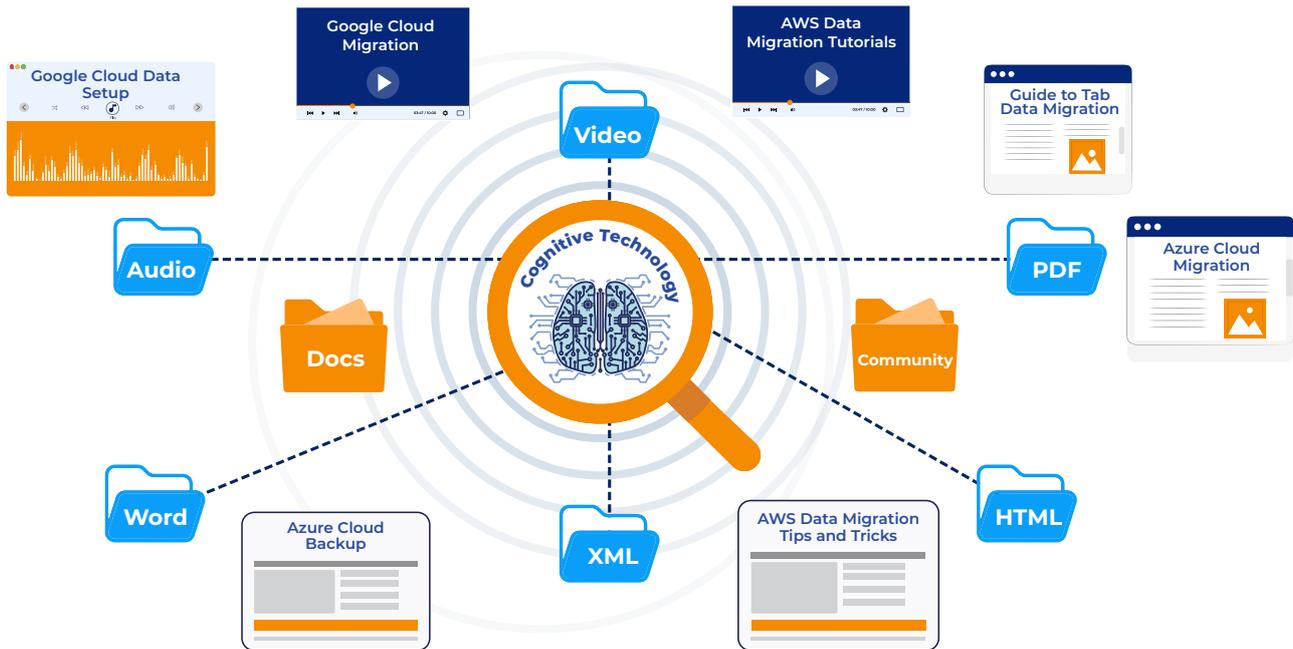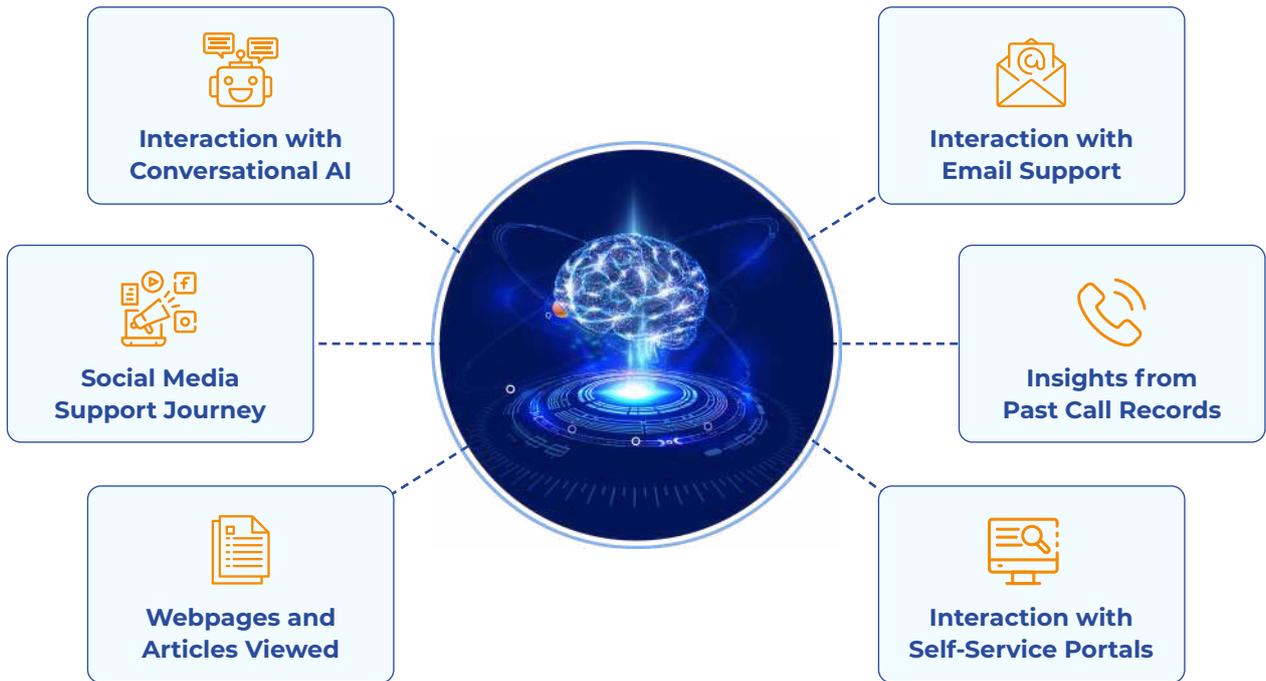
Additionally, organizations also bear the brunt of legacy content. When content is produced on a platform that restricts or limits tagging, a lot of legacy content is accumulated. Now, how do you make it findable? An ideal cognitive platform scans all your knowledge repositories to build a universal taxonomy on top of your content.

Consequently, you can add missing tags in legacy content and ensure consistent tagging to improve its discoverability at scale.

3. Provides a 360-Degree View of Customer Journeys

Distorted customer journeys defeat the whole purpose of a connected digital experience. Customers leave behind a trail of information every time they contact your company regardless of the touchpoint. But what use is this goldmine of data if the information is isolated and siloed?

Interaction with Conversational AI

Interaction with Email Support

Social Media Support Journey

Insights from Past Call Records

Webpages and Articles Viewed

Interaction with Self-Service Portals

Cognitive technology can turn the tables for good. It helps you listen to all the signals across channels so that you can make the resolution experience more delightful and relevant. In the above mentioned example, an exemplary cognitive solution would have given you a hawk-eyed view of the customer's journey across all touchpoints, thereby empowering your team to provide new and relevant solutions as opposed to suggesting what they have already tried.

Informed Experiences

As the adage goes, 'you can't manage what you can't measure.' This is why if you intend to optimize your digital channels in real-time, you need a robust insights engine that can provide timely, strategic, and actionable insights.

Did you know that only 6% of companies are leveraging content gap analytics to inform their CX efforts?

Ever wondered why your content isn't working? Or, why are people unable to self-serve despite the relevant information residing in the knowledge base? Because everyone is scrambling to produce more content, but only a few are taking out the time to strategize its creation.

This is where unified insights engine kicks in. It gives you real-time insights into users' behavior and they are interacting with content, thereby empowering you to make smarter decisions for an enhanced customer experience.

Analytics to Assess Content Interaction → **Backbone of DCX Design Efforts** ← **Insights to Assess Users' Digital Behavior**

An exemplary insights engine is one that provides intelligence into both: users' digital behavior and content consumption. Here's how they work together to optimize digital channels:

1. Content Analytics

There's a gap between how a user interacts with the content and how a knowledge worker provides it. Content analytics assess content performance to provide a unified picture of customer preferences in real-time. How?

It measures metrics like most searched keywords, searches with no results, searches with no clicks, high conversion results not on page one, etc. This data can help you create more customer-centric content.

For example, when acquainted with the top searched keywords, you can target them better with your support content. Similarly, with insights into searches with no results, you can guide your knowledge teams to create content that can plug these gaps. You can also pinpoint the most useful knowledge articles and fine-tune them for maximum reach.

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Keyword Searches which Resulted in Case Creation

Keywords Searched by User	Case Count
Cloud Migration Package	56
Cloud Setup	88
Data Backup	98
Google Cloud	78

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Searches with No Results

Top Searches	#Sessions	#Users	Count
Data	17	13	80
Cloud	25	17	50
Access	1	1	8
Document	3	2	8
Migration	1	1	6

UV Tech

Searches with No Results

Top Searches	#Sessions	#Users	Count
Migration	17	13	80
Cloud Data	25	17	50
Backup Device	1	1	8
Document Storage	3	2	8

UV Tech

High Conversion Results not on Page One

View Search Data Filtered by users & search clients

Page one refers to the Top 10 Search Results

Document Title	#Sessions	#Clicks
Cloud API	3	10
Page Migration	4	6
Cloud Analytics	5	4

2. User Behavior Insights

Every customer leaves digital footprints in the form of information they access. An insights engine analyzes the pattern to identify what users actually want, need, and appreciate.

Let's assume that support agents of XYZ Ltd. are bombarded with tickets. On analyzing, the support manager identifies that a chunk of them are regarding cloud backup and recovery. He immediately contacts the support team and requests a widget on the landing page that lists all the relevant articles related to cloud backup and recovery. But what if the users do not spend enough time there?

This is where user behavior insights work wonders. It gives you insights on user navigation, click-through rates, time on page, bounce rate, failed internal searches, and many more to help optimize user support experiences. Then, you can accordingly map customer expectations with your organizational goals to ameliorate customer experiences.

UV Tech

Articles that Failed to Deflect Cases

Article All ▼	Sessions	Clicks
	1	1
	1	1
	1	3
	1	1

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Articles that Successfully Deflected Cases

Article All ▼	Sessions	Clicks
Cloud Migration Guide for Dummies	145	121
Troubleshooting CDM Issues	18	1349
How to Backup Data in Cloud	90	35
Cloud Storage in Azure - Complete Guide	176	34

UV Tech

Support Content Effectiveness Analytics

| Article Number	Article Title	Cases Prevented Levergaging the Article	Keywords for which Article was Ranked	Keywords Levergaging by User During Search
67YH9	Cloud Migration Installation Guide	16	Cloud, Cloud Guide	Cloud Migration, Migration Package, On-Premise Cloud, Data Shifting
78YUI	Cloud Backup and Storage Guide	189	Cloud Backup, Cloud Storage, Backup Guide, Backup Troubleshooting	Data Migration, Cloud Migration, Cloud Storage

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Personalized Experiences

We live in the age of the customer where they are exposed to more options and alternatives than ever before. So, by offering relevant and hyper-personalized experiences, you can certainly gain a competitive edge. By personalization, we mean more than just adding the first or last name to content.

Cognitive technologies leverage AI, ML, NLP, and auto-intent detection to help you transcend headless personalization. It helps you look at personalization in the light of content and user interface. Here's how:
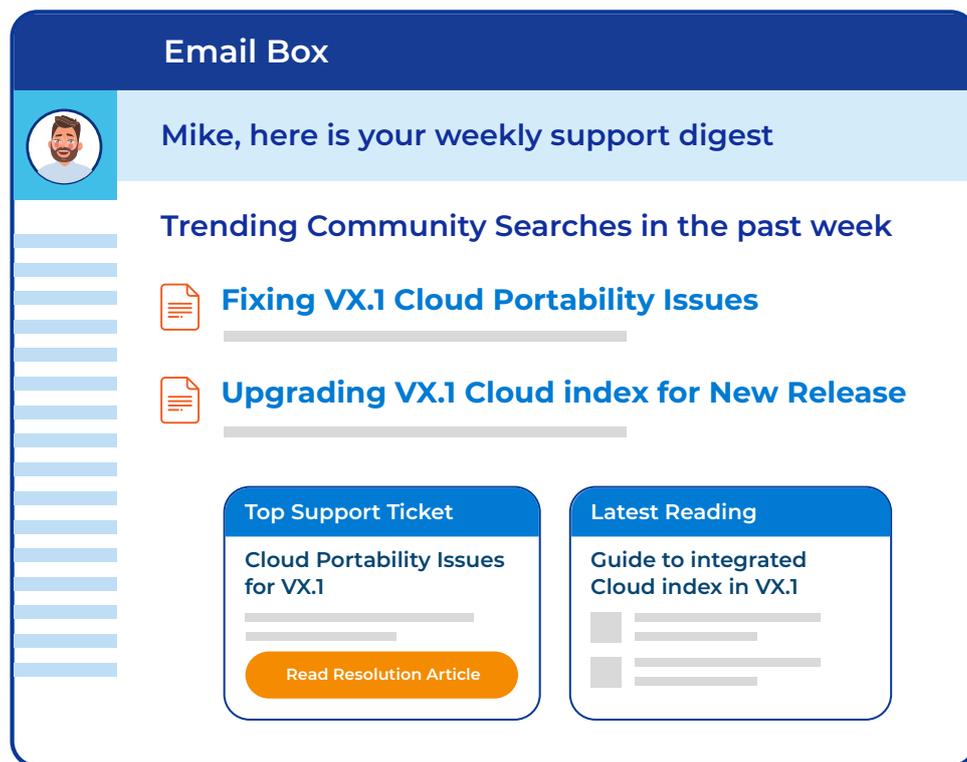
1. User Interface Personalization

As mentioned before, cognitive technology helps you gain valuable and actionable insights into a user's digital behavior. Tap into these user signals to hyper-personalize the UIs. How? Once you are aware of user maturity based on their journey, you can effortlessly customize user interfaces across channels to make navigation and browsing a walk in the park. Similarly, you could enable auto-completion, auto-suggestion, and/or display similar searches.
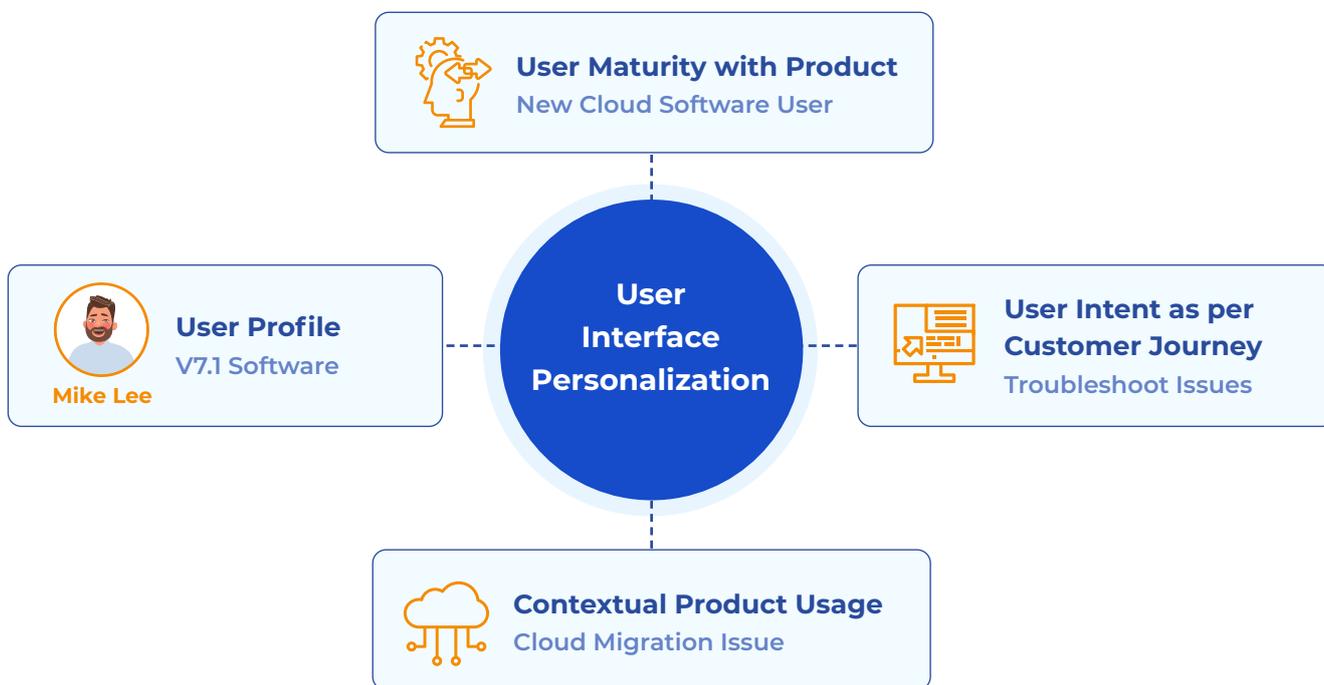
For example, you can train your bot to pop up relevant help articles based on a user's maturity. When a new customer is onboarded, the bot could suggest 'How-to Articles'. As they mature, you can recommend content related to advanced product features. Or, you could also push articles that create upsell or cross-sell opportunities.

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2. Content Personalization

When it comes to content personalization, a federated search can be a game-changer. It learns from user behavior and enables intelligent faceting so that your customers don't have to skim through thousands of documents to reach relevant content. After all, one search leading to incessant searches can be exasperating.

Another aspect of content personalization is populating relevant articles on the user interface to increase its reach. Often, organizations showcase the same set of popular or trending articles without any customizations based on the user's journey. Cognitive technology can help customize these widgets with KB articles based on a user's search and behavioral pattern. Got to love that, eh?

91% of consumers are more likely to shop with brands that recognize, remember, and provide relevant offers and recommendations.
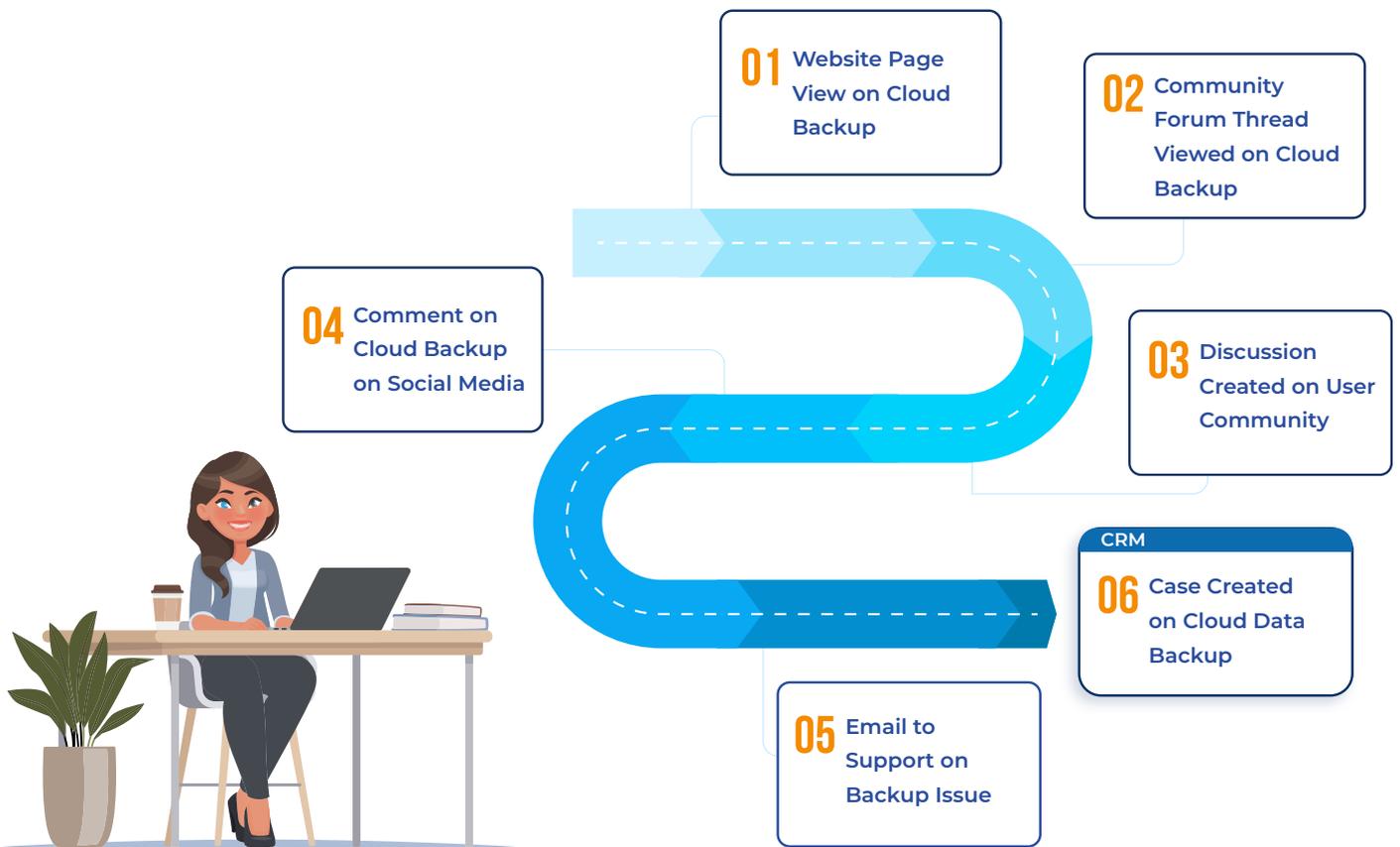
Agile Experiences

According to Amazon CEO Jeff Bezos, the following customer expectations will remain constant, regardless of the stage of digitization:

◉ Customers want low prices
◉ Customers want a vast selection
◉ Customers want fast delivery

Ensuring faster delivery should be the first one on your radar. Now, the question is how? Customer preferences are evolving and changing at an appalling rate, and staying apace with them can be challenging. But empowering your support teams to learn from existing customer journeys and mapping them to new patterns can certainly save the day. Here's how:

1. Predict & Prevent Escalations

Regardless of how airtight your customer service is, you cannot please everyone. Occasionally, customers will be unhappy and demand to speak to the higher authority. But if the root cause of such escalations is identified, a plethora of upcoming support tickets can be diverted.

01 Website Page View on Cloud Backup

02 Community Forum Thread Viewed on Cloud Backup

04 Comment on Cloud Backup on Social Media

03 Discussion Created on User Community

CRM

06 Case Created on Cloud Data Backup

05 Email to Support on Backup Issue

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Let's say you find a new thread in your community, which is quite similar to an older one that led to a support ticket. With cognitive technology, you can identify these customer signals and accordingly push the relevant content so that the customer finds it in a timely manner and the incoming support ticket takes a U-turn.

01 Article Viewed on Cloud Backup

02 Discussion Created on Cloud Backup

2. Enable Collaborative Support with Intelligent Swarming

In addition to proactive case prediction, cognitive technology also enables intelligent case swarming. A collaborative support model, intelligent swarming ropes in one support agent to work on a ticket from start to finish. Should they ever get stuck, they can seek support from other agents and SMEs as and when required. The framework leverages the collective expertise and skill sets of service aficionados, thereby focusing on collaboration as opposed to individual contributions.
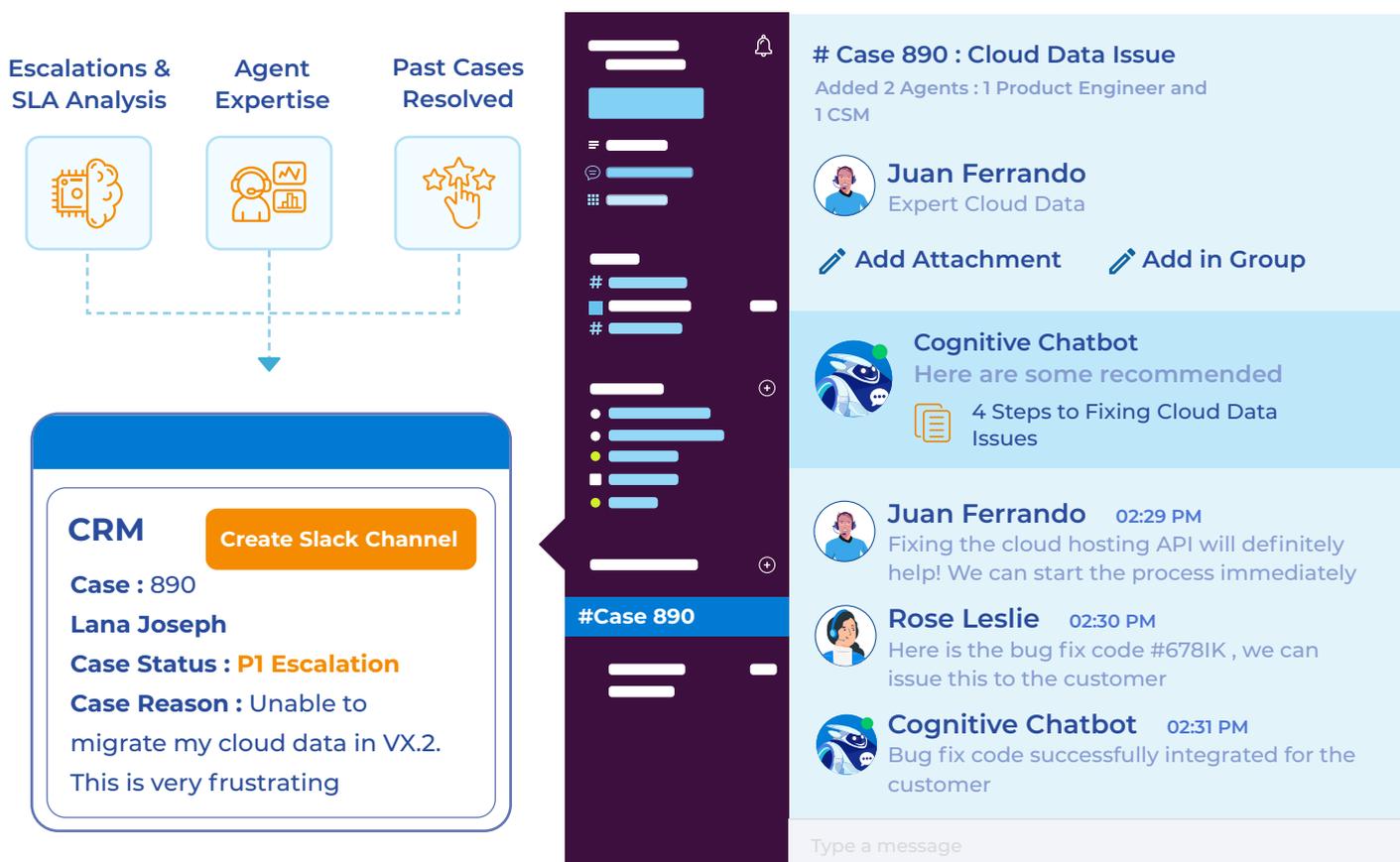
For instance, Harry is the go-to guy for all return-related questions, while Ronny is adept at handling refunds. Now, Harry receives a return plus refund related ticket. Rather than just handling the return part and transferring the ticket to Ronny for the rest, Harry and Ronny work together to resolve the case. Ronny does the needful and provides the right contextual response to the customer instantly. Thereafter, Harry takes over again and finishes the conversation, thereby lowering the MTTR. Additionally, agents also become more proficient as they are empowered to resolve cases beyond their KRAs.

Experience how SearchUnify Takes Your DCX to the Next Level

Thanks to Social Media, the verdict is out!

Customers expect to get what they need in the snap of a finger. According to **Social Stamina**, 64% of customers want a reply within an hour of posting on Twitter. Taking a long time to reply translates to digging your own grave. Because, the longer it takes for customer questions to be answered, the sooner they will jump ship and swim to your competitor.

The key here is to deliver a consistent experience; starting from the first touch, through sales, onboarding, value realization, and expansion; regardless of the channel. But how to achieve that feat? The answer lies in The CIPA Maturity Model. The model is an elixir of offering an exemplary end-to-end DCX by ameliorating experiences across the post-sales journey.

Interested to know how the model works? We'd be happy to connect at your convenience to give you an in-depth demo of our product. We'll also reveal how our platform makes delivering proactive and stellar customer experiences a piece of cake.

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About SearchUnify

SearchUnify is a unified cognitive platform that revolutionizes information discovery, fuels an insights engine, and makes for a robust platform for AI-based apps including Intelligent Chatbot, Agent Helper, KCS Enabler, Escalation Predictor, and Community Helper. Its AI powers relevant and personalized experiences for customer support and self-service. It indexes disparate content repositories, makes relevant content easily discoverable (on online communities, sites, customer portals, service consoles), and provides advanced insights into user search behavior, content usability, and content gaps – all while self-learning to personalize and keep responses within the context and ensuring the security of the enterprise data.

To see it live in action, **request a free demo!**

Let's Connect

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