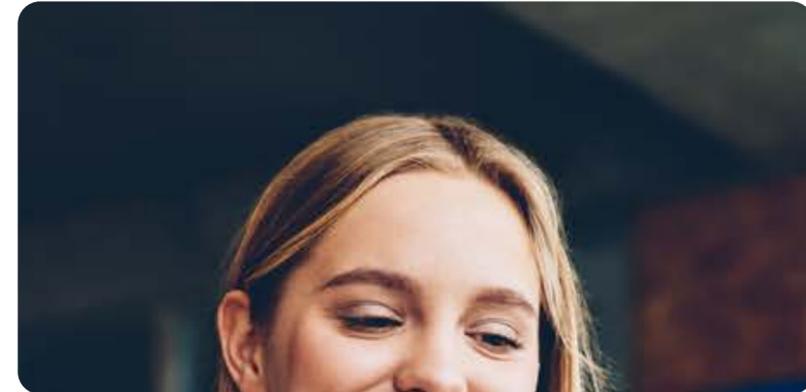




# Delivering Rapid ROI on Your Digital CX Investments



# Introduction



According to Gartner<sup>1</sup>, 80% of companies now compete largely on the basis of the Customer Experience (CX) they provide – and the COVID-19 pandemic has only served to increase the importance of this.

[www.swaransoft.com](http://www.swaransoft.com)

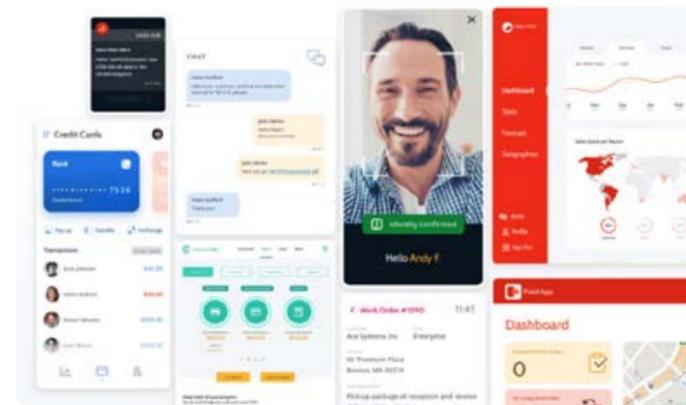
In lockdown, with physical stores shut and call centres overwhelmed, the world moved decisively online – making digital CX a make-or-break issue for many companies.

However, CX ≠ UX. To deliver a great customer experience, you must think about more than just the look and feel of your customer facing applications – you must think about the end-to-end process.

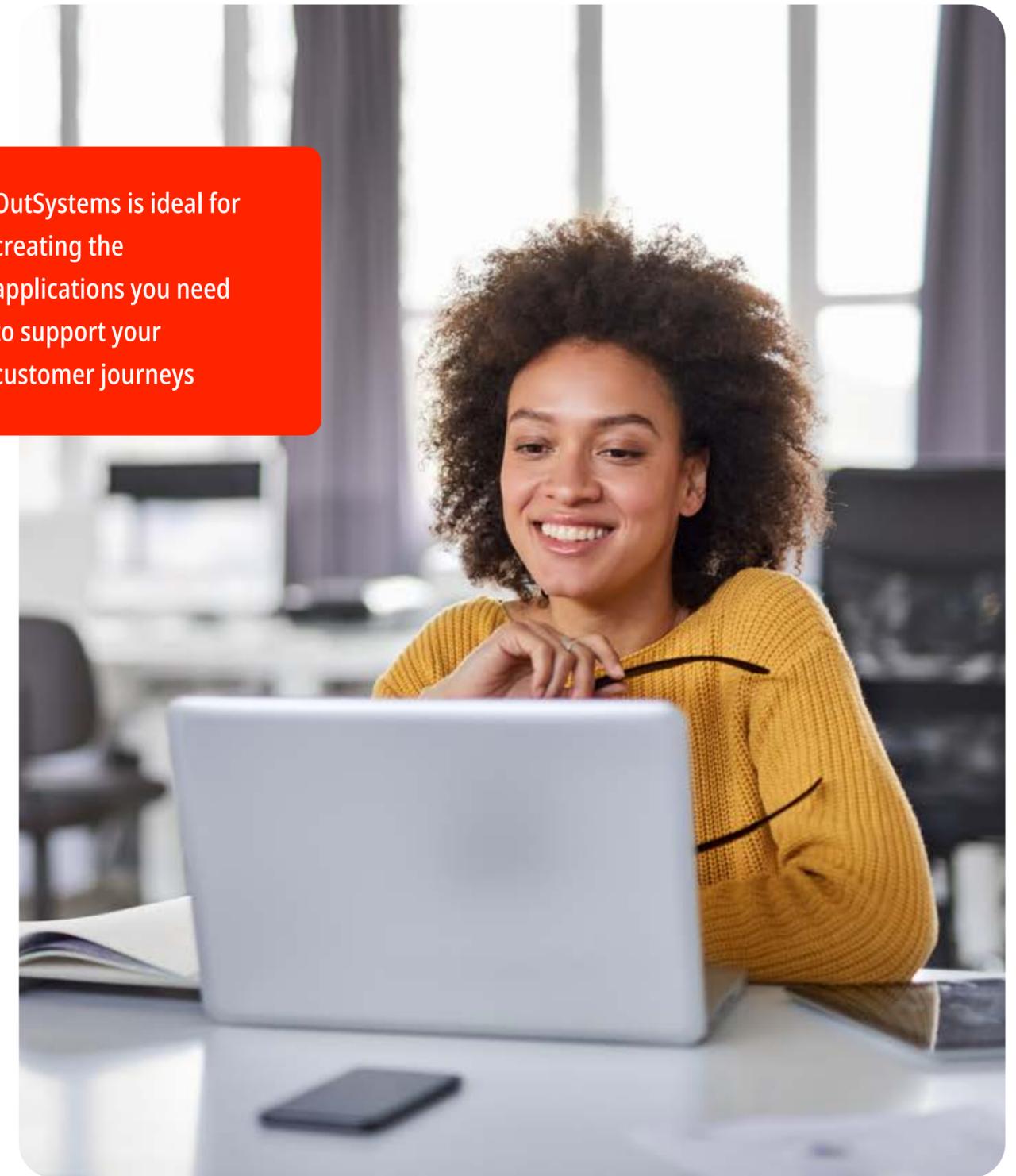
A modern application platform like OutSystems is ideal for creating the applications you need to support your customer journeys: new apps can be created in weeks and iterated in

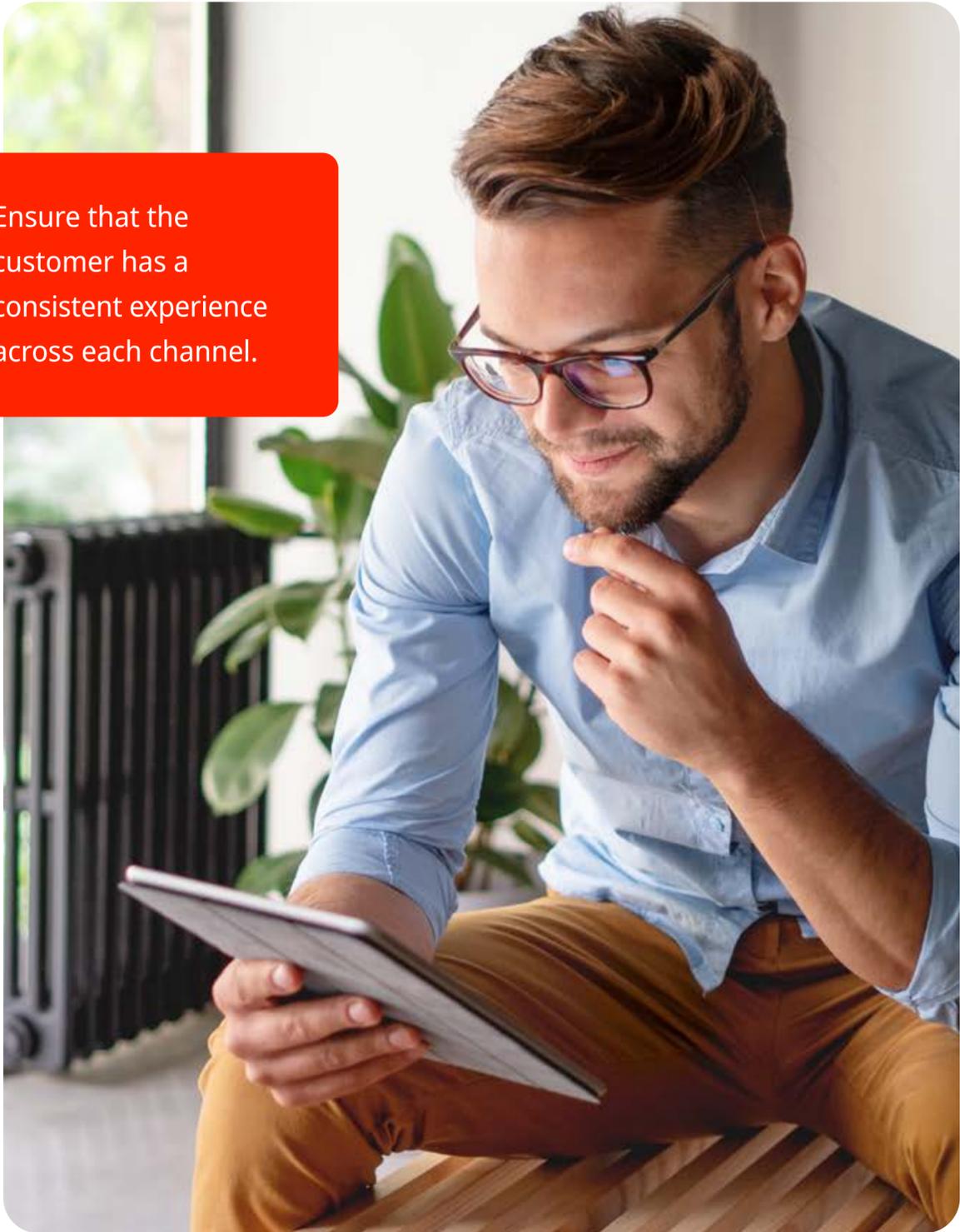
days – and incremental changes can be made in a few hours. You can also leverage your existing in-house talent and skills without having to source additional scarce and expensive development resources.

But where should you start? What digital CX investments will deliver the greatest impact and the fastest ROI? This eBook looks at four critical aspects of a good digital CX strategy: Omnichannel, Customer Self-Service, the Third-Party Experience, and Creating Your Agile Digital CX Backbone.



OutSystems is ideal for creating the applications you need to support your customer journeys





Ensure that the customer has a consistent experience across each channel.

## Omni-Channel



Forrester reports that 95% of customers use three or more channels to connect with a company in a single service interaction<sup>2</sup>. And, for example, Dominos now offers 12 different ways for their customers to order a pizza: yes, it's mobile, it's web; but, it's also voice, chat, and wearables.

<sup>2</sup><https://www.zendesk.co.uk/blog>

So, from a CX perspective, the critical consideration is to ensure that the customer has a consistent experience across each channel – and that they can transition seamlessly between them without needing to repeat steps or re-enter information. The aim should be to create an “experience system” with a set of components, or modules, that can easily be reused across different channels. (You can read more about Experience Systems here.)

A modern application development platform like OutSystems allows you to create these experience components once and deploy them across any digital touchpoint or application (web, app, mobile app, chatbot or voice and personal assistant). Using a single technology to build applications for all channels eliminates duplicate development work, massively reducing complexity and accelerating time to market - all the while ensuring consistency across your customers' digital journeys.

### Case Study

**Company:** Beeztees is a leading B-to-B supplier of pet supplies, with employees and customers in 45 countries worldwide.

**Challenge:** Beeztees wanted to implement a new omni-channel e-commerce platform that provided their retail customers with real-time access to product, inventory, pricing and order information. **Solution:** Using the OutSystems platform, BeezTees is quickly able to turn new ideas into practical applications, thanks to streamlined processes and optimal IT support.

**“By combining SAP with add-ons and custom applications developed using OutSystems, we can exploit the full potential of SAP and still make all our data applicable for web and mobile.”**

**Germa Zijlmans, IT Manager**

# Customer self-service



Digital interactions are the standard way in which the majority of customers interact with the businesses that serve them. A Nuance survey found that 67% preferred self-service over speaking to a company representative.

However, most customers find it difficult to get information from companies – and this number rises to a massive 90% for doing so via a mobile device<sup>3</sup>.

You should therefore aim to create ‘frictionless’ digital self-serve experiences i.e., those that put as few hurdles as possible between where your customers want to go and how they get there. For example, BuiltForMars found that creating a new bank account could be done in as few as 24 clicks but could take as many as 120!

It’s important to remember that great CX is a process, not an event. Whether it’s an analysis of drop-off rates, suggestions from CX professionals on how to remove friction – or even feedback from customers themselves – customer self-service processes will require almost continuous iteration.

Using the OutSystems platform, you can combine discrete, reusable modules to provide the customer self-serve functionality you need. It is based on a visual programming model that allows users to manipulate program elements graphically. And it supports agile CI/CD processes that allow for multiple builds of an application – in a single day!

<sup>3</sup>[www.softwareadvice.com/resources](http://www.softwareadvice.com/resources)

## Case Study

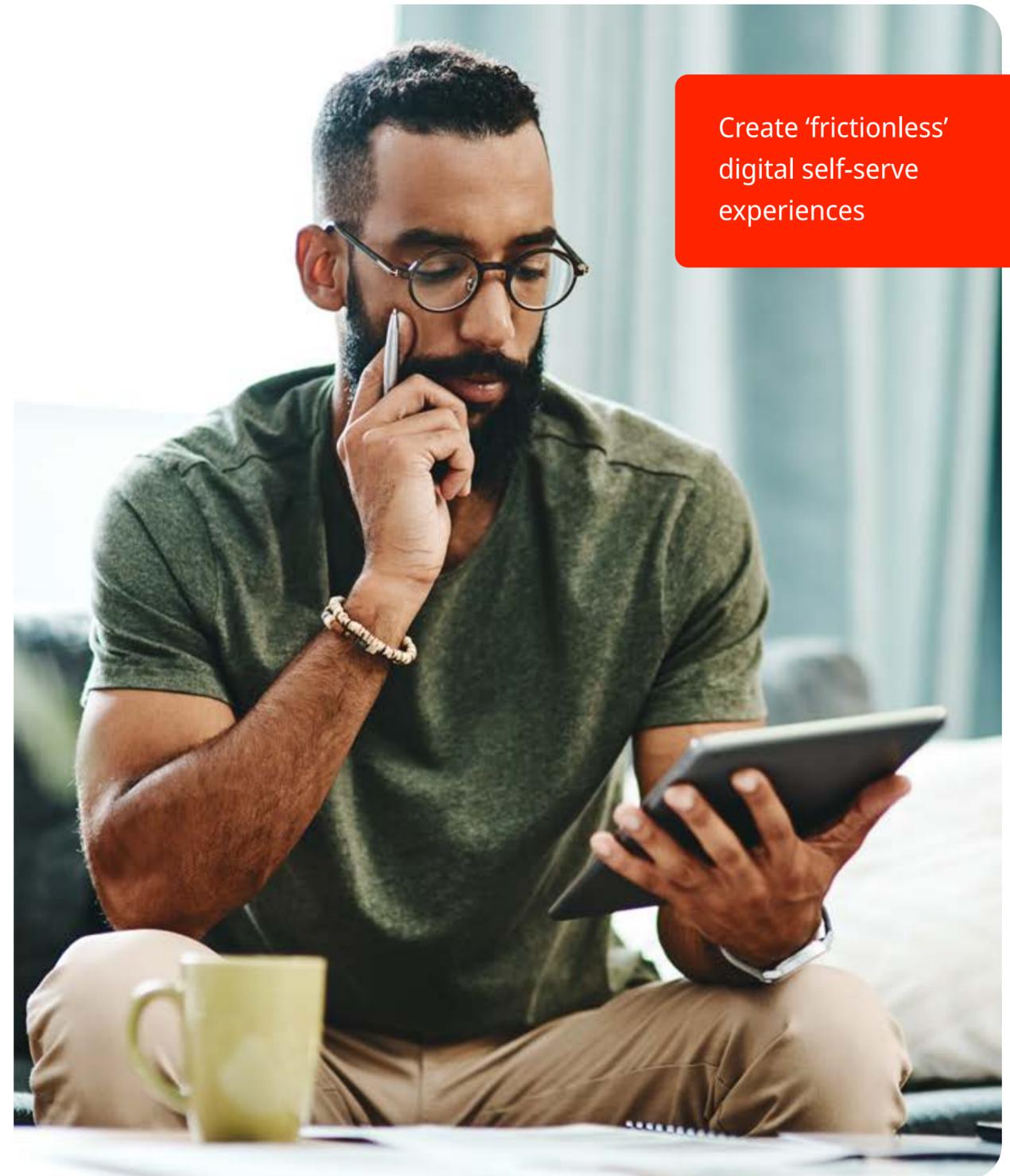
**Company:** The Yorkshire Building Society (YBS) Group is the UK’s third-largest building society, offering savings accounts, insurance and mortgages throughout the UK.

**Challenge:** YBS Group needed to modernize its self-service applications. But an aging e-commerce platform made it hard to rapidly deliver digital experiences that would ‘wow’ its nearly three million, customers.

**Solution:** Using the OutSystems platform, YBS Group could quickly create new consumer-friendly apps and enhance existing ones: a new online mortgage calculator improved conversion rates by 54%; and it was also able to improve the time taken to open a new savings account by 40%.

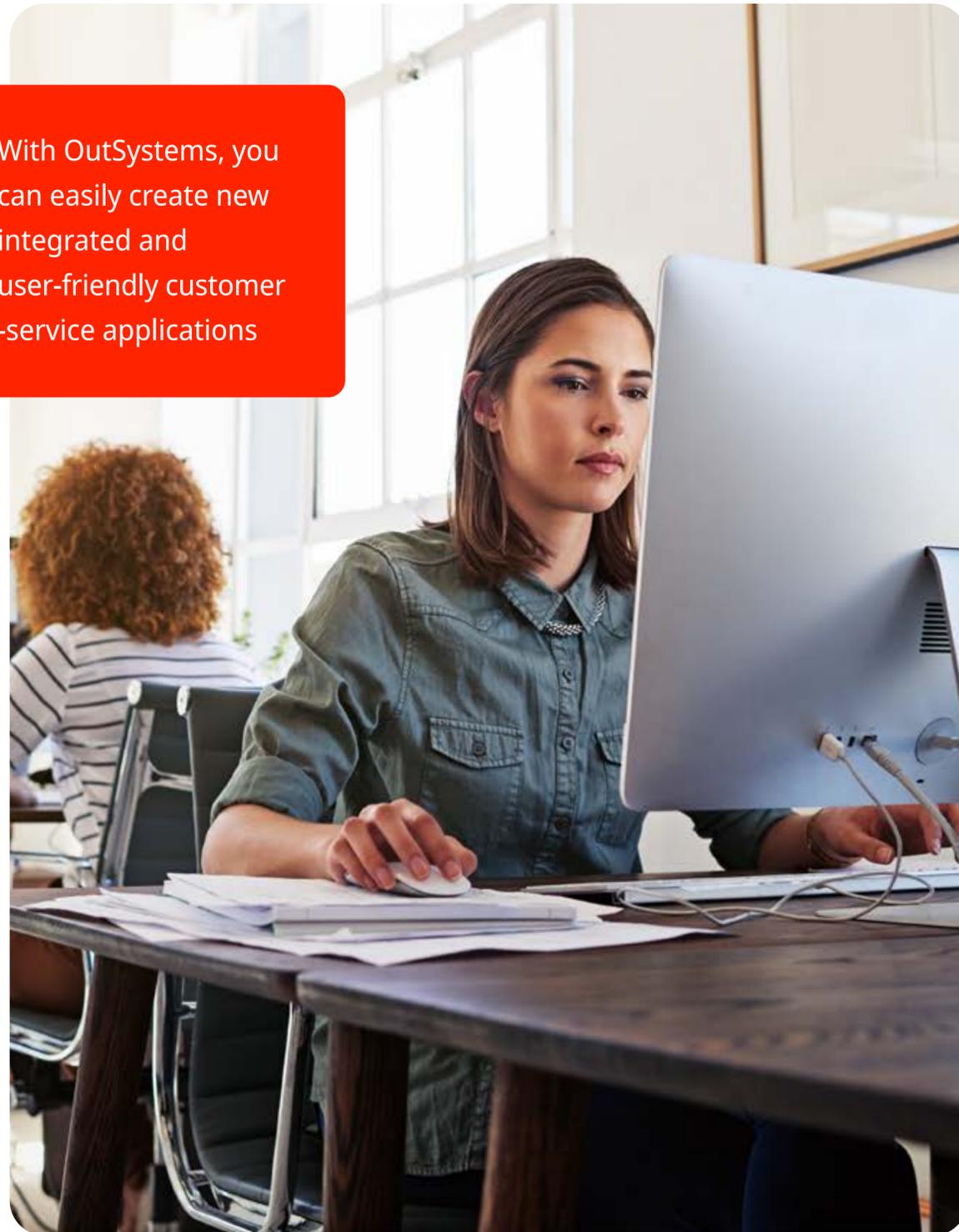
**"There's an increasing digital dependence among our customers. We need to make sure those experiences are seamless and allow people to carry out activities as quickly and easily as possible."**

**Kirsty Jordan, Senior Digital Services Lead, Yorkshire Building Society.**



Create ‘frictionless’ digital self-serve experiences

With OutSystems, you can easily create new integrated and user-friendly customer-service applications



## Enable Agents and Partners for Better CX

Many companies, particularly those in complex or highly regulated industries like insurance, are very reliant on third parties such as agents or channel partners. In these situations, it's important that these third parties are provided with the information they need in order to sell to and serve the end customer.

Often, customers only engage with staff when something has gone wrong or they can't find the information they need, so it's critically important that representatives are equipped with the data they need to solve these issues quickly and efficiently. In fact, about one in three people (30%) say the most important aspect of customer service is speaking with a knowledgeable and friendly agent.

However, there are thousands of legacy systems still in use today; not only in financial services but in industries as diverse as retail, telecoms, travel and healthcare. Extracting information from these systems is complex, particularly when a single customer interaction may require pulling data from multiple back-end systems. In the case study outlined below, Zurich were 'screen-scraping' information from an internal legacy system to give to their agents, which was complex and difficult-to-use and provided a very poor user experience.

With OutSystems, you can easily create new integrated and user-friendly customer-service applications that pull all the information third parties need from whichever legacy system it resides in. So, customer-facing staff representatives can easily onboard new customers and quickly and professionally resolve any customer issues.

### Case Study

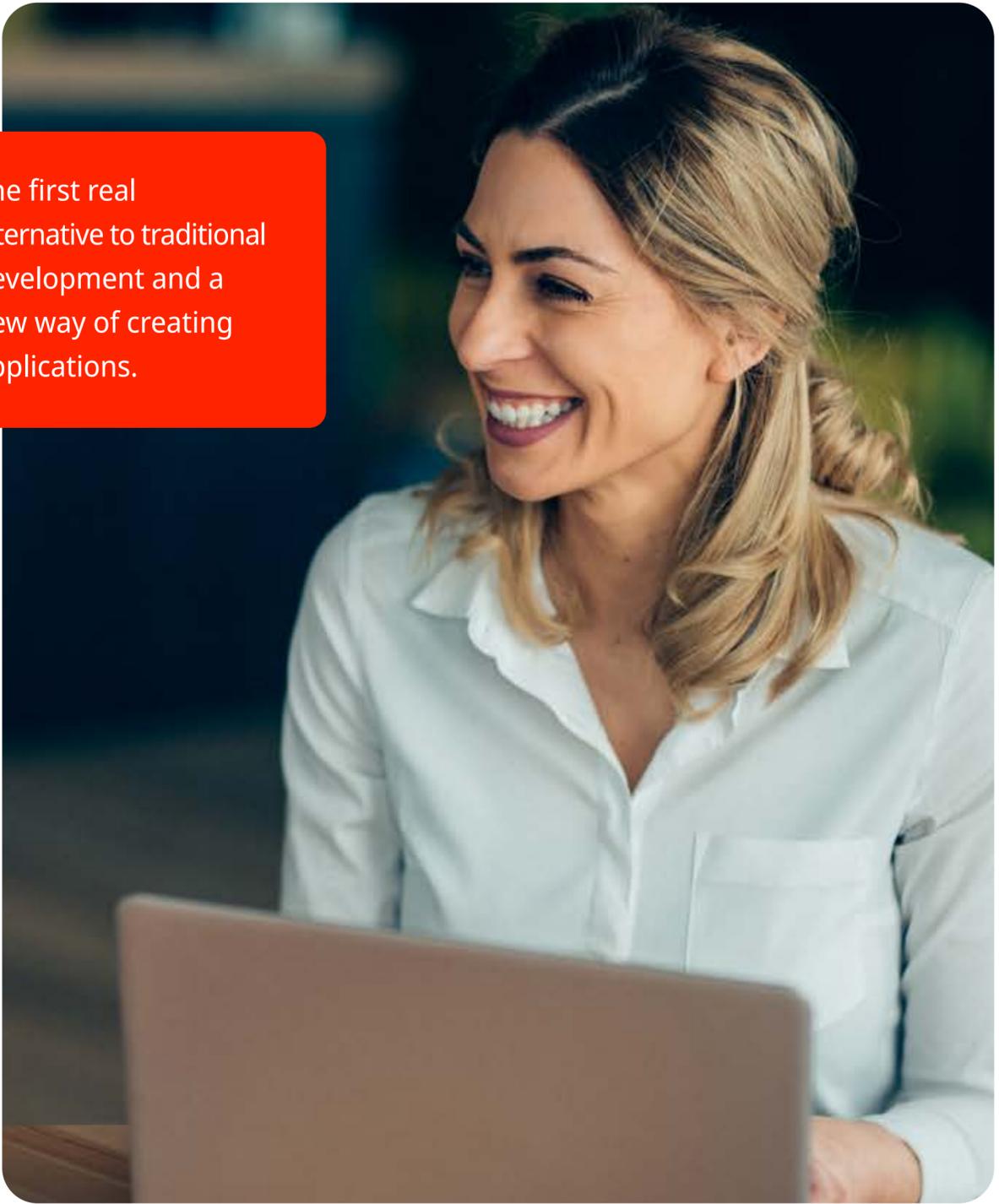
**Company:** Zurich is one of the world's leading insurers.

**Challenge:** It wanted to create a digital platform (online portal + iOS and Android app for tablets and smartphones) for its agents, to replace a system they found difficult to use.

**Solution:** Using OutSystems, Zurich created a comprehensive omnichannel agent experience in only four months, something that would have taken well over a year using conventional development tools

**"The feedback has been great, and we're seeing a real increase in users. More agents work directly with us because of the new platform. Now, they're excited to use our application."**

**Marco Navega, Program Director at Zurich Insurance Group**



The first real alternative to traditional development and a new way of creating applications.

# Creating your Agile Digital CX Business Backbone

The lockdown and the massive move of customers online has pushed the accelerator pedal on companies' digital ambitions to the floor.

But digital transformation does not necessarily deliver agility. Simply moving an inefficient off-line process onto a digital channel does not increase agility – it merely migrates a cumbersome process from one platform to another. So, what does agility actually mean?

Wikipedia describes agility as “the ability of an organization to rapidly adapt to changes in productive and cost-effective ways”. In a CX context, agility is the ability to use digital channels to empower new customers to on-board with minimal assistance and to enable existing customers to self-serve.

However, traditional ‘waterfall’ development models can’t respond to business demand for change in the timescales now required. Even ‘agile’ methodologies don’t meet these accelerated deployment schedules: month-long coding sprints can’t serve up the necessary functionality to the tight deadlines required.

OutSystems automates connections to back-end services, freeing up people to do more productive work and enabling enterprise-grade applications to be built from scratch in weeks – not several months. OutSystems also integrates easily with user analytics platforms to collect meaningful user and customer data. You can then leverage the speed of visual development to continuously remove friction from

your customer journeys and adapt to changing expectations, market trends and regulatory requirements.

## Case Study

**Company:** thinkmoney provides the promise of hassle-free banking with an innovative current account that helps customers stay on top of their finances.

**Challenge:** Customizing and improving its core banking application was taking too long and thinkmoney risked falling behind more nimble competitors

**Solution:** Using OutSystems, thinkmoney replaced three customer-facing applications in six months, including a customer onboarding process (completed in only seven weeks) that improved completion rates by 30%. In 2019, thinkmoney won Banking Technology’s “Best Use of IT in Retail Banking” award.

**“Adopting OutSystems for our digital initiatives has been a game-changer for us. We can now iterate at speed and continually improve the thinkmoney product range.”**

**Michael Aldred, Managing Director, thinkmoney**

# Conclusion



2020 was a year that fundamentally changed people's relationship with technology. For example, in the month immediately following the first lockdown (14 March to 14 April 2020), six million people – or 12% of the UK's adults – made the switch to digital banking for the first time.

All the statistics suggest that the majority of those who moved online in 2020 will not start re-using offline resources when they are eventually restored.

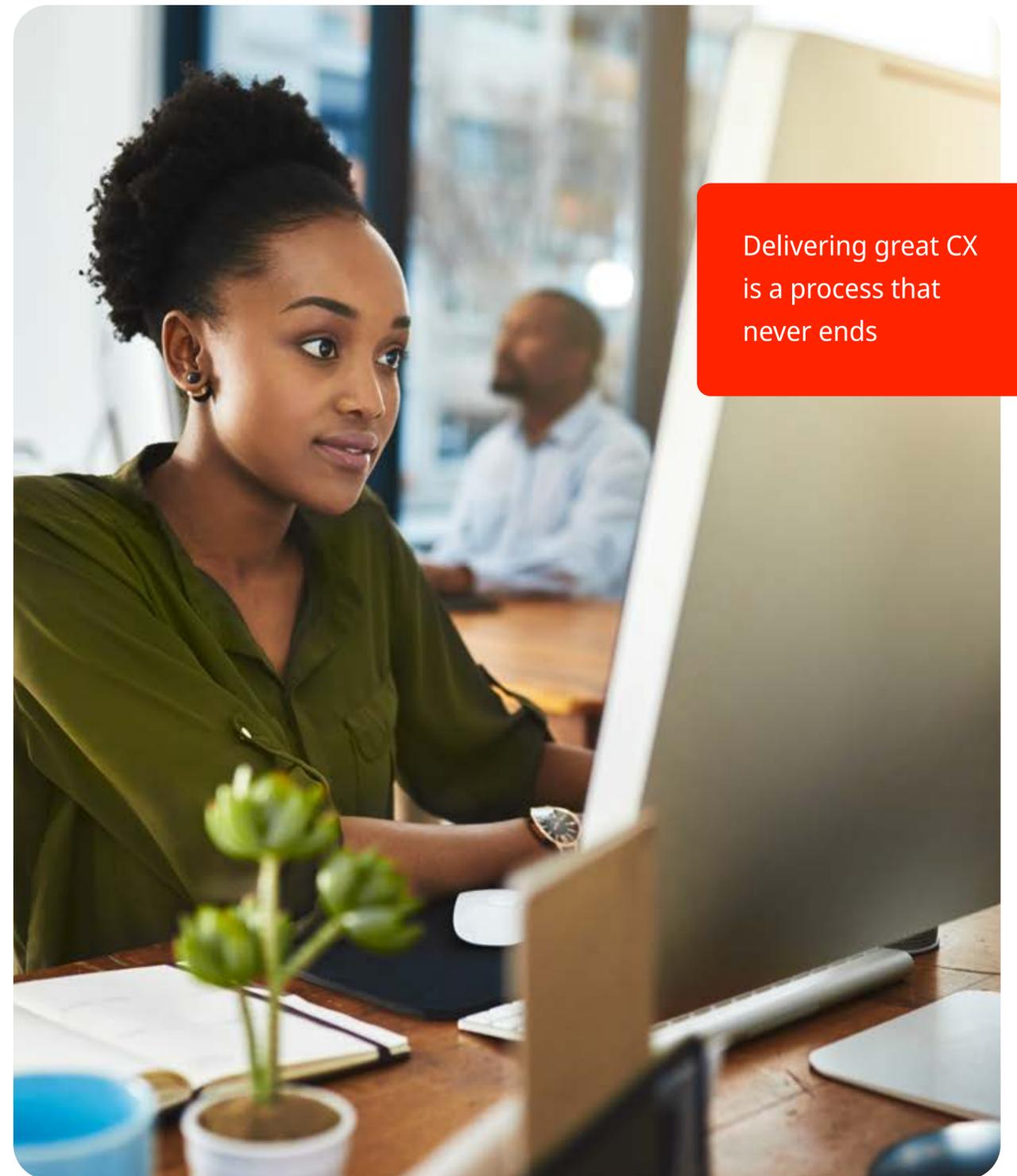
The business response to these changes were massive and immediate. According to research by Twilio<sup>4</sup>, 97% of enterprise decision makers believe COVID-19 sped up their company's digital transformation; and the pandemic accelerated companies' digital communications strategy by an average of 6 years. Investments of this scale mean that the digital channels put in place to ensure short-term survival will become a strategic asset for long term sustainability.

In this context, the digital CX you provide your customers is not simply one factor in their perception of your brand, it is the single most important determinant of that perception. If you fail to provide a great experience to your prospects and customers, then they will opt for the goods and services of competitors that are only a click away.

Delivering great CX is a process that never ends. You need to create and iterate new customer-facing applications on an ongoing basis to ensure that the experience you offer your customers is first-rate. And you need to do this at a time when IT resources are scarcer than ever. For IT, serving the digital transformation needs of the business whilst continuing to manage the existing IT estate was always difficult. Now that the majority of their users are no longer sitting in secure corporate premises but working from home, simply 'keeping the lights on' is harder than ever.

Businesses therefore face a perfect storm: rising customer expectations for seamless digital experience – and a much larger proportion of online customers; increasing demand from the business for digital transformation initiatives; and IT resources under unprecedented pressure. In these circumstances, only a modern application development platform like OutSystems can meet the demand for lean digital innovation and ensure a rapid return on your CX investments.

<sup>4</sup>[www.twilio.com/covid-19-digital-engagement-report](http://www.twilio.com/covid-19-digital-engagement-report)



Delivering great CX is a process that never ends



## Next steps with Swaran Soft!

Swaran Soft established in 2001 is today a leading digital transformation company with operations in India, Europe, Middle East & North America. Having served over 1000+ projects over last 20 years, we bring best in class service & technology for our customers.

Our partnership with OutSystems is a first step to serve our customers with speed. We are on a mission to be a leading service provider in 187 Billion USD Low Code Market with OutSystems. Creating digital experiences for enterprises across the globe is our strength & we start with listening first.

So, whether you are looking to increase speed or quality in your software development or looking for a strong governance in DevOps , our team of qualified engineers are there to help you.

### Want to know more? Contact Swaransoft now:



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## About OutSystems

OutSystems was founded in Portugal in 2001 with the mission to give every organization the power to innovate through software. The OutSystems application platform's high productivity, connected, and AI assisted tools help developers rapidly build and deploy a full range of applications anywhere the organization requires. With more than 350,000 community members, 1,200 employees, 300 partners, and thousands of active customers in over 60 countries and across 22 industries, OutSystems has achieved tremendous global scale while helping organizations change the way they develop applications.

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