

The New Rules of Customer Experience in Asia Pacific

THE 12 COMMANDS FOR 2020

How well do you know your customers?

In the past decade:

62%

of the Asia Pacific population used a mobile device to access the Internet for the first time.



It is estimated an additional 600 million+ will do so in the next three years with over one third of this in India.

That is over **2.5 BILLION** people!



Since 1980, an additional **1 BILLION** people have started living in a city in the Asia Pacific region

The region now has **17 MEGA CITIES** with more than 10 million and is likely to add another 5 by 2030.

It is estimated that over **1.4 BILLION** Asia Pacific residents now use a **SOCIAL MEDIA** platform daily.

*This includes local services and those originating from the US.

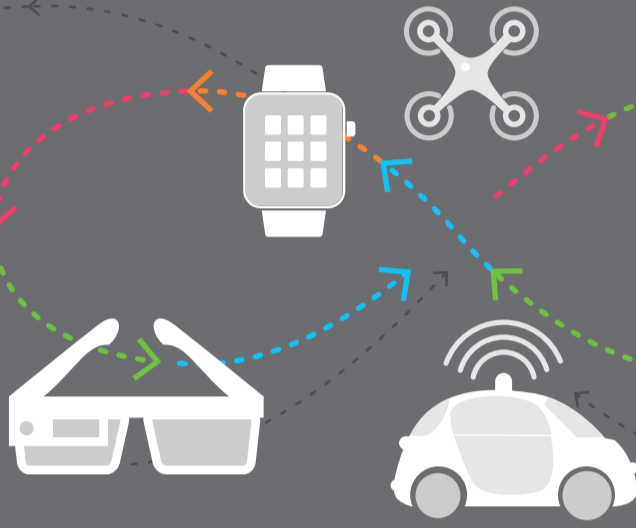


More than **355 MILLION PEOPLE** in the Asia Pacific region **OPENED A BANK ACCOUNT FOR THE FIRST TIME** between 2011 and 2014.

Up to 25% of all banked individuals in the region used a mobile phone to conduct their banking over the same period.



IT ISN'T A REVELATION TO NOTE THAT TECHNOLOGY HAS FUNDAMENTALLY CHANGED CUSTOMER EXPERIENCES.



HOWEVER, IT HAS FUNDAMENTALLY ALTERED THEIR EXPECTATIONS.

Strengthen your Customer Experience strategy

With the increasing rate of new technologies and trends, how do you successfully provide a great experience when your customers' expectations and behaviours are changing at an unprecedented rate and often unpredictability?

Here are the 12 customer experience commands that must be addressed when you set your strategy.



1

Customer-first, always.

Ensure you have the right programs and processes in place for understanding the customer base and their expectations. Do you know your customers' journey?



2

Embrace old and new channels of communication.

Striking a balance between the two is key!



3

Leverage data and personalisation.

Optimise your customer data and information. Use it for business insights and/or to deliver a personal touch giving the customer accurate and timely information.



4

Treat privacy as paramount with security by design.

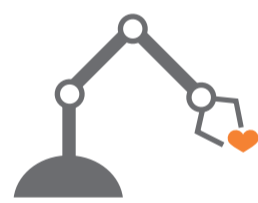
Ensure that in all experiences or the journey your customer has with your brand that security and privacy are treated with utmost seriousness.



5

Reward loyalty.

In a world where changing providers in many industries is easier than it ever has been, loyalty and return business should be central to strategy.



6

Automate, but don't be robotic.

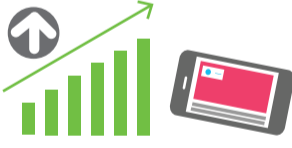
You can provide accurate engagement by removing human intervention, but don't be too robotic as it removes the character of your brand.



7

7. Be fast and mobile.

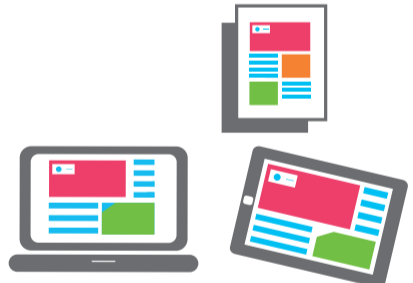
Nobody likes to wait for information or content! Ensure you have a communications platform that enables this and can be adapted to future developments.



8

8. Scale at the right economics.

Gaining efficiencies in how you deliver experiences is possible with digital approaches such as using existing platforms or services (instead of building it yourself or relying on your own people or assets).



9

9. Integrate + optimise systems and processes.

Make sure all your systems of engagement and systems of record are connected; making it easier to get content/data to the right place at the right time.



10

Adapt and customise.

The speed of new features, trends and channels to capture your customer's attention is phenomenal. Adapt at the speed of digital and offering customised experiences should be the aim.



11

Localise to be engaging and social.

Ensure content and experiences are localised in language, context and purpose. There is no "Asia Pacific" market. It is a market of markets and customers are often as diverse between all the amazing cities in the region as within them.



12

Allow for self-service.

Enable your customers to choose how they communicate and what type of information they receive. It is after all, the era of the right customer's choice.

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Because connections matter.

About Quadiant

Quadiant is the driving force behind the world's most meaningful customer experiences. By focusing on Customer Experience Management, Business Process Automation, Mail-related Solutions, and Parcel Locker Solutions, Quadiant helps hundreds of thousands of customers worldwide simplify the connection between people and what matters. For more information about Quadiant, visit quadiant.com.

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