

CUSTOMER EXPERIENCE

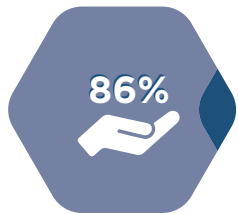
Customer Experience is the Pulse of every business

Importance of Customer Experience

Positive customer experiences don't just build brand loyalty and create the glue that binds customers to your products or services. It also helps a business retain revenue and attract new customers.

Creating positive customer experiences is entrenched in meeting your client's expectations. Something that cannot be achieved unless what you deliver is on point, of good quality, and weaves in service and experience while keeping the customer at the centre of what you do.

At Westcon-Comstor, we build positive customer experiences that reach beyond just our products and services.



Globally companies have an **average customer satisfaction rate of 86%**



A delighted customer contributes **2.6 times as much revenue** as a somewhat satisfied customer and 14 times as much revenue as a somewhat dissatisfied customer



Acquiring a new customer **costs 7 times more** than maintaining an existing one



95% of people who had a bad experience are willing to give the brand another chance if their problems have been dealt with correctly – Trustpilot

We focus on retaining our customers by creating a consistent experience across multiple touchpoints with continued improvement of what is on offer to ensure they keep coming back and spending more.

The Digital Differentiator

There are no questions around the benefits of digital transformation to the end-user.

But how many players are pursuing a “digital-first” strategy in the way they engage with and deliver services and solutions to customers?

Digital will touch on every aspect of your business. But it has the most impact on customer experience. It is the perfect way to create closer relationships with customers because it is instant, fosters innovation, and removes 24/7 reliance on individuals.

But why digital?

Forbes recently collated some digital facts that answer this.



Most digital transformations are driven by growth opportunities, followed by increased competitive pressure and new regulatory standards.



Executives say the top benefits of digital transformation are improved operational efficiency (40%), faster time to market (36%) and the ability to meet customer expectations (35%).



44% of companies have already started a digital-first approach to operations and customer engagement.



27% of companies say digital transformation is a matter of survival.



55% of marketers are prioritising more effective audience segmentation and targeting.



52% of marketers around the world say driving growth through digital transformation is their top strategic focus.



Digital Customer Engagement

Digital technology has transformed consumer habits. Today, mobile devices, apps, machine learning, automation and the like, let customers get what they want, when and how they want it.

With a digital-first strategy, Westcon-Comstor assist our partners to embrace the role of “modern buyer” and “discerning customer”. We know our customers are always connected, their businesses are app-native and technology savvy.

How are we bringing digital to distribution?

01

Social selling – we are moving away from the world of just cold calling and providing customers with access to our services across social channels, beyond the phone call and the email.

02

Digital customer experience – we develop unique campaigns that allow our partners to develop solutions with speed, modularity & data analytics that result in actionable insight.

03

Proactive engagement – don't wait to make the call. Westcon-Comstor offers easy to use digital engagement portals, on our social media platforms or on our website.

04

Digital leads – lead generation is one of the toughest roles in a business. We use a leading digital customer engagement platform to create innovative multi vendor solutions. Data and reporting is captured on dashboards tracking every activity to drive true return on marketing investment. We put the fun in selling!

05

Omni-channel approach – digital has redefined omnichannel, you can now call us, ping us, tag us, mail us, digital engage or even keep the human factor by reaching us for a positive engaging customer experience.

06

Self-help – it is the era of automation, and you may want to help yourself instead of waiting on us. Through our digital platforms and portals, we are providing partners with the tools to manage their orders, their customer environment, quotes and even their training. It is as easy as logging on.

Digital First Automation but People Centric

The mundane work that goes into the backend of the supply chain and business operations, will become increasingly automated using digital tools and experiences to automate manual tasks such as quoting and ordering.

At the same time channel players are going to need to bring more of a human element to the complex areas. Clients don't want 100% of their interactions on digital channels; they will want the human element weaved in by way of technically competent people who can offer trusted counsel and technical insights.



Customer Evolution

With the evolving customer comes modern customer experience. At Westcon-Comstor, we are building a customer service centre of excellence to ensure that every aspect of partner engagement is considered.

Our promise to you is that beyond our digital innovation, tools, systems, and our people, we will deliver service before product and strive towards excellence in innovation. We are committed to looking ahead because looking back is not an option.

Contact us

Bridal Veil Road & K101, Waterfall logistics precinct,
Jukskei View, Johannesburg, 2090

Tshepiso Maphike
contact.ssa@westcon.com
Tel: 011 848 9000

<https://www.westconcomstor.com>

