

Investing in the Customer Journey



By: Ron Whaley,
Chief Revenue Officer, OSG



In today's highly-competitive wireless environment, it's more critical than ever to retain current customers and attract new subscribers. One of the best ways to ensure you are doing all you can to accomplish this is to truly understand the customer experience competitive carriers are experiencing.

Attempting to quantify the customer experience on the basis of an individual interaction is tantamount to analyzing the overarching thematic elements of *The Odyssey* by reading one chapter. Simply put—the customer experience is not an initiative that can be examined through the siloed view of individual touchpoints. When a customer interacts with a brand, they interact with the brand as a whole, viewing every phone call, message, or outreach as a representation of one entity. Similarly, when a brand interacts with a customer, it is not an isolated event, but instead a moment that ties into a series of moments which create the full customer journey. While no one would argue the importance of leveraging each customer touchpoint and interaction, it is essential for competitive carriers to study the customer journey holistically in order to cultivate a true positive customer experience.

The Experience

Customer experience long has been a buzzword for marketers, however, recently the attention and strategy surrounding the topic has taken on a new fervor. Leaders in the industry attribute this surge of energy to the changing expectations of the customers themselves. While previously carriers were able to compete on product and price alone, customers have evolved to demand more from the companies with whom they choose to engage.

The distinct shift has changed the basis of competition among brands. From the customer's viewpoint, the interaction with a brand is now the foundation upon which a purchase decision is made—meaning you are now in competition with any and all companies that are able to provide your customer with a superior experience. In order to keep up with the Tier 1 providers of the world, you strategically must analyze the brand connections you are creating with and for your customers.

The Journey

Though many companies long have sought to create the somewhat elusive “perfect” experience, the focus on touchpoints and dedication to engaging customers through individual brand interactions has proven to be a hinderance. Establishing the customer experience does not happen in a single moment, but instead, over what can be a substantial amount of time and through countless interactions. By regarding the customer journey in its entirety and connecting the individual touchpoints, carriers are able to form a comprehensive understanding of the experience for each customer.

This approach to customer experience unifies the touchpoints for brands both internally and externally. Customers have come to expect a seamless buying process from start to

finish, but few companies are able to provide this. Instead, customers may enjoy specific encouraging interactions with a brand, but when looking at their journey as a whole, become frustrated by the lack of true understanding in regards to their needs and concerns. Unifying the internal processes and departments allows siloed information to merge and form a holistic view of the customer, removing friction and discord from the customer experience.

Creating an all-inclusive customer experience not only builds positive, long-term customer relationships, but benefits the brand significantly. According to McKinsey & Company, “In contrast, those that provide the customer with the best experience from start to finish along the journey can expect to enhance customer satisfaction, improve sales and retention, reduce end-to-end service cost, and strengthen employee satisfaction.” This clear return on investment emphasizes the far-reaching impact of a maximized experience.

The Solution

Every customer takes a journey with a wireless carrier, and it is through their unique course of action that the true customer experience is formed. Your customer experiences an entire lifecycle of interactions, now it is up to your brand to make them cohesive, relevant, and engaging. [cca](#)

About OSG

OSG Billing Services (OSG) is a next-generation technology partner providing integrated, multichannel electronic, and full color print and mail billing and customer communications solutions. Through a state-of-the-art processing environment and a solid focus on the customer experience, OSG helps you meet the needs of your dynamic customers and navigate today's complex billing world.