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How to Build Loyalty With Digital Native Customers

Delight with convenient, frictionless customer service.

By Mark Dodds, Director of Applications, AWS

According to Accenture, more than 80% of consumers that increased their use of digital channels during the COVID-19 pandemic expect to continue to use them moving forward.¹ This includes a growing subset of customers that are digital natives, meaning they can't remember a time when we didn't have modern digital technology like internet access, mobile apps, texting, and email. These buyers expect to engage with businesses across multiple digital channels for convenience and efficiency.

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The businesses I talk to are starting to change how they serve this influential group in their customer service centers—one of the first points of interaction with a business. This interaction point is important because customer service experiences that delight lead to increased loyalty.

To better serve and delight today's digital native customers, businesses like Adobe and Deliveroo are offering more ways for customers to reach out at their convenience and ensuring their experience is efficient and frictionless.

Offer a choice of convenient channels

It's more important than ever to constantly innovate to meet your customers where they are, whether it's on the web, mobile app, a phone call, SMS, or in a physical place. When I talk to businesses of all sizes, they are looking to stand up or expand digital customer service channels, like chat and SMS, that provide the richness of choice and convenience digital native customers expect.

Adobe's digital media sales and support teams engage customers through 10 million chats per year. The company worked with AWS to create a seamless, convenient way for their customers to reach out for creative, marketing, and document support using the chat features of **Amazon Connect**, AWS's cloud contact center solution. Going forward, Adobe is set up to further expand customer service channels and drive increased customer loyalty.

AWS has also helped businesses deliver a familiar, expedient customer service experience through Apple devices people are already using. By enabling your customers to reach out via iMessage using Apple Business Chat for **Amazon Connect**, you can provide convenient customer service that reduces call center volumes and increases customer satisfaction.

Create an efficient, frictionless experience

Customer service experiences need to be fast and satisfying from the beginning, and customer-obsessed companies should direct their customers towards the most efficient channel to meet their needs. Sometimes that channel won't involve talking to a human.

You might prompt an automated self-service solution for simple inquiries like, "When is my next credit card payment due?" For more involved inquiries like, "I need to change my credit card payment schedule," you can offer a live agent conversation.

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Food delivery service **Deliveroo** created a seamless experience for chat and voice using Amazon Connect so that their customers, delivery riders, and restaurants can use the most appropriate service for their situation.

The company found that customers in different regions prefer reaching out via different channels, so they offer the channel that will provide the best

frictionless experience for those customers. They've empowered customers with more self-service options through their Order Help portal, where usage has grown year-over-year—now over 50% of Deliveroo's customers use the self-service portal to resolve their request.

Constantly innovate

As Amazon founder and executive chair Jeff Bezos said in his 2016 Letter to Shareholders, "Customers are always beautifully, wonderfully dissatisfied." Just like digital technologies are constantly changing, customer needs are never stationary. One thing is certain: Digital communication channels are here to stay because of the convenience and flexibility they offer customers. Offering a choice in communication channels and an efficient, frictionless experience enables you to reach everyone, including the growing number of digital native customers.

To discover more ways to improve your customer experience in the cloud, [click here](#).

To read all the pieces in our "Contact Center in the Cloud" series [click here](#).

Sources:

¹Shah, Baiju, et alia, "Growth: It Comes Down to Experience," Accenture.