

As a ghost-writer for [WooContent](#), I wrote the below article for [Feefo](#).

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Title: What is agile customer experience and how to deliver it well?

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What is agile customer experience and how do you deliver it successfully?

The world is changing quickly and your business needs to keep pace. 2020 has been throwing us curveballs one after the other - was your business equipped for them? What are you doing to keep up, prepare for an unexpected future and maintain your customer experience in line with your goals?

Competition is tough and you need to be a step or two ahead of the rest when it comes to your customer experience (CX) or user experience (UX). This has tangible outcomes as leaders in CX tend to see a [17% growth](#) in revenue compared to a 3% average growth for CX laggards. Satisfied customers are a sure way to grow your business. Ultimately, it's the happy patrons who come back for more and advocate for you right? Today's customers want only the best, fastest and most seamless experience. That puts pressure on you to become nimble, adaptable and agile.

Let's learn more about an agile customer experience and how to use it productively in your business.

What is agile customer experience?

It's not just fuzzy business jargon. An agile experience comes down to using an agile or flexible approach to CX by staying ahead of your customers' wants and needs. By providing them with something before they've asked, your business is going to stand-out, stay appealing and be memorable in your customer's eyes. According to a study by PWC, [65%](#) of customers are influenced through a positive brand experience rather than advertising. Having an agile customer experience means closing in on the quick fixes, and setting a realistic timeline of goals you need to achieve long-term.

How to deliver an effective agile customer experience

It is important to prioritise your business goals and see where customer experience fits in your plan. Gather insights to create a consistent experience for the customer. Then decide how much time and what resources to allocate to it. Here are 4 focus areas to help your business establish a successful customer experience optimization plan.

Be scalable

Scalability in your CX delivery will enable you to keep up with your business' growth trajectory as well as stay steady during periods of fluctuation. You should be able to control and conceive a customer experience suited to various types of customers and points of time, and adapt to their customer journey. One way to do this is by keeping your [customer support system scalable](#) as your business grows, allowing you to focus on other important areas.

Predict future trends

Take a look at patterns in your customer's purchase history. Compare that with key events in your calendar and in their buying cycle to help you know what your customers want before they know it themselves. Forecasting your customer's needs, by incorporating predictive analytics or business intelligence tools, will not only allow you to stay ahead of competition, but also keep them coming back for more as a [proactive](#) business.

Stay dedicated

Setting up an agile CX system is not a one-time job. Just as your business grows and goals change, the responsiveness of your customer experience should adapt as well. It isn't just about having a [dedicated customer experience team](#). You need to make sure every department, at every level, is dedicated and committed to providing an all-round positive experience for your customer. This is important in every step of the customer's journey.

Improve Constantly

Staying agile also means being open to change and developments. As a business you need to keep up in a fast-paced world, while ensuring CX is seamless. Keep an eye on your competition, stay on top of industry developments, always look for better ways to do something. An agile customer experience system changes and grows with a business and over time.

Your delivery matters

Customers today demand instant access, no delays, frictionless transactions and superior CX. Investing in customer experience increases your brand loyalty. Keep an agile mindset, involve your customers in the feedback loop and build on their suggestions to create a first-mover advantage.