FIS

5 CHANGES YOU NEED
to make to meet rising digital expectations

The customer experience is king; that's no surprise. The past few years have seen a drastic leap forward in digitalization, and this advancement has put immense pressure on businesses to evolve. Companies like Amazon and Walmart have invested heavily into building a frictionless customer experience, raising the bar for everyone. Here's how to meet rising digital expectations and win the customer experience race.

1. Embrace the power of automation

Though digitalization sounds like old news, businesses are still weighed down by manual, paper-based processes that haven't been automated – resulting in a slower, more disjointed customer experience. With digital-native companies building on a cloud-native core with modern APIs, orchestration layers and digital channels, you can be at a disadvantage. The key is moving from monolithic frameworks and on-premises hosting infrastructure to cloud-native installations and open microservice-based API architectures that allow for more efficient access to data.

2. Break down data silos

Your ecosystems may be disconnected, especially if they've been acquired over decades. For example, you might have a solution that allows you to communicate with your customers in real time, but it won't work if it's dependent on a batch system. It can be a challenge to integrate those experiences from a customer perspective to create a more seamless and efficient experience. You need to shift from siloed data and batch processing to real-time data, which is exposed and externalized to the business or third parties.

3. Go small and move fast

How quickly can you deliver new experiences? How quickly can you take data that's telling you what the customer needs, and effectively communicate it to resolve an issue or give them a new product or service that meets those needs? Moving with speed requires transitioning away from complex integrations with little customization and toward modular-based deployments. Technologies like low-code development allow you to create independent components and quickly scale your front-end experiences.

4. Improve the experience continuously

The world is changing too quickly for the old model to keep up. Gone are the days of a heavy upfront investment of time and money, with scheduled updates taking place across weeks or months. To stay current with the flow of new technology and match your customers' appetite for innovation, you need to move from required code changes and release approvals to a model of continuous improvement/continuous delivery (CI/CD).

5. Make technology investment less scary

As budgets get tighter, you need a way to regulate technology expenditures over time. Rather than leaning into one-time perpetuity models, you can move to systems that run on longer-term subscription fees to support budget forecasting and consistency. This ensures that you don't have to sacrifice your customer experience because technology updates aren't covered in your financial strategy.
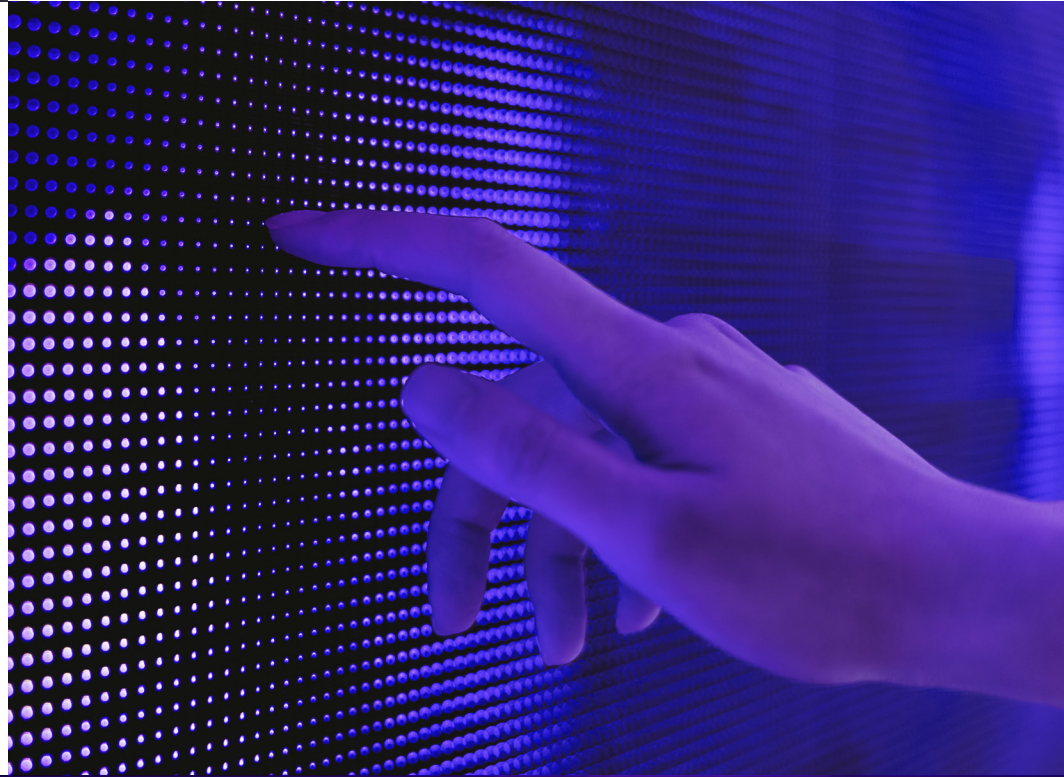
To capture the continued loyalty of consumers, you have to prioritize digital transformation that removes friction from the customer journey and makes processes faster, smoother and more seamless from end to end. Talk to FIS® about accelerating your digital transformation with solutions that can transform your customer experience.

Learn more

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