

## Crafting the Ultimate Customer Experience Solution

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To identify CEM (Customer Experience Management), it is very useful to compare it to CRM (Customer Relationship Management). The latter not only deals with the customer's personal and business profile, but also considers the customer's behavior. CRM deals with the points of interest that can be identified with the following questions:

- What interests does the customer have?
- What information does he or she search for on the web and via the call-center contact?
- What goods and services does the customer eventually purchase?

While CRM focuses mainly on the customer's behavior, CEM is oriented on identifying customer's attitudes. In contrast with CRM's points of interest, CEM helps to answer the following questions:

- What was the customer's level of satisfaction?
- What factors influence customer satisfaction or dissatisfaction?
- What is the probability that this customer will deal with you again?
- Will the customer be willing to share positive or negative experiences of the purchase with his or her friends and acquaintances?

Thus, CRM is focused on past and present, while CEM is oriented on the future.

The CRM process is comparatively easy – it involves monitoring the customer's behavior with further

analysis and conclusions. CEM, however, is a much harder activity. One of the toughest elements of CEM is gathering the required information; rather than analyzing the actions of the customer, CEM involves analyzing his or her feelings, perceptions, personal opinions and attitudes. Not all customers are willing to reveal their personal interests; this means that if we want to provide consistent and representative information for a CEM system, a process for gathering, processing and analyzing information in real-time must be developed.



Practical experience proves that the best choice between CRM and CEM is neither; it is a combination of the two. While supporting each other, these methods will cover each other's flaws. CRM will tell you what the customer did while CEM will explain why he or she did so. For example, CEM may not tell you that the customer has switched to your competitor; this function is fulfilled by CRM. However, the latter will not explain the motivation of the customer, but will merely state the fact. Only CEM support will help to understand what the factors of the customer's dissatisfaction were. While developing this idea, we will notice that CEM

will be of great help to predict the customer's actions in real-time, especially, when it is supported by the CRM.

Using a single CRM process will create the following situation: a person has been our client for previous years, so we assume that he or she will remain as a customer for an additional year or two. However, a CEM approach will reveal that the main factor of satisfaction/dissatisfaction of the customer is not being considered and this customer is likely to abandon us and to switch to the products of our competitor.

Creating a conversation with your customers will reveal this kind of information. This requires a creative approach along with the implementation of scientific methods and powered by NeoFusion's practical experience. Generally, CEM includes the following functions:

- Gathering information. This is very important element of CEM in any company. The remainder of CEM is dependent on this part of the analysis. Information at this stage must be:
  - Adequate
  - Precise
  - Complete
  - Relevant
  - Representing
  - On time
- Processing of the acquired data. This part is not as critical as gathering the appropriate information because it can be redone and is usually automated.
- Making conclusions and developing a solution for the actual situation. This part is the most analytic and creative. It cannot be automated and should be treated very

carefully. Only the most experienced professionals can lead this stage of CEM.

Sometimes information about customers is supported by additional data, unique situations in the marketplace, positioning of the main competitors and other fundamental information.

NeoFusion has partnered with Chordiant Software to deliver the ultimate solution to your CEM needs. Chordiant, through its Decision Management suite, has developed active decision management software that is proven not only to help businesses make better decisions, but to implement those decisions in each customer contact and monitor the results. On the other hand, NeoFusion fuses experience with the most modern and creative methods to combine known data, best practices, business rules, predictive analytics and adaptive models to provide our customers with the best CEM solution for their business.

**Your comments and questions are valued and encouraged. Contact the author at:**

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