stratpoint
FAST FORWARD TO THE FUTURE

DISRUPTIVE CX STRATEGIES

Redefining Customer Experience in the Digital Age





Executive Summary

The digital landscape has fundamentally reshaped customer expectations. Today's consumers demand personalized, seamless, and agile experiences across all touchpoints. In this age of hyper-connectivity, exceptional customer experience (CX) has become the ultimate competitive differentiator.

Digital-first customers expect instantaneous, tailored interactions across various channels, placing immense pressure on companies to innovate. To remain competitive, businesses must prioritize disruptive customer experience strategies that harness the power of AI, automation, and emerging technologies. Those who stay ahead of these trends will gain a competitive advantage, fostering customer loyalty and sustainable growth. The future of customer experience belongs to agile, customer-centric, and technologically empowered organizations.

Understanding the shift in customer expectations

Customers no longer tolerate delays, disjointed experiences, or one-size-fits-all solutions. Instead, they expect hyper-personalized interactions that cater to their preferences, available across multiple touchpoints, whether in-store, online, or via mobile. Modern customer expectations are driven by advancements in technology and the proliferation of digital-first experiences. The demand for personalization, speed, and seamless omnichannel interactions has reached unprecedented levels.

74% of customers now expect services offered in person or over the phone to be available online, highlighting the growing importance of a digital-first approach. This shift has given rise to services like Buy Online, Pick-up In-store (BOPIS) and curbside pick-up rapidly adopted by retailers like Target and Walmart.

Companies like T-Mobile have focused on improving digital experiences through simplified check-out and guided assistance when purchasing a telecom plan online, while Delta Airlines has revolutionized the travel experience with its Digital ID program, offering a touchless, streamlined airport journey.

Moreover, 80% of customers believe that the experience a company provides is just as important as its products and services. This expectation reshapes industries like e-commerce, where companies like Amazon leverage speed, reliability, and cost-effective shipping options to win customer loyalty.

In telecommunications, Vodafone invested over €140 million in GenAI-powered customer experience improvements, demonstrating the industry's commitment to enhancing customer interactions.

Singapore Airlines, widely regarded for its service excellence, continuously innovates to deliver seamless travel experiences by integrating new digital technologies through its innovation lab.

Meanwhile, collaborations such as Samsung's partnership with HBO have taken at-home streaming experiences to the next level by integrating the HBO Max app on Samsung TVs.

Accelerating change: COVID-19's impact on customer experience

The COVID-19 pandemic further accelerated this evolution, forcing businesses to adopt agile, customer-centric approaches almost overnight. As physical interactions became limited, companies had to quickly shift to digital platforms to meet customer demands. This rapid transition highlighted the inadequacies of traditional customer experience models that mostly rely on in-person interactions resulting in slower response times, which often failed to provide the flexibility and scalability required to handle fluctuating customer expectations in uncertain times.

Why traditional customer experience approaches are no longer sufficient

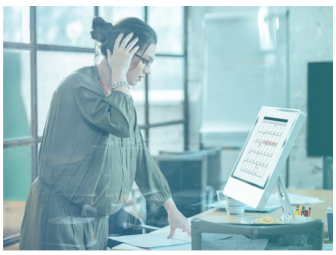


Inability to meet the demand for speed and convenience

Traditional methods often involved delays and limited access to information. Customers today expect instant gratification and seamless online experiences.

Lack of personalization

Traditional approaches often treat customers as a whole rather than individuals. Today's customers expect personalized interactions and recommendations based on their specific needs and preferences.





Inflexibility in adapting to change

The digital landscape constantly evolves, and traditional customer experience strategies struggle to keep pace. Businesses need agile approaches that allow them to adapt to new technologies and customer demands.

Traditional customer experience methods, usually centered around siloed interactions and reactive service, are no longer sufficient in today's landscape. Modern customers expect proactive, integrated, and seamless experiences — a challenge for companies that have yet to embrace the full potential of digital transformation. Organizations that fail to innovate and personalize at scale risk losing out to competitors that prioritize disruptive customer experience strategies to better serve a digitally empowered customer base.

Key components of a disruptive customer experience strategy



To thrive in the digital age, businesses need to embrace disruptive customer experience strategies that go beyond traditional approaches, prioritizing personalization, seamless omnichannel journeys, and proactive support. Here are the components for building a winning customer experience strategy.

1. Personalization at scale

Gone are the days of generic marketing messages. Customers expect a hyper-personalized experience where artificial intelligence (AI) and machine learning (ML) come into play. AI and ML analyze vast amounts of data in real-time, enabling businesses to deliver unique experiences based on browsing behavior, purchase history, past interactions, and even predictive models.

Leading companies like Netflix and Spotify excel at leveraging AI and customer data to drive personalization at scale. By analyzing user behavior, these platforms offer tailored content recommendations that keep users engaged and loyal. This level of customization has set new standards across industries.

According to research, 73% of customers expect better personalization as technology advances and 82% say personalized experiences influence the brand they choose.

To meet these expectations, businesses must focus on deploying AI-driven tools that allow them to deliver relevant, timely, and context-aware interactions across all customer touchpoints. This shift toward personalization enhances customer satisfaction and strengthens brand loyalty.

2. Omnichannel experiences

Customers today interact with brands across multiple channels, from online stores to mobile apps to social media platforms to brick-and-mortar locations. A seamless omnichannel experience ensures that these interactions are consistent and frictionless, regardless of the channel and whether they're making a purchase, checking loyalty points, or engaging with customer support.

Imagine a customer browsing a product online and easily adding it to their cart for in-store pickup or delivery. Or, a customer seamlessly transitioning from a live chat conversation to a phone call with an agent who has all their past interactions readily available. This is the power of an omnichannel experience.

Integrating online and offline touchpoints can include features like mobile ordering, loyalty program integration, and personalized in-store experiences. Companies with omnichannel strategies enjoy 89% customer retention rate, highlighting the significant impact on loyalty, as consumers appreciate the convenience of interacting with businesses on their terms, without facing barriers between channels.

3. Proactive customer support

Reactive customer service, where businesses wait for customers to initiate contact, is no longer enough. As customers demand faster, more efficient service, companies must move from reactive to proactive customer support. This shift involves leveraging data analytics and predictive models to anticipate customer needs and offer support before issues arise. By providing real-time solutions, businesses can resolve problems quickly, enhance satisfaction, and ultimately build stronger relationships with their customers.

This can involve sending personalized notifications about potential problems with a product or service, offering proactive guidance on how to use a feature, or even checking in after a purchase to ensure customer satisfaction.

A standout example of proactive support is Zappos, whose commitment to delivering exceptional service has helped the company cultivate a loyal customer base. Zappos leverages customer data and insights to reach out to customers proactively and resolve issues instead of following a generalized script. Zappos representatives are empowered to offer solutions and recommendations that make their customers feel valued and understood. Such efforts go beyond just solving immediate problems; they create lasting emotional connections that enhance brand loyalty.

Proactive support not only delights customers but also reduces the need for reactive support calls, leading to improved efficiency for business.

The role of emerging technologies in customer experience disruption



Customer experience is undergoing a significant transformation driven by the emergence of powerful new technologies. These technologies are enabling businesses to personalize interactions, automate tasks, and create immersive experiences that were previously unimaginable.

AI: Enhancing personalization, automating customer interactions, and using predictive analytics

AI is at the forefront of customer experience disruption. By automating customer interactions, enhancing personalization, and utilizing predictive analytics, AI helps businesses deliver more intelligent and efficient customer experiences.

Key applications of AI in enhancing customer experience

Personalization

AI algorithms can analyze vast amounts of customer data to understand preferences, predict needs, and deliver personalized recommendations in real-time. This can lead to increased customer satisfaction and loyalty.

Automating customer interactions

Chatbots, powered by AI, can handle routine inquiries, freeing human agents to focus on complex issues.

> Chatbots are becoming essential for handling a large volume of customer queries with speed and accuracy.



According to Gartner, by 2027, chatbots will become the primary customer service channel for approximately a quarter of organizations. This shift streamlines customer service and ensures faster response times and greater scalability.

Predictive analytics

AI can analyze historical data to predict customer behavior and identify potential issues before they arise. This enables proactive customer support, reducing churn and increasing customer satisfaction.

Sephora utilizes AI and ML to power its Beauty Insider loyalty program. By analyzing purchase history and browsing behavior, Sephora personalizes product recommendations for each customer, leading to a 20% increase in conversion rates.

Augmented reality (AR) and virtual reality (VR): Enabling immersive customer experience

AR and VR revolutionize customer engagement by offering immersive experiences that blend the digital and physical worlds. AR and VR allow customers to visualize products in real-time before purchasing, creating highly interactive and engaging customer journeys. This is particularly impactful in industries like retail, travel, and entertainment, where immersion plays a significant role in decision-making.

Augmented reality (AR)

Imagine virtually trying on clothes before you buy them or visualizing how furniture would look in your living room. AR overlays digital information onto the real world, enhancing product exploration and decision-making.

Virtual reality (VR)

VR can transport customers to immersive environments, such as a virtual showroom or a product demonstration. This allows for a more realistic and engaging customer experience.

For example, IKEA Korea uses AR to enable customers to place furniture in their homes virtually before making a purchase, helping them make informed decisions with confidence.

L'Oréal uses AR and VR in its beauty apps, allowing users to try out makeup products digitally. As these technologies continue to advance, more brands will leverage AR and VR to create memorable and impactful customer experiences.

Blockchain: Enhancing transparency, security, and trust in transactions

Blockchain technology has the potential to significantly impact customer experience by enhancing transparency, security, and trust. Blockchain creates a secure and tamper-proof record of transactions, which can be used to track loyalty points, product provenance, and warranty information, fostering trust between businesses and customers.

Digital transparency company Everledger uses blockchain technology to track diamonds throughout the supply chain, providing customers with greater transparency and assurance about the ethical sourcing of their stones.

Moreover, blockchain can be leveraged to create more secure and flexible loyalty programs. Customers could have greater control over their rewards and redeem them across different brands or platforms. For instance, blockchain ensures that loyalty points are stored securely and can be transferred across platforms without the risk of fraud or data breaches. Blockchain can create more flexible and transparent loyalty ecosystems where customers feel more empowered and engaged.

5G and Internet of Things (IoT): Powering real-time data collection and hyper-connected experiences

The advent of 5G mobile connectivity and the proliferation of IoT devices open new possibilities for real-time, data-driven customer experience. 5G provides the ultra-fast connectivity required to support IoT ecosystems, enabling businesses to collect and analyze data in real-time to deliver personalized service.

Real-time data collection

With 5G's increased bandwidth, sensors embedded in devices will collect real-time data about customer behavior and preferences. This data can be utilized to personalize experiences and provide proactive support.

- **Hyperconnected experiences**

  As physical objects become more connected, businesses can create seamless omnichannel experiences. Imagine receiving personalized product recommendations on your smart refrigerator or receiving real-time order updates on your smartwatch.

For instance, smart homes powered by IoT devices can tailor environmental settings (e.g., lighting, temperature) based on user preferences, while smart cities use IoT technology to enhance urban experiences, such as reducing traffic congestion. In retail, IoT sensors can monitor customer behavior in stores and provide insights to optimize product placement, inventory management, and personalized promotions.

As more devices become interconnected through 5G and IoT, businesses can create hyper-connected, frictionless experiences that meet the evolving expectations of digital-first customers.

How to implement disruptive customer experience strategies in your business



To successfully implement disruptive customer experience strategies, businesses must adapt to the changing landscape with a clear focus on customer needs and expectations. This involves identifying customer pains and delights by leveraging data, embracing agility, making strategic technology investments, and fostering a customer-centric culture. By addressing these critical components, companies can transform their customer experience strategies and remain competitive in the digital age.

Leverage data to understand your customers

Data is the cornerstone of any disruptive customer experience strategy. With the explosion of digital touchpoints, businesses have more data at their disposal. By collecting, analyzing, and utilizing this data, companies can gain insights into customer preferences, behaviors, and pain points. Data-driven decisions allow businesses to anticipate customer needs and provide tailored experiences at every stage of the customer journey.

To fully take advantage of the potential of data, businesses must invest in advanced analytics tools and create a culture of data-driven decision-making.

According to McKinsey, companies that leverage customer data to personalize interactions see a 5-15% increase in revenue and 10-30% higher marketing spend efficiency.

Emphasize agility and flexibility

The digital landscape is constantly evolving, and businesses must adapt quickly to the changing business landscape, customer expectations, and technological advancements. Embracing agility and flexibility is essential for staying competitive and delivering exceptional customer experience.



Continuous learning and implementation

Stay informed about industry trends and emerging technologies, and be willing to experiment with new approaches.



Cross-functional collaboration

Foster collaboration between departments to ensure a customer-centric mindset throughout the organization.



Iterative development

Adopt an iterative approach to customer experience initiatives, allowing for continuous improvement and adaptation based on customer feedback.

Businesses that have embraced agility can test and implement new ideas, technologies, and services rapidly, reducing time-to-market and increasing customer satisfaction. Agile methodologies such as Scrum and DevOps can be applied not just in software development but also across the organization to foster a mindset of continuous improvement. Agile businesses focus on customer satisfaction and experience, and being responsive to customer needs and expectations builds stronger customer relationships and fosters loyalty.

Invest in technology that enhances customer experience

Businesses need to strategically invest in technology that enhances customer interactions and drives value. A critical investment is in customer data platforms (CDPs), which allow businesses to integrate data from various sources, build detailed customer profiles, and deliver more personalized experiences.

However, it's important to approach technology investments with a clear vision of how they will serve customer needs. Implementing the wrong technology without aligning it with customer preferences can lead to wasted resources and missed opportunities.

When investing in technology, consider:

- **Alignment with business goals**

  Ensure that technology investments support your overall customer experience strategy and business objectives.

- **Scalability**

  Choose technologies that can scale with your business as it grows.

- **Integration with existing systems**

  Ensure that new technologies can integrate seamlessly with your existing infrastructure.

Foster a customer-centric culture

Technology and agility alone won't create lasting change without a customer-centric culture embedded throughout the organization. To achieve true customer experience disruption, every employee, regardless of their role, should have a customer-first mindset. This ensures that all business decisions, big or small, are made with the customer in mind.

Customer-centric companies are 60% more profitable than those that aren't. A customer-first approach, while driving better service, also creates brand advocates who are likely to recommend the company to others.

- **Empower employees**

  Give employees the authority and resources to make decisions that improve the customer experience.

- **Provide training and development**

  Invest in training programs to equip employees with the skills and knowledge they need to excel in their roles.

- **Recognize and reward excellence**

  Reward employees who go above and beyond to deliver exceptional customer service.

The future of customer experience is tech-driven



The future of customer experience will be shaped by rapidly evolving technologies and the changing expectations of digital-first customers. As businesses navigate this landscape, adopting disruptive customer experience strategies will be crucial in staying competitive and driving growth.

Key takeaways:

- **Customer expectations continue to rise**, and businesses must deliver more personalized, seamless, and proactive experiences across all channels.
- **Technology will redefine how customers interact with brands**, offering new ways to create meaningful engagements.
- **Companies focusing on agility and data-driven decision-making** will be better equipped to meet evolving customer needs and capitalize on emerging trends.

Assess your CX strategies to gain a competitive edge

To remain competitive, customers must continually evaluate their customer experience strategies and identify areas for improvement. This includes staying abreast of new technologies and assessing how they can be integrated to enhance the customer journey.

Companies should ask themselves:

1. Are we leveraging data and analytics to understand our customers better?
2. Do we have the agility to respond quickly to changing customer demands?
3. Are we investing in the right technologies to drive customer satisfaction and loyalty?

Those who lead in customer experience innovation are more likely to retain loyal customers, reduce churn, and achieve sustainable growth. 86% of customers are willing to pay more for a better customer experience, and businesses that prioritize customer experience see 4-8% higher revenue growth than their competitors.

Implement and scale customer experience strategies through digital transformation

Stratpoint is a leader in enabling enterprises to implement and scale disruptive digital transformation strategies by providing the technological foundation and strategic support necessary for long-term success. Stratpoint empowers businesses across industries to harness emerging technologies, personalize customer interactions, and create seamless omnichannel experiences.

Expertise in digital acceleration

Gain valuable insights into customer behavior and personalize experiences by having access to a unified customer data infrastructure, and benefit from our deep understanding of emerging technologies and their potential to transform customer experience.

Team of skilled experts

Our experienced and qualified team can help you develop and implement a tailored digital transformation strategy that aligns with your business and customer experience strategy.

Ongoing support and guidance

Receive continuous support and guidance that scales and grows with you as you navigate changing market and business needs.

Through tailored solutions, Stratpoint helps organizations navigate digital transformation, ensuring they stay ahead of the customer experience curve. As companies look to the future of customer experience, Stratpoint offers the guidance and expertise needed to thrive in the evolving digital market.

Work with a strategic partner to redefine your customer experience and accelerate your digital transformation journey. Schedule a consultation with us.

References

1. Beldiamond. (n.d.). The Story of Your Diamond Backed by Blockchain. https://www.beldiamond.com/pages/the-story-of-your-diamond-backed-by-blockchain

2. Blaize. (2023, December 12). The Rise of Blockchain in Loyalty Programs. https://blaize.tech/services/blockchain-integration/blockchain-loyalty-programs/

3. B Squared Media. (2024, July). Hyper-Personalization in Marketing: The Future of Customer Egagement. https://bsquared.media/hyper-personalization-in-marketing/

4. Centre for Development in Advanced Computing. (n.d.). Blockchain Explained - Concept, Function and Security. https://www.cdac.in/index.aspx?id=print_page&print=blog_blockchain_exp_CFS

5. CMSWire. (2024, September 26). From Insight to Action: Real-Time VoC in the Age of Impatience. https://www.cmswire.com/customer-experience/from-insight-to-action-real-time-voc-in-the-age-of-impatience/

6. Comarch. (2024, April 17). The Power of Hyper-Personalization: How AI Elevates Customer Experience. https://www.comarch.com/trade-and-services/loyalty-marketing/blog/the-power-of-hyper-personalization/

7. Comm100. (2024, April 10). Predictive Customer Service: AI's Role in Anticipating Needs. https://www.comm100.com/blog/predictive-customer-service-ai/

8. Delta News Hub. (2023, December 12). Delta expands Digital ID program to LAX, LGA and JFK for touchless airport experience. https://news.delta.com/delta-expands-digital-id-program-lax-lga-and-jfk-touchless-airport-experience

9. Domino's. (n.d.). Domino's Anyware. https://anyware.dominos.com/

10. Doxee. (2023, November 16). Customer care: what are the opportunities for the Telco sector?. https://www.doxee.com/blog/customer-experience/customer-care-what-are-the-opportunities-for-the-telco-sector/

11. EHL Insights. (2020, June 3). Taking Off: Service Excellence at Singapore Airlines. https://hospitalityinsights.ehl.edu/service-excellence-singapore-airlines

12. Everledger. (n.d.). Making the commercial case for blockchain diamond tracking. https://everledger.io/making-the-commercial-case-for-blockchain-diamond-tracking/

13. FasterCapital. (2024, June 27). Customer Experience as a Disruptive Force. https://fastercapital.com/content/Customer-Experience-as-a-Disruptive-Force.html

14. FasterCapital. (2024, June 4). Enhancing Customer Experience in the Age of Disruption. https://fastercapital.com/content/Enhancing-Customer-Experience-in-the-Age-of-Disruption.html

15. Forbes. (2019, September 24). 50 Stats That Prove The Value Of Customer Experience. https://www.forbes.com/sites/blakemorgan/2019/09/24/50-stats-that-prove-the-value-of-customer-experience/

16. Fullstory. (2024, April 17). Predicting customer behavior with data. https://www.fullstory.com/blog/predicting-customer-behavior/

17. Future Stores. (n.d.). Here's How L'Oreal is Using Augmented and Virtual Reality to Create In-Store Experiences. https://futurestores.wbresearch.com/blog/loreal-augmented-reality-virtual-reality-in-store-experience-strategy

18. Gartner. (2022, July 27). Gartner Predicts Chatbots Will Become a Primary Customer Service Channel Within Five Years. https://www.gartner.com/en/newsroom/press-releases/2022-07-27-gartner-predicts-chatbots-will-become-a-primary-customer-service-channel-within-five-years

19. IKEA Corporate Newsroom. (2017, September 29). IKEA KOREA launches IKEA Place, a furniture-placement app with AR technology. https://www.ikea.com/kr/en/newsroom/corporate-news/page-title-h1-pubb1d8e437

20. InMoment. (2024, April 3). Digital Experience: Meeting Customer Expectations https://inmoment.com/blog/what-is-digital-experience/

21. Invoca. (2024, June 5). How to Predict Consumer Behavior with AI in 2024. https://www.invoca.com/blog/the-future-of-marketing-predicting-consumer-behavior-with-ai

22. JungleScout. (2021, July 19). Consumers Prefer Fast & Free Shipping on Amazon. https://www.junglescout.com/blog/consumer-shipping-preferences

23. McKinsey & Company. (2019, June 18). The future of personalization—and how to get ready for it. https://www.mckinsey.com/capabilities/growth-marketing-and-sales/our-insights/the-future-of-personalization-and-how-to-get-ready-for-it

24. McKinsey & Company. (2020, April 28). Personalizing the customer experience: Driving differentiation in retail. https://www.mckinsey.com/industries/retail/our-insights/personalizing-the-customer-experience-driving-differentiation-in-retail

25. Maxicus. (n.d.). 5 Key Metrics to Measuring Customer Experience Success. https://maxicus.com/5-key-metrics-to-measuring-customer-experience-success/

26. Medallia. (2024, January 26). The Impact of Digital Transformation on Customer Experience. https://www.medallia.com/blog/digital-transformation-customer-experience-impact/

27. Medallia. (2024, March 22). How AI Personalization Is Changing the Customer Experience. https://www.medallia.com/blog/how-ai-personalization-is-changing-the-customer-experience/

28. MoEngage. (n.d.). 11 Proven Methods to Increasing Omnichannel Customer Engagement. https://www.moengage.com/learn/increasing-omnichannel-customer-engagement/

29. National Retail Federation. (2023, July 14). How Zappos finds success by building empathy for customers. https://nrf.com/blog/how-zappos-finds-success-building-empathy-customers

30. Open Loyalty. (n.d.). Blockchain loyalty program guide - with Cezary Olejarczyk. https://www.openloyalty.io/insider/the-rise-of-blockchain-loyalty-programs-with-cezary-olejarczyk

31. Open Loyalty. (n.d.). Sephora's Beauty Insider: The gold standard in loyalty programs. https://www.openloyalty.io/insider/sephora-beauty-insider

32. PA Consulting. (n.d.). An Agile approach to customer-centricity is more important than ever. https://www.paconsulting.com/insights/an-agile-approach-to-customer-centricity-is-more-important-than-ever

33. QuestionPro. (n.d.). The T-Mobile US Customer Experience: A Lesson in Exceptional Service. https://www.questionpro.com/blog/t-mobile-us-customer-experience/

34. Renascence. (2024, August 21). Why Customer Experience (CX) is Important for Competitive Advantage. https://www.renascence.io/journal/why-customer-experience-cx-is-important-for-competitive-advantage

35. Renascence. (2024, September 1). How Zappos Delivers Exceptional Customer Experience (CX). https://www.renascence.io/journal/how-zappos-delivers-exceptional-customer-experience-cx

36. Renascence. (2024, September 3). How Customer Experience (CX) Drives Business Growth in 2025. 30 Examples. https://www.renascence.io/journal/how-customer-experience-cx-drives-business-growth-in-2025-30-examples

37. ResearchGate. (2018, August). Loyalty Points on the Blockchain. https://www.researchgate.net/publication/327342796_Loyalty_Points_on_the_Blockchain

38. ResearchGate. (2024, January). Navigating the Digital Customer Service Landscape: Comprehensive Insights Beyond Response Times. https://www.researchgate.net/publication/377538951_Navigating_the_Digital_Customer_Service_Landscape_Comprehensive_Insights_Beyond_Response_Times

39. Ryder. (2021, February 16). BOPIS: What it is and why it's so popular with consumers. https://www.ryder.com/en-us/insights/blogs/e-comm/buy-online-pickup-store

40. Salesforce. (n.d.). What Are Customer Expectations, and How Have They Changed?. https://www.salesforce.com/ap/resources/articles/customer-expectations/

41. Samsung. (2021, August 27). [Interview] How Samsung and HBO Are Bringing Viewers Premium Content and Upgraded User Experiences. https://news.samsung.com/global/interview-how-samsung-and-hbo-are-bringing-viewers-premium-content-and-upgraded-user-experiences

42. Santa Clara University. (2024, June 2). Omni-Channel Marketing: Seamless Customer Experience Across Channels. https://onlinedegrees.scu.edu/media/blog/omni-channel-marketing-seamless-customer-experience

43. Silicon Valley Innovation Center. (2024, August 27). The Transformative Impact of 5G on IoT. https://siliconvalley.center/blog/the-transformative-impact-of-5g-on-iot

44. Spotify Newsroom. (2023, October 18). How Spotify Uses Design To Make Personalization Features Delightful. https://newsroom.spotify.com/2023-10-18/how-spotify-uses-design-to-make-personalization-features-delightful/

45. TelecomTV. (2024, July 4). Vodafone pumps €140m into GenAI-fuelled CX revamp. https://www.telecomtv.com/content/telcos-and-ai-channel/vodafone-pumps-140m-into-genai-fuelled-cx-revamp-50752/

46. TheStreet. (2022, July 5). Walmart, Target Made the Right Bet Based on What Customers Want. https://www.thestreet.com/investing/walmart-target-buy-online-pick-up-iin-store-harvard-report

47. Walmart Commerce Technologies. (2022, August 25). A buy online and pickup in-store or curbside (BOPIS) experience your customers want. https://commerce.walmart.com/content/walmart-commerce-tech/en_us/articles/a-bopis-experience-your-customers-want.html

48. Vidscola. (n.d.). Business Agility: Enhancing Your Bottom Line. https://vidscola.com/becoming-more-agile-how-business-agility-improves-your-bottom-line/

49. Visenze. (2023, June 1). Maximizing Revenue: Product Recommendations and Personalization in Luxury Online Retail. https://www.visenze.com/blog/2023/06/01/power-of-impactful-product-recommendations-and-personalization/

50. Zendesk. (2024, July 8). Customer touchpoints: How to identify them + examples. https://www.zendesk.com/blog/customer-touchpoints/

51. Zendesk. (2024, August 29). What is proactive customer service? Examples + strategies. https://www.zendesk.com/blog/proactive-customer-service/

52. Zendesk. (2024, September 9). What is personalized customer service? + 10 ways to provide it. https://www.zendesk.com/in/blog/start-providing-personalized-customer-service/



stratpoint
FAST FORWARD TO THE FUTURE

About Stratpoint

Stratpoint is the digital acceleration partner for companies ready to transform. With expertise in agile software development, quality assurance, Cloud, data, and AI, it empowers businesses to boost efficiency, improve decision-making, and gain a competitive advantage in today's digital economy.

Let's Connect

www.stratpoint.com
hello@stratpoint.com
Stratpoint Technologies