



Elevate the Customer Experience - Raising Business to the Next Level

You will agree with me that elevating or growing a business is not easy and it requires many steps of improvement in all aspects of the business. However one path which is very important to growth is how we are able to successfully elevate the customer experience.

Improving customer experience is important for businesses. We can all agree that our customers are the main reason for successful business. A good experience leads to retention which leads to loyalty which leads to more revenue for the business.

Based on my experience, I am suggesting a few steps that can enable us to create an elevated customer experience in our company as below:

1. Communicate a clear customer experience vision to the entire team.

The first step in our elevating our customer experience strategy is to have a customer-focused clear vision. The easiest way to define this vision is to create a set of statements that act as guiding principles. We must take the effort to communicate this with the entire team.

2. Empower customer support staff - a support issue is an opportunity.

While it can be very frustrating to get in touch with customer support, we see many companies where the teams are ill-equipped to help. We could use every customer support incident as an opportunity to build a stronger relationship with the customer. Not only do you empower the team to solve the problem, but also positive training and

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3. Personalize, personalize, personalize!

All our customers want personalized interactions, we need to relook at our process and examine what can we do to personalize interactions with our customers, especially when dealing with B2C customers. Research has shown that customers are more likely to buy when we personalize our offerings based on better understanding of the customer and expectations.



4. Capture customer feedback in real time.

We need to constantly ask if we are delivering an elevated customer experience. We can do this by capturing feedback in real time. Some companies use live chat tools, some send a follow up email, there are many tools and technologies that we can deploy to take feedback, to measure and to evaluate our customer experience.

5. Learn From The Best.

One of the best ways to we can use to learn and improve our business is to look at other companies to see how they are managing certain areas. You can look to examples of businesses that are well-known for their customer service -not necessarily in our industry or in Kuwait. We can look beyond and use them as inspiration.

6. Elevating the Team.

Companies try to train the team in building technical skills and often miss out on building the soft skills. Equipping the team with the right set of technical and



soft skills goes a long way in creating a memorable customer experience. Quite often a simple smile and pleasant interactions can lay the foundation to solve complex problems. Hence building the balance between soft skills and technical skill in the team is a requirement to elevate the customer experience.

opportunities for improvement and finally by upskilling and building the team. All of these have had a significant impact in elevating the customer experience.

Let us continue to put in our best efforts to elevate the customer experience and thereby grow our business to highest levels possible.

In conclusion, at Mohamed Abdulrahman Al-Bahar Group - we have always aimed to develop long last lasting relationship with our clients while offering the best solutions.

We have focused on elevating the customer experience by conceptualizing and executing a clear customer vision, empowering the staff, creating personalized customer journeys, improving by taking feedback, looking outward to explore



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