

# CX for the On-Demand Generation

*Kinetic BPO has released a new paper on the complexities of delivering market differentiated CX for the 'on-demand' generation*

SYDNEY, NSW, AUSTRALIA, June 10, 2015 /EINPresswire.com/ -- Sydney, Australia: Kinetic BPO, the leading Business Services Company specialising in [Customer Experience](#) solutions has released its latest findings on Customer Experience for the 'on-demand' generation. The evolution of product and service distribution has reached a level where there is an entire generation of people that now expect to receive what they request instantaneously, using any device at any time. The characteristics of this 'on-demand' generation have changed the landscape of customer expectations, not only in the online world but also in any interaction with an organisation. The latest paper released by Kinetic BPO provides insights into the dynamics that are shaping the new standards for customer experience management for this generation.

"The analysis we have undertaken on this generation leads us to conclude that to deliver great customer experience is a complicated undertaking. This generation is not easily profiled since it's not age specific. This generation is defined by their adoption of technology, in particular the utilisation of mobile devices to control their world, and the use of social media to record their everyday life", said Joe Tawfik, CEO of Kinetic BPO. The analysis reveals that a multi-layered and well considered strategic approach is required across all interaction types and all channels, to deliver the type of customer experience that will be create "moments of appropriate pleasure" for this generation.

"Our findings lead us to believe that we will reach a point in the not-to-distant future, where this generation will begin to crave the deeper engagement only available through a face-to-face interaction. However, this face-to-face interaction cannot be the same as the standard type of interaction which drove this entire generation initially to seek out self-service options without human interaction. Face-to-face interaction now has to be strategically designed to meet unmet needs not delivered through the self-service channel. At the same time it needs to accommodate the new 'time and effort' expectations of the 'on-demand' generation. Our paper outlines many of the guidelines necessary to deliver the type of face-to-face interaction, creating an enhanced level of psychological



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satisfaction in customers and elevating the current relationship between the customer with the brand”, added Tawfik.

The paper argues that leading brands like Apple have generated a market edge because they have executed a well-thought out plan for their retail outlets. Brands seeking to create a similar market edge need to create their own distinctive feeling in their stores to reflect their own brand persona. Combine this with a well-designed face-to-face interaction strategy and properly trained staff, and the end result should create a “cool” experience that will keep the ‘on-demand’ customer returning for more.

The Paper will be provided for free by emailing [help@kineticbpo.com](mailto:help@kineticbpo.com) with the request for the document.

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