

COVID-19 Resets Customer Experience for Organisations

New Study Identifies Many Organisations are Pivoting their Customer Experience Practices due to the Pandemic

DUBAI, UNITED ARAB EMIRATES, October 16, 2020 /EINPresswire.com/ -- [Kinetic Consulting](#), the leading

boutique consulting company

providing consultancy to accelerate growth, optimise costs, and transform business using leading customer experience practices, has identified a shift in customer experience best practices. A post-COVID 19 study identified that many customer experience professionals are pivoting their focus to address changed customer behaviour due to the crisis. Respondents

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identified that the single most significant change in customer behaviour had been the shift towards digital for business transactions and support. The report, prepared by Ipsos, identified 88% of CX professionals identified digital as the most significant change in customer behaviour, and more importantly, 79% think that this changed behaviour is likely to remain as a permanent change post-COVID-19.

In response to these changed behaviours and tougher market conditions, many organisations are making

investments to elevate their customer experience to differentiate themselves from the competition further. The leading companies are making the necessary investments to ensure their customer experience meets the new expectations of their customers. The study identified that 88% of CX leaders agreed that their organisations would continue to invest in CX as a strategy to outperform the competition.

The study affirms that many leading organisations are looking to double down on their CX focus in an attempt to differentiate themselves in 2021 and effectively respond to changed customer behaviours, expectations, and a challenging marketplace. The findings of the study should not be a surprise to any CX professional who knows the correlation between customer experience and business success. The question that remains to be answered from the study is what values have



specifically changed for people that is linked to their changed behaviours in how they interact with organisations.

"We have sponsored the Empowering CX in the Middle East digital conference this year because it's never been more critical than now for business professionals to understand how to respond to changing customer behaviours. We hope this conference will provide insights into changing best practices in customer experience management", said CEO of Kinetic Consulting Joe Tawfik.

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About Kinetic Consulting

Kinetic Consulting is a boutique consulting company providing private and public sector clients with the full suite of consulting services to accelerate growth, cost optimisation, and business transformation. We specialise in creating and implementing strategies that can offer organisations the highest impact on their business.

Kinetic has expertise in 5 domains:

1. Customer Experience
2. Contact Centre Reengineering
3. Business Strategy
4. Business & Digital Transformation
5. Business Process Reengineering

Website: www.kineticcs.com

Address: Level 14, Boulevard Plaza Tower 1, Mohammed Bin Rashid Boulevard, Dubai, UAE

Phone: +971 44558410

Joe Tawfik

Kinetic Consulting Services

[email us here](#)

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