# Implementing an agile CX transformation

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# Introduction

**Business and technology are in a constant state of change and improvement.**

New technologies are always being rolled out, so organisations are in a constant race to keep up. Many companies simply try to roll with the punches, but often a transformational change just starts with a series of iterative steps.

Transforming your CX is a priority a lot of businesses claim to be at the top of their lists - actually implementing them however can be an exercise in overcoming inertia. Fundamentally however they are all about one thing, or rather one person — the customer — and putting them first.

In this ebook we'll discuss how you can implement an agile CX transformation to help your organisation serve customers while setting yourself up to be more adaptive to change going forward.

# Main challenges

**Big change, like those that come from rethinking your approach to customer experience, are always unsettling for employees.**

These are three of the main problems (and possible solutions) to know about:.

- **Problem:** Transformations of any kind can take years to complete, and they require consistent, dedicated leadership to see through to the end.

- **Solution:** This used to be the case, however by taking an agile approach and breaking the transformation into bite sized chunks, or sprints, you can tackle a massive change one stage at a time. This approach also allows you to focus on the pieces that will deliver the most noticeable changes first, and continue to optimise as you go.

- **Problem:** Change can create uncertainty and have unpredictable outcomes. These can be highly disruptive and unsettling for employees, leaders and other stakeholders.

- **Solution**: The key to overcoming fear of disruption is adapting a 'test and learn' mindset within the transformation, and eventually the organisation. My promoting the idea that failure, as long as it is done early, isn't catastrophic, but rather something to learn from and continually improve, staff often feel freer and more empowered by these changes. Having the right platforms to allow for this type of approach are key however.

- **Problem:** Many employees won't be fully aware of the long-term benefits to them and the company at large.

- **Solution:** A strong change management approach is key to the success of any transformation. Taking the time to work with staff, educate them on how the change will benefit them, finding 'change champions' within key teams and celebrating wins will all set you up for long term success.

# Ensuring organisational alignment

One great thing about taking an agile approach to CX transformation is that, unlike a 'waterfall' approach to projects, leadership is not expected to map out every step from beginning to end; in fact it is expected that some of the best ideas will come from those at the coal face. The vital part for leadership is having a firm idea of the direction and end goals.

In the context of a CX transformation, it means envisioning exactly the type of experience you want your customers to have. That gives you the right starting point to help you design your systems and processes so they fully reflect and respond to the needs of your customers.

**Your leadership team can't do this alone. Leaders need to gather insights from the people that interact with customers every day, and tap into their expertise as they're working to transform the customer experience.**

Gathering as much information as possible from staff, through workshops or surveys, is a great way to ensure your program is set up for success from the beginning, and also much more likely to have their buy in.

# How does the right technology help you be agile?

**Good technology platforms can really lay a great platform for improving your organisation's agility. They help you scale up easily during periods of high demand, keeping the pressure off your customer service teams when queries and concerns are through the roof.**

By the same token, such a platform also lets you scale back down when things aren't going according to plan, allowing you to divert funding or resources to other projects that are doing well. For example, if there is high demand for customer support around a campaign launch, you can easily turn on channels like live chat, or self-service with a flick of a switch in the back end, and turn them off when demand reduces.

Platforms like Zendesk also let you implement a "test-and-learn" approach that gives you the power to try out new initiatives at a low cost. The benefit here is that you can afford to take a few extra risks without worrying about the potential cost of one of those approaches not working out.

The right platform also arms you with a whole range of data analytics to give you deep insights across every section of your business, helping you make better decisions and pivot when things aren't going your way.
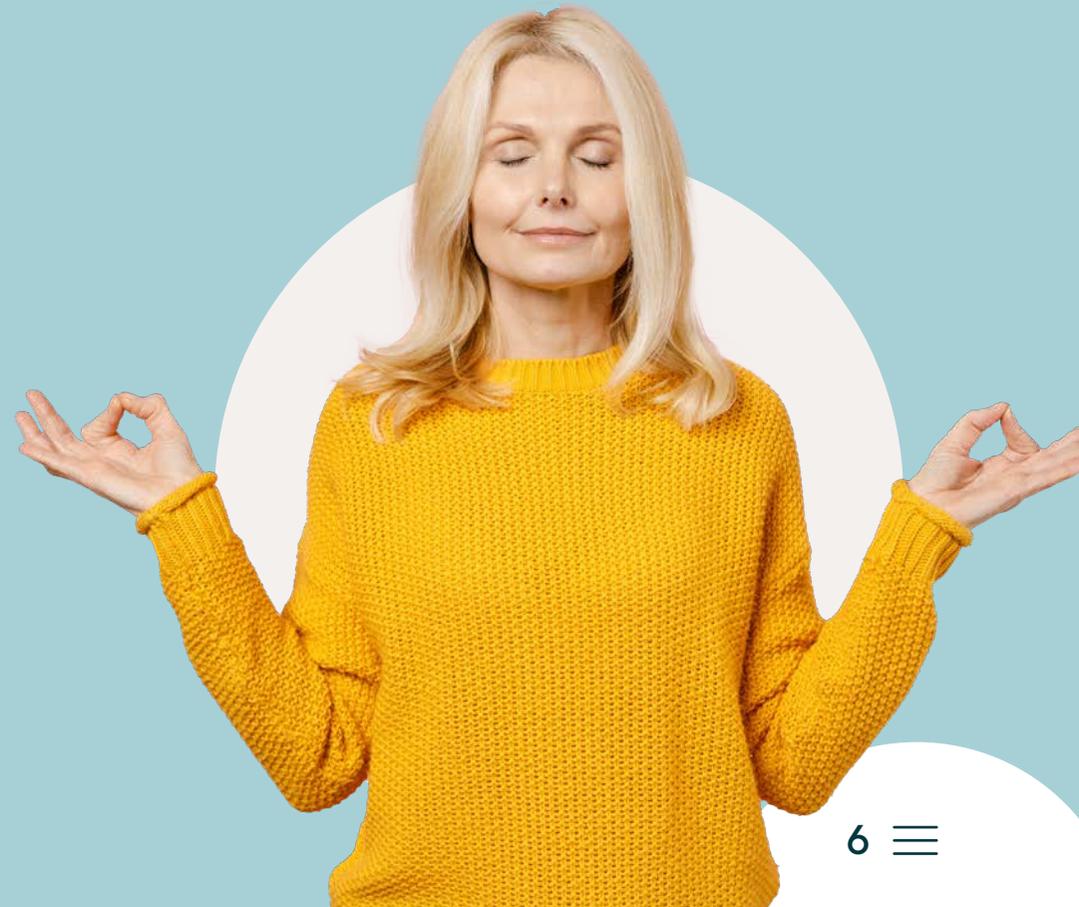
# Have the right technology

None of this is possible without the right technology. Arming yourself with a CX platform can help your team quickly create and test any CX initiatives and channels they're looking to launch without running up extra costs.

Doing this enables you to pivot quickly to meet new challenges that crop up, all while keeping everything running as efficiently as possible, a major boon to your ROI.

Here are some of the tech benefits of using a CX platform like Zendesk:

- **Test and learn:** Live reporting helps you continuously iterate and improve any initiatives you're running to make them more efficient and cost-effective.

- **Experiment:** Using out-of-the-box tech with low ownership costs helps you run experiments cheaply and capitalise on the initiatives that work. Do this while parking the ones that aren't delivering for you so you don't rack up extra costs.

- **Save money:** Reduce the total cost of ownership of your software stack, freeing up your resources for other priorities.

# CX platforms power your transformation

Any technology that sits on the cloud (like Zendesk) means that for each one of your successful initiatives, you can pump support into it and easily handle the increased demand that comes with popularity. On the other hand, if something doesn't work out as planned, you can easily decommission it so you're not paying for anything you don't really need.

Demand is constantly changing with market trends and new technologies. A platform like Zendesk helps you stay ahead of those changes. For example, live chat has become much more important for businesses (and everyone, really) during the COVID-19 pandemic. With the right technology, you can easily switch your live chat features on rather than needing to go hunting for another option every time.

Zendesk is also easy to integrate. Whenever it's time to test out a new technology, a base platform that easily integrates via API is hugely important because it helps you break down data silos.

# Getting Zendesk on your side

CX transformations don't just change the way you do things — they change the way you interact with customers.

But transformations can be hard, and they can be especially jarring for employees used to doing things one way. Done correctly however, they can set you up for success for years to come, and place you in a position to be even more adaptive to change on the horizon.

When you arm yourself with a platform like Zendesk, you give yourself the power to ride the wave of change and emerge on the other side stronger, more innovative and with better customer relationships. Don't let change get the best of you. Get started with your CX transformation.

**Reach out** to one of our agents today.

# zendesk

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