

Reduce Friction to Delight Your Customers

NTT DATA Customer Friction Factor Service

Benefits:

- Quantify the experience your customers have when doing business with your organization
- Identify actionable opportunities to improve the customer experience
- Prioritize initiatives based on their impact on the customer experience
- Demonstrate the business benefits and impact of enhancing the customer experience
- Use customer insights to drive transformation across your organization with measurable business value

Do you have a clear picture of what it's actually like to do business with your company? Are your customers engaged, happy and satisfied — or frustrated, impatient and angry? Negative aspects of the customer experience, better known as customer friction, have the power to drive your customers away. By measuring your customers' friction, you can devise a quantifiable plan for creating delightful experiences that build loyalty, grow revenue, and increase profit.

The NTT DATA Customer Friction FactorSM (CFFSM) Service does just that, helping you evaluate, understand and improve customer experience across your entire organization. Using a unique approach and set of tools, we analyze the customer experience holistically and provide a direct, quantitative connection from your customers' experience to your business operations and technical solutions.

After a CFF Assessment, you'll understand:

- The degree of friction your customers experience when transacting business
- How that experience compares to your competitors
- What actionable steps you can take to reduce customer friction

We give you all the information you need to drive transformation and realign your applications and processes to meet the demands of your customers. Armed with an action plan detailing proven corrective measures, you can dramatically improve your customer, partner or employee experience in a surprisingly manageable period of time.

Customer friction is any aspect of an interaction that has a negative impact on a customer's experience.

What is customer friction?

Good or bad, the interactions customers have with companies stick with them. The less friction a customer encounters, the more likely they are to continue to doing business with the company. As interactions become more frequent, more self-service and more complex in the digital age, the potential for customer friction increases. Examples of customer friction include:

- Requiring the customer to switch communication channels (say, from phone to email) to accomplish a goal
- Alerting the customer to a problem without offering a solution
- Experiencing technical challenges with applications

Regardless of industry and whether your customer is internal or external, customer friction exists across five categories:

- **Engagement:** the touch points your business uses to interact with customers
- **Process:** the steps your customers must follow to complete a transaction
- **Technology:** aspects of IT solutions that support your services
- **Ecosystem:** the steps outside of your organization required to serve customers
- **Knowledge:** the way information is used throughout the course of a customer transaction

What makes a CFF Assessment unique?

In the past, companies tried to measure customer experience using traditional methods, such as customer surveys (too reactive), net promoter scores (limited in scope) and sentiment analysis (contains a sampling bias). Unlike these methods, our CFF Service takes a 360-degree view of the customer journey, strives to proactively understand the customer experience and leads to actionable results.

Our approach is fast, yet comprehensive. In as little as four to six weeks, you'll understand the challenges your customers face in doing business with your organization and have a series of recommendations to reduce customer friction.

Using a CFF Assessment, we can provide comparisons against competitor benchmarks and best practices, while delivering insights into what your customers are actually experiencing.



CFF Assessments measure interactions that occur online, on the phone or in person. Common sources of customer friction include:

- Inconsistent experiences across channels
- Missed deadlines and time commitments
- Long wait times
- Repetitive steps
- Inaccurate information

Visit nttdataservices.com/customerfrictionfactor to learn more.

NTT DATA Services partners with clients to navigate and simplify the modern complexities of business and technology, delivering the insights, solutions and outcomes that matter most. As a division of NTT DATA Corporation, a top 10 global IT services and consulting provider, we wrap deep industry expertise around a comprehensive portfolio of infrastructure, applications and business process services.

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