

Reduce Friction to Delight Your Customers

Good or bad, the interactions we have with companies stick with us. They influence how (and with whom) we conduct business. Our digital economy is making these interactions more frequent, more self-service and more complex. To ensure your customers experience only “good” interactions requires a solution that fully measures and mitigates customer friction across your company.

NTT DATA's Customer Friction Factor (CFF)SM service helps you evaluate, understand and improve how customers conduct business with your organization. Following a CFFSM Assessment, you will understand:

- The degree of friction your customers are experiencing across channels
- How that amount of friction compares to your competitors
- What actionable steps you can take to reduce customer friction

By clearly quantifying your brand's customer friction level, NTT DATA's CFF Assessment gives you all the information you need to begin reducing it — improving your customers' experiences, increasing their loyalty and delighting your customers.

What Is Customer Friction?

Customer friction is any aspect of an interaction that has a negative impact on the customer's experience. Examples 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** (hand-offs between organizations and people)
- **Process** (number of customer-driven steps and use of misdirection)
- **Technology** (number of keystrokes, pages engaged, and load times)
- **Ecosystem** (no active/passive knowledge transfer, information not auto-populated)
- **Knowledge** (information sharing between people and organizations)

What Makes Our CFF Service Unique?

In the past, companies tried to measure customer friction across these categories using traditional methods such as customer surveys (too reactive), net promoter scores (limited in scope) and sentiment analysis (contains a sampling bias).

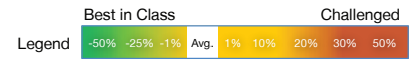
Unlike these methods, NTT DATA's CFF service takes a 360° view of the customer journey, strives to proactively understand the customer experience, and leads to actionable results.

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

Within a Customer Friction Factor Assessment, NTT DATA is able to provide comparisons against competitor benchmarks and best practices, while delivering insights into what your customers are actually experiencing.

Scoring Breakdown – Leaders and Laggards

		Total		Engagement		Process		Technology		Ecosystem		Knowledge	
		Total Avg: 165		Engagement Avg: 13.8		Process Avg: 13.8		Technical Avg: 80.3		Ecosystem Avg: 1.32		Knowledge Avg: 11.3	
		Score	Δ	Score	Δ	Score	Δ	Score	Δ	Score	Δ	Score	Δ
Leaders	Company A	101	-64	5	-15	68	26	18	-62	10	9	0	-12
	Company B	105	-60	4	-16	23	-19	53	-27	0	-1	15	3
	Company C	118	-47	5	-15	32	-10	81	1	0	-1	0	-12
	Company D	120	-45	0	-20	32	-10	58	-22	5	4	15	3
	Company E	127	-38	12	-8	26	-16	84	4	0	-1	5	-7
Laggards	Company U	194	29	25	5	50	8	99	19	10	9	10	-2
	Company V	194	29	30	10	84	42	116	36	1	0	15	3
	Company W	227	62	81	67	58	16	83	3	0	-1	5	-6
	Company X	245	80	47	27	32	-10	116	36	0	-1	50	38
	Company Y	252	87	27	7	29	-13	174	94	0	-1	22	10



NTT DATA's CFF enables you to measure your customer experience against competitors.

Friction Drives Away Customers

Imagine you need to change the account from which you pay your insurance bill. Naturally, you try to accomplish this online. You can't. You speak to a customer service rep who asks for your email and promises to send you a PDF. She does, but after filling it out, you re-read the instructions and realize you can't email it back — you have to fax it. (What year is this?) You don't have a fax machine. You find one, send the document and wait for confirmation they've received it. Which never comes. (How quickly can I switch to one of their competitors?)

Contact NTT DATA to take the first step toward delighting your customers. Visit nttdata.com/americas to learn more.

About NTT DATA

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

THINK SMART. ACT FAST. FLEX YOUR BUSINESS.