The Changing Landscape of Customer Experience

Solutions

A good customer experience is essential for any business. It entails identifying customer needs and effectively fulfilling them.

M-PESA   JUMIA   flutterwave

For example, Kenya's M-Pesa revolutionised mobile banking and money transfers, eliminating the need for physical cash. Jumia, a pan-African online marketplace, provides convenient access to a variety of goods, and Flutterwave simplifies online payments in Nigeria.

1.5B
The total population of Africa

45%
Around 45% of youths in Africa are aged 14 and younger

44.5%
African population living in urban areas

Zambia is considered the most customer-centric Nation in Africa.

82 Hours
The average customer support ticket resolution time.

7.7 Hours
The average response time to customer support tickets.

21 Tickets
The average number of support tickets.

80%
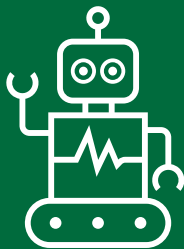Customers prioritise experience in purchase decisions.

58%
A McKinsey report found that 58% of African consumers prioritize quality and brand loyalty, with many willing to pay a premium for well-known brands.

Current Trends in the Customer Experience Landscape

- Immersive Experiences
- Cloud computing
- Automation
- Generative AI
- Deep learning
- Machine learning
- Advanced analytics

In a study conducted by IBM, over 53% of African CEOs identify technology factors as the most impactful force that could significantly impact their respective AI adoption journeys.

Customer Experience: Then VS Now

High call centre volume
One agent on multiple channels
Operates 9-5 x 5 days

Past   Present

Low call centre volume
Onmi channel approach
Operates 24/7