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 revolutionized 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.

1.3 Billion — Number of Customers in Africa

1.7 Billion — Projected number of customers in Africa

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.

73% Customers prioritize experience in purchase decisions.

50% Customers prioritize experience in purchase decisions.

80% Customers prioritize experience in purchase decisions.

98% Customers prioritize experience in purchase decisions.

Current Trends in the Customer Experience Landscape

Immersive Experiences.

Omnichannel Customer Experience

Chatbots Automation

Customer Experience: Then VS Now

Past | Present

Past
Call centre volume is high.
An agent works on multiple systems.
Operates 9-5 x 5 days

Present
Low call centre volume
Agent works through one system
Operates 24/7