

# Liquid assets

**Michael Ringman**, TELUS International's CIO, asks whether your brand's glass is half-full, or half-empty?



One are the days when customers would only compare brands to their direct competition. Nowadays, they are making comparisons between every single brand they interact with, regardless of industry. It's a phenomenon known as "liquid expectations". For example, if a customer has a fantastic experience with a travel brand, the memory of that experience will carry over to all their future brand interactions – even ones that have nothing to do with travel. Everyone is now everyone else's competition in the digital era of customer service.

Customer experience (CX) is now a key differentiator in setting a brand's proposition apart from the competition, and has quickly become a top business priority. And as customer expectations are evolving faster than ever, it's even

more critical that brands understand what's shaping consumers' preferences and have the agility to quickly implement changes in order to be competitive.

**Keeping up with the Joneses**  
Digital natives are continuing to steer CX trends towards increasingly personalized, effortless and anticipatory brand interactions, so leveraging next-gen technology has become a critical component of meeting these heightened liquid expectations. Today's AI can pull unstructured data from all brand touch-points, whether via voice, social media or email, and analyse it in real time in order to provide agents with personalized offers and recommendations to suggest to customers. In this way, AI enables a better human-delivered customer experience by making each individual feel known and

valued.  
As Yogi Berra said: "If you don't know where you are going, you might wind up somewhere else." In order to drive an innovative CX evolution your first step should be researching what "good" looks like. Keeping liquid expectations in mind, today's brands must expand their scope beyond their own backyards and adopt a broader, more holistic view of CX delivery across all industries. Working with a trusted provider can help address this need, given the number of CX strategies they design, build and deliver in numerous verticals, and the valuable insights they garner along the way. With this intel in hand, companies can pinpoint which elements could translate to their industry to meet their specific customers' needs, and then adjust their people, processes and technology to execute the change. Strategically picking and choosing best practices across all industries and then enabling them to seep into your own is key to meeting liquid expectations.

**Staying fluid**  
Just as technology will continue to evolve, so will the customer experiences we are able to provide. This means brands must also stay up to date with trends by investigating emerging technologies such as video analytics, gesture controls, biometrics and motion recognition, which will, over time, find their way into contact centers. Only the brands that consistently innovate their CX delivery to meet the rising level of liquid expectations ahead of the competition will come out on top.

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