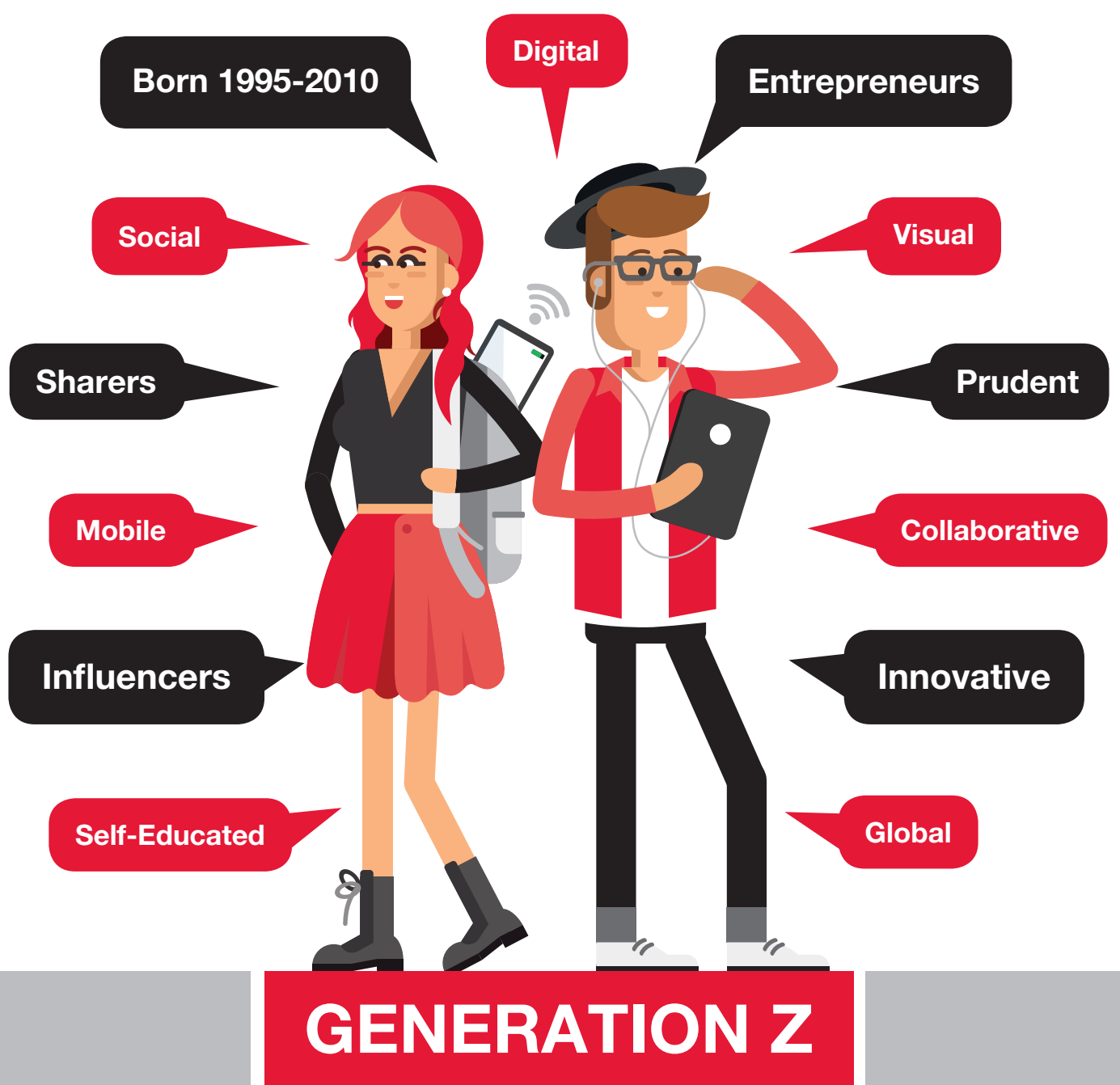


# 7 easy ways to shape your CX ready for GenZ

GenZ – the prudent, innovative, digitally innate – how will they change CX? Take notice of the customers of the future – adapt the way you shape your CX!



## Make your CX strategy futureproof don't miss out on your customers of tomorrow.



### Join the Conversation

- GenZ's mobile and social abilities go beyond downloading and texting.
- Give them a meme! Not just boring text!
- They are in constant conversation with the world.

### "I want what I want, when I want it and how I want it"

- GenZ know what they want and how they want to buy it!
- They judge you on the customer service they haven't received, not just against your competitors.
- Do you know what your customers want? Find out!



### Get onto mobile – they are already on it!

- Technology is second nature to GenZ.
- The online experience needs to be fast, personal, easy to find and interactive to hold onto this generation.
- But don't forget the physical experience, they demand excellent customer service and experiences.
- What does excellent customer service look like?

### It's all about them!

- GenZ immerse themselves in their technologies and customer experiences. They use technology to consume and create content.
- This has led to an explosion of user-generated data – likes, dislikes, habits. Tailor offers to their preferences and behaviour.
- Are you focussing on the customer?



### Share, share, share!

- Mobile and social are exposing brands and empowering the customer.
- Mobile content and social media is the gateway to your brand. It should be visual, concise and shareable.
- Being able to share in the creation, dissemination and consumption of content is a trademark of GenZ.

### Am I Secure?

- GenZ like to feel secure in their everyday actions.
- Trust, integrity and transparency is important to them – deliver on what you promise.
- Are the right standards of security upheld when it comes to data?



### Ask them what they think?

- Nothing is forbidden! Customers share feelings and experiences with other customers offline and online and also with you.
- GenZ want to feedback! They want to be involved in the co-creating of design and content of products and services as well as how the brand conducts itself.
- What are you doing to make this uncontrollable channel of feedback controllable?

GenZ is disproportionately influencing and impacting the world stage as they set the foundation for the future of living... what are you doing to hold onto the customers of tomorrow?