



Top 5 Digital Customer Experience Assurance Tools in 2022



Delivering a personalized customer experience across digital channels is essential for business enterprises to be competitive and successful. Driven by technology, brands are focusing on providing customer experience assurance based on data gleaned from various digital channels in real-time. Purchasing behavior and customer journeys have shifted to digital in a major way, making it essential for business enterprises to deliver digital CX across digital touchpoints and customer-facing channels. The benefits accrued for businesses from deriving customer experience insights are:

- Offer a single source of truth to every customer.
- Create interactive customer profiles.
- Personalize your interactions.
- Improve the customer experience.
- Improve the governance of customer data.

To achieve timely, personalized, and context-driven customer experiences that are accessible across customer-facing channels, businesses need to harness the best [customer experience](#)

[assurance tools](#) suitable to their requirements. The key capabilities offered by such tools are as follows:

- Context-driven experiences based on customer interactions across digital touchpoints.
- Personalized customer journeys based on purchase history, customer behaviors, location, and other factors.
- Customer engagement across the value chain.
- Customer communication on a device used by them.
- Managing and storing information irrespective of formats.
- Identifying unhappy or passive customers.
- Creating cost-effective campaigns to increase the organization's customer value.

Top 5 customer experience assurance tools

With technology leading the way in understanding customer behavior and delivering a reliable CX assurance platform, the top 5 digital tools and their key features are mentioned below:

1. **Zendesk:** It is one of the robust reporting tools that helps businesses understand trends and create a better user experience. It provides quick customer support across channels and digital touchpoints such as chat, email, phone calls, and social media, among others. With an in-built survey feature for customer experience, Zendesk measures the satisfaction of customers while using specific services.

Key features

- Allows the conduct of NPS (Net Promoter Score) surveys to garner customer feedback.
- Allows the viewing and analysis of customer service performance using built-in dashboards.
- Easy integration with cloud-based CRM systems.

2. **Salesforce Service Cloud:** A CRM tool for streamlining a company's entire customer support operations. With an AI-powered chatbot and a customizable user interface, the tool can handle all customer queries effectively. This leads to reducing the wait time in customer service and the workload of customer service resources.

Key features

- Recommends relevant articles to customers.
- Routes querying customers to the relevant customer agents for quality service, automatically.
- Automates repetitive tasks to transform the efficiency of customer service.

3. **HubSpot Service Hub:** It is a CEM (Customer Experience Management) platform that handles all customer issues using a ticketing system. Besides, it also offers inbound marketing solutions for businesses and offers a visual reporting dashboard to assess the performance of the customer support team. With features to access customer feedback, it helps measure the level of customer satisfaction.

Key features

- The conversation inbox feature tracks end-to-end customer interactions.
- Answers to frequently asked customer queries through support articles.
- Connects with customers and responds promptly through live chats.

4. **Acoustic Experience Analytics:** One of the best SaaS-based customer experience assurance tools, Acoustic Experience Analytics helps make the customer journey smooth and hassle-free. It allows the replay of customers' web browsing experiences to identify and address customer-related issues. It comprises features relating to [customer sentiment analysis](#) to identify positive or negative sentiments among customers through NLP (Natural Language Processing) techniques.

Key features

- Allows tracking of specific customer sessions using the search functionality.
- Offers an insight into customers' viewing activities using the heatmaps feature.
- Allows the creation of KPI reports to track metrics such as customer satisfaction score and customer retention rate, among others.

5. **Adobe Experience Manager:** It is a robust content management system that helps to deliver a superior customer experience. It allows the creation of personalized content for customers across customer-facing channels such as web and mobile apps. As a real-user monitoring platform, the tool enables the conduct of a CX survey to measure customer experience. Adobe Experience Manager helps marketers assess the diverse requirements of their customers using customer segmentation.

Key features

- Creates and provides customer-centric content using Artificial Intelligence.
- Allows the interpretation of customer decisions using a feature for customer journey analytics.
- Allows customer access to support instructor-led guidance training and articles.

Conclusion

Customer experience assurance tools are essential for businesses to understand customer journeys and the areas where suitable changes need to be made. These offer increased customer engagement, a higher rate of customer retention, and reduced marketing costs for businesses.

Resource

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