

A close-up, profile shot of a woman with long brown hair looking out of an airplane window. The window frame is visible, and the view outside shows a vast expanse of white clouds under a clear blue sky. The lighting is soft and natural, coming from the window.

5 quick steps to improve
the travelers' experience.

Transcom

The great CX declutter.

Creating an exceptional experience for travelers is critical in this day and age. Following a few years of upheaval, flexibility in business travel is here to stay - which means higher frequency, longer stays, and making the most of great deals and strong brands.

Every step of CX should focus on delivering a seamless and effortless journey that resonates with customers, while removing complexities and confusion. Mapping out the journey and analyzing feedback to identify areas for improvement. Optimizing digital channels to make them intuitive and user-friendly. Training employees to provide clear and concise information. Simplifying, so you can focus on what matters most - a brilliant customer experience.

In this guide, we'll talk through 5 quick steps and considerations that should be on every brand's priority list for developing the best digital CX possible.

1. Behavioral economics.

Know your customer.

Learn how your users make decisions and what their thought process is, including any biases and heuristics that influence their choices. With this knowledge, the next step is to design effective strategies that can resonate with their needs and expectations. A clear purpose and vision can guide your decision-making and create a shared set of values amongst employees and customers. By aligning your brand's purpose and vision with customer preferences, you can build stronger relationships and drive long-term success.

2. Cross-function.

Integrate and coordinate.

Connecting siloed departments helps to avoid a disjointed customer experience. All customer-facing roles add value, and the traditional approach that views CX only as a cost must be reconsidered. Involve your customer support team in product development and nurture direct customer relationships. The way to create a seamless user experience, everyone needs to be on the same page, using an integrated technology platform, information ecosystem, and culture.



3. Automation.

Reduce operational costs through automation.

The right digital solutions, tailored to your business and your customers' needs, can significantly benefit performance and satisfaction, both for employees and consumers. Tools such as chatbots provide 24/7 support for common questions, AI-powered, voice-enabled virtual assistants using natural language processing to aid in answering queries, or workflow automation software that empowers agents to manage interactions efficiently, can all reduce costs and boost operations.

More specialized solutions include ticket prioritization based on algorithms that categorize based on urgency, customer history, and SLA requirements, and personalized recommendation engines that analyze

consumer behavior and provide tailored recommendations to upsell. Implementing real-time chat translation for customer service can take your customer base from local to global, by eliminating the barrier of language preferences. The key is striking the right balance between automation and human interaction.

4. True omnichannel.

Provide a unified and integrated experience - regardless of channel.

The traditional linear customer journey is a thing of the past. Consumers talk to brands through various channels, having ongoing interactions via phone, email, chat, social media, or self-service portals. By providing a unified and integrated experience, connecting all of these channels and ensuring seamless transitions between them, you can increase the effectiveness of your agent teams and give customers consistent service across the board. This opens up possibilities for personalization and optimization using data-driven insights - the more you analyze, the better you can adapt.

5. Talent.

Understand the strengths and limitations of both humans and machines.

This way, you can optimize experiences for both your agents and your customers. Differentiate tasks - some interactions may benefit from the personal touch of a human agent, while others could be efficiently and accurately handled by AI-powered systems, which in turn frees up your agents' time. AI-powered tools can provide valuable support to your service teams by automating routine tasks, providing real-time insights, and enabling streamlined workflows. Adopting a hybrid approach that leverages the strengths of humans and machines can create effortless and enjoyable CX for everyone involved.



About Transcom.

Transcom provides digitally-enhanced customer experience (CX) services to some of the world's most ambitious brands. With more than 300 clients globally, including disruptive e-commerce players, category redefining fintechs, and technology legends, our partners rely on us for on-, off-, and nearshoring services.

There are over 30,000 Transcom team members working in 85 contact centers and work-at-home networks across 27 countries, creating brilliant experiences in customer care, sales, content moderation and back office services.

Our comprehensive digital portfolio, industry experience, and relentless commitment to our clients' goals is why hundreds of companies trust us to be their voice and manage their most important relationships - the ones they have with their customers.



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