

Beneficence of Digital Body Language to Enhance Customer Experience

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Abstract:

Customer experience is the key and plays a crucial role in the success of the organization. This can be achieved through various channels. Here I would like to analyse the overall customer experience on the E -platform. The main reason behind choosing this topic is because in this competitive era digital trade stands out to be a key driver towards harnessing customer experience and brand loyalty. To drive consumer state of mind when the customer visits the particular website the combination of digital gestures and micro signals made by customers helps to a great extent to cater to the services according to their needs and preferences by identifying their purchase patterns with the token of delight.

Keywords: *Digital body language, digital experience, buyer journey, Personalization, digital trade.*

Introduction:

As our physical world inevitably becomes more digitized and more connected, companies must not lose sight of this. Yes, technology adds value with greater utility, efficiency, and convenience, but in an increasingly de-materialized world, digital experiences that also connect on an emotional level and make us feel something in our physical selves are more meaningful. Giving our intention a digital trial to understand at what stage the customers are in their buyer journey can be predicted using this phenomenal concept called digital body language.

DBL represents the subtle signals that customers give off when they shop online

The benefit can be witnessed when we tailor our content according to our customer tastes and preferences. Every digital interaction is a prospect for us and we have to paint a more detailed picture of who, in the sense what role they are playing as a customer and what they exactly need with a holistic approach w.r.t market trends.

One crucial fact that most of us have to understand in the context of DBL is more about actions they take online, browsing specific pages or reading blogs, subscribing newsletters, etc.

If we harness on each prospect's degree of interest ,organizations can dramatically increase engagement and conversion, provided genuinely

valuable content and timing those interactions effectively. Opportunities for sale are always possible when you target the right message at the right time to the right prospect.

Literature Review:

It is very important for organizations to interpret digital body language, because it is the next wave of e-commerce. By reading digital body language we can identify patterns, infer the behaviour of the customers and their mindset and intent can be clearly traced. The only powerful relationship between experience and revenue is to understand what the customers clearly want? So, for this purpose we need to measure digital gestures and make the decisions real time (**Clicktale, 2017**)

Digital body language is all about tapping the customer intentions online. Most importantly in the B2B scenario by utilizing this they are many advantages for both organizations and customers which turns this methodology mutually progressive. Organizations can get quality leads and in turn customer can get quality products and services according to their needs. The value of enterprise can be enhanced by utilizing the concept of Digital body language. (**PaulMcCord, 2009**)

“Digital body languages speaks louder than words”(Lindsay O’Gorman ,Vp of marketing), In other words how can we track whether customers are feeling confused or engaged ? all these sort of questions can be answered by tracing information downloads, keyword searches, email responses etc.DBL is very important because it clearly reflects user experience and makes us clearly understand what customer is exactly looking for and at what point of their journey they felt frustrated. By capturing all these inputs, we can improve our services for better customer experience. (LindsayO’Gorman, n.d.)

Research Objectives:

- To identify the qualitative factors for a great customer experience
- To understand the parameters preferred by customers while purchasing online.
- To figure out the core reasons behind poor customer experience.

Research methodology and Data analysis:

As part of our research study, we conducted both primary and secondary research to perform a comparative analysis between customers digital footprint and its associated benefit to the organizations. Accordingly, to draw these final conclusions various journals, company blogs and leading articles has been taken into consideration in this aspect. Primary research was carried out to know how important is to analyse the digital footprint of the customers for organizations to better the offerings and ensure customer satisfaction. It was done by conducting a survey through online questionnaire.

In order to achieve the mentioned objective, we had the following research design. The sample size includes 100 respondents including under graduates/graduates and working professionals ranging from the age group of 18 to 60. In terms of segmentation I chosen geographic(Age, gender) and behavioural segmentation(Benefit). Moreover, to pursue detailed analysis we made use of various tools such as bar graphs, pie charts and line charts with the obtained responses. The methodology of research is purely based on the facts and insights that we collected through secondary research and

the responses we received through the questionnaire as part of primary research.

Profile of the target sample: We included males and females of age group ranging from 18-60 which includes the combination of students and professionals.

Source of the data:

Primary research: Sample size of 100

Secondary research: Journals, research articles and company press releases, executive insights.

Period of the study: This study was conducted for a month

Limitations of the study: We did not considered segmentation based on geography because our paper objective is to find the digital experience of the customers. Since customer experience varies from person to person, we dint restricted our age group to a certain segment, rather we concentrated the aggregate across the age groups. We did considered education among the considered segmentation variables because, as per BCG important factor of consumer behaviour not be found education rather by digital maturity.

SECONDARY RESEARCH:

(Bain&Company, 2018)This global research depicts among the most important tools to enhance customer experience predictive analytics and personalized experience stands out to be crucial. These tools include recommendation engines which firms deploy online to redefine the nuances of AI. In addition to this by using tools like net promoter score and sales force automation organizations tries to capture the preferences and provide personalized experiences to the customers.

(Parulbajaj, 2017)This research study by BCG depicts that the internet penetration has been and continues to be mobile first and the most important factor behind the stimulus of consumer behaviour is not about age, gender or location but by the digital maturity. Which means no of years that the user is online and the way they equipped. Mainly to capitalize this opportunity organizations needs to tailor messages to consumers based on interests, display relevant ads based on site context,

developing robust content and optimize it for search engine discovery.

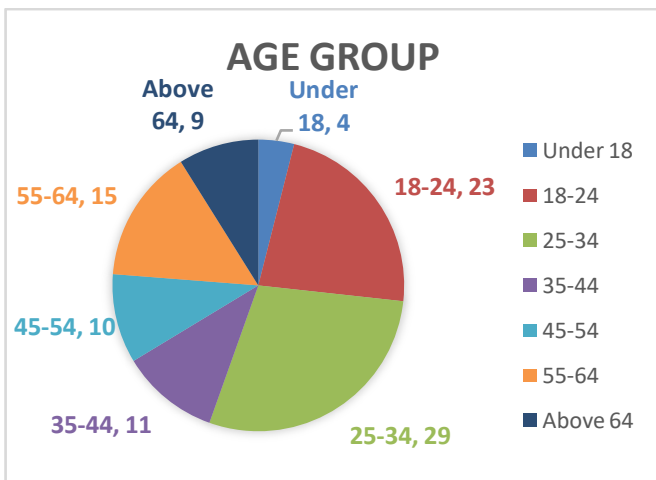
(Craig Borowski, 2015) This research study of HBR states that opinion-gathering tools improve digital customer experience to a great extent. Businesses need to actively involve in understanding customer needs and preferences by asking them directly and whatever digital initiatives we commence all those should complement the experiences in the customer journey. Company needs to communicate coherently across all the channels including live assistants, online forums, social media etc. The main emphasis is mostly on responding quickly because a ten second wait for a page load can make 50% of consumers leave and websites lose huge traffic if the page can't load by 250 milliseconds. In this way the research states it is most deserving to invest on digital platform.

(McKinsey, 2017) Research study of McKinsey states few important postulates for organizations in terms of enhancing customer experience. Individual touchpoints may perform well even the end-to-end experience was poor. Organizations need to define clear aspirations of customers and need to redesign based on behaviour psychology of the customers. Most importantly organizations need to resolve the pain points of the customers.

PRIMARY RESEARCH:

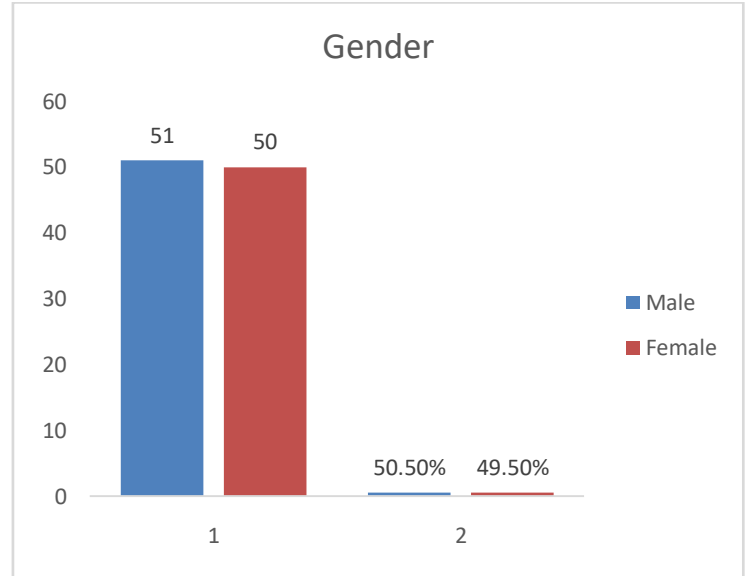
Primary data collected with the sample size of 100

1) Please specify the age



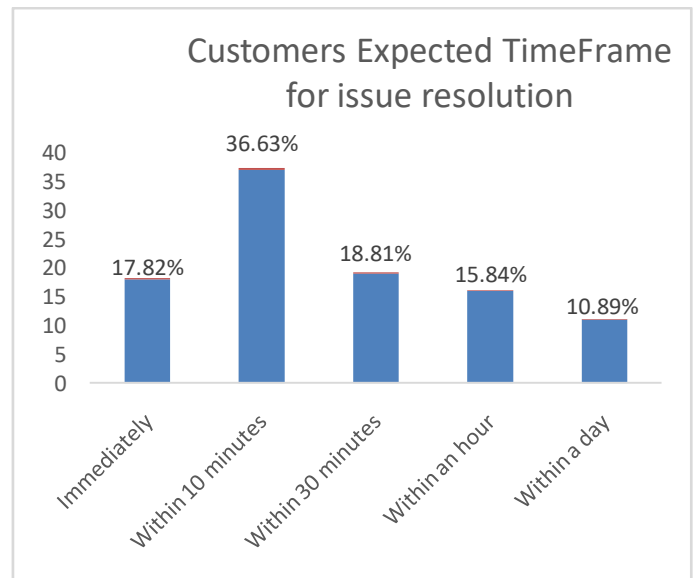
People across age groups are participated in this survey. Based on the above data mostly age group (25-34) are more

2) Please specify your gender



Almost male and females are equally contributed in this survey and the difference is very minute based on the above data

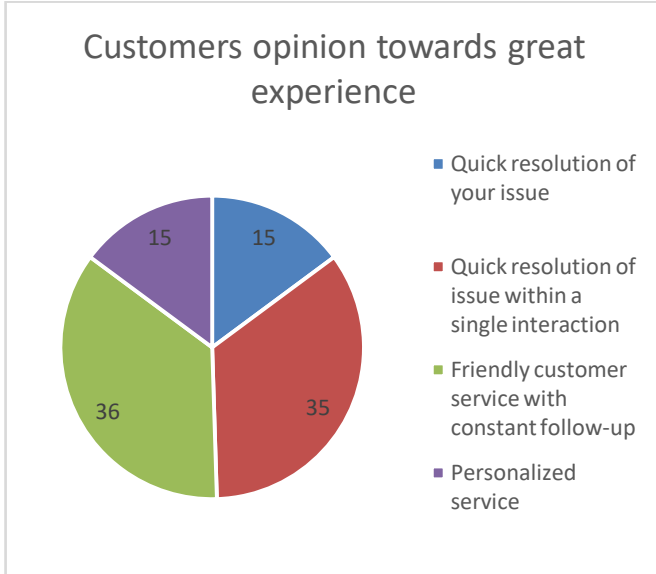
3) Please specify your expectation of time frame in getting your issues by accessing help/support online



Majority % of the customers opine getting resolved their issues within 10 minutes is far better when compared to getting issues resolved immediately, because customers more focussed towards detailed

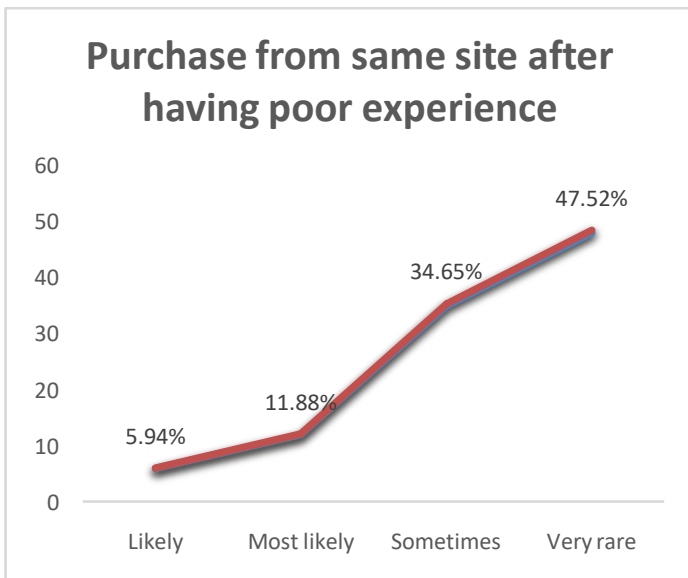
and long-lasting solution with the focus of getting the issue repeated again and again.

4) Select one option below by which you state your experience as “Great”.



Based on the obtained data, customers defining their experience as great not when issue is quickly resolved but when the issue is resolved by providing friendly customer service with the constant follow-up.

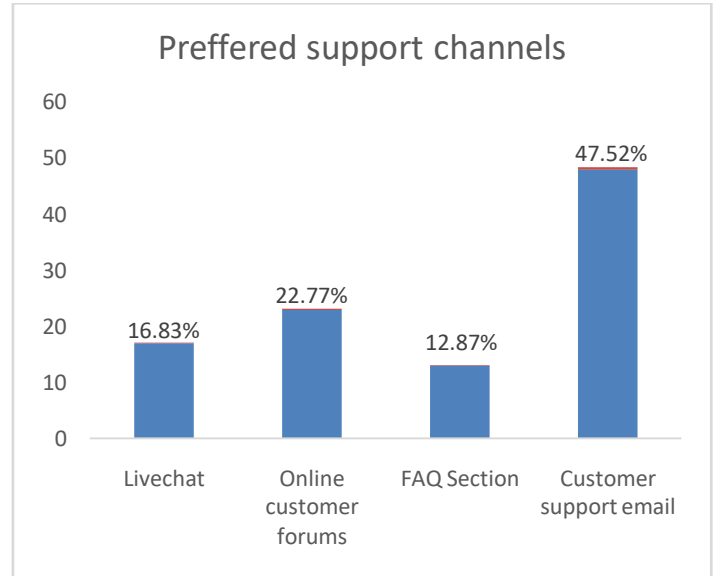
5) How often you purchase from the same site when you faced a service-related issue in the past



Customers opine that once if they face poor experience in the site, they again turn up to the same site very rare. But the important factor that we need to focus here is the customer is not willing to

turn up because of the poor experience, which is a high priority pain point. We can ensure great experience to customers by addressing pain points of this kind.

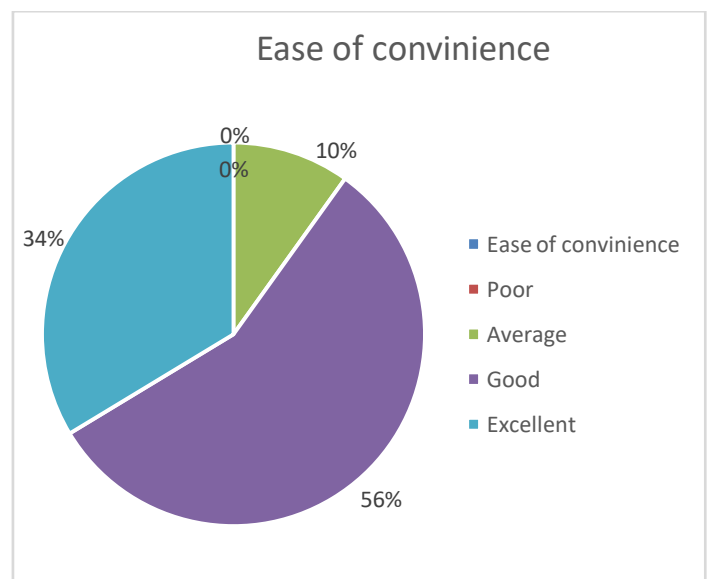
6) Please specify the support channels you mostly prefer while purchasing online



Most of the digital customers agree that they are focussing towards customer support email when they are in need of any assistance online compared to other options like Live chat, online customer forums and FAQ section .

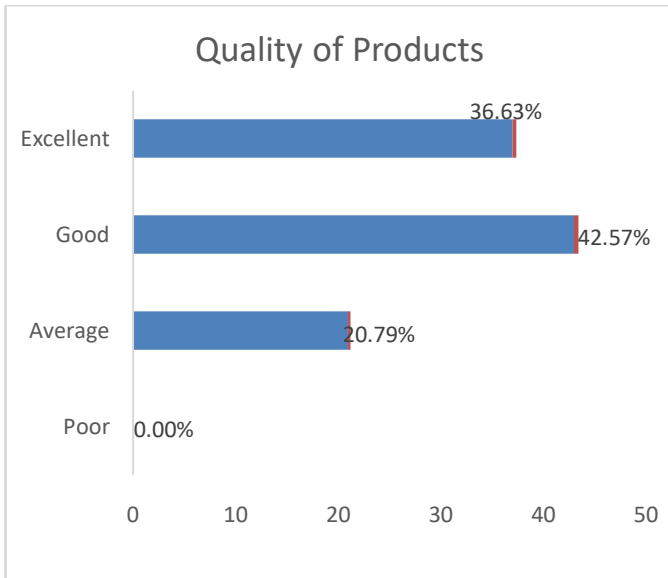
7) How much satisfied are you in terms of below parameters while purchasing online

a) Ease of Convenience



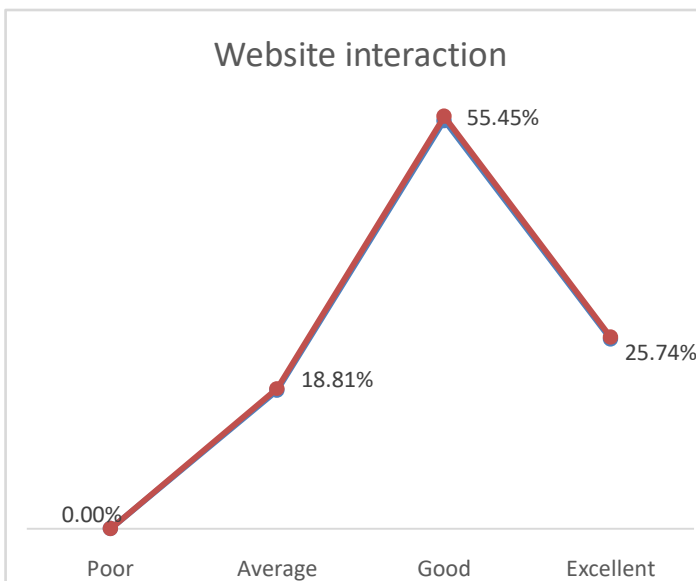
Customers while purchasing online almost 56 % people review as Good in terms of Ease of convenience but its good that none of the respondents are poor in accessing online (0%) which is sign of digital awareness of customers.

b) Quality of Products



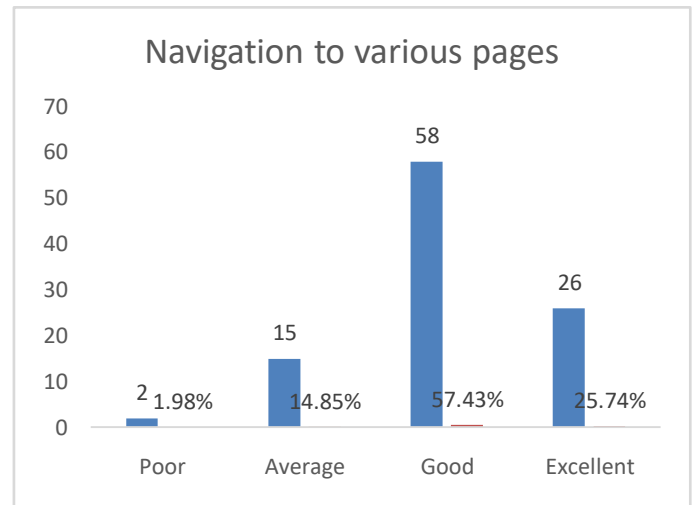
Majority of the people (42%) opine that they feel satisfied with quality of the products and suprisingly ,almost 32% feeling excellent in terms of getting satisfied w.r.t quality of the products.

c) Website interaction



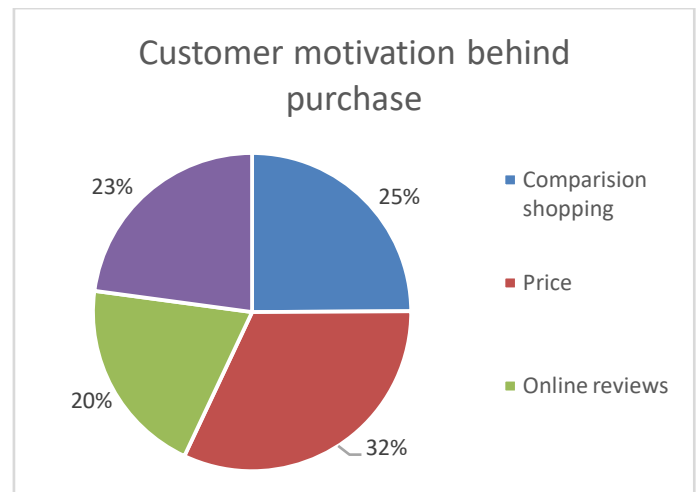
If websites are highly interactive, 55% of the customers feeling good and satisfied.

d) Navigation to various pages



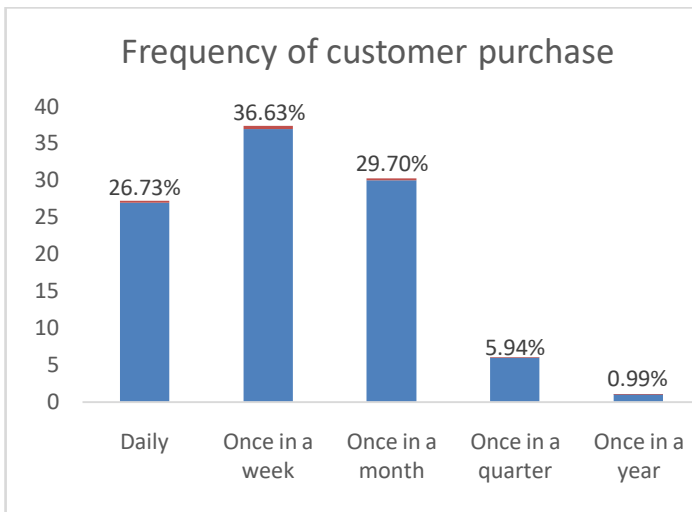
As per the above data 57% of customers are satisfied if they experience seam less experience in navigating across the webpages in the site they logged in and even in this case almost 25% of the people feeling excellent if they can smoothly navigate to various web pages.

8) Mention the factors that drives your motivation to purchase online (Select ALL that apply)



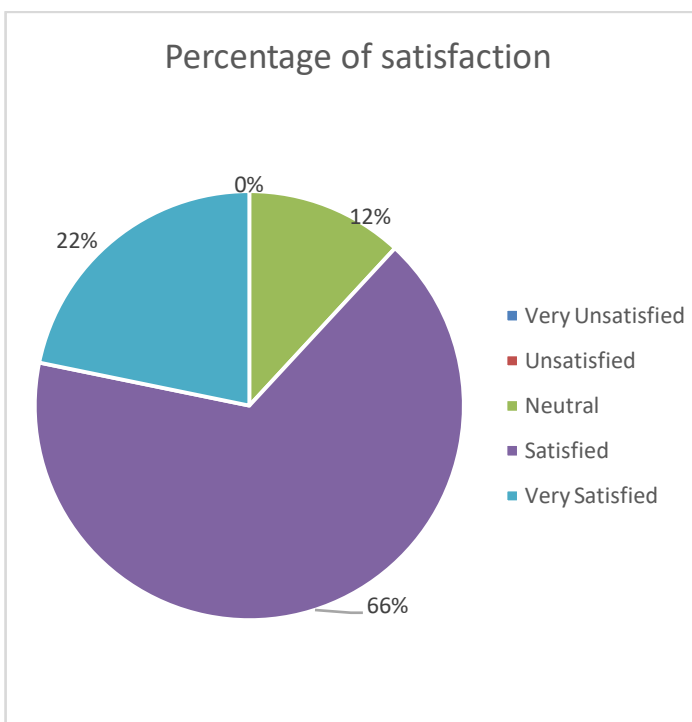
Since this survey is filled with the people across age groups most of the customers gets motivated to purchase by the price factor followed by comparison shopping feature. Because features are directly proportional to price. Which means if we opt for best product with more features then we need to pay more price to the same product.

9) Please specify how often you shop online



As per the data, majority of the customers purchasing once in a week followed by once in a month.

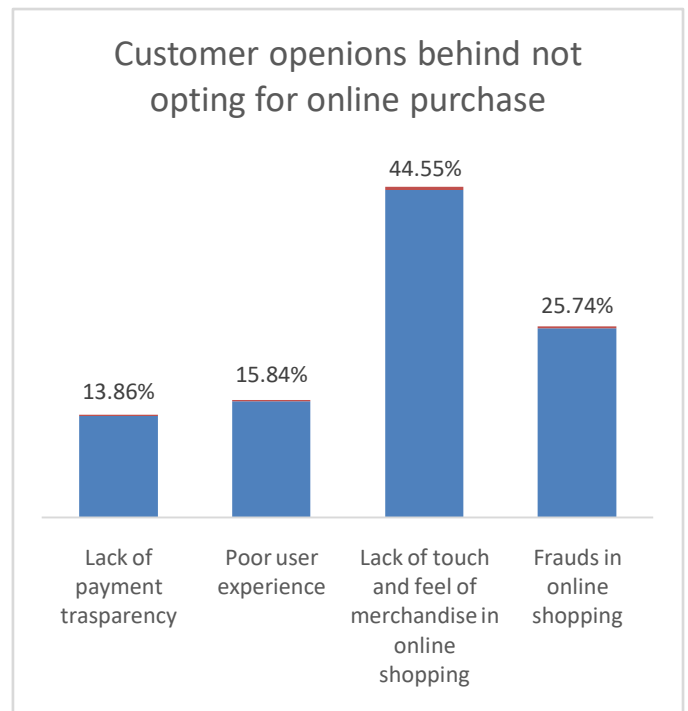
10) Tap your emotion below to disclose how satisfied you are in terms of digital purchase experience



Most of the customers opine that compared to traditional purchase almost 66% of people are

satisfied which is a decent rate and basing on this data we can depict that percentage of people opting online is increasing significantly.

11) Please specify the reasons which stopped you to purchase online

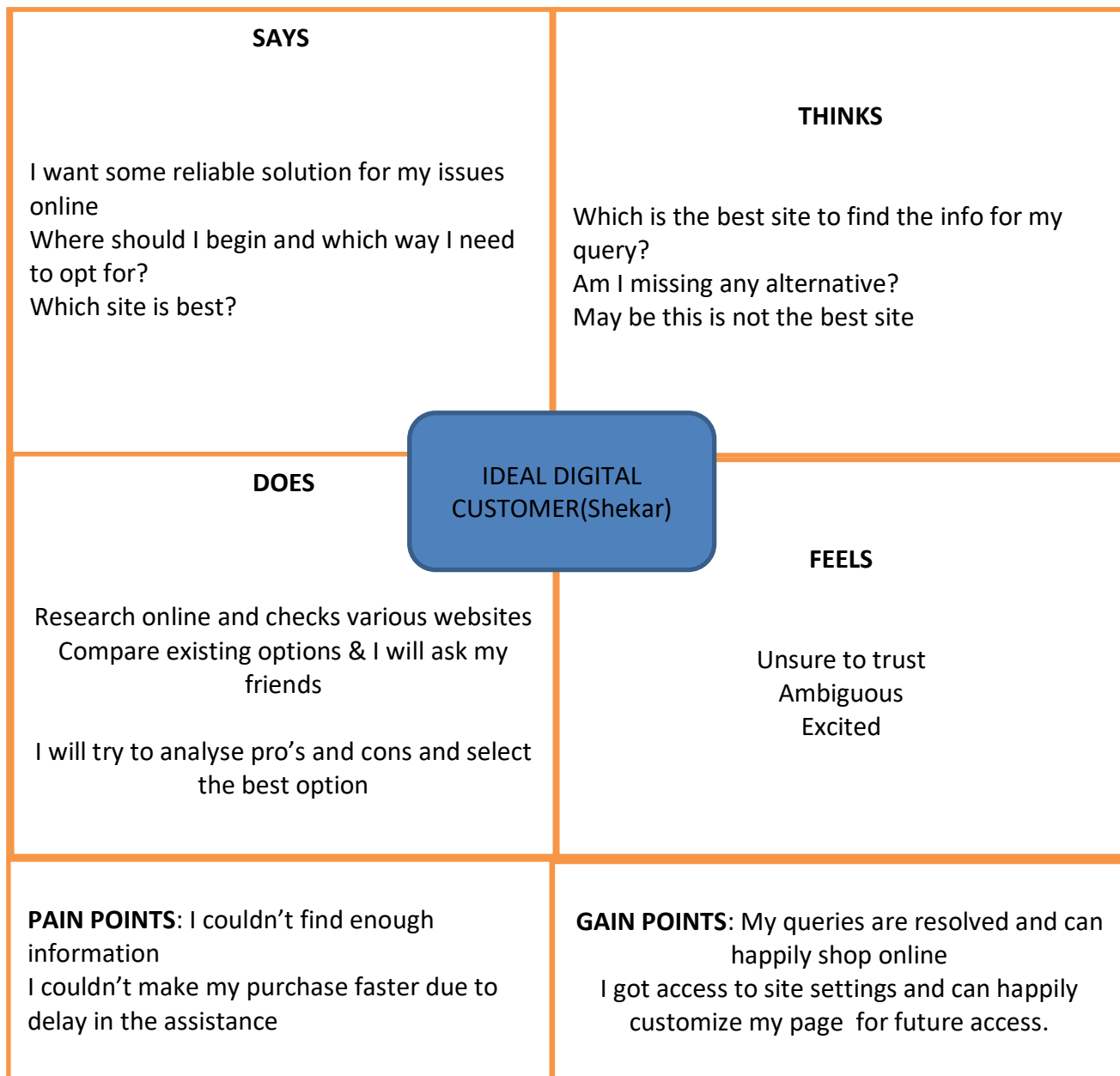


Most of the customers stopped purchasing online with the lack of an emotional appeal, in other words since they can't touch and feel the merchandise people are not opting online followed by the fear of frauds that happens online.

Let's consider a scenario from the obtained responses and portray the same using empathy map and customer journey map for an ideal digital customer

Scenario: Customer facing an issue online and looking to get his queries resolved to happily continue the online purchase activity.

EMPATHY MAP



Now let's represent a journey map of an ideal digital customer, who is looking for support to get the issue resolved to continue his purchase online.
Let's design the customer journey map based on the above mentioned scenario

CUSTOMER JOURNEY MAP

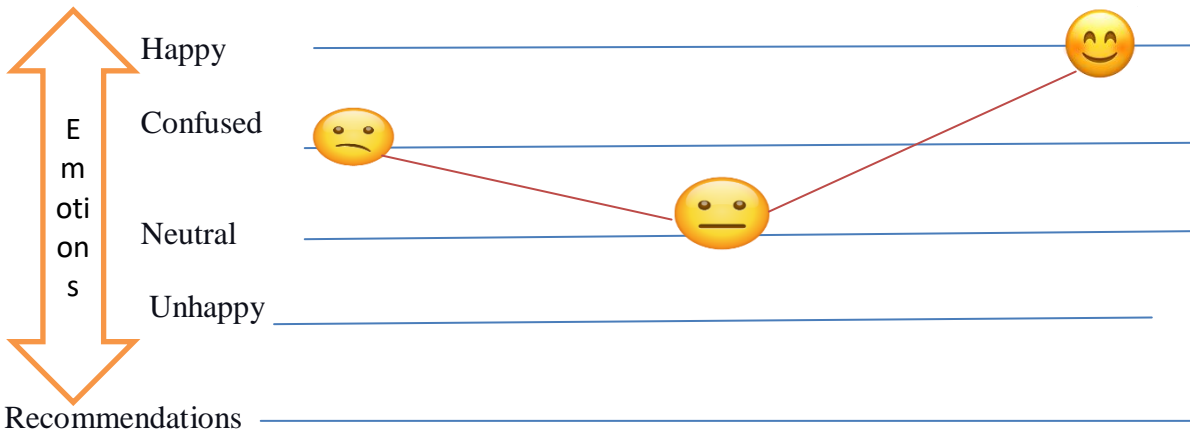


Persona 1 (Journey map of an ideal digital customer (Shekar))

Customer Experience _____

Touch Points	Research online, FAQ, checking product reviews	Live chat Customer support email Online forums (I consider FAQ for my query resolution)	Yes, I will opt the solution, I am looking for the similar solution
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Thinking & Feeling	Are the reviews genuine? Does these sites offer right info?	I could have better experience if I got this support before	With this solution I hope I will be having seamless digital experience.
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Ideas of Improvement	Optimise credible sources to increase the trust	Focus on every touch point to provide good experience	Receive the feedback from ideal customers and highlight those to attract more customers
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Conclusion: In today’s competitive arena organisations need to formulate their strategies based on the digital traces of the customer and need to analyse those data to gain a competitive advantage.

Based on the customer preferences the main qualitative factors that organizations need to address to deliver great customer experiences are a) Focus should not be on quick resolution is an issue rather need to be on friendly and sometimes even personalized service to gain customer loyalty. The crucial parameters to ensure satisfaction of the customers while purchasing online are effective navigation towards web pages and we need to provide convenience for them to surf across and

access the product/service according to their preferences.

Finally, most of the people stop purchasing online because of lack of provision to touch and feel of the merchandise followed by the fear of frauds on online.

RECOMMENDATION: As per the responses, most of the people not opting for online purchase with one of the core reasons. That is lack of touch and feel of merchandise. Many new age companies are trying to address this factor to gain good percentage of customers and provide them with customized services to ensure phenomenal customer experience.

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