# Adapt to Win – Empower Your Business

Earlier this year, we once again asked AIIM community members to grade their organizations when it comes to executive alignment between information management/governance strategies and business strategies. We probed the different mindsets and approaches of those who have remained at the status quo or worse and those who have seen improvement. What was the magic ingredient that made for success? It was Customer Experience (CX). Over one-third of organizations surveyed in the AIIM 2022, State Of The Industry Report said that enriching customer experience in all aspects of the business is the most important ingredient of their digital transformation strategy.

## The Increasing Importance of Customer Experience

We may have turned the corner with the pandemic, but the associated economic upheaval has radically changed the importance of how we address customer experience. To remain relevant and competitive, organizations must adopt systems and strategies that directly influence and improve customer experience. Indeed, a grand pivot is underway focusing investment and energy on designing and delivering experiences for customers. Global spending on CX is estimated to reach $640 billion this year. It's not just about protecting data and reducing non-compliance risk anymore.

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## Transforming CX

What strategies and capabilities are a must-have to transform typical customer experience? That was the subject of a recent AIIM On Air podcast interview with Annemarie Pucher, CEO of Papyrus Software, and Rob Browne, Senior Manager of Project Quality Assurance. We explored how to empower your business with a business-first approach focused on customer experience.

I asked Annemarie to describe her perception of the shift underway to intensify organizational focus on customer experience and how a business-first approach plays a part in the transformation. "Recent years have been really quite challenging for many companies because they are missing an end-to-end solution, which is a real roadblock for a great customer experience. Disconnected experiences, for both internal and external customers, is the major challenge to be overcome," said Annemarie.

## Agility Drives Service Excellence

It can be hard to react to changing customer expectations when information systems are inflexible and isolated. Rob pointed to a driving need for better information agility in order to provide a truly superior customer experience. "This kind of customer-focused approach requires a lot more agility. Organizations today need to be able to react to these ever-changing consumer and customer trends; some of which we could never have predicted," explains Rob. "So we've been focusing on tools which provide our customers with the ability to empower their own business, to make changes in their communication, in their applications and in their business value streams, with minimal support needed."

## Empowering CX Process Improvements

Indeed, Papyrus Business Designer is a tool that allows business teams to make changes at a process level via a graphical user interface. No coding is required. "This gives process owners the power to make changes in their value stream without affecting the surrounding systems and without the need for advanced skills in program coding," says Rob. "This was something that always held us back so often in previous years."

Annemarie points out that empowering process owners to improve their processes with minimal support is at the heart of leveraging information management in ways that make a difference. "It's really so important for the customer experience. There are high 'moments of truth' in customer experience and employee experience. The moments that matter. The moments when you communicate, when you solve a problem, when you react to a request – and you have this interactivity. Everyone needs to have the tools to do it fast and correctly. The quality of these interactions define those many moments of truth in the process."

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## Take Action to Compete

I asked Annemarie and Rob for some action items we can all use to take advantage of their ideas and advice to boost customer experience. "Think about how different parts of the organization can be effectively engaged to contribute their share," says Annemarie. Today, the best way to approach CX and digital initiatives, and deliver business value, is achieved by multidisciplinary fusion teams that blend technology and domain expertise – not IT alone. "The focus should be always on the end-to-end experience and removing friction to gain most value for the customer."

Where to start? Rob suggests we start by addressing small successes first, before aiming our sights higher. "Identify those places that are causing the most grief. Identify those pain points and list out the top five. I bet that two or three of those you can probably address immediately. Consider what is going to provide the most impact for the lowest effort and the lowest cost, and start there."

"A connected experience for the customer and the employee is very important," concludes Annemarie. "We have too many fragmented experiences today where the customer doesn't know what the situation is and needs to ask multiple times for assistance or for information. Empowering your people with technology that enables top service and provides connected and integrated experience is essential for all future investments in CX."



## Moving Forward

What can you do to learn more? Check out the entire AIIM On Air podcast interview here. Listen to more examples and advice and learn more about how Papyrus Software can help your efforts.

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